



Fall 2010 Brownfields Revolving Loan Fund Webinar



Presented by:

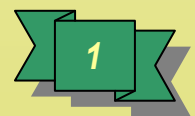
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Brownfields Project Manager

US EPA Region 8

www.epa.gov/region8/brownfields

EPA Region 8 - Serving communities in ND, SD, MT, UT, WY, CO & 27 Tribal Nations

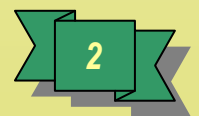




Agenda

- 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

For the Audio Portion call 866-299-3188. Conference code 3033127074.

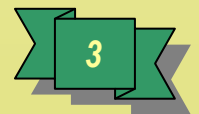




RLF Grant Program Overview

- Provides funding to make low-interest loans and/or subgrants for cleanup activities at brownfields sites.
- Up to \$1 million per separate eligible entity.
- Coalitions may apply for up to \$3,000,000
- 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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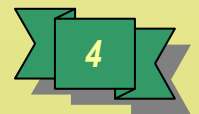




RLF Grant Program Overview

- RLF Awards in FY2011
 - ✓ Page 2 of the RLF Grant Guidelines indicates that an estimated **11 new grant awards** are anticipated from this Request for Proposals.
 - ✓ 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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FY2011 RLF Application Timeline

- Aug 26, 2010 – Request for Proposals (RFP)
Issued at www.epa.gov/brownfields
- October 15, 2010 – Proposal [Submission Deadline](#)
- Spring 2011 – Approx. \$11 million in RLF grants awarded nationwide



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Threshold vs Ranking Criteria

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



Threshold Criteria – RLF

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!



Ranking Criteria – RLF

There are **four** ranking criteria for a total of **100 points**.

1. Community Need (**15 Points**)
2. Program Description & Feasibility of Success (**45 Points**)
3. Community Engagement & Partnership (**20 Points**)
4. Program Benefits (**20 Points**)

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 18 page limit.



Ranking Criteria – RLF

1. Community Need (15 Points)

Health, Welfare & Environment (8 Points)

- Effects Brownfields Currently Have on your Community

Financial Need (7 Points)

- Economic Impact of Brownfields on your Community





Ranking Criteria – RLF

1. Community Need (15 Points)

Health, Welfare & Environment

- Provide information on the number and size of the brownfields and the health, welfare, and environmental impacts of these sites in your targeted community.
- Brownfields effect on target community
 - Type, number, size, location of sites
 - Typical contamination
- Be as specific as possible about **types** of industries, the **number** of sites and **size**.
 - Oil Production, Corner Gas Stations, Heavy Industry, Tanneries
 - Over 15 parcels totaling 10 acres in the heart of this community
- Hazardous Substances & Petroleum proposals **must** discuss both types of sites.
- Identify all information sources!



Ranking Criteria – RLF

1. Community Need (15 Points)

Health, Welfare & Environment

- ✓ Describe the **health**, **welfare** and **environmental** impacts on the community(ies).
- ✓ 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!



Ranking Criteria – RLF

1. Community Need (15 Points)

Financial Need

- Describe the economic impact of brownfields on the targeted community/Demonstrate the economic needs of the targeted community's residents
 - ✓ Provide rates of poverty, household income, unemployment rate, and other widely available demographic information (Provide Examples)
 - Use Current and Relevant Data Sources
 - Use Table Format
 - Compare to State and National Data
 - ✓ Discuss the impact of closed factories, i.e. number of jobs lost, property tax impacts, etc.
 - ✓ Provide factors explaining why other financial resources are Not available for cleanup of brownfields
 - For example: fiscal condition?, population size
 - ❖ Identify all information sources!



Ranking Criteria – RLF

2. Program Description & Feasibility of Success (45 Points)

Program Description (15 Points)

- Describe your Brownfields redevelopment program (5 Points)
- Types of applicants & marketing strategy (5 Points)
- Level of commitment, program team & organizational strategy (5 Points)

Budget & Leveraging Other Resources (10 Points)

- Budget Table & Detailed Task Descriptions (5 Points)
- Leveraging of Additional Resources (5 Points)

Programmatic Capability (20 Points)

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



Ranking Criteria – RLF

2. Program Description & Feasibility of Success (45 Points)

Describe your Brownfields redevelopment program

- ✓ Explain how your program will be organized.
- ✓ Describe your loan/subgrant administration program:
 - ❖ Types of loan/subgrant products you will offer
 - ❖ How you will structure loans
 - ❖ How you will select borrowers and/or subgrantees
 - ❖ How you will leverage site funding packages to cover all redevelopment activities at your sites
- ✓ Explain how your program will provide long-term availability of loan and/or subgrant funds
- ✓ Describe your site selection process and borrower/subgrant recipient selection process



Ranking Criteria – RLF

2. Program Description & Feasibility of Success (45 Points)

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?
- ✓ Describe your marketing strategy.
 - ❖ How will you actively market your program to potential borrowers/subgrantees to achieve success?





Ranking Criteria – RLF

2. Program Description & Feasibility of Success (45 Points)

Level of commitment, program team, & organizational strategy

- ✓ Describe your RLF program team.
 - ❖ Name and provide qualifications for the overall program manager.
 - ❖ Name and provide qualifications for all other members of your team such as:
 - Financial management
 - Qualified Environmental Professional (LSP, LEP, etc)
 - Legal support
 - ❖ Describe any outside assistance (other organizations or contracting) you will use to manage your program.



Ranking Criteria – RLF

2. Program Description & Feasibility of Success (45 Points)

Level of commitment, program team, & organizational strategy

- ✓ Discuss how this team will ensure the following:
 - ❖ Successful management of your RLF program
 - ❖ Use reasonable, effective and prudent lending practices
 - ❖ Appropriateness and safety of cleanups
- ✓ **For Coalitions** – Describe the experience and capabilities of each member and how you will all work together to implement your program.



Ranking Criteria – RLF

2. Program Description & Feasibility of Success (45 Points)

Budget Table & Detailed Task Descriptions

- ✓ Prepare the budget using the table format provided.
- ✓ Separate budget tables for loans and subgrants
- ✓ Separate budget tables for petroleum and hazardous substances.
- ✓ Narrative
 - Describe each task (please no acronyms)
 - Describe each task in detail, including the basis for the estimated costs
- ✓ Know cost eligibility (**administrative cost ban**, purpose of grant)
 - Never use the word “administrative” to describe a task. Use “program development” or something similar.
- ✓ Equipment costs
 - It is always useful (and strongly suggested) to explain and justify equipment and/or supply budget items.



Ranking Criteria – RLF

2. Program Description & Feasibility of Success (45 Points)

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:					



Ranking Criteria – RLF

2. Program Description & Feasibility of Success (45 Points)

Leveraging Other Resources

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



Ranking Criteria – RLF

2. Program Description & Feasibility of Success (45 Points)

Programmatic capability and past performance

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

Past Performance -prior EPA Brownfields grantees only

- Past grant(s) management & performance
 - ❖ Funding expenditure
 - ❖ Compliance
 - ❖ Accomplishments
- Adverse audit findings? If none, make note of it!
- Corrective action for past grant management issues if any



Ranking Criteria – RLF

2. Program Description & Feasibility of Success (45 Points)

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



Ranking Criteria – RLF

3. Community Engagement & Partnerships (20 Points)

3.a. Community Engagement Plan (10 Points)

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

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





Ranking Criteria – RLF

3. Community Engagement & Partnerships (20 Points)

Community Engagement Plan

- Describe your plan for Community involvement:
 - Site selection
 - Cleanup planning
 - Site reuse planning
- ✓ Past community involvement
- ✓ Project progress reporting plan
- ✓ Address any language barriers
- ✓ Create an aggressive and detailed plan





Ranking Criteria – RLF

3. Community Engagement & Partnerships (20 Points)

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.
- If you are new to Brownfields grants, describe your efforts and plans to establish these partnerships. If not new, show your experience (the reviewer expects this).
- Become knowledgeable about and demonstrate that knowledge regarding your state cleanup programs.



Ranking Criteria – RLF

3. Community Engagement & Partnerships (20 Points)

Community-Based Organizations

- Provide a description of, and role of, the key community-based organizations involved in your project.
 - ✓ Describe organizations
 - Describe role in project
 - Describe any commitments by organizations
 - Support letter from EACH organization
 - ❖ Proposal attachment
 - ❖ Must describe role
 - ❖ Must describe commitments
 - ❖ NO FORM LETTERS
 - ✓ Community-based organizations are NOT your congress persons or other elected officials. It is NOT the Mayor's office.



Ranking Criteria – RLF

3. Community Engagement & Partnerships (20 Points)

Community-Based Organizations

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





Ranking Criteria – RLF

3. Community Engagement & Partnerships (20 Points)

Community-Based Organizations (5 Points)

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



Ranking Criteria – RLF

4. Program Benefits (20 Points)

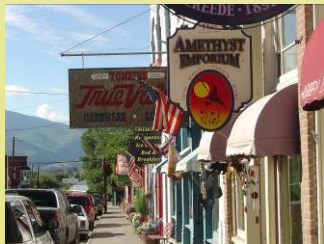
Welfare and/or Public Health (5 Points)

Economic Benefits and/or Greenspace (5 Points)

- Economic Benefits and/or
- Non-Economic Benefits

Environmental Benefits from Infrastructure
Reuse/Sustainable Reuse (5 Points)

Plan for Tracking & Measuring Progress (5 Points)





Ranking Criteria – RLF

4. Program Benefits (20 Points)

Welfare and/or Public Health -

- Describe all environmental, social and/or public health benefits anticipated from the cleanup and redevelopment of sites in your program.
- Direct & Indirect from cleanup and site reuse.
- Be as specific as possible in relation to your targeted communities/areas.

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



Ranking Criteria – RLF

4. Program Benefits (20 Points)

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)





Ranking Criteria – RLF

4. Program Benefits (20 Points)

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.
- ✓ Discuss notices to the public and house-to-house notifications to neighbors adjacent to sites.



Ranking Criteria – RLF

4. Program Benefits (20 Points)

Economic benefits and/or green space - Explain how the grant will produce economic and/or non-economic benefits.

- ✓ Describe all **economic benefits** from the cleanup and redevelopment of sites in your targeted community(ies).
- ✓ Provide quantitative estimates where feasible.
 - ❖ Number and types of jobs
 - ❖ Taxes (Property, Sales, Income)
 - ❖ Property values
 - ❖ Stimulate area-wide economic development
- ✓ If project specifics are lacking, describe potential benefits. These are the reasons you are applying for this grant.



Ranking Criteria – RLF

4. Program Benefits (20 Points)

Non-Economic Benefits

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

Environmental benefits from infrastructure reuse/sustainable reuse

- ✓ Describe how the grant will help facilitate infrastructure reuse –be specific! For example:
 - Water
 - Sewer
 - Electricity
 - Roads
 - Public transit, etc

- ✓ Describe how the grant will help facilitate sustainable reuse - be specific! For example:
 - Green Building (LEED Certification, EnergyStar Certification, etc.)
 - Smart Growth Principles
 - Energy and Resource Efficiency
 - Historical Building/Material Preservation and/or Renovation
 - Innovative Storm Water Controls, etc.



Ranking Criteria – RLF

4. Program Benefits (20 Points)

Plan for Tracking & Measuring Progress

- Describe your plan for tracking and measuring your progress to achieve the expected program outcomes.
- **Outputs** Products or services that are a direct result of your activities.
- **Outcomes** refers to the result, effect, or consequence that will occur from carrying out the activities under the grant. Outcomes may be environmental, behavioral, health-related, or programmatic.



Ranking Criteria – RLF

4. Program Benefits (20 Points)

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.)



Useful Application Preparation Tips

Silverton, CO



A subgrant from the State of Colorado's RLF helped finish the cleanup of the former smelter.



Useful Application Preparation Tips

- Read entire *NEW FY11* 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. Do so by...*
 - ✓ Following and Including the Guidelines numbering (i.e. “V.B.1.b. *Financial Need – The brownfields located along main street have a clear and substantial economic impact on local residents and the town's overall...*”)



Useful Application Preparation Tips)

- Use the proposal *check list* at the end of the ranking criteria section.
- Avoid using acronyms and technical/organizational jargon
- Use “white space” and obey 18 page limits (not including the 2-page cover letter)!
- **Consider the breakdown of the 100 points across the 4 criteria and then give each proportional attention and space/pages!**
- 1” margins; 12 pt font; no binders; NO COLOR.
- Limit attachments to required and relevant documents and letters. 20 page limit on attachments – Make them count!
 - ✓ Avoid maps and photos as they don’t reproduce well.



Useful Application Preparation Tips

- Contact State/Tribe/EPA with threshold and eligibility questions **immediately**
- Contact partners for assistance in preparing and/or reviewing your proposal immediately!
- 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



Additional Resources and Contacts





Upcoming Trainings & Workshops

- Understanding the EPA Brownfields Proposal Guidelines
 - ✓ Additional grant specific online seminars
 - Job Training Grants: October 13, 2010 (9:00 – 10:00 MT)
 - PowerPoint Slides from:
 - ❖ Clean-up grant webinar held August 25, 2010
 - ❖ Assessment grant webinar held August 24, 2010
- Western Brownfields Workshop
 - ✓ September 14-16, 2010 in Missoula, MT
- Details on all of the above under “what’s new” at:
www.epa.gov/region8/brownfields



EPA Region 8 Brownfields Team

- Ted Lanzano, Revolving Loan Fund Lead
 - Lanzano.ted@epa.gov, (303) 312-6596
- Dan Heffernan*, Brownfields Coordinator
- Barbara Benoy*, Tribal Response Lead
- Christina Wilson*, Assessment and Brownfields Job Training Lead
- Bill Rothenmeyer*, Cleanup and Targeted Assessment Lead
- Stephanie Wallace*, Montana Brownfields Lead
- Stephanie Metz*, Communication and Outreach
- Johanna Miller*, Unit Chief

*contact information available @

http://www.epa.gov/region8/land_waste/bfhome/bfcont.html



State Brownfield Leads in Region 8

- **Colorado Dept. of Public Health and Environment**
Dan Scheppers, 303-692-3398; daniel.scheppers@state.co.us
<http://www.cdphe.state.co.us/hm/rpbrownfields.htm>
- **Montana Dept. of Environmental Quality**
Jason Seyler, 406-841-5071 ; jseyler@mt.gov
<http://www.deq.state.mt.us/Brownfields/Index.asp>
- **North Dakota Dept. of Health**
Curt Erickson, 701-328-5166; cerickso@nd.gov
<http://www.ndhealth.gov/WM/BrownfieldsProgram.htm>



State Brownfield Leads in Region 8 *cont.*

- **South Dakota Dept. of Environment and Natural Resources**
Kim McIntosh , 605-773-3296; Kim.McIntosh@state.sd.us
<http://denr.sd.gov/des/gw/Brownfields/Brownfields.aspx>
- **Utah Dept. of Environmental Quality**
Bill Rees, 801-536-4167; bree@utah.gov
<http://www.environmentalresponse.utah.gov>
- **Wyoming Dept. of Environmental Quality**
Vickie Meredith, 307-332-6924; vmered@state.wy.us
<http://deq.state.wy.us/volremedi/brownfields.asp>



Community Brownfields Foundation (CBF)

- CBF is an EPA subgrant recipient under a Technical Assistance to Brownfield Communities (TAB) grant
- Available to provide brownfields assistance to communities across EPA Region 8
- Expertise in all aspects of brownfields identification, assessment, cleanup and reuse
- <http://www.coloradobrownfieldsfoundation.org/>
- 303-962-0940 (Jesse Silverstein, Executive Director)



Web-Based Resources

- **FY11 Revolving Loan Fund Proposal Guidelines –**
<http://epa.gov/brownfields/applicat.htm>
- **FY11 Frequently Asked Questions (FAQ) -**
<http://epa.gov/brownfields/applicat.htm>
- **Information on Brownfields Revolving Loan Fund Grants –**
<http://epa.gov/brownfields/rlflst.htm>



Web-Based Resources cont.

- **Region 8 Brownfields Information Online –**
www.epa.gov/region8/brownfields
- **SmartE- Online Sustainable Management Approaches and Revitalization Tools –**
www.smarte.org
- **TAB EZ – Online grant writing tool for potential brownfields grant applicants**
<http://www.tabez.org/>



Questions?