





Meet the Team

WVU TAB



Ray Moeller

Economic Development Specialist AND
Soon-to-be Emmy-Award Winning Moderator
raymond.moeller@mail.wvu.edu



Seth Cardwell,
Community Development
Associate
seth.cardwell@mail.wvu.edu



Katie See,
Brownfield Redevelopment
Specialist
katie.see@mail.wvu.edu



Carrie Staton,
Director
carrie.staton@mail.wvu.edu



Becca Phillips,
Outreach and Education
Coordinator
becca.phillips@mail.wvu.edu

About Us

WVU TAB is the technical assistance to brownfields (TAB) provider to all of EPA Region 3

- This includes WV, VA, MD, PA, DE, and DC

Resources we offer include *Brownfield Education*

- This includes today's webinar!

Resource Identification

- Grant writing assistance, grant review, and resource road maps

Local Brownfield Program Support

- Inventory development, questions on sites, technical support on sites (i.e. navigating the redevelopment process)



WVU TAB
West Virginia University
Technical Assistance to Brownfields

Meet the Team

Brownsville

Contestant # 1



Andrew French
Executive Director

RDA, County of Fayette, PA
afrench@racfpa.org

Contestant # 2



Muriel Nuttall
Executive Director

Fayette Co Chamber of Commerce
mnutall@fayettechamber.com

Contestant # 3



Joe Barantovich
Founder & President

Brownsville Perennial Project
jbarantovich@gmail.com

Monongahela River



BROWNSVILLE

Union Station BROWNSVILLE



Why Brownsville?

WVU TAB established a working relationship with the Borough in late 2023.

- History characterizes challenges of post-industrialization.
- Redevelopment initiatives target preservation of cultural/historical sites.
- Borough has demonstrated success leveraging multiple resources.



Who Wants to be a Brownfield Millionaire?

Hosted by WVU TAB and the Borough of Brownsville, PA

Moderator: Ray Moeller (WVU TAB)

Participants: Andrew, Muriel, Joe

Approximate Run Time: ~1 hour, with additional 15 minutes for open-floor Q&A.

How to become a Millionaire:

- Questions are based on information in the FY2024 Request for Applications (RFAs) for EPA Clean-up Grants.
- Moderator will ask questions and keep time. Participants are allotted ~5 minutes per answer.
 - This is not a quiz! Our goal is to learn from one another!

Ask the Audience:

- Audience members are prompted to answer four Ask the Audience/Trivia questions related to Clean-up applications. Audience members are allotted 30 seconds for answer submission.
- Answers are provided when polls close. Trivia are intended to give supplemental information related to questions in the main show.

After the Show:

- Each of the three participants are allotted 1-2 minutes for a 'final pitch' to the audience. Moderator will keep time.
- Stay tuned! Slides with additional information and resources will be provided after the show.



**Are
you ready
to risk
it all?**



\$100,000 DISCUSSION

In your pursuit of funding, what specific brownfield impacts highlight the challenges faced by your community?



**Brownsville-
Final Answer**

\$250,000 DISCUSSION

How do plans for reuse create a shared vision that connects local government with community needs?



Brownsville-
Final Answer

ASK THE AUDIENCE

Which of the following are examples of in-kind resources that can be leveraged during the period in which the grant is active?

A: Goods

B: Services

C: Labor

D: All of the Above

D: All of the Above

\$400,000 DISCUSSION

What specific reuse outcomes improve quality of life within the target area?



**Brownsville-
Final Answer**

\$550,000 DISCUSSION

If EPA funding is not sufficient to complete cleanup, how will your community leverage opportunities to clean-up the target area?



**Brownsville-
Final Answer**

\$700,000 DISCUSSION

Once cleanup is completed, what opportunities are being leveraged to ensure that site reuse is achieved?



**Brownsville-
Final Answer**

ASK THE AUDIENCE

True or False: When submitting a grant application, the applicant must showcase how the anticipated reuse of the site(s) advances environmental justice?

A: True

B: False

A: True

\$850,000 DISCUSSION

Based on your knowledge or data, what are specific threats faced by sensitive populations in the target area and how could addressing these threats advance environmental justice?



**Brownsville-
Final Answer**

ASK THE AUDIENCE

True or False: EPA brownfield grant applications will be evaluated only on how the applicant demonstrates a shared community vision for the redevelopment of brownfield sites.

A: True

B: False

B: False

\$900,000 DISCUSSION

When planning site reuse strategies, how will you incorporate community input and what specific roles will community groups play in the process?



**Brownsville-
Final Answer**

ASK THE AUDIENCE

When preparing cost estimates for an EPA Brownfield Grant, what should be demonstrated in the grant application?

A • Showing clarity on how each cost estimate was developed and the extent to which each proposed cost estimate is reasonable and realistic

B • Showing that the project administrative costs will be greater than 5% of the total EPA-requested funds

C • By showing the cost estimates are as close as possible to the amount needed

D • All of the Above



A

- Showing clarity on how each cost estimate was developed and the extent to which each proposed cost estimate is reasonable and realistic
-

\$1,000,000 DISCUSSION

Though you have not received federal EPA funding, how has your community proven its ability to comply with other federal grant processes?



**Brownsville-
Final Answer**

Highlights

Question 1: In your pursuit of funding, what specific brownfield impacts highlight the challenges faced by your community?

- Though Brownsville faces many unique challenges, it shares many aspects with communities large and small- This makes its history easily relatable and translatable.
- Aging infrastructure, industrial decline, speculative property purchasing led to many buildings in the downtown area sitting vacant.
- Years of inaction, limited capacity, and economic stagnation left the community at a loss for how to recover from these hardships.
 - Community engagement, grassroots efforts, and the formation of partnerships across organizations helped Brownsville to establish plans for redevelopment and reuse of brownfield sites (classified as such because of their former commercial uses).



PRO-TIP: EPA Brownfield Grants are all about crafting your elevator pitch! Make sure you highlight the pieces of your community that make it unique. In other words, sell your story and ideas!

Question 2: How do plans for reuse create a shared vision that connects local government with community needs?

- Brownsville initially highlighted the need for a bold approach for dealing with blighted properties. There were a lot of competing plans!
 - Appalachian Regional Commission (ARC) funded a comprehensive plan that helped to consolidate these goals and identify core areas of the downtown that were key to redