

Community Engagement in Brownfield Redevelopment EPA Region 1

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Webinar Outline

- Overview of Community Engagement in Brownfields Redevelopment
- Project Phases & Community Engagement
- Communities that Care Model
- Socially Distant Community Engagement
- Successful Stories: Brownfield Redevelopment
- Questions and Comments

What is Community Engagement?

The community engagement process provides a valuable setting for discussing ways brownfield assessment, cleanup and revitalization contribute to creating safe and secure neighborhoods for current and future residents.

Mutual Decision-Making

- Emphasis on lived experiences
- Stakeholder involvement

Accessibility & Inclusivity

- Culturally competent, plain Language
- Online participation

Information Sharing

- Trainings, workshops, education
- Transparency
- "Meet them where they're at"

Why is Community Engagement Important?

- Driver for social transformation
- Ensures access + community empowerment
- Gives everyone a voice in the process
- Makes sure the project works for everyone
- Leads to improved outcomes
- Builds and sustains cohesive communities
- Advocacy and policy change
- Past - present - moving forward
- Bottom-Up/Grassroots Movement
- Intersectionality



Why Environmental Justice?

- Brownfield result in neighborhood “blight;” they make people feel unsafe and they drag down property values.
- Residents living near brownfields sites are more likely to be low-income, minority or Latino and have less access to public decision-making.
- Communities near brownfields should have a say-so in plans for redevelopment
- ***Environmental justice*** is ensuring equal health and environmental protection for everyone – with special consideration for communities that are disproportionately burdened by environmental pollution and who are economically and socially distressed.

Community Concerns and Barriers

- Distrust in government, organizations, universities
- Presence of other social issues (food insecurity, lack of healthcare, economic inequality)
- Gentrification



1. Creating a Community Vision

“The visioning process must help all involved and affected parties imagine both the possibilities and the obstacles involved in making a brownfield program successful.”

- Determine the Vision Scope
- Identify who can best articulate the vision
- Generate broad-based support
- Verify specific support
- Link the vision to related goals
- Institutionalize the vision



2. Broaden Stakeholder Involvement

Know your community: Get out there!

- Breaking old patterns: Challenge yourself!
- What information do you need to know about your community? (American Fact Finder, EJ Screen, maps, demographics, etc.)
- Identify community liaisons
- Who is needed to bring about change?
- Who has a direct interest in the issues at this site?
- What do the stakeholders care about?

3. Process Framework

“The framework for community involvement governs how the process will be organized and carried out”

- **Communication Mechanisms:**
- Point person
- Two-way communication with the communities
- **Periodic Review**
- Stakeholders become more knowledgeable and less fearful
- Bottoms approach: Get out the way and let the community lead!



DID YOU KNOW?...
For more instruction on the use of Google Maps, search "google mymaps tutorial" to find useful and practical content.

How Does Community Engagement Change in Project Phases?

Planning Phase: identifying stakeholders, building interest and knowledge about the project

Activities: Public comment, visioning meeting, talking circles, SWOT analysis (strengths, weaknesses, opportunities, threats), community mapping, storytelling, surveys, photovoice, etc.

Pre-Development Phase: community members can identify historic site uses, learn about brownfields and contamination, and help finalize plans

Activities: History day, focus groups, community meetings

Construction and Reuse Phase: community outreach, monitoring responses, working to ensure any new job creation is reserved for community members

Activities: Community meetings to allow communities to respond to issues such as noise, dust, vehicle traffic during demolition, etc.

Learn and promote community benefits such as targeted job training and "first source"



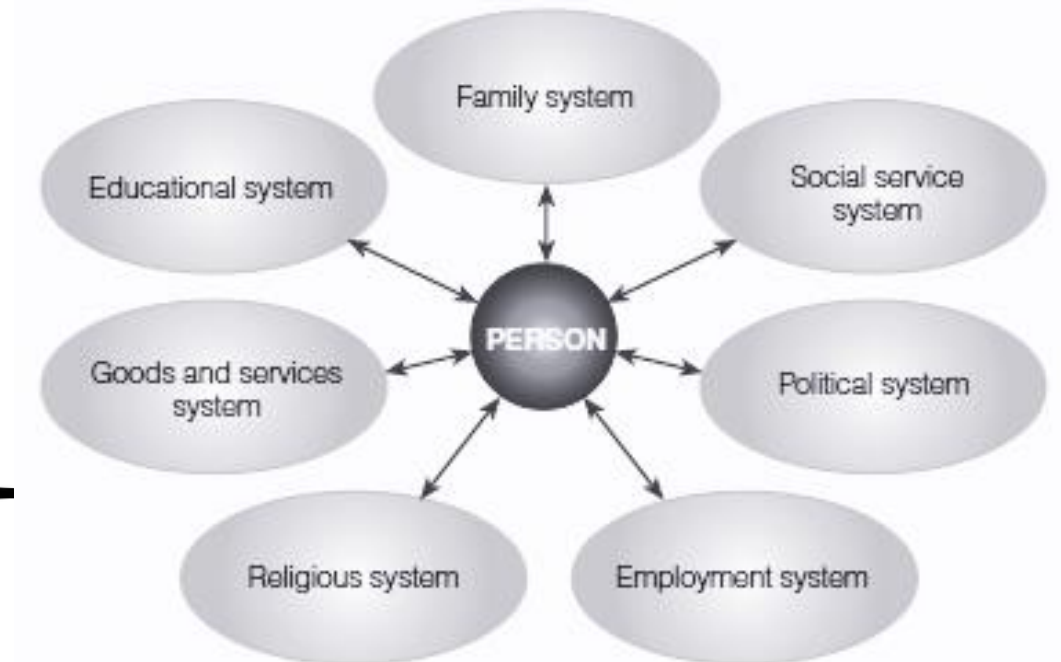
A Model for Community Engagement and Change: **Communities that Care**

- Amplifying voices from marginalized communities
- Health equity for low-income communities of color
- Promoting community cohesion
- Cultivate Community-based partnerships
- Long-term commitment leading to sustainability
- Lead to empowerment, ownership and capacity building
- Lived experiences of persons that live in urban suburb and rural locations throughout the U.S.
- Lead by stepping back! People are experts of their own story.
- Work with community-based practitioners

Social Work: Key Information

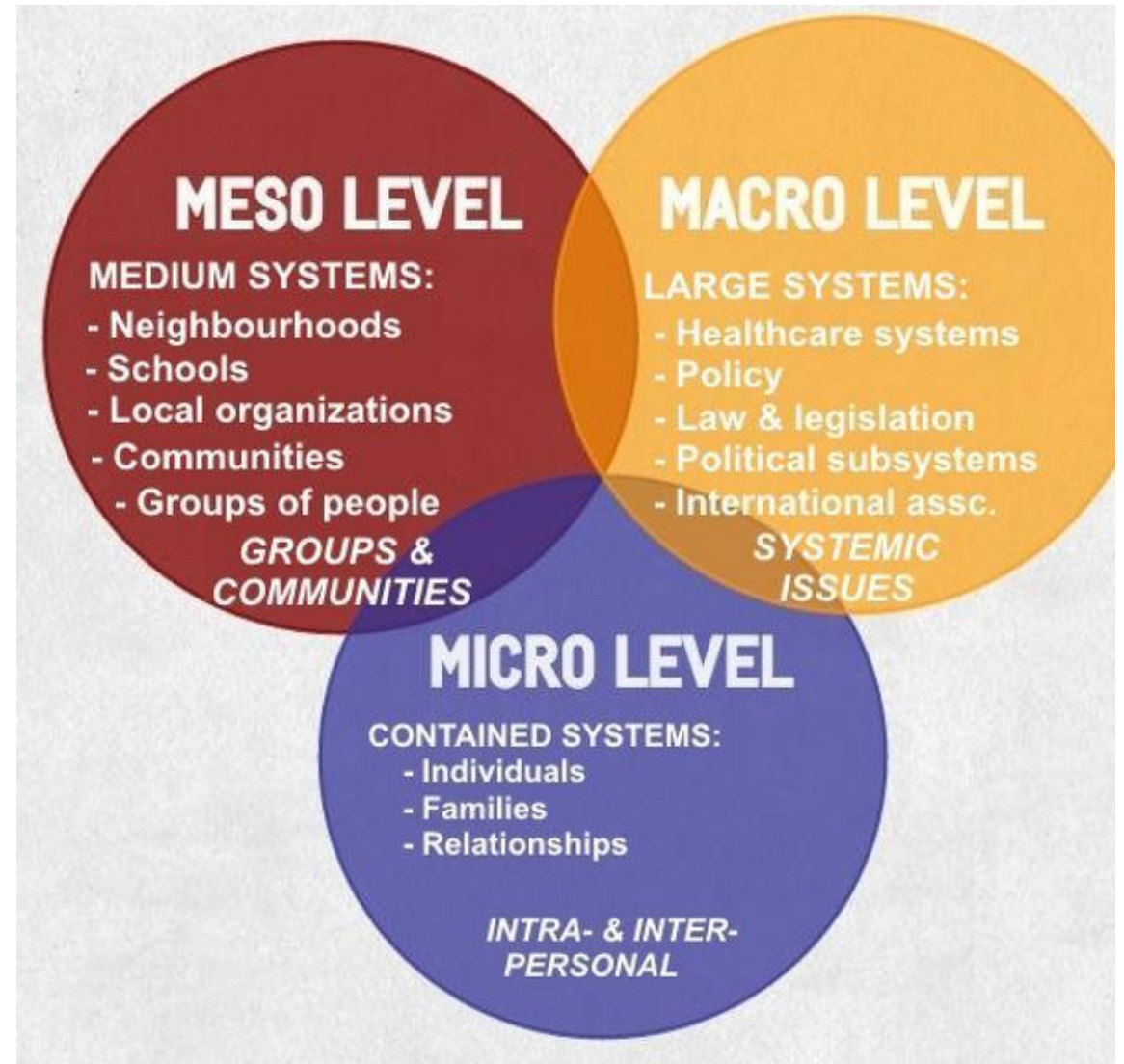
- Centered around social justice
- Understanding micro, mezzo, macro levels
- *“Meet them where they’re at”*
- Strengths-Based Approach & Self-Determination

Person-In-Environment Theory



Community Engagement at All Levels

- Planning & Discussions
- Micro Analysis & Engagement
- Mezzo Analysis & Engagement
- Macro Analysis & Engagement
- Implementation
- Evaluation



Phase 1 - Planning & Discussion

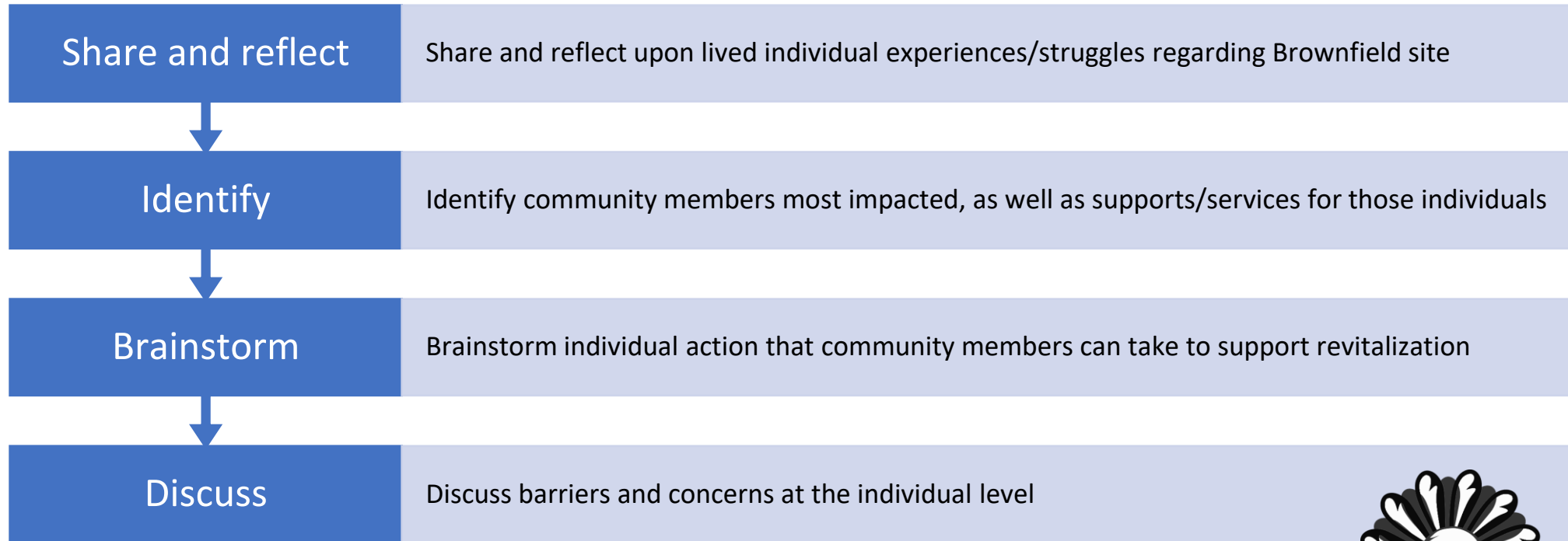
- Identify broad goals and objectives of the community regarding the Brownfields redevelopment.
- Begin building interest and share information about the project
- Access to documents
- Maintain a website and/or a blog
- Facilitate open discussion/communication using Plain Language and keeping language barriers in mind

