



# FUNDING OPPORTUNITY WEBINAR

## *EPA Brownfield Assessment, Cleanup & Multipurpose Grants*



Rosanne Albright  
City of Phoenix, AZ



Astrida Trupovnieks  
City of Lodi, CA



Noemi Emeric-Ford  
USEPA, Region 9

# WELCOME!

[Microsoft Teams Meeting](#) | Call 619-375-3276 – ID 432 470 655#



# *FUNDING OPPORTUNITY WEBINAR*

*July 15, 2020*





# City of Phoenix



Rosanne Albright  
City Manager's Office  
July 15, 2020

Phoenix is the **5<sup>th</sup>** largest city in the United States.

Phoenix ranks **4<sup>th</sup>** most desirable city for millennials.

Phoenix is the **3<sup>rd</sup>** best metro for first-time homebuyers.

Phoenix ranks **2<sup>nd</sup>** in the nation for housing & job growth.

Phoenix is the **#1** fastest-growing city in the United States.





City of Phoenix

# WHAT'S HOT?





City of Phoenix

# BROWNFIELDS LAND RECYCLING PROGRAM

Fifth Street & Buckeye Road Project



## Success to Date:

- ☒ \$352 million in private investment
- ☒ 322 acres of land restored
- ☒ 3,300 jobs created or maintained

## \$3.9 million EPA Grants:

- ☒ Brownfields Assessment Grant
- ☒ Job Training Grant
- ☒ Area-wide Planning Grant
- ☒ Revolving Loan Fund
- ☒ Targeted Brownfields Assessments



City of Phoenix

# BROWNFIELDS LAND RECYCLING PROGRAM



## Assessment Grants

- Community-Wide for Specific Project
  - Rio Salado Project – *initiated program in 1998*
  - Light Rail Project – *first 20 miles*





City of Phoenix

# BROWNFIELDS LAND RECYCLING PROGRAM



## \$600,000 Assessment Coalition Grant

- ASU, Avondale, Tempe, Phoenix
- Phase I/II ESAs, inventory, land use planning

### The Rio Reimagined

#### PROJECT ASPIRATIONS

- Reconnect the Community to the River
- Establish a Metropolitan Vision for the Future
- Be a Catalyst for Economic Growth and Inclusion
- Feature Demonstrations of Sustainable Planning
- Build an Unprecedented Regional Destination

#### WATER

- Project Must Be Water Positive
- A Laboratory for Innovation
- Tightly Calibrated Uses and Impact

BOTH IN REALITY - AND PERCEPTION - WATER WILL BE A LEADING INDICATOR RELATIVE TO THE FUTURE

#### ECONOMY

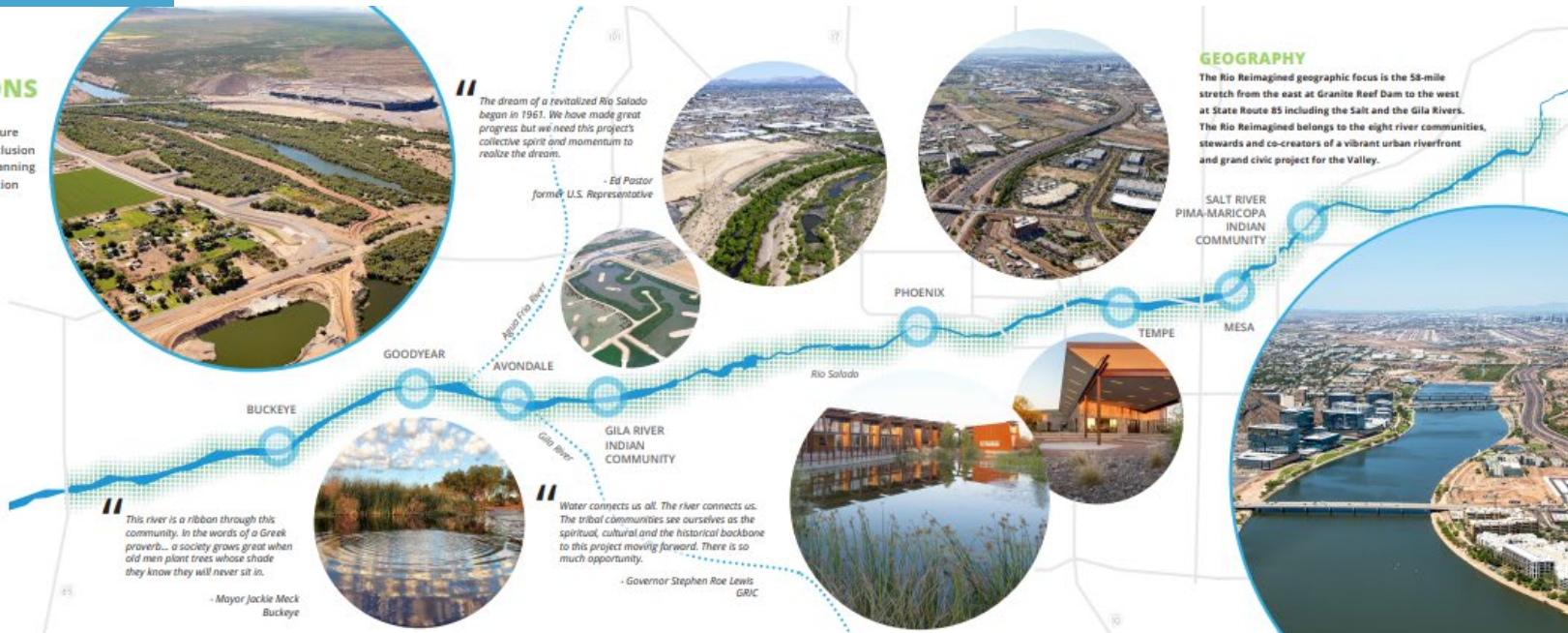
- Acknowledge Legacy of River Industry
- Brownfield Redevelopment Opportunities
- Be the Capital of the Sustainability Business

SIGNAL A NEW IDENTITY & HEIGHTENED EXPECTATIONS FOR THE METRO REGION

#### COMMUNITY

- Focus on Social Equity and Integrative Planning
- Access to Education, Training & Employment
- Offer Culturally Aware Points of Engagement

RECOGNIZE & EMPOWER THE NEXT GENERATION OF LEADERS AND COMMUNITY VOICES







City of Phoenix

# BROWNFIELDS LAND RECYCLING PROGRAM

## ○ Environmental Workforce

- Environmental Technician
- Water & Wastewater Technician
- Recycling Technician

## ○ Revolving Loan Fund

- ADEQ, WIFA, Tucson & Phoenix





City of Phoenix

# BROWNFIELDS LAND RECYCLING PROGRAM



## \$1 Million Revolving Loan Fund Grant

- City of Phoenix
  - Rio Reimagined Project Area
  - Targeted Redevelopment Areas
  - Neighborhood Initiative Areas
- Partnership with Local Initiative Support Corporation
  - Largest community development finance organization in U.S.
  - Teamed with LISC Phoenix office as Fund Manager



*More Opportunity for Rio Reimagined & B2H*



City of Phoenix

# BROWNFIELDS LAND RECYCLING PROGRAM

- **Integrate brownfields EVERYWHERE!**
  - Land and buildings are important
- **Create longevity and policy foundations**
  - Brownfields in city plans
  - Brownfields in Sustainability goals
- **Many connections**
  - Economic Development
  - Health – Social Determinants of Health
  - Food, Energy, Water
  - Air and Water Quality
  - Equity



Environmental  
Sustainability Goals



Becoming a  
**Carbon Neutral City**  
operating on 100% clean energy



City of Phoenix

# EPA GRANTS ARE VALUABLE TO YOUR BROWNFIELDS PROGRAM

## Items to Consider When Preparing Your Grant Application

- Creativity
- Storytelling
- Consistency
- Restate the most important item you want remembered
- Be involved, even when hiring a Consultant
- Outreach to potential partners and supporters early
- Grant application reviewed by outsider
- Talk to other cities and talk to R9 staff!

Housing

Transit

Equity

Parks

Jobs

Health

Economic Development

Energy

Food



**City of Phoenix**

---

**Rosanne Albright**

**Environmental Programs Coordinator**

**[rosanne.albright@phoenix.gov](mailto:rosanne.albright@phoenix.gov)**

**602-256-3452**

**Phoenix.gov/oep**



# City of Lodi, FY 2015 USEPA Brownfields Assessment Grant



*Astrida Trupovnieks,  
City of Lodi Business Development Manager*



# World of Wonders Science Museum





# Current state of properties







# ...and Future



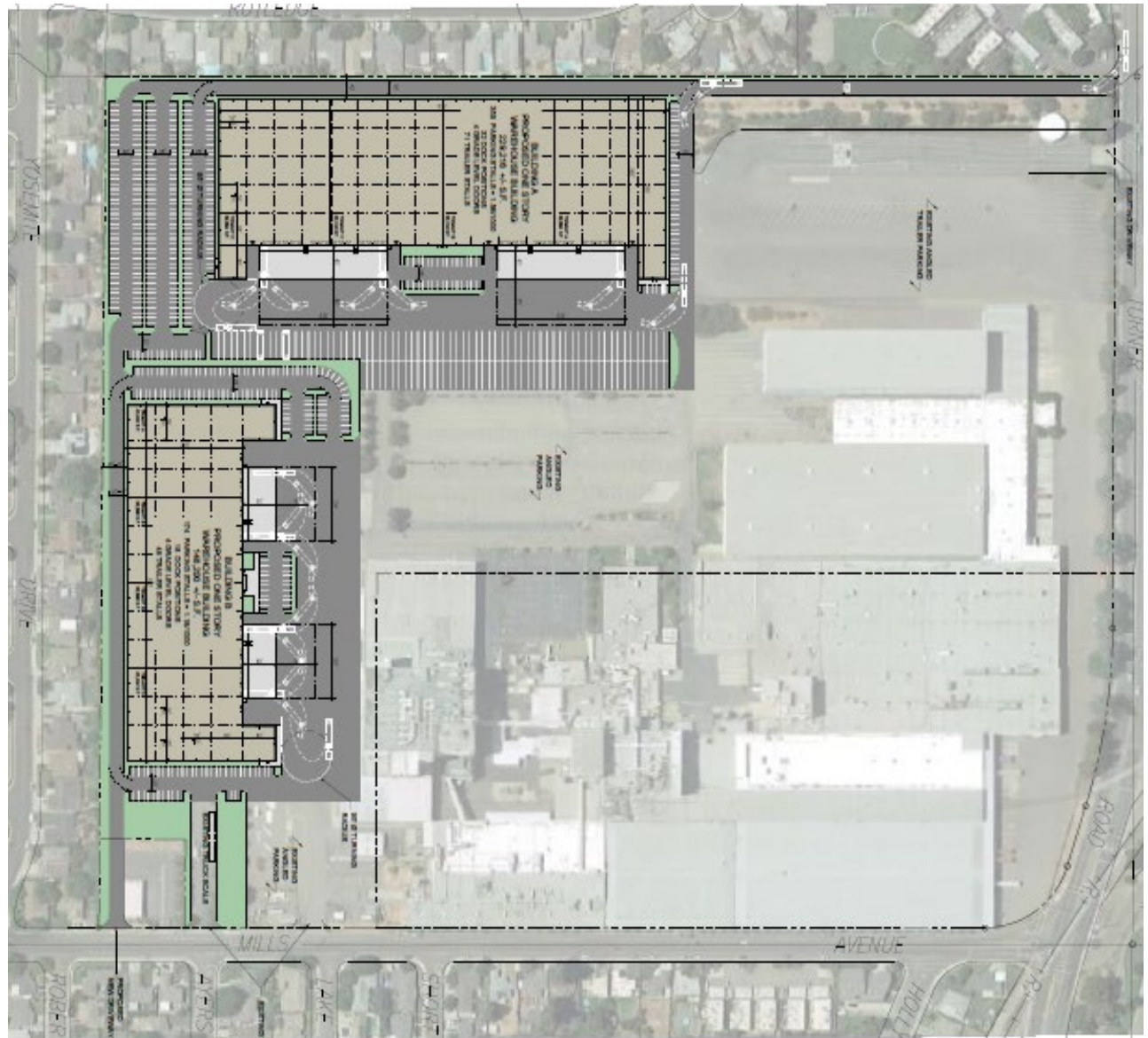


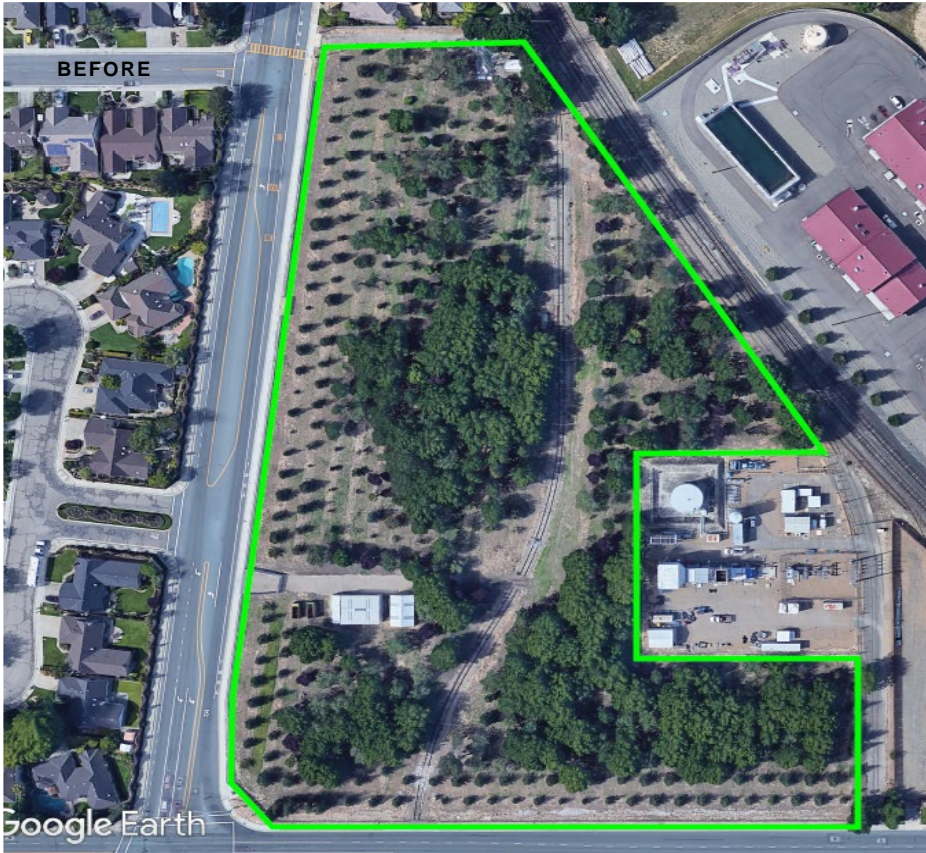
# Former General Mills Facility





# GENERAL MILLS FACILITY EXPANSION POTENTIAL





# Lake House Development Project



# Sunset Cinema Project. Current ...





# ...and Future





# Lessons Learned for Successful Grant Implementation

- 1. Institutional knowledge and staff stability – staff turnover can really hurt!**  
*- Also key for building a sustainable program and obtaining additional grants.*
- 2. Developer outreach and engagement – where are the current key projects?**  
*- Making developers aware of the grant can be pivotal.*
- 3. Momentum sometimes builds slowly - be in it for the long haul!**

