



Welcome to the CLU-IN Internet Seminar

Brownfields RLF Grant Guideline

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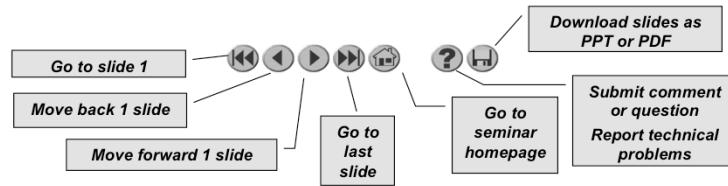
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- Please mute your phone lines, Do NOT put this call on hold
- Q&A
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Although I'm sure that some of you have these rules memorized from previous CLU-IN events, let's run through them quickly for our new participants.

Please mute your phone lines during the seminar to minimize disruption and background noise. If you do not have a mute button, press *6 to mute #6 to unmute your lines at anytime. Also, please do NOT put this call on hold as this may bring delightful, but unwanted background music over the lines and interrupt the seminar.

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With that, please move to slide 3.



FY2013 Brownfields Revolving Loan Fund Guidelines

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Presented by:

August 30, 2012

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Presented to:

Brownfields Revolving Loan Fund Applicants in
EPA Regions 8, 9, and 10



EPA Region 8



EPA Region 9



EPA Region 10

Welcome everyone

Intro

Purpose of today's talk is to provide a comprehensive overview of the Brownfields Revolving Loan Fund Guidelines. So if you are planning on applying for an RLF grant or would like to learn more about the guidelines, then this is the right place for you.



Agenda

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- RLF Program Overview
- Brief overview of RLF grant threshold criteria
- **Explanation of RLF grant ranking criteria**
- Application preparation tips
- Additional resources and contacts
- Questions and discussion

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Not an introduction to Brownfields



RLF Grant Program Overview

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- Provides funding to make low-interest loans and/or subgrants for **cleanup activities** at brownfields sites.
- Up to **\$1 million** per separate eligible entity.
- Hazardous substances and/or petroleum within the same proposal.
- Up to 50% of grant amount may be used for cleanup subgrants.
- Cost share requirement of 20%.
- Period of performance is **five years**, and you can apply for extensions

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RLF Grant Program Overview

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- RLF Awards in FY2012
 - **13 new grant awards** for approximately \$10.5 million.
 - 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.

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RLF is not for everyone. It's a very specific grant program and you really need to make sure you want to be in the business of making loans and subgrants for cleanup projects, and there need for this in your community

Successful management of an RLF program requires a dedicated program manager and staff and it can require significant amount of time especially in the first few years.



FY2013 RLF Application Timeline

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- Late August 2012/Early September – Request for Proposals (RFP) Issued at www.epa.gov/brownfields
- Late October 2012/Early November – Proposal Submission Deadline
- Spring 2013 – RLF grants awarded nationwide



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Threshold vs Ranking Criteria

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- **Threshold Criteria** refer to the minimum eligibility requirements. 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.

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Threshold Criteria – RLF

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The RLF Grant Guidelines have five Threshold Criteria:

- Applicant eligibility
- Description of jurisdiction
- Letter from state or tribal environmental authority
- Oversight structure and legal authority to manage a revolving loan fund
- Cost share

You must pass all these criteria to be moved on to the ranking criteria!

***New for FY13: Existing RLFs Grantees Can Apply**

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Eligible Applicants

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

No non-profits

New for FY13 – Existing grantees and new grantees may apply!

You have the legal authority to access and secure sites in the event of an emergency or default of loan or non-performance of a subgrant.

You have the legal authority to perform the actions necessary to manage a revolving loan fund.
This includes the ability to:

- ✓ Hold funds
- ✓ Make loans
- ✓ Enter into loan agreements
- ✓ Collect repayments



Threshold Criteria – RLF

RLF Coalitions

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- Describe how all coalition partners are eligible entities.
 - All separate legal entities (no State & State)
 - 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 RLF.
 - Make sure you attach these letters to your proposal.

