

# Community Engagement (CE), Team Development and Partnering



**Jesse Day, Piedmont Triad Regional Council (NC); Stephanie Heidt, Treasure Coast Regional Planning Council (FL); Brian Holtzclaw (EPA)**

EPA's New Grantee Workshop, October 28, 2019  
2019 Southeast Brownfields Conference, Orlando, FL

# Outline

- ▶ EPA Big Picture Overview (Brian)
- ▶ Best Practices from Perspective of Piedmont Triad RC (Jesse)
- ▶ Best Practices from Perspective of Treasure Coast RPC (Stephanie)
- ▶ Resources



# Community Engagement (CE)

## ► Working Definition:

*CE is a process of involving, at various levels of participation, empowerment and capacity, groups of citizens affiliated by geographic proximity and/or special interest and/or similar situations **to address issues affecting the well-being of those citizens.** The process is based on **interpersonal communication, respect and trust, and a common understanding and purpose.** It strengthens the capacity of communities to take action that produces positive and sustainable changes locally, promotes and facilitates community participation in the formation of policy and delivery of services, and **fosters collaboration across government departments and throughout the community** in relation to issues affecting quality of life.*

# Environmental Justice (EJ)

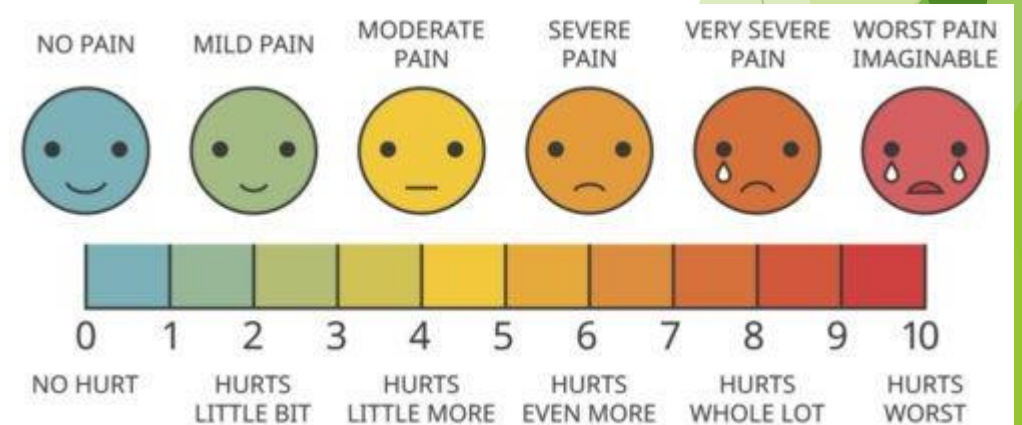
## ► EPA Definition:

*EJ is the fair treatment and meaningful involvement of all people regardless of race, color, national origin, or income, with respect to the development, **implementation**, and enforcement of **environmental laws**, regulations, and policies. This goal will be achieved when **everyone enjoys: the same degree of protection from environmental and health hazards, and equal access to the decision-making process to have a healthy environment in which to live, learn, and work.**\**

\* = Be sure to leverage tools, such as EJSCREEN for research of EJ demographics and ground-truthing.

# Why Community Engagement?

- ▶ **Prevent Pains.** A lack of meaningful CE can subject BF projects/grants to the risks of being:
  - ▶ Stalled, grid-locked, stopped, torpedoed, or compromised (story);
  - ▶ Not on solid footing if brownfields identification/prioritization/selection does not adequately take in citizen input;
  - ▶ Subject of complaints to EPA, the State Agency, and Regional Agencies, elected officials (local, state and national) causing delays and interruptions; and
  - ▶ A perfect storm of friction, distrust and conflict can result.



# Why Community Engagement ?

**Gains.** Here's some positives of CE from cradle to grave:

- ▶ Compliance with EPA's Grant Guidelines & Workplan criteria;
- ▶ Fosters a diversity of active stakeholders, these relationships on a Local/State/Federal level can be leveraged for current and future projects;
- ▶ Helps 'flush out' potentially idle brownfields (otherwise looked over) for better identification, prioritization and selection. As a result, community values and priorities are better integrated;
- ▶ Better short- and long-term planning & visioning with stakeholder input; and
- ▶ Shared decision-making may yield improved environmental/public health outcomes for locality.



