



# EPA Brownfields Area-Wide Planning Program

## FY15 Request for Proposals (RFP) Overview Outreach Webinar Session for Potential Applicants August 14, 2014

### Presenters:

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### Webinar instructions:

- Connect via: <https://epa.connectsolutions.com/fy15bfawpgrant2/>
- Audio: call-in 1-866-299-3188; Conference code: 202 566 0633#
- Please mute your phone line (\*6)
- Type questions into chat box; we will address as needed
- Webinar is being recorded so we can archive it

# Agenda for today's RFP Outreach Webinar

- Website for RFP and FAQs
- RFP Timeline and Overview
- Key Changes from FY13 to FY15 grant round
- Threshold Criteria Overview
- Evaluation (Ranking) Criteria Overview
- Content and Form of Proposal
- Basic Tips to Help Encourage Good Proposal Submissions
- Contact info, Q&A

# BF AWP Grant Program – FY 15 RFP & FAQs

## **RFP and FAQs:**

<http://www.epa.gov/brownfields/applicat.htm>

Today's training is NO SUBSTITUTE for reading and closely following the detailed RFP

## **Apply at grants.gov:**

<http://www.grants.gov/web/grants/view-opportunity.html?oppld=260292>

## **EPA BF AWP Program:**

[http://www.epa.gov/brownfields/areawide\\_grants.htm](http://www.epa.gov/brownfields/areawide_grants.htm)

## **EPA Brownfields and Land Revitalization Program:**

<http://www.epa.gov/brownfields/>

# BF AWP - RFP Timeline

July 25, 2014

Request for Proposals (RFP) opened

September 22, 2014

Proposal Submission Deadline

*Proposals can be submitted to EPA either in hard copy via mail/courier deliver or through [www.grants.gov](http://www.grants.gov)*

February 2015 (*tentative*)

Grant recipients announced

May 2015 (*tentative*)

BF AWP projects begin

# RFP Overview

Section I.	Funding Opportunity Description
Section II.	Award Information
Section III.	Applicant Eligibility Information and Threshold Criteria <i>Applicants must be eligible, and pass all threshold criteria, before their proposal can be evaluated</i>
Section IV.	Proposal Submission Information <i>Instructions for organizing &amp; submitting your proposal</i>
Section V.	Proposal Review Information <i>Includes evaluation (ranking) criteria</i>
Section VI.	Award Administration Information
Section VII	EPA Contacts <i>Includes EPA regional contacts, addresses for mailing hard copy proposals</i>
Section VIII.	Other Information
Appendix 1:	Threshold Criteria Worksheet Example
Appendix 2:	Other Factors Checklist
Appendix 3:	Information on Eligible Brownfield Sites
Appendix 4:	Grants.gov Submission Instructions

# RFP Overview

EPA will provide **grant funds to eligible entities** for projects that lead to the **development of an area-wide plan for brownfields assessment, cleanup, and subsequent reuse.**

## Grant funds:

- Total estimated EPA funding available under this RFP: **approximately \$4,000,000**
- Applicants may apply for EPA grant funding **up to \$200,000** per project
- EPA plans to select 20 projects
- If your project is selected, EPA will determine total grant amount

## Eligible entities:

- Local government, tribes, nonprofit organizations, states, regional councils of government, etc
- Not individuals, for-profits, FY10 or FY13 BF AWP recipients

# RFP Overview (con't)

## Area-wide plan for brownfields assessment, cleanup, and subsequent reuse:

- Developed for a specific project area (e.g., a neighborhood, downtown district, local commercial corridor, community waterfront, old industrial corridor, etc) affected by one or more brownfield sites
- Primary focus on the eventual cleanup and reuse of the catalyst, high priority brownfield site(s) within the project area
  - a site which, once remediated and reused, has the potential to spur additional revitalization within the BF AWP project area, and
  - meets the definition of a “brownfield site” per CERCLA § 101(39)
- All grant funded activities must be for research, training, and technical assistance activities, per CERCLA § 104(k)(6)
- BF AWP should include:
  - community involvement,
  - community priorities reflected in brownfield site cleanup and reuse strategies;
  - research on brownfields and project area conditions
  - specific reuse scenarios for the catalyst, high priority brownfield site(s);
  - detailed plan implementation strategies which identify specific actions, resources available and resources needed to implement the plan,
- Grant is part of the HUD-DOT-EPA [Partnership for Sustainable Communities](#)

# Key changes from FY13 to FY15 BF AWP grant rounds

- Included more information on BF AWP project area, common grant funded activities, primary grant deliverable, outputs and outcomes
- Even stronger focus on catalyst/high priority brownfield site(s). Applicants need to:
  - state/affirm that all these sites meet the definition of a brownfield
  - clarify their assessment/cleanup needs for these sites
  - clearly describe how each proposed activity ties back to informing the brownfields cleanup & reuse
- Threshold requirement: one catalyst site to meet the CERCLA definition of a “brownfield” (additional sites meet the CERCLA definition of a brownfield under ranking criterion 2)
- Eligibility: excluding both FY10 and FY13 BF AWP recipients from applying
- More clarity needed to describe how project partners will work together to develop the brownfields area-wide plan and prioritize implementation actions
- Split up Project Outputs/Outcomes sub-criterion and Leveraging criterion outputs in terms of the project description/milestones; outcomes in terms of community benefits
- Clarified/strengthened overall connection to the HUD-DOT-EPA Partnership for Sustainable Communities
- Reduced number of ranking criteria six to five



# Five Threshold Criteria - Overview

1. Applicant Eligibility
2. Location of BF AWP project area
3. Identify one catalyst, high priority brownfield site within the BF AWP project area around which your project will focus
4. Ineligible activities
5. Letter of commitment to the project

- Applicants should submit threshold criteria responses separately from narrative proposal; may use Threshold Criteria Example Worksheet (Appendix 1) to organize this information for their proposal submittal
- Failure to meet any threshold criterion will result in an ineligible proposal; applicants will be notified within 15 calendar days of a “fail” determination

# Threshold Criterion #1

All applicants must describe how they are an eligible entity in order to receive consideration

- List provided in RFP Section III.A., Who Can Apply?
- Documentation of applicant eligibility is needed for entities other than cities, counties, states or tribes
- States are eligible if they apply on behalf of a local community and will serve as their fiscal and administrative capacity; *attach memorandum of understanding*

# Threshold Criterion #2

## Location of BF AWP project area: Define geographic boundaries of your BF AWP project area

- a. street, natural (e.g., river) and/or constructed boundaries (e.g., highway, railway) and approximate acreage
  - b. provide a small but legible black & white map showing scale & street level detail of project area, in the context of larger city/county
- Focus on a specific project area such as a neighborhood, downtown district, city block, community waterfront, local commercial corridor, etc affected by one or more brownfield sites
  - Do not apply for comprehensive, city-wide or regional planning

# Threshold Criterion #3

**Identify one catalyst, high priority brownfield site within the BF AWP project area around which your project will focus.**

Include:

- a. Site name and address
- b. Affirmation that site is not statutorily restricted from funding (per CERCLA definition of a brownfield site)
- c. Type of contaminant or potential contaminant (hazardous substance or petroleum).
- d. For petroleum sites – additional eligibility required, send request to your state (review sections i., ii., and iii. carefully)
- e. Date of EPA's prior determination that site is a brownfield (if applicable)

- Brownfields site submitted here must be one of the site(s) described in ranking criterion 2.i.
- No substitution of site allowed! Discuss site eligibility questions with your EPA Regional contact EARLY ON.

# Threshold Criterion #4

## Ineligible activities

Any ineligible tasks or activities proposed will not be considered for funding.

Proposal will fail threshold review if proposed activities that are ineligible exceed 50% of project

See RFP Sections I.B. and I.C. Ineligible activities include:

- site assessment, cleanup, response activities, area-wide plan implementation activities
- marketing of brownfield properties
- zoning, design guidelines, area master planning, general community visioning, smart growth, comprehensive planning, etc where unrelated to brownfields cleanup/reuse in project area
- survey design, distribution, collection
- fundraising or lobbying
- proposal preparation
- ETC

# Threshold Criterion #5

## Letter of commitment to the project

- For government/quasi-government applicants, letter of commitment must be from a relevant nonprofit organization
- For nonprofit applicants, letter of commitment must be from a relevant government entity
- Letter should clearly describe how the organization has/will be substantially involved in the BF AWP project.
- Attach letter to grant proposal submission
- Identify in threshold criteria response which letter of commitment meets this threshold requirement

# Evaluation (Ranking) Criteria

Proposal must have passed the Threshold Criteria to be Ranked

## 5 Ranking Criteria Sections:

1. Community Need (15 points)
2. BF AWP Project Description (32 points)
3. Achieving Project Outcomes that Benefit the Community (25 points)
4. Community Engagement and Partnerships (20 points)
5. Programmatic Capability and Past Performance (8 points)

## **100 total possible points**

See Section V.B. *Proposal Evaluation (Ranking) Criteria* in the RFP for points under each sub-criterion

Fully and individually address sub-criteria ; much more specific information on each sub-criterion in RFP

# Evaluation Criterion #1

## Community Need (max 15 points)

Proposal evaluated on how project area is affected by:

- economic, social, public health and environmental justice concerns, and
- how these concerns relate to brownfield challenges.

More favorable evaluation for clear demonstration of how challenges affect sensitive populations and how difficult conditions can be tied back to brownfields.

Sub-criteria:

- i.* (5 pts) Discuss economic concerns (including data & information), and how factors limit your ability to draw on other sources of funding
- ii.* (5 pts) Discuss social, public health and environmental justice concerns (EJ) within project area (include indicators, effects of sensitive populations, disproportionate EJ concerns)
- iii.* (5 pts) Discuss brownfields challenges in your project area and how they relate to concerns discussed in i. and ii.

Responses should clearly identify the sources of information used in this section.



# Evaluation Criterion #2

## BF AWP Project Description (max 32 points)

Proposal evaluated on specific information on how the applicant will conduct the project, and whether they have a reasonable project approach (including project area size and # of catalyst/high priority brownfield sites), clear budget and activities, measurable outputs and leveraging.

More favorable evaluation for reasonable # of catalyst, high priority brownfield sites, a more focused BF AWP project approach, appropriate budget, outputs and committed leveraging.

### Sub-criteria:

- i.* (3 pts) List/briefly describe each catalyst, high priority brownfield site(s) in your project area; affirm they meet CERCLA definition of a brownfield site
- ii.* (5 pts) Describe why the project area is appropriate/reasonable for this project and explain sites, why sites were selected
- iii.* (5 pts) Describe past environmental activities at brownfield sites and/or plan for obtaining resources at sites where environmental activities are needed
- iv.* (3 pts) Provide grant project budget (see example)
- v.* (10 pts) Describe each task of your BF AWP project
- vi.* (3 pts) Explain performance measurement for project outputs, attach milestones list, describe tracking/measuring/documenting progress & achievements
- vii.* (3 pts) Describe resources leveraged in direct support of BF AWP project activities and outputs (attach commitment letters to proposal)

# Sample Budget Table

<i>Example task descriptions</i>  <b>Cooperative Agreement Budget</b>	<b>Task 1</b> <i>Cooperative agreement management</i>	<b>Task 2</b> <i>Community Involvement</i>	<b>Task 3</b> <i>Existing conditions research</i>	<b>Task 4</b> <i>Catalyst /high priority Brownfield site reuses</i>	<b>Task 5</b> <i>Next Steps &amp; Resources needed Implementation Strategy</i>	<b>Task 6</b> <i>Develop final BF AWP document</i>	<b>Totals</b>
Personnel							
Fringe Benefits							
Travel							
Contractual							
Supplies							
Other (be specific; include amounts for subgrants)							
<b>Total EPA Funds</b>							

# Evaluation Criterion #3

## Achieving Project Outcomes that Benefit the Community (max 25 points)

Proposal evaluated on the extent to which project will result in project area outcomes that benefit the community.

More favorable evaluation for specific details/examples leading to sustainable/equitable development, advancing HUD-DOT-EPA Livability Principles, measurable progress towards outcomes, and committed leveraging.

### Sub-criteria:

- i.* (5 pts) Describe how assessing/cleaning up/reusing catalyst, high priority brownfield sites will help address concerns raised under ranking criterion #1, and how the BF AWP project will help identify and reduce threats to human health/environment/sensitive populations
- ii.* (10 pts ) Describe extent that BF AWP project will lead to direct revitalization outcomes, including economic development, use/reuse of infrastructure, creating/preserving green space/recreational use/nonprofit use; & other sustainable/equitable development outcomes
- iii.* (5 pts) Give specific examples for how i. and ii. project outcomes advance the HUD-DOT-EPA Livability Principles
- iv.* (2 pts) Explain performance measurement for project outcomes, describe tracking/measuring/documenting progress & achievements
- v.* (3 pts) Describe resources leveraged in direct support of achieving project outcomes and creating benefit for the community within project area (attach commitment letters to proposal)

# Evaluation Criterion #4

## Community Engagement and Partnerships (max 20 points)

Proposal evaluated on effectiveness of applicant's engagement with community, support from partners, and approach for incorporating community input.

More favorable evaluation for recent involvement of partners & community members on revitalization activities, consistency/integration with existing community planning efforts, strong/various letters of commitment, and a clear/effective project governing structure (with leadership by the applicant).

### Sub-criteria:

- i.* (5 pts) Describe existing, inclusive and collaborative project area revitalization effort (which includes consideration of your catalyst, high priority brownfields)
- ii.* (5 pts) Provide list of project partners, role, and attach letters of commitment from them
- iii.* (5 pts) Explain how project partners will work together to develop the brownfields area-wide plan and prioritize implementation actions.
- iv.* (5 pts) Describe & give specific details for how input from community members will be incorporated throughout project

# Evaluation Criterion #5

## Programmatic Capability and Past Performance (max 8 points)

Proposal evaluated on demonstrated technical capability to carry out BF AWP project, taking into account organizational capabilities and past performance

Sub-criteria:

- i.* (4 pts) Summarize staff/organization knowledge, experience, qualifications and resources that will enable timely/successful achievement of project goals.
- ii.* (4 pts) List of up to 5 assistance agreements similar in size, scope and relevance to BF AWP project from within the past 3 years, and describe your history with managing these agreements.

# Content and Form of Proposal

## Proposal packages must contain: (see Section IV.C. in RFP)

- Transmittal Letter (2 pg limit)
- Narrative Proposal (15 pg limit)
- Required Attachments:
  - Threshold criteria responses need to include:
    - Responses to all five threshold criteria
    - Letter of commitment
    - Petroleum eligibility letter from state, if applicable
    - Documentation of eligibility status, if applicable
    - Documentation of state applying on behalf of local community, if applicable
  - Project milestones schedule (1 page limit)
  - Additional letters of commitment to project from project partners per ranking criterion 4 (must be attached to proposal)
  - Leveraging documentation (if not provided in letters of commitment) which affirms any funds/resources committed to the project
  - Completed Other Factors Checklist (with supporting documentation attached- see Appendix 2)
  - Application for Federal Assistance (SF-424)

# Basic Tips to Help Encourage Good Proposal Submissions

- Read the entire RFP and closely follow directions
- Read the FAQs which are posted alongside the RFP.
- Write as though the reader knows NOTHING about your community.
- Address *all* criteria (preferably in order) and prepare a logical narrative. *If a sub-criteria doesn't apply, say so and explain why.*
- Use the *Proposal Checklist* in RFP Section V.D.
- Avoid using acronyms and technical/organizational jargon
- Work with partners for assistance in preparing and/or reviewing your proposal

# Basic Tips to Help Encourage Good Proposal Submissions(*con't*)

- Obey page limits and other parameters in RFP Section IV.C.
- 1” margins; 12 pt font; no binders; no color. Readability is extremely important
- Limit attachments to those listed in the RFP. Do not attach photos, graphics, extraneous materials, etc
- Contact EPA with all questions (particularly site eligibility questions) early!
- Organize input sessions with project partners & the public, use it to strengthen your proposal



# FY15 BF AWP Grant Competition Questions?

- **Aimee Storm**

U.S. EPA Office of Brownfields and Land Revitalization

Phone: 202-566-0633

Email: [storm.aimee@epa.gov](mailto:storm.aimee@epa.gov)

OR

- **Your regional Brownfields Coordinator, as listed in Section VII of the RFP**

Find other EPA Brownfields Program Funding Opportunities at

[http://www.epa.gov/brownfields/grant\\_info/index.htm](http://www.epa.gov/brownfields/grant_info/index.htm)