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Ranking Criteria – RLF

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There are four ranking criteria:

1. Community Need
2. Program Description & Feasibility of Success
3. Community Engagement & Partnership
4. Program Benefits

Tips:

- Make sure you answer all of the questions – many have more than one part.
- Be sure to read the opening paragraphs for each criteria as they include important information on how to respond.
- Allow space so you can respond to all criteria within the page limit.

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Linear in nature.

Describe your problem.

How you will address that problem.

How you will engage the community as you engage the problem

The benefit

The way I have presented the ranking criteria is based on last year's guidelines. Since the FY12 guidelines have not been finalized yet and they are still in draft, I can't present them at this time. We all thought they would be released by now. However, the changes that I have seen for FY12 are overall pretty minor and the overall structure and content that I'm presenting will pretty much stay the same. The changes that you'll see include

- Points
- One or two subsections are moved around
- Some of the content has been changed.



Ranking Criteria – RLF

1. Community Need (15 Points)

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1. a. Health, Welfare & Environment

- Effects Brownfields Currently Have on your Community

1.b. Financial Need

- Economic Impact of Brownfields on your Community



Evaluated based on your description of the health, welfare, environmental, impacts and economic brownfields have had of of the target community.

Here you want to paint a picture about the effects of brownfields on your community. You want to convince the reader that brownfields have had an effect on your community – socially, environmentally, and financially and you have a real need for this grant to help address this problem.



Ranking Criteria – RLF

1. Community Need

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1. a. Health, Welfare & Environment

- **Number, size & impacts of Brownfields**
 - Describe the effects of Brownfields on Targeted Community, including the number and size of sites in your targeted area(s) on the community(ies).
 - Create a unique identity for the reviewer (define jurisdiction, and bring out cultural history and causes of decline).
 - Discuss your target community (the focus of your grant)
 - Be as specific as possible about types of industries that lead to the brownfields sites, the number of sites in your area and their size.
 - Discuss the specific RLF sites that are ready to go and have borrowers or sub-grantees ready
 - Hazardous Substances & Petroleum proposals must discuss both types of sites.

This is the introduction to your proposal and you paint a picture about the effects of brownfields on your community, and create a unique identity to the reviewer. You'll want to talk about target community and why you have chosen this area, the types of industries that have led to the brownfields sites., and the number and size of sites in the target neighborhood. Since this is an RLF, you'll want to review the specific sites you plan on addressing with your RLF.



Ranking Criteria – RLF

1. Community Need

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1.a. Health, Welfare & Environment

- Describe the **health, welfare and environmental** impacts of brownfields in your targeted community.
- Don't get caught leaving one of these impacts out.
 - **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 themselves and their children.
- What do you see in your communities?

The guidelines specifically ask you to describe the health, welfare and environmental impacts of brownfields.

Health – often hard to define, if you can make a case that your target community's health has been affected by brownfields.

What are the potential impacts these have on the health, welfare and the environment.

Welfare -

Environmental – if you've had an assessment grant bring up specific findings from this. Reviewers don't want to see that you are not ready for cleanup and you still have assessments to perform.



Ranking Criteria – RLF

1. Community Need

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1.a. Health, Welfare & Environment

Provide information on health and welfare of sensitive populations and in your targeted community(ies).

- Children, elderly, women of child bearing age, and minorities.
 - Use health & welfare concepts discussed on previous slide
 - Use available statistics
- Provide any information or data showing that residents are disproportionately impacted by environmental problems.
 - Include Cancer, Asthma Studies Data
 - Check With Health Departments
- Tie the location of Brownfields to your sensitive populations.
- Identify All Information Sources Used



Ranking Criteria – RLF

1. Community Need

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1. b. Financial Need

- Economic impact of Brownfields with supporting statistics
 - Describe economic impact of brownfields in the targeted community(ies).
 - Provide demographic data of targeted community(ies).
 - Unemployment, job losses, household income, poverty.
 - Minority, single head of household, rent vs. ownership, crime rate, drop out rate, etc.
 - Do not put table in an appendix, no one will read it or score it.
 - Compare your local data (and even better, target community data) to state and national data.
 - Link the associated key economic issues to brownfields in your targeted community(ies).
 - Identify all information sources



Ranking Criteria – RLF

1. Community Need

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1. b. Financial Need

- 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, disasters, geographic issues).
 - Explain why your town(s) and/or city(ies) are cash poor and why you need this grant.
- If you already have a brownfields grant, describe why you need additional funding

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, disasters, geographic issues).