# Key questions for CE and your CE Plan:

- What stakeholders do you recruit for enhanced participation, how do you recruit, maintain their attention/involvement and prevent fatigue ?
- What do you want to learn from the community?
- If community trust is low, how does one overcome that?
- Which regular community engagement method(s) fits best with your community and its stakeholders?
- Have you formed a BF Steering Committee yet?
- How does one keep the community involved throughout the grant?
- How do you ensure “two-way communications” and get honest feedback?

# Resources

- ▶ Refer to your EPA BF Project Officer & State BF Coordinator for assistance and the Brownfields CE Plan Template;
- ▶ Reach out to veteran BF grantees, EPA's TAB Program, and engage in the EJ Tract @ SE BF Conference;
- ▶ NEJAC Reports (e.g., “Unintended Impacts of Redevelopment and Revitalization Efforts in Five Environmental Justice Communities”; NEJAC “Model Guidelines for Public Participation,” etc.)
- ▶ Refer to the CE Best Practices Compilation, outlining sixteen (16) best practices from BF grantees (under review for posting);
- ▶ Much more ....





# Regional Brownfield Work in the Piedmont Triad

Community Engagement for Success

Jesse Day, Planning Director  
Piedmont Triad Regional Council








# Who We Are

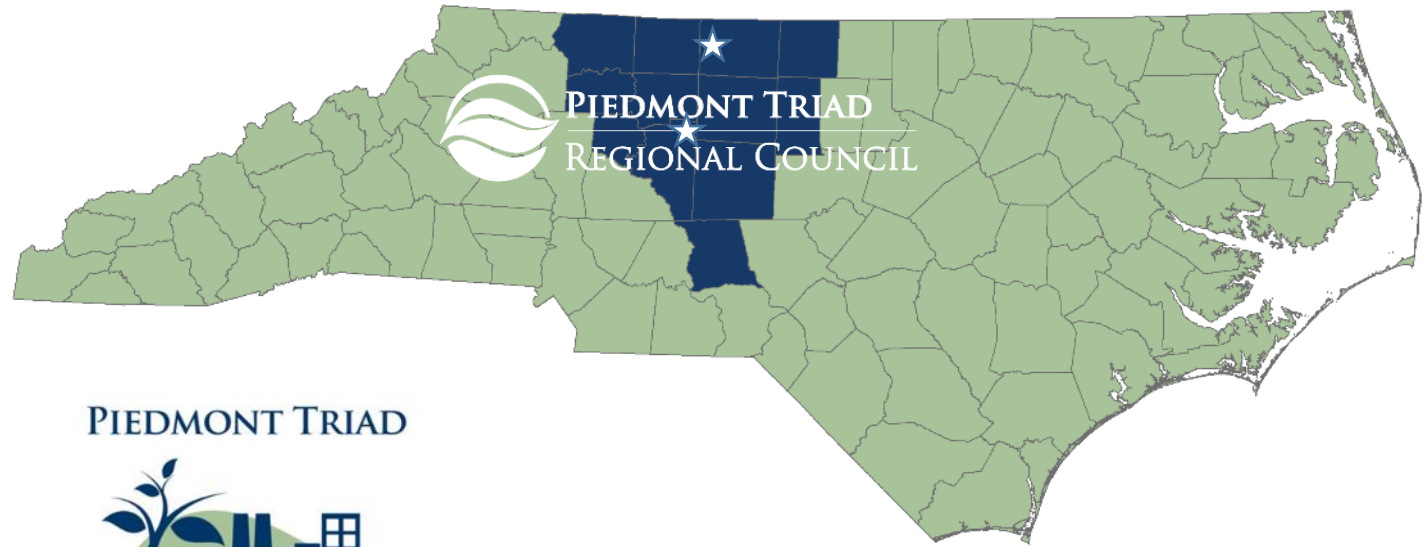
- Association of local governments
  - 12 counties covered

## Current Program Funding

- \$600,000 EPA Grant
- 3-Year Grant | Oct 2018 – Sept 2021

## Program Goals & Objectives

-  Brownfield Site Inventory & Prioritization
-  Community Outreach & Education (Including Brokers & Developers)
-  Site Assessment (Phase I & Phase II ESAs)
-  Post Assessment (Site Specific Cleanup Plans)
-  Support Redevelopment Efforts



