

EPA's Brownfields Area-Wide Planning Program



*Roanoke,
VA*

FY13 Request for Proposals (RFP) Overview and Tutorial

TUTORIAL TOPICS:

Brownfields Area-Wide Planning Program
RFP Overview
Amount of EPA Assistance
Threshold Criteria Overview
Evaluation (Ranking) Criteria Overview
Transmittal Letter, Narrative Proposal and
Attachments
Content and Form of Proposal
Good Proposal Preparation
Questions



LEGEND:



= *IMPORTANT ACTION*

BF AWP Program

Background Information


The BF AWP program is a new EPA assistance program focusing on the following Brownfields related initiatives:

1.0



- Community Involvement
 - Research Planning
 - Implementation Strategies related to Brownfields clean-up and reuse
- 1.1



The need for assistance must occur within an area affected by brownfields, such as:

- Neighborhoods
- Downtown districts
- City Blocks
- Local, commercial, or industrial corridors, etc.

2.1



- Assistance is given for :**
- Evaluating existing conditions
 - Identifying community priorities
 - Developing a brownfields area-wide plan
 - Identifying resources
 - Leveraging opportunities
- 2.0

Brownfields limit the economic, environmental, and social prosperity of their surroundings

Whole areas with multiple project sites can be affected by a single brownfield . Thus, area-wide revitalization is critical to successful long-term reuse of brownfields.

2.2



Leveraging local, state, and federal funding will help communities revitalize contaminated sites.

2.3



The BF AWP program's creation came as a result of a partnership between the **Department of Housing & Urban Development (HUD)**, the **Department of Transportation (DOT)**, and the **Environmental Protection Agency (EPA)**.

Visit the [Partnership for Sustainable Communities](#) webpage for more information.

2.4



Sanford, ME	The Mill Yard, in downtown Sanford
Lowell, MA	Tanner Street Corridor
Pioneer Valley Planning Commission (City of Chicopee, MA)	West End neighborhood of downtown Chicopee
Ironbound Community Corporation, Newark, NJ	Ironbound neighborhood in the East Ward
Ogdensburg, NY	Waterfront corridor along the St. Lawrence and Oswegatchie Rivers
Desarrollo Integral del Sur, Inc.	Industrial corridor in the Municipalities of Peñuelas and Guayanilla.
Monaca, PA	Four targeted brownfields areas along the 45-mile Ohio River Corridor
Roanoke, VA	Rail Corridor Planning Area
Ranson, WV	The Commerce Corridor & surrounding neighborhoods
Atlanta, GA	Five redevelopment locations within 2 miles of each other
New Bern, NC	Five Points neighborhood

Goshen, IN	9th Street Industrial Corridor
Cleveland, OH	Cleveland Opportunity Corridor
Tulsa, OK	Evans/Fintube property and surrounding communities, north of downtown Tulsa
Kansas City, MO	Municipal Farm property in the Eastwood Hills
Aurora, CO	Western half of the Montview Corridor
Denver, CO	South Platte River Brownfields Impacted Area
Kalispell, MT	Core Revitalization Area (CRA)
Phoenix, AZ	The Del Rio Area
Communities for a Better Environment, Huntington Park, CA	Huntington Park Brown-to-Green project area
Jacobs Center for Neighborhood Innovation, San Diego, CA	Village at Market Creek
Neighborhood Parks Council, San Francisco, CA	Blue Greenway corridor alignment in Southeastern San Francisco
Confederated Tribes of the Colville Reservation, WA	Two brownfields sites within one mile of each other

BF AWP Grant Program, RFP, & FAQ's

Click the following link for RFP information and frequently asked questions:

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

Check back frequently as FAQs are updated periodically

3.0



Thoroughly read and follow the instructions found in the Request for Proposal (RFP).

This tutorial supplements the RFP, but it is **NOT A SUBSTITUTE.**

3.1



EPA will provide **grant funds** for projects from **eligible entities** to facilitate community involvement in area-wide planning approaches to brownfields assessment, cleanup, and subsequent reuse.

4.0



Visit EPA's "Brownfields and Land Revitalization" homepage for more information:

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

3.2

★
Eligible entities are:

- Local government
- Tribes
- Non-profits
- States
- Regional government councils

NO individuals, for-profits, or FY10 BF AWP pilot recipients will receive funding. 4.1



Eventual Grant Recipients will need to conduct activities that support **development of a brownfields area-wide plan.** 5.0



★
...and

-plan implementation strategies, which identify specific actions for next steps and specific resources available and/or needed to implement the plan. 5.2



★
Plan must include:

- strategies for reusing high priority brownfield sites;
- information on how assessment and cleanup of those sites will be influenced by those reuse strategies... 5.1

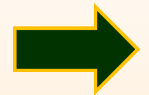


The project area must be affected by a single, large brownfield OR multiple brownfields, with high priority sites selected.

(see following images)

6.0

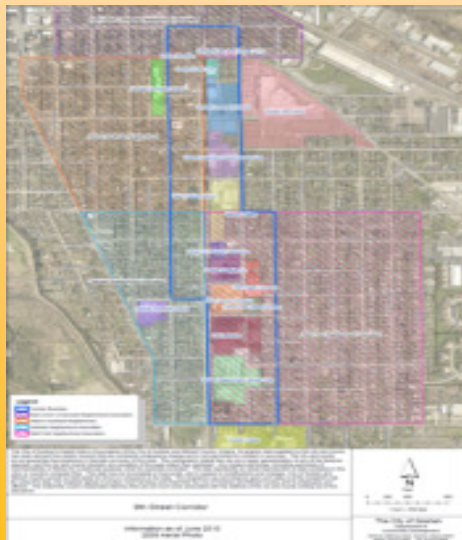
Monaca, PA



Chicopee, MA



Goshen, IN



RFP ORGANIZATION

Section 1 – Funding Opportunity Description

Section 2 – Award Information

Section 3 – Applicant Eligibility Information and Threshold Criteria

Applicants must be eligible and pass all threshold criteria before their proposal can be evaluated

Section 4 – Proposal Submission Information

Instructions for organizing & submitting your proposal

Section 5 – Proposal Review Information

Includes evaluation (ranking) criteria

Section 6 – Award Administration Information

Section 7 – EPA Contacts

Includes EPA regional contacts, addresses for mailing hard copy proposals



BF AWP TIMELINE

September 27, 2012 – Request for Proposals (RFP) opened

November 30, 2012– Proposal Submission Deadline

Proposals can be submitted to EPA either in hard copy via mail/courier delivery or through www.grants.gov.

March/April 2013 (*tentative*) – grant recipients selected

June 2013 (*tentative*) – brownfields area-wide planning projects begin



Total estimated EPA funding available under this RFP is approximately **\$4,000,000**

EPA will determine the amount of grant funding for each project, but applicants may apply for grants up to **\$200,000** per project

7.0

Threshold Criterion #1

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

9.0



Five Threshold Criteria Overview

- 1) Applicant eligibility
- 2) Location of Project
- 3) Identify the specific high priority brownfields site(s) within the project area
- 4) Ineligible activities
- 5) Letter of Support

8.0



Applicants may use "Threshold Criteria Example Worksheet " to organize this information for their submitted proposal. (see RFP)

Failure to meet any threshold criterion will result in an ineligible proposal; applicants will be informed within 15 calendar days if they fail a threshold

8.1

Threshold Criterion #2

Define geographic boundaries of the project area:

- 1) street, natural (e.g., river), and /or man-made boundaries (e.g., railway) and approximate acreage

10.0



- 2) Provide a small, legible black & white map of the project area in the larger city/county context; include scale/street level detail

-Focus on a specific project area such as a neighborhood or city block

- Do not apply for city-wide or regional planning

10.1



Threshold Criterion #3

Identify the specific high priority brownfield site(s) within the proposed BF AWP project area around which your project will focus.

11.0

For each brownfield site, provide the following:

- 1) Site name and address
- 2) Affirmation that the site is not statutorily restricted from funding
- 3) Type of contaminant or potential contaminant, hazardous substance, petroleum, etc.

11.1



Threshold Criterion #4

Proposal must not request EPA assistance for **ineligible activities**, such as:

12.0



- site assessment, cleanup, response activities, other area-wide plan implementation activities
- marketing of brownfield properties
- fundraising or lobbying

12.1



A proposal will fail the threshold review if the proposed ineligible activities exceed 50% of project plan.

Any planned cleanup activities for specific sites requires approval from your assigned EPA Project Officer

12.3



- zoning, master planning, general community visioning, smart growth, comprehensive plan updates that are unrelated to brownfields cleanup/reuse in the project area
- proposal preparation

12.2

Threshold Criterion #5

Letter of support

- For government applicants, the letter of support must come from a relevant , nonprofit organization.
- For nonprofit applicants, the letter of support must come from a relevant government entity.

13.0



The Letter of Support must:

- clearly demonstrate the supporting organization's level of involvement in the proposed BF AWP project
- be attached to the grant proposal to be considered

13.1



Evaluation Ranking Criteria

Only proposals that pass the Threshold Criteria review will be ranked.