# EPA BROWNFIELDS FY21 FUNDING OPPORTUNITY

Multipurpose, Assessment & Cleanup Grants  
Proposal Preparation



Noemi Emeric-Ford  
USEPA, Region 9



# Brownfields Utilization, Investment, and Local Development Act (BUILD ACT)

**Multipurpose** – both assessment and cleanup up to \$800,000

**Assessment** – allows for environmental assessment, planning, community engagement from \$300,000 - \$600,000

**Cleanup** – for remediation up to \$500,000



# ELIGIBILITY FOR ALL GRANT TYPES

- States
- Tribes
- General Purpose Unit of Local Government
  - city, county, school district, special district, local public authority, council of governments, regional or interstate government entity
- Nonprofits 501(c)(3)
- Qualified Community Development Entity

# TERMINOLOGY FOR ALL GRANT TYPES

- Environmental Site Assessments
  - Phase I
  - Phase II
- Cleanup Planning: Analysis of Brownfields Cleanup Alternatives (ABCA)
- Site eligibility: Applicant must not be liable for contamination
- Privately and publicly held sites can be assessed
- No longer need to distinguish between hazardous substances or petroleum funding

# ASSESSMENT GRANTS

- **Activities:** Inventory, assessment, outreach, cleanup and redevelopment planning
- **Length:** 3 years
- **Amounts up to:**
  - Coalitions \$600,000
  - Site-specific \$350,000
  - Communitywide \$300,000
- **Match:** \$0



# REDEVELOPMENT PLANNING

Planning activities are eligible under Assessment and Multipurpose Grants

## **Activities include:**

- Site Reuse
- Market evaluation
- Infrastructure Evaluation
- Land Use Assessment
- Site Design
- Development of area-wide plan



# CLEANUP GRANTS

- **Activities:** Site cleanup, reuse planning, community involvement, regulatory oversight fees
- **Ownership:** Applicant must own site(s)
- **Funding:** Up to \$500,000
- **Length:** 3 years
- **Match:** 20%