PIEDMONT TRIAD



BROWNFIELDS PROGRAM



# Piedmont Triad Program Accomplishments

## Activities to Date

- 29 Phase I Assessments
- 10 Phase II Assessments
- Spurred millions of \$ of private investment

## Ongoing Program Goals

- Pursue strategic investments in catalyst areas
- Stimulate redevelopment
- Improve quality of life & health
- Increase tax base
- Create jobs
- Provide housing and transportation choices





# Coalition Partners – Current Grant



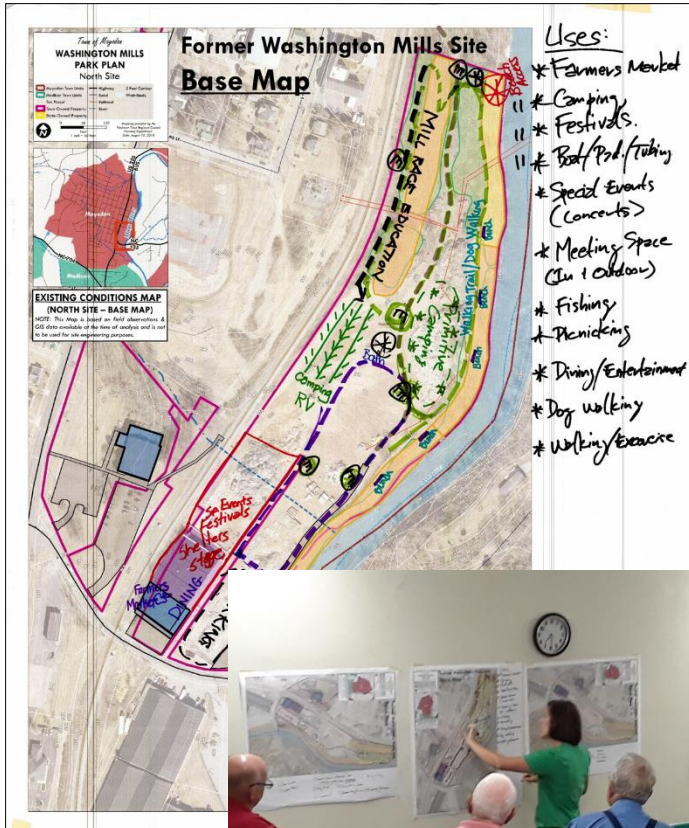
- Potential to expand to Counties and other members, depending on funding availability – Added Mount Airy, Elkin, Lexington and High Point
- Assess progress with coalition partners on quarterly basis
- Identify prospective developers through community meetings, attending real estate association meetings, area and master planning efforts, etc.
- Partnerships with CDCs can also be beneficial (e.g. Waughtown Neighborhood Assoc.)

# Former Textile Mill | Mayodan





# Washington Mills Redevelopment Concept



- KEY FEATURES:**
1. Beach access
  2. River Trail
  3. Camping
  4. Amphitheater
  5. Tot lot and playground
  6. Multi-Purpose Building (Park & Café);
  7. Picnic Pavillion



# Former Furniture Factory | Thomasville



# Big Chair Lofts Project Summary



- Entered the State Brownfields Program in 2015
- Construction Contract Awarded in 2016 (\$17M), Broke ground in 2017
- Workers on site at peak 100-120
- 139 Units
- \$500-750 1br to 2br – **Income Restricted**



# Community Engagement Take-Aways



- Communities need a reminder that there are funds (loans/grants) that can support their re-development efforts
- State Brownfields program should be involved at every level
- Use different strategies to get communities interested (meetings, events, opportunity zone craze, fliers)
- How does re-development inform community/area master plan and vice versa

# Thanks!

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# COMMUNITY ENGAGEMENT/TEAM DEVELOPMENT/PARTNERING



Stephanie Heidt, AICP

Economic Development & Intergovernmental Programs Director

Southeast Brownfields Conference

October 28, 2019

# TCRPC Brownfields Program Overview

Encompasses Assessment and Cleanup

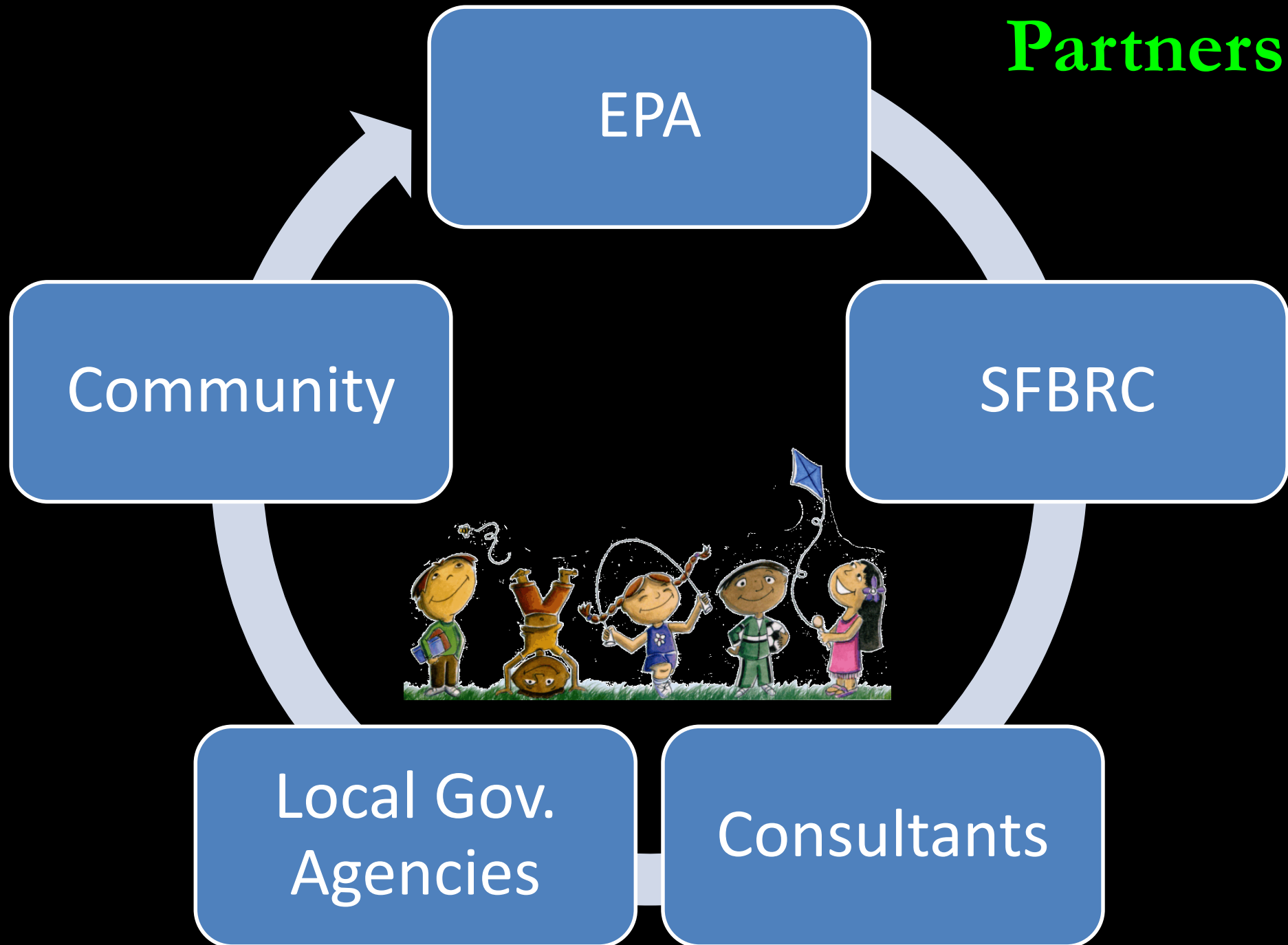
- 2003: \$200,000 petroleum assessment
- 2005: \$200,000 petroleum assessment
- 2005: \$1,100,000 RLF established
- 2007: \$400,000 petro/hazardous assessment
- 2009: \$450,000 ARRA RLF supplemental
- 2011: \$1,000,000 coalition assessment grant
- 2013: \$300,000 RLF supplemental
- 2014 \$400,000 RLF supplemental
- 2015 \$500,000 coalition assessment grant
- 2019 \$600,000 coalition assessment grant

**TOTAL \$5.15 million**



**Coalition is Seven-County Region  
Includes RPC to South & Miami Waterkeeper**

# Partners



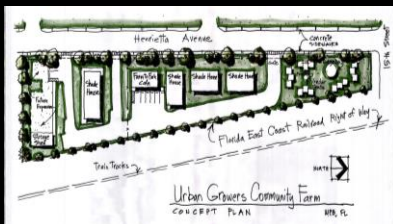




**Unleash  
Big Ideas**



**Build  
Momentum**



**Transform  
Communities**

PLEASE PARTICIPATE IN A PUBLIC DESIGN  
WORKSHOP FOR SOUTH DIXIE HIGHWAY



**PROVIDE INPUT**

**SHARE IDEAS**

**BUILD UPON  
PREVIOUS EFFORTS**

**HELP DEVELOP A PLAN  
FOR IMPLEMENTATION**



**PUBLIC DESIGN WORKSHOP FOR SOUTH DIXIE HIGHWAY**  
(OKEECHOBEE BOULEVARD TO ALBEMARLE ROAD)  
**SATURDAY, MARCH 28, 2015**  
**9:30AM**

**NORTON MUSEUM OF ART ~ 1451 SOUTH OLIVE AVENUE**  
REFRESHMENTS AND LUNCH WILL BE SERVED

For more information, please contact:  
Dana P. Little, TCRPC (772) 221-4060, [dlittle@tcrpc.org](mailto:dlittle@tcrpc.org)

**Leverage Resources**

# Program Goals and Vision



**Engage People**



**SOCIAL MEDIA**

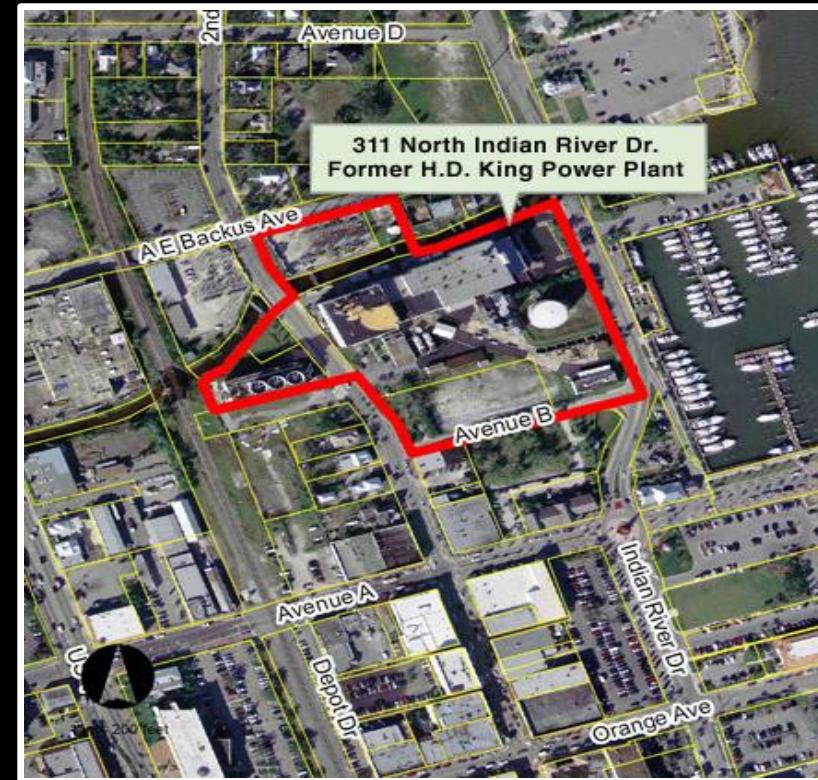


# Case Study 1: Former H.D. King Power Plant

## City of Fort Pierce



- 1912 to 2008 Power Generation Facility
- Demolished in 2009
- 6 acres of land
- Prime RE Downtown/Marina
- Near Historic EJ Community





# Downtown Waterfront Charrette



The citizens' envision the H.D. King Power Plant as a opportunity to enrich the downtown. Citizens hope for an Entertainment District that will become a new economic engine and attraction for the city.