6 Ranking Criteria Sections:

1. Community Need (15 points)
2. Brownfields Area-Wide Planning Project Description (30 points)
3. Community Engagement (20 points)
4. Community Benefits (15 points)
5. Programmatic Capability and Past Performance (15 points)
6. Leveraging (5 points)

100 total possible points

See Section 5.B. *Proposal Evaluation (Ranking) Criteria* in the RFP for points under each sub-criterion
Fully and individually address sub-criteria ; see the RFP specific information on each sub-criterion

14.0



**Evaluation Criterion #1
Community Need (15 pts)**

Proposals are evaluated on how the project area is affected by economic distress/disruption, public health challenges, social needs, brownfield sites, environmental degradation & environmental justice concerns

15.0



- Economic concerns (5 pts)
- How grant funding will serve minority /low-income residents facing environmental/health challenges (5 pts)
- How economic/social/health concerns relate to brownfield challenges (5pts)

15.1



**Evaluation Criterion #2
Brownfields Area-Wide
Planning Project
Description
(30 points)**

16.0

Proposals are evaluated on specific information addressing how the applicant will conduct the project, including :

- identification of specific brownfield sites,
- a reasonable project approach,
- budget,
- integration with existing community planning efforts, and
- measurable outputs/outcomes.

16.1



Describe the project's:

- high priority brownfield sites in the project area (10 pts)
- activities/tasks and budget narrative/table (10 pts)
- consistency/integration with existing community planning efforts (5 pts)
- anticipated outputs and outcomes (5 pts)

16.1

- Explanation of how those involved will work together on the project. (5 pts)

- information,
- governing structure, &
- applicant leadership role

-details on how community input will be incorporated throughout the process (5 pts)

17.2

Evaluation Criterion #3 Community Engagement and Partnerships (20 points)

Proposal evaluated on effectiveness of community engagement and key partners, stakeholder and organizational support, and approach for incorporating community input throughout process

17.0

Provide the following:

- Description of the degree to which an existing, inclusive, and collaborative project area revitalization effort is already underway, and how the proposed BF AWP will help to further that effort (5 pts)
- List and support letters from organizations/stakeholders/government s involved in the proposed BF AWP project (5 pts)

17.1

**Evaluation Criterion #4
Community Benefits
(15 points)**

Proposals are evaluated on the plan to achieve the proposed project area improvements to the local economy, environment, public health and safety, while also advancing the Livability Principles and sustainable development outcomes.

18.0



Provide specific details on how the project will:

- lead to community improvement, brownfield assessment/cleanup/ reuse, economic development, usable infrastructure, new/reused green, etc. (10 pts)

- advance Livability Principles, leading to sustainable and equitable development outcomes (5 pts)

18.1



**Evaluation Criterion #5
Programmatic Capability
and Past Performance (15
points)**

Proposals are evaluated on technical capability to carry out the project.

19.0

Provide the following:

- list of assistance agreements and describe whether/how your organization successfully managed and completed them (10 pts)

- summary of staff and organization's knowledge, experience, qualifications and resources to enable timely and successful completion of the BF AWP project goals (5 pts)

19.1



Evaluation Criterion #6 Leveraging (5 points)

Proposals are evaluated on the leveraging of additional funds/resources beyond the requested EPA grant funding, and how these resources will contribute to the eventual cleanup/reuse of brownfield sites and overall revitalization. 20.0



Provide the following:

- list of dollars or other resources to be leveraged within project area, and if they have been secured already;
- demonstrated commitments in letters of support or other documentation
- description of how the leveraged dollars or other resources will contribute to the proposed BF AWP project activities or eventual assessment/cleanup/reuse of brownfield sites and overall area revitalization

20.1



Attachments

- (Optional) Threshold Criteria Worksheet
- Project milestones schedule (1 page limit)
- Letters of support
- Leveraging documentation, which affirms any additional commitments to the project
- Completed "Other Factors" Checklist
- Application for Federal Assistance (SF-424)
- Documentation of applicant eligibility

21.1



Content and Form of Proposal

Proposal packages must contain the following:

- Transmittal Letter (2 pg limit)
- Narrative Proposal (15 pg limit)
- Attachments:

21.0



Encouraging Basic Proposal Prep

22.0

-Obey page limits and other parameters in RFP Section 4.C.

SF-424 and documentation of applicant eligibility do not count towards page limits.

- 1" margins; 12 pt font; no binders; no color.

22.3




-Read the entire RFP and follow the instructions carefully.

-Refer to the FAQs which are posted alongside the RFP.

-Write as though the reader knows NOTHING about your community.

- Address *all* criteria – *if it doesn't apply say so and explain why.*

22.1



-Use the *Proposal Checklist* in RFP Section 5.D.

- Avoid using acronyms and technical/organizational jargon

- Contact partners for assistance in preparing and/or reviewing your proposal

22.2

-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!

- Set up a public meeting and get meaningful public input.

22.4



**Find other EPA
Brownfields Program
Funding Opportunities
at :**

http://www.epa.gov/brownfields/grant_info/index.htm

22.5



FY12 BF AWP Competition Questions?

Contact:

Aimee Storm

U.S. EPA Office of Brownfields and
Land Revitalization

Phone: 202-566-0633

Email: storm.aimee@epa.gov

OR

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

22.6