The Return of the MAC
Elevate Your Brownfields Application

October 10, 2023
ZOOM Webinar Reminders

● This webinar will be recorded and uploaded to CCLR’s website and Youtube channel.

● You will receive a follow-up email with these slides and the recording as well as an evaluation survey of the webinar that we encourage you to complete so that we may receive feedback for our future programming.

● Please use the Q&A box for any questions that come up during the webinar. The chat box will be used only for comments.
AGENDA

- Housekeeping
- CCLR & Services
- Why Apply?
- What’s Changed?
- Must Do’s
- Insights & Tips
- Open Mic/Questions
Presenters

Ignacio Dayrit
Lead Program Consultant

Joelle S. Greenland, AICP
Senior Planning Consultant
Center for Creative Land Recycling (CCLR) “See Clear”

- National non-profit promoting the sustainable, equitable and responsible reuse of underutilized and environmentally impacted properties.
- Educate, advocate, assist and convene stakeholders to revitalize communities through land recycling.
- Newsletter, blogs (CCLR.org)
Technical Assistance to Brownfields Communities (TAB)

- Services are FREE
- Visioning & Planning
- Redevelopment process
- Environmental “Translations”
- Economic Development
- Grant Writing Assistance & Reviews
- Grant Management & Reporting
- Webinars, workshops, trainings, national conferences, online resources

Source: USEPA
Why Apply?

- Because you have projects & sites that need funding!
- Supports economic development
- Community visioning
- Assessments
- Cleanup
- Financial modeling
- Infrastructure analysis
- Market & Feasibility studies
- Conceptual/preliminary site design
Multidimensional & Interconnected

• Mitigate Climate Change
• Provide “Second Acts”
• Cleanup Contamination
• Create jobs and tax revenue
• All facets of real estate affected
Why Aren’t People Doing it More?

- LIABILITY
- Cost
- Regulations
- Not an Easy Venture
- Numerous entities involved
- Community Process
- Attracting Investment
What is MARC?

EPA MARC Grant Application Resources

Multipurpose
Assessment
Resolving Loan Fund
Cleanup

FY24 NO RLF

Due Monday Nov. 13, 2023
## Anticipated EPA MAC Offerings

*subject to change*

<table>
<thead>
<tr>
<th>Grant Type</th>
<th>Max. Project Period</th>
<th>Max. Amt. Per Grant</th>
<th>Est. # of Awards</th>
<th>Total Per Grant Type – BIL</th>
<th>Total Per Grant Type – Reg. App.</th>
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<td>4 Years</td>
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<td>40</td>
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<tr>
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<td>4 Years</td>
<td>$5,000,000</td>
<td>8</td>
<td></td>
<td>$40.0M</td>
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Key Changes

- New communities encouraged to apply or join coalitions
- PSC clarified; one per target area
- Outputs/Outcomes – “PLAN”
- Cleanup grants up to $5 million
- Still State letter requirement for cleanup grants (see exceptions)
- Clearer guidance on procurement
- Multiple levels of cleanup grants $500 (40), $2MM (17), $5 MM (8)
MUST Do’s

- **STARTED EARLY**
- Set up an account - SAM.gov
  - Unique Entity ID - “Don’t be a DUNS”
- Review EPA Guidelines for applicable grant - START HERE!!!!
  - Open Solicitations
  - Find Applicable Grant; Click on Grant
  - Now in Grants.gov; Various Tabs
  - “Package” Tab - instructions, mandatory forms and another way to get to “Apply”
  - To Apply, hit the red “Apply” button; however, you will need to sign into Grants.gov
MUST Do’s – Applying

- Must have a Grants.gov login
- Create account; **read carefully**
- Verify; code sent to email provided
- Set up a Workspace and Project Name
- Don’t wait till the last minute to submit
Emphasized Areas

- **Climate and Economic Justice Screening Tool (CEJST)**
  - “Spirit & Intent”
- Disadvantaged Census Tract
- Justice 40
- Climate Change/Resilience
  - “Improve local adaptation and mitigation capacity”
Tract information
Number: 41051004001
County: Multnomah County
State: Oregon
Population: 8,151

Tract demographics
Race / Ethnicity (Hide)
- White: 51%
- Black or African American: 18%
- American Indian and Alaska Native: 0%
- Asian: 2%
- Native Hawaiian or Pacific Islander: 0%
- Other: 1%
- Two or more races: 8%
- Hispanic or Latino: 18%

Age (Hide)
- Children under 10: 16%
- Ages 10 - 64: 76%
- Elderly over 65: 6%

Identified as disadvantaged? YES

This tract is considered disadvantaged because it meets more than 1 burden threshold AND the associated socioeconomic threshold.
EPA Resources

Tips on How to Get Started Early on Preparing Your EPA MARC Application
Getting Started

- Review Guidelines and FAQ’s
- Unique Entity ID – Sam.gov
- Grants.gov – Registration & Authorized Users
- Contact EPA staff: Threshold Criteria
- Gather Team info/roles - Stakeholders/Partners
- Tell YOUR story – bullet ideas first
- Gather information & DATA to support story
- Budget should tell the same story
- Describe the Plan to... **not just list**
Tips & Insights

- START EARLY
- Know Your “Why?”
- Understand the BIG PICTURE
- Economy of Words
- Just WRITE! – Iterative Process
- Put Modesty Aside
- Capture the Reader
- “Blue Ribbons”
- Team needs to be solid
- Keep budgets accurate and simple
- Attention to Detail
- Justifications
- Capacity & Programmatic Capabilities
More Tips

- Answer questions completely
- Use a proofreader for micro-issues
- Data!!! – back up your information
- Think like the reviewer
- Pretend it’s your money
- Tell a compelling story
- Check grammar, spelling, formatting
- Objective Feedback - Give your grant to someone who is not familiar with project
Procurement

- 2 CFR 200
- Avoid Non-compliance
- Do not use any sample language or templates from contractors planning to respond
- Language that restricts/limits competition or gives an advantage
- If grant is awarded must follow 2 CFR 200 regarding procurement guidelines in hiring consultants for the grant
Prepping Your Application for a CCLR Review

- Read through Grant Review Services
- Review successful applications
- Review the Grant application checklist

CCLR Due Dates (before noon PT):
- October 19, 2023 – 80% draft
- October 31, 2023 – ready to submit
  - Drafts rec’d after the above dates will be considered on a case by case basis

Consultants: Include applicant’s contact information AND copy the applicant
CCLR “Tough Love”

- Redline & Rubric
- Free & Limitless
- Improves your chances
- Start early
- Helps you think BIG and BEYOND
- Ready now?

MARCreview@cclr.org
Open Mic/Questions

Ignacio Dayrit  
Ignacio.Dayrit@cclr.org

Joelle S. Greenland, AICP  
Joelle.Greenland@cclr.org

MARCreview@cclr.org  
CCLR Newsletter
• Climate and Economic Justice Screening Tool & Justice 40 at EPA
• Grants.gov Learning Center
• SAM.gov - Unique identifier webpage
• Center for Disease Control
• County Health Rankings and Roadmaps
• Health Data Tool and Statistics
• City Health Dashboard
• Poverty Statistics (USDA)
• EJSCREEN & CEJST
• Census
• American Community Survey
• Enviroatlas
• EPA Envirofacts
• Sample successful grant applications