# Downtown Waterfront Charrette



A New Engine Powering the City

A New Destination Within the City

# Phased Approach



- 3 Brownfields Site Rehabilitation Agreements
- Incremental Closure
- Additional Grant Funding
- Implementation of Competing Visions

Earned \$ 2,000,000 in Tax Credits





- 2013 Site Rehabilitation Completion Orders for Parcels 2 & 3
- 2017 – No Further Action with Conditions for Parcel 1
- 2<sup>nd</sup> RFP Issued for Redevelopment
- Make Sure RFP Includes What Community Wants



# 2019 Port Designation

HD King  
Site



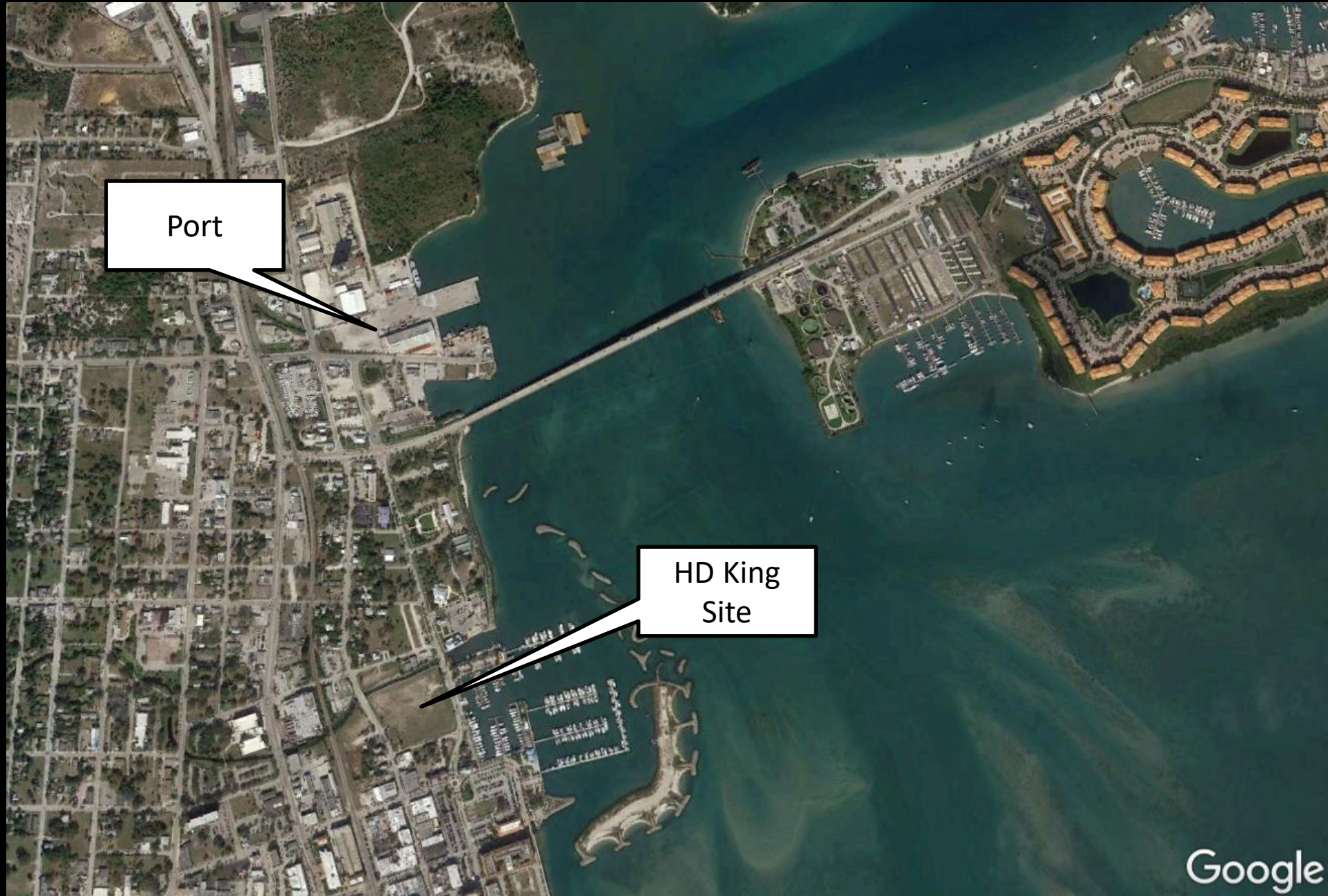
Downtown



Brownfields



# 2019 Port Designation





# Case Study #2: Former Gifford Road Landfill

## Indian River County



# Site History

## Gifford Neighborhood Plan “Gifford Forever”



1960 - 1978  
Active landfill  
operations until 1978  
Closed and Capped  
with Soil

1994 - 2016  
Assessment and  
source removal  
complete, ongoing  
GW monitoring

2014-2015  
Redevelopment  
Assessment  
funded through  
RPC EPA  
Grant and  
County.