**Questions to ask: In what ways can we support your community?
How can your quality of life be improved? Picture your ideal
community/neighborhood. What does it look like?**



Micro Analysis & Engagement:

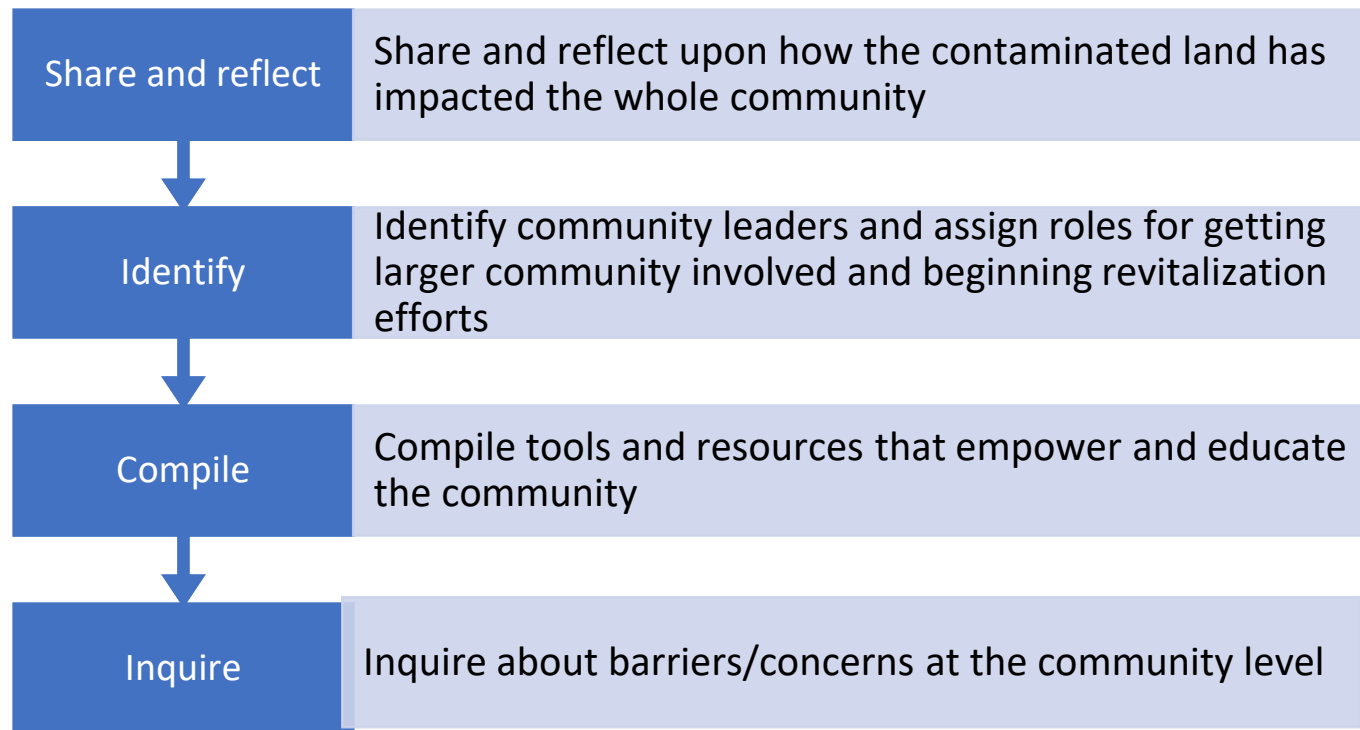
Individuals, Families & Relationships



Action steps: Family bingo, Date night, Intergenerational activities, individual interviews

Mezzo Analysis & Engagement

Neighborhoods, Schools, Local Organizations, etc.



Action steps: workshops, zoom/public neighborhood meetings, faith-based partnerships, etc.

Macro Analysis

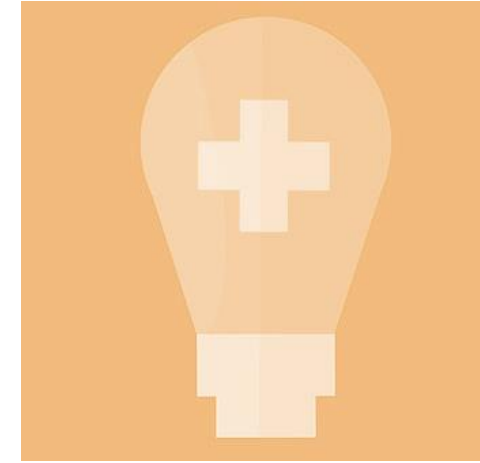
Health care systems, Policy, Law & Legislation, International associations



How might Brownfields redevelopment create sustainable **solutions** to these social issues?



Implementation



Brownfields Revitalization begins

Open line of communication is key

- community members must be able to ask questions and voice concerns

Progress evaluation will be completed throughout

- is the project going according to the plan created by the community?

Evaluation

Impact and Outcomes

- How has the community been impacted by the redevelopment?

Identify the outcomes from Phase 1 and compare with the outcomes that have occurred due to Brownfields redevelopment

- If the outcomes are not ideal by the community's standards, how can we adjust the project and support their needs?



Rural vs. Urban Community Engagement

RURAL:

- Emphasis on the importance of faith, in-person meetings and traditional community engagement methods
- Incentive-based strategies
- Honor the traditions and norms of the town
- More focused, smaller-scale meetings and events

URBAN:

- Emphasis on the importance of plain language, interactive resources, and making events enjoyable/entertaining as much as possible
- Accessibility through smartphones and online tools
- Highlighting diversity through storytelling
- Letting creativity shine - community engagement through art and music

Socially Distant Engagement Approaches

Which Tools and Approaches Are Right for Your Community

Consider Your Audience

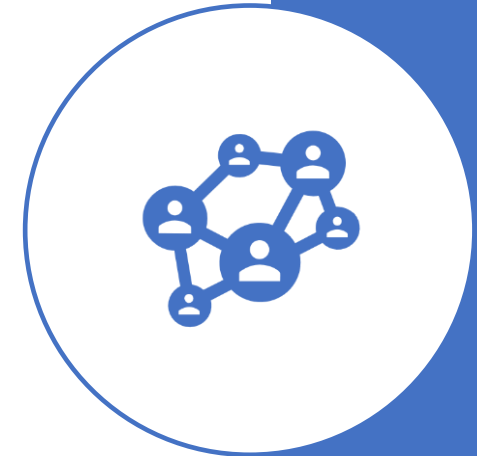
How do your stakeholders like to interact?

What are their preferred methods of communication? ?

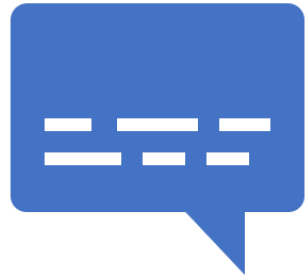
What types of engagement have worked well in the past? ?

Where do your stakeholders spend time outside of their homes? ?

Where in your community may other outreach methods be needed due to limited access to technology?



Socially Distant Engagement Goals



What type of feedback do you need from your stakeholders at this point in your project?



How much interaction do you plan to have with your audience?

Socially Distant Engagement Resources & Limitations



What virtual and non-digital approaches do you or your partners already have access to?



How will you keep your stakeholders up-to-date on progress?



When and how will stakeholders have another opportunity to engage with this project?

Socially Distant Engagement Platforms

Online Meeting Platforms

- Capacity
- Meeting recordings
- Closed-captioning
- Chat
- Breakout rooms
- Screen and content sharing
- Whiteboards
- Call-in-options

Social Media

- Livestream
- Record
- Share
- Post

Brownfields Success Story: Pawtucket, RI

Community Engagement Lesson Learned:

- the importance of public participation in decision-making process



Brownfields Success Story: Albany, VT

Community Engagement Lesson Learned:

- find a project that people are truly passionate about and want to see to completion



Lessons from Successful Community Involvement Efforts

Broaden	Broaden stakeholder involvement
Know	Know the community and its leadership at all levels
Recognize	Recognize staffing and resource requirements
Document	Document milestones
Promote	Promote successes

References

Bartsch, C. (2003). Community involvement in brownfield redevelopment. *Northeast-Midwest Institute*.

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Gielen, A. C., & Eileen M. M. (1996). The PRECEDE-PROCEED Planning Model. In *Health Behavior and Health Education* , edited by Glanz, K, Lewis, F., & Rimer, K. B. San Francisco : Jossey-Bass.

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Q&A