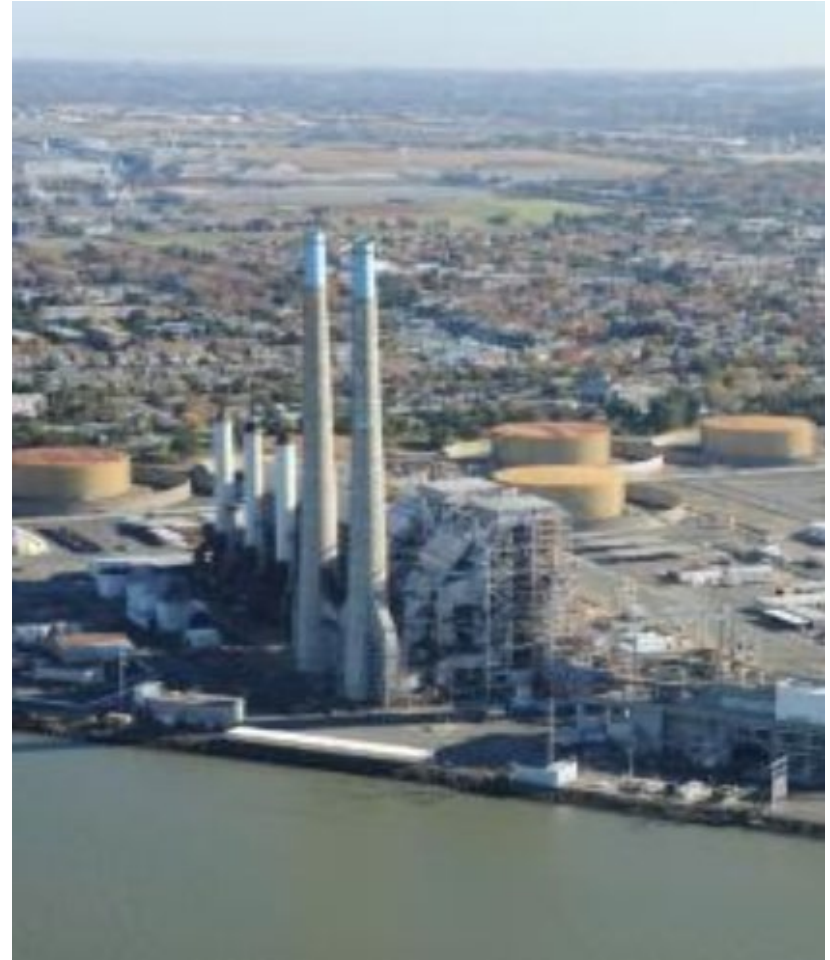


# MULTIPURPOSE GRANT

- **Activities:** inventory, assessment, cleanup and redevelopment planning for 1 or more sites
- **Ownership:** Applicant must own site(s) for cleanup
- **Funding:** up to \$800,000
- **Length:** 5 years
- Develop an overall plan for revitalization
- Eligible “if” not applying for assessment and cleanup grant(s)

# MULTIPURPOSE GRANT

- Additional cleanup sites can be added after award
- At least 70% must be allocated for tasks related to site-specific work
- \$200,000 must be spent on cleanup
- \$40,000 **cost share**
- Cost share waivers not likely to be accepted





# FY21 BROWNFIELD FUNDING

- Can submit both an Assessment & Cleanup application
- ONLY eligible for Multipurpose if not applying for assessment and cleanup grant(s)
- Current EPA Brownfields Assessment grantees must expend at least 70% of the funds before applying for additional assessment funding.

# TARGETED BROWNFIELDS ASSESSMENTS



Rolling applications – [2 pages online](#)



EPA contractor assistance – about \$100,000 value



Phase I assessments, Phase II assessments, Analysis of Brownfields Cleanup Alternatives (ABCA)



Near term redevelopment



Smaller scale



Serve public good

# PROPOSAL PREPARATION

## Questions to consider:

- Who will oversee your grant?
- Is the community vision shared by partners?
- How and when will you engage the community?
- Do you have political support?
- Can you obtain access to properties that need assessments?
- Have you engaged a certified local regulatory agency to oversee cleanup?

# PROPOSAL PREPARATION



Read entire Guidelines



Review Frequently Asked Questions



Address ALL of the information requested in the criteria



It is not sufficient to simply respond to a criterion the **quality** of the response is important

Use the Proposal Check Lists

# PROPOSAL PREPARATION

## Ranking Criteria

- Project Area Description & Plans for Revitalization
- Community Need & Community Engagement
- Task Descriptions, Cost Estimates & Measuring Progress
- Programmatic Capability & Past Performance

# KEY IDEAS

## PROPOSAL PREPARATION

---

### **Project Development:**

Prepare proposal as if you are selling it to someone

---

**Catalyst:** What is the catalyst for revitalization and who is going to help

---

### **Meaningful Community**

**Engagement:** Involve stakeholders early and use creative outreach methods

---

### **What is the Big Picture:**

provide details on the reuse and how it will create change

# PROPOSAL PREPARATION

- Free tool to prepare proposals
- User friendly
- Access anytime
- Access Successful Proposals
- Password protected
- Export proposals to Word or PDF

Grant Applications Home

Home > Grant Applications Home

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

START A NEW GRANT APPLICATION

HOW DO I START A GRANT APPLICATION?