July 2014  
BCC approved  
2014 Gifford  
Neighborhood  
Plan

2016-2018  
Community  
Workshops and  
Final Site  
Redevelopment  
Planning





# Public Participation Process

Public Design Workshop - December 10, 2016

Public Work-In-Progress Meeting - July 24, 2017



Women's Table



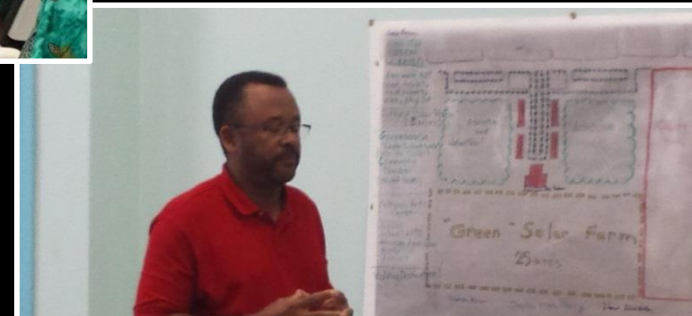
Men's Table



DOH Presented for Women



GYAC Director of Public Relations and Life-long Resident with IRC SWDD Director



GYAC ED Presenting for the Men



# Workshop Rules

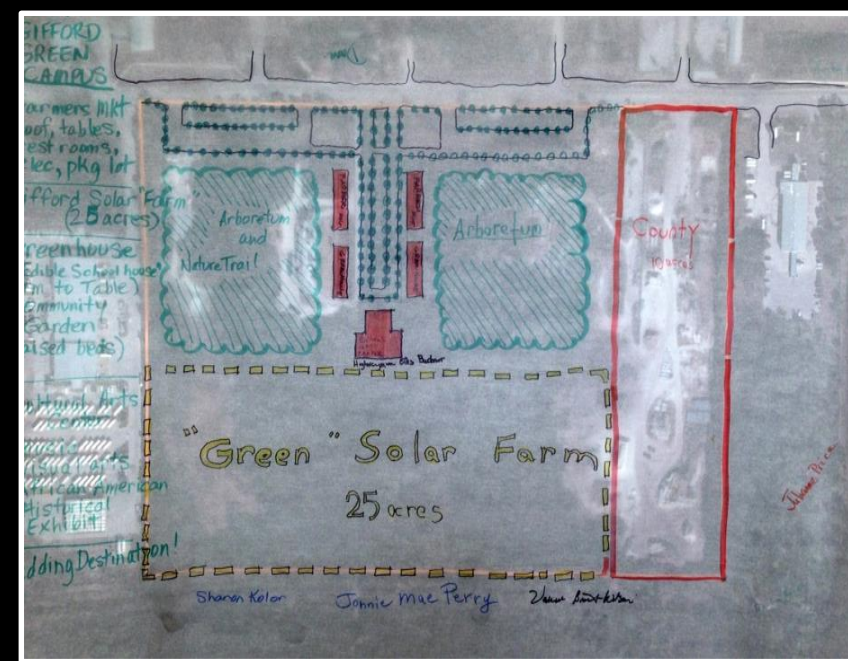
- Sign Your Name
- No Speeches
- Argue With Your Pencils
- No Idea is a Bad Idea
- Assign a Presenter
- Do Not Think About \$ (just for today!)
- HAVE FUN

# What We Heard...

- Something different – for the entire County
- Change Perception of Area
- Amphitheatre
- Open air pavilions, unity, large enough for a family reunion
- Solar Farm
- Cultural Arts Center
- Greenhouse and Community Garden with raised beds (grow food & sell)
- Place to Relax and Enjoy Nature

## STAKEHOLDERS ARE SMART

- ❖ Design to Mitigate Potential Gases
- ❖ Keep C & OM Costs Down
- ❖ Identified Funding Opportunities  
(Renewable Energy and Food  
Production Might Help Attract Funding)