Explain why your town(s) and/or city(ies) are cash poor and why you need this grant.

Select target community(ies) carefully.



Ranking Criteria – RLF

2. Program Description & Feasibility of Success

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2. a Program Description

- Describe your Brownfields redevelopment program
- Types of applicants & marketing strategy
- Level of commitment, program team & organizational strategy

2. b. Budget & Leveraging Other Resources

- Budget Table & Detailed Task Descriptions
- Leveraging of Additional Resources

2. c. Programmatic Capability

- Has received EPA Brownfields grant(s)
- Has not received EPA Brownfields grant

Program description – under this proposals will be evaluated on the extent and quality to which the applicant demonstrates a reasonable approach to supporting a loan program.

Manage an RLF

Market the program

Identify potential sites

Provide an experienced & dedicated team

Make a loan right away!



Ranking Criteria – RLF

2. Program Description & Feasibility of Success

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2. a. Program Description

2. a. i. Describe your Brownfields redevelopment program

- Discuss your overall brownfields redevelopment program and goals.
- Explain how the requested RLF funding will help to meet these goals.
- 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.
- Explain how your program will provide long-term availability of loan and/or subgrant funds.
- Explain how will ensure prudent lending practices.
- Describe your site selection process and borrower/subgrant recipient selection process.
- Describe the types of loan/subgrant products you will offer and how loans will be structured.
- How you will leverage site funding packages to cover all redevelopment activities at your sites.

Program description – under this proposals will be evaluated on the extent and quality to which the applicant demonstrates a reasonable approach to supporting a loan program.

Manage an RLF

Market the program

Identify potential sites

Provide an experienced & dedicated team

Make a loan right away!

Remember that reviewers are looking for community input into this process

Tie into previous and ongoing master planning efforts and economic development initiatives and explain how the proposed project will fit into and/or benefit these efforts and stakeholders



Ranking Criteria – RLF

2. Program Description & Feasibility of Success

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2. a. Program Description

2. a. ii. Types of applicants & marketing strategy

- Describe the types of applicants you envision will utilize your RLF funding. What are their individual needs? How will you market your program to these groups?
- Who are the borrowers and subgrantees that are interested in using your RLF?
- Describe your marketing strategy.
 - How will you actively market your program to potential borrowers/subgrantees to achieve success?
- Convince the reviewer that you have a system envisioned or in place to continuously seek out potential borrowers/ subgrantees that will sustain your program.

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.

Not just private companies, local governments, and non-profit organizations. Why would they be interested in using your RLF?



Ranking Criteria – RLF

2. Program Description & Feasibility of Success

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2. a. Program Description

2. a. iii. RLF Team

- Describe your RLF program team
 - Name and provide qualifications for all members of your team such as:
 - Program Manager
 - Fund Manager
 - Qualified Environmental Professional
 - Legal support
 - Describe any outside assistance (other organizations or contracting) you will use to manage your program
 - For Coalitions – Describe the experience and capabilities of each member and how you will all work together to implement your program

The project manager 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.



Ranking Criteria – RLF

2. Program Description & Feasibility of Success

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2. b. Budget for EPA Funding

2.b.i. Budget Table and Narrative

- Prepare the budget using the table format provided. Make sure it all adds up!
- Prepare separate budget tables for petroleum and hazardous substances.
- Know 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. For details refer to the Appendix and to the FAQs for other ineligible costs.
 - Indirect costs are not allowed and also do not include any costs for equipment.
 - **Maximize** grant funds for loans and subgrants.
- Budget Narrative
 - Describe each task in detail.
 - Including the basis for the estimated costs.

This section consists of a budget table and narrative describing your budget tasks.

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

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Sample Format for Budget

Budget Categories	Project Tasks for Loans				
(programmatic costs only)	[Task 1]	[Task 2]	[Task 3]	[Task 4]	Total
Personnel					
Fringe Benefits					
Travel ¹					
Equipment ²					
Supplies					
Contractual ³					
Loans					
Other (specify) _____					
Subtotal:					
Cost Share:					

Some common major tasks might include:

- Community Engagement
- Marketing
- Making Loans & Subgrants
- Site Cleanup Activities



Ranking Criteria – RLF

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2.b.ii: Plan for Tracking & Measuring Progress

- **Outputs:** Product, activity, good, or service you aim to produce. The widgets.
- Expected outputs may include, but are not limited to
 - the number of brownfield sites identified
 - number of loans and subgrants made
 - number of community meetings held
- **Outcomes:** Result, effect, or change in that will occur from carrying out activities under the grant.
- Outcomes may be environmental, behavioral, health-related, or programmatic;
- Expected outcomes include
 - the number of jobs leveraged or created
 - funding leveraged through the reuse of sites
 - the number of acres made ready-for-reuse
 - acres of greenspace created for communities;

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

4. Program Benefits

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2.b.ii: Plan for Tracking & Measuring Progress

- **Quarterly Reports:** Describe how you will use your quarterly reporting to track the progress of your program, 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: # of sites cleaned up, and # of acres 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

2. b. Budget for EPA Funding

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2. b. iii. Leveraging Other Resources

Describe leveraged funds for the overall redevelopment project (not just cleanup)

- Assessment, Cleanup Planning, Cleanup, and Reuse.
- Describe funding already leveraged (and amount).
- Describe funds being sought (and amount):
 - Federal (HUD BEDI, EDA, DOI, TBA, Brownfields Tax Incentive)
 - State (State TBA, Tax Credits)
 - Local (TIF, Tax, Bond)
 - Private (Foundation, Investors, Donations)
 - Non-profits
- Address both smaller gap funding (additional assessment work) and larger gap funding (cleanup and redevelopment).
- Provide examples of past leveraging successes from similar projects (explain benefits given back to community).

Describe how you will leverage additional funds and resources beyond the grant funds awarded.

Remember that it takes a village to redevelop Brownfields sites, you cannot depend on one source of funding. You want to make yourself look successful.



Ranking Criteria – RLF

2. Program Description & Feasibility of Success

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2. c. Programmatic capability and past performance

2. c. i) Programmatic Capability:

- Applicants must clearly demonstrate your ability to manage grants, oversee the proposed work and complete the project in a timely manner.
 - Describe the management system and key personnel and (if necessary) describe how key expertise will be acquired.

2.c.ii) Adverse audit findings? If none, make note of it!

2. c. iii) Past Performance - prior EPA Brownfields grantees only

- Past grant(s) management & performance
 - Funding expenditure
 - Compliance
 - Accomplishments
- Corrective action for past grant management issues if any.

Past performance. If you've had a brownfields grant, answer the info based on the grant you've had with us. Did you spend the funds on time, did you do all your reporting, any adverse audit findings,



Ranking Criteria – RLF

2. Program Description & Feasibility of Success

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2. c. iii: Programmatic capability and past performance

Past Performance- for applicants that have never received an EPA Brownfields grant

- Identify current and/or prior federal and/or non-federal grants received (up to 5 total) in recent years
- Discuss your management & performance
- Adverse audit findings? If none, make note of it!
- Corrective action for any past grant management issues

If you've never received an EPA brownfields grant, you'll talk about how you have managed other grants. Highlight a few recent grants that you managed, what they achieved,



Ranking Criteria – RLF

3. Community Engagement & Partnerships

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3.a. Community Engagement Plan

3.b. Local, State & Tribal Partnerships

3.c. Community-Based Organizations



How will the public be involved in the process throughout. 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.

This is an easy part. People focus on the early parts and spend less time on this section.



Ranking Criteria – RLF

3. Community Engagement & Partnerships

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3. a. Community Engagement Plan

- Describe your plan for involving the target Community in:
 - Site selection
 - Cleanup planning
 - Site reuse planning
- Describe how your community involvement is appropriate for your target community.
- Project progress – including any plans for communicating in languages commonly used in the community.
- Discuss any completed or ongoing activities.
- Be as specific as possible (this is your real plan).