SAMPLE GRANT APPLICATIONS

Go to [www.tabez.org](http://www.tabez.org) and click on Online Tools and "TAB EZ"

# PROPOSAL PREPARATION

- Participate in EPA webinars
- Be ready to submit one week before the deadline
- **Seek review from CCLR**
- Identify roles and responsibilities
  - Economic or Community Development, Planning, Public Works, Accounting, Legal,
  - Consultants? Editors? Reviewers?





# COMMUNITY NEED

## Sensitive Populations

Identify the sensitive populations in the targeted community

- children, pregnant women, elderly, minority or low-income communities, etc.

## Brownfield Impacts

Make a connection to brownfield impacts w/data

- cancer rates, obesity, blood lead levels, asthma, substandard housing, limited access to health care

## Social Impacts

Emphasize the social impacts

- blight, crime, vandalism, illegal dumping, people moving out, lack of neighborhood upkeep, lack of prosperity

# PARTNERSHIPS

- **Relevant roles for all partners and stakeholders**
- Other agencies
  - State or local health departments
  - Community Development agencies
  - Strategic Growth Council
- Neighborhood and Cultural organizations
- Private Developers, local businesses
- Churches
- Non profits and Associations



# LEVERAGING

- Calculate returns
- Every \$1 spent on brownfields yields \$18 of private or government investment
- Identify all sources of local, public, private and in-kind assistance



# PROPOSAL PREPARATION

- Identify specific site(s)/area(s) in need of assessment
- Have relevant participation and commitments from stakeholders
- Have property owners that are on-board
- Have identified significant redevelopment potential



# PROPOSAL PREPARATION (CLEANUP)



Own at least one property before the deadline (and are not a Responsible Party)



Have a Phase II that fully characterizes the site



Completed an Analysis of Brownfields Cleanup Alternatives (ABCA) and complete cost estimates



Have commitments for leveraged funds for cleanup and redevelopment



Have established Redevelopment Plan(s)

# FORMATTING TIPS

- Use active tone
- Avoid: *is considering, may be, intends to*
- Short, direct sentences or organize into bullet points
- Be direct – don't make the reader guess
- Minimize/explain acronyms and vernacular
- Use Tables, with light shading and/or different font
- Use visual variety – *italics*, underline, **bold**

# PROPOSAL CONTENT & FORMAT

## **Narrative Information Sheet** (2 pages, single-spaced)

- Place information on your organization's letterhead.
- State Acknowledgement Letter (does not count toward page limit.)

## **Narrative** (10 pages for Assessment/Cleanup and 12 pages for Multipurpose, single-spaced)

- Excess pages will be removed and not reviewed.

## **Required Attachments**

- Limit attachments to required/relevant documents (i.e., threshold criteria, documentation of leveraged resources, etc.).

# APPLICATION SUBMISSION MATERIALS

**Your**  
**[www.grants.gov](http://www.grants.gov)**  
**Application**  
**Package**

[FAQ](#)  
[Grants.gov Tip Sheet](#)

**Brownfield**  
**Program**  
**Requirements**

Application for  
Federal Assistance  
(SF-424)  
(in [www.grants.gov](http://www.grants.gov))  
+  
Narrative Information  
Sheet  
+  
Responses to  
Ranking Criteria  
(Narrative)  
+  
Required  
Attachments



# APPLICATION SUBMISSION

- Use the correct DUNS number for your organization
- Register in [www.sam.gov](http://www.sam.gov) **now**
- Even if already registered in [www.sam.gov](http://www.sam.gov), make sure the account is active and will be active by the deadline
  - ❑ The account must be renewed annually by the E-Business Point of Contact (E-Biz POC).
- Ensure the **correct** Authorized Organization Representative (AOR) submits the proposal.
  - ❑ The AOR must be designated by the E-Biz POC.

# CONTACT INFORMATION

Noemi Emeric-Ford

213-244-1821

[emeric-ford.noemi@epa.gov](mailto:emeric-ford.noemi@epa.gov)