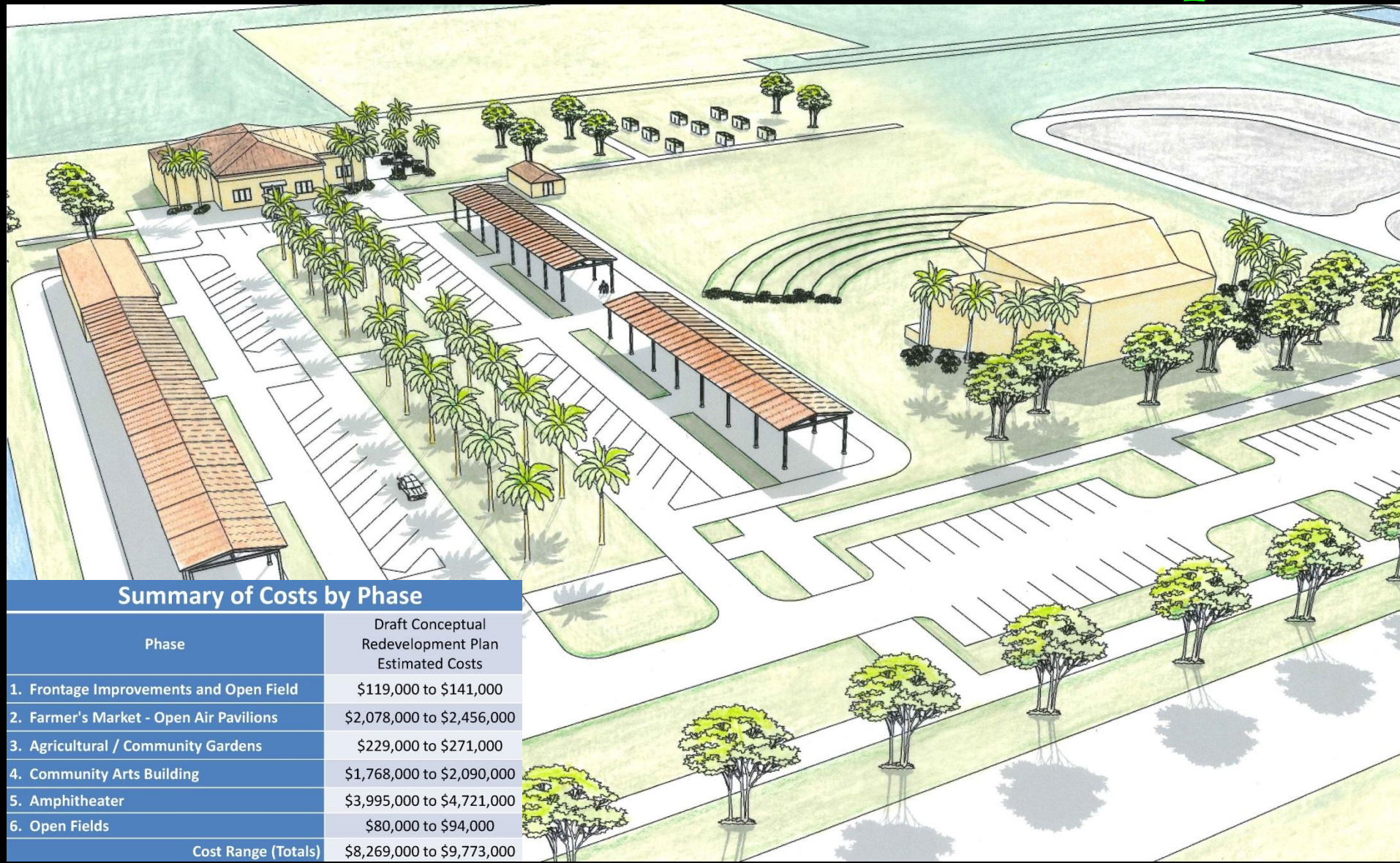


## Regional Destination for Arts, Nature, and Community Events





# Citizens Conceptual Master Plan for Redevelopment



Summary of Costs by Phase

Phase	Draft Conceptual Redevelopment Plan Estimated Costs
1. Frontage Improvements and Open Field	\$119,000 to \$141,000
2. Farmer's Market - Open Air Pavilions	\$2,078,000 to \$2,456,000
3. Agricultural / Community Gardens	\$229,000 to \$271,000
4. Community Arts Building	\$1,768,000 to \$2,090,000
5. Amphitheater	\$3,995,000 to \$4,721,000
6. Open Fields	\$80,000 to \$94,000
Cost Range (Totals)	\$8,269,000 to \$9,773,000