Applicant's & partners' websites

Press releases and other uses of the print media

More public meetings

Commit to number, frequency, or milestone

Convenient meeting location in the affected community

Hold meetings in project neighborhood

Schedule meeting for working public

Flyers

Partner's community group meetings



Ranking Criteria – RLF

3. Community Engagement & Partnerships

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3. a. Community Engagement Plan

- Your plan should include multiple means of reaching out the target community, such as:
 - Applicant's & partners' websites
 - Press releases and other uses of the print media
 - Public meetings
 - Convenient meeting location in the affected community
 - Hold meetings in project neighborhood
 - Schedule meeting for working public
 - Door to door communication
 - Flyers
 - Partner's community group meetings
 - Other means of involvement appropriate for the target community



Ranking Criteria – RLF

3. Community Engagement & Partnerships

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3. b. Local, State & Tribal Partnerships

Describe your partnerships with both:

- State Environmental Agency, and
- Health Agency
- Also any other relevant governmental agencies that you may be partnering with as part of this grant.
- Indicate definitive plans to enroll sites in the appropriate state voluntary cleanup program.
- Include the services the health agencies can provide and the role they will play during the cleanup of sites in your program, such as:
 - Information on known health risks in your community
 - Information on sensitive populations in your community
 - Situations of identified immediate risks to human health
- 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).

For your State Environmental Agencies describe:

The role the agency plays, and the process for how you will work together, during the cleanup of sites in your program (MA and CT need to describe your privatized programs to unfamiliar reviewers).

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 sites in the appropriate state voluntary cleanup program.

For your Health Agencies describe:

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 during the cleanup of sites in your program, 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

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3. c. Community-Based Organizations

- Provide a description of, and role of, the key community-based organizations involved in your project.
 - Describe the organization
 - Describe role in project
 - Describe any commitments by organizations
 - Support letter from EACH organization
 - Included in the attachments of the proposal
 - Must describe role
 - Must describe commitments
 - NO FORM LETTERS
 - The commitments specified in the letters should mirror those presented in the proposal.
 - Community-based organizations are NOT governmental organizations.





Ranking Criteria – RLF

3. Community Engagement & Partnerships

3. c. Community-Based Organizations

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Here are some examples of CBOs:

- ✓ Chambers of Commerce
- ✓ Revitalization committees
- ✓ Churches
- ✓ Affordable housing organizations
- ✓ Environmental non-profits
- ✓ Land trusts
- ✓ Economic development organizations
- ✓ Neighborhood associations
- ✓ Community Development Corporations (CDCs)
- ✓ Regional economic strategy groups
- ✓ Social services providers
- ✓ Health organizations
- ✓ Downtown development committees
- ✓ Education institutions

Community-Based Organizations Tasks:

- 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.
 - Helping to post community outreach material on web and/or in newsletters.
 - Provide finance or legal advice.
 - Provide technical assistance (QEP, QA).

CBO Tasks:

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.

Helping 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

4. Program Benefits

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4.a. Welfare and/or Public Health

4.b. Economic Benefits and/or Greenspace

- Economic Benefits and/or
- Non-Economic Benefits

4.c. Environmental Benefits from Infrastructure Reuse/Sustainable Reuse

4.d. Plan for Tracking & Measuring Progress



Evaluating proposals based on your project's project benefits, which is his is the reason why you are applying for the RLF grant

Project Benefits - Under this criterion, proposals will be evaluated on the extent to which your project's anticipated outcomes:

Promote general welfare through the improvement of the public health and safety, economy, and environment of the targeted community; and

Contribute to your overall community "vision" for the revitalization of brownfield sites



Ranking Criteria – RLF

4. Program Benefits

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4. a. Welfare and/or Public Health Benefits

- Describe all environmental, social and/or public health benefits anticipated from the cleanup and redevelopment of sites in your program.
- Direct & Indirect benefits from cleanup and site reuse.
- Be as specific as possible! Use the sites in your target community section to illustrate the project benefits.

• Examples Social Benefits

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

• Example 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

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)



Ranking Criteria – RLF

4. Program Benefits

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4. a. Welfare and/or Public Health

• Example 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)



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)



Ranking Criteria – RLF

4. Program Benefits

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4. a. Welfare and/or Public Health

Describe how nearby and sensitive populations will be protected from project contaminants during your cleanups. Here are some ideas:

- If sensitive population discussed in community need - plan for their protection.
- Discuss the efforts your borrowers and/or subgrantees will make to protect the public
 - Operating under health and safety plan
 - Erecting signs during project phases (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.



Ranking Criteria – RLF

4. Program Benefits

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4. b. Economic benefits and/or green space

- Explain how the grant will produce economic and/or non-economic benefits.
 - Describe specific **economic benefits** from the cleanup and redevelopment of sites in your targeted community(ies).
 - Again, use priority sites to illustrate specific economic benefits - Reviewers don't like general or stock answers.
 - Provide quantitative estimates where feasible.
 - Number and types of jobs
 - Taxes (Property, Sales, Income)
 - Property values
 - Stimulate area-wide development
 - If project specifics are lacking, describe potential benefits. These are the reasons you are applying for this grant.



Ranking Criteria – RLF

4. Program Benefits

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4. b. Economic benefits and/or green space

- Describe all non-economic benefits potentially created by this grant.
- Non-Profit & Charitable Reuse examples:
 - Affordable housing
 - Community Center
 - Governmental (City Hall, Library, Police)
- Greenspace Reuse Examples:
 - Wetlands, greenspace & open space
 - Recreational & pocket parks
 - Greenspace components in commercial and industrial redevelopment
 - Rails to trails
 - Preservation of open space on urban edge
- If project specifics are lacking, describe potential benefits. If appropriate, describe how greenspace reuse will be one of your site selection criteria.



Ranking Criteria – RLF

4. Program Benefits

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4.c. Environmental benefits from infrastructure reuse/sustainable reuse

- Describe the environmental benefits from infrastructure and sustainable reuse
 - Use of existing water lines, storm drains, proximity to public transit & reuse of existing buildings
- Describe how funding will facilitate sustainable reuse
 - Green building ordinances, energy efficiency requirements, LEED certification standards, innovative storm water controls, conserve resources, transit-oriented development, construction & demolition recycling and green cleanup.
- We know we've said it before, but please be specific!

For towns



Useful Application Preparation Tips

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- Read entire *NEW FY13* guidelines and follow directions.
- Get mentoring from prior grantees (listed at www.epa.gov/brownfields/bfwhere.htm)
- Write as though the reader knows **NOTHING** about your community.
- Address each and every criteria – *if it doesn't apply say so and explain why.*



Useful Application Preparation Tips

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- Use the proposal *check list* at the end of the ranking criteria section.
- Avoid using acronyms and technical/organizational jargon.
- Check the page limits and don't go over.
- Consider the breakdown of the 100 points across the 4 criteria and then give each proportional attention and space/pages.
- Limit attachments to required and relevant documents and letters. Check to see if there is a page limit on attachments – Make them count.
 - Avoid maps and photos as they don't reproduce well.



Useful Application Preparation Tips

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- Contact State/Tribe/EPA with threshold and eligibility questions.
- Contact partners for assistance in preparing and/or reviewing your proposal.
- Set up public meetings and get meaningful public input now on the proposed project.
- Tie into previous and ongoing master planning efforts and economic development initiatives and explain how the proposed project will fit into and/or benefit these efforts and stakeholders



Contact Information

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- **EPA Region 8 Brownfields Contacts**

<http://www.epa.gov/region8/brownfields/bfcont.html>

- **EPA Region 9 Brownfields Contacts**

<http://www.epa.gov/region9/brownfields/contacts.html>

- **EPA Region 10 Brownfields Contacts**

<http://yosemite.epa.gov/R10/CLEANUP.NSF/brownfields/grants+&+competitions>



Web-Based Resources

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- **FY13 Revolving Loan Fund Proposal Guidelines –**
Will be posted at: <http://epa.gov/brownfields/applicat.htm>
- **FY13 Frequently Asked Questions (FAQ) –**
Will be posted at: <http://epa.gov/brownfields/applicat.htm>
- **Information on Brownfields Revolving Loan Fund Grants –**<http://epa.gov/brownfields/rlfst.htm>



Questions?

Resources & Feedback

- To view a complete list of resources for this seminar, please visit the [Additional Resources](#)
- Please complete the [Feedback Form](#) to help ensure events like this are offered in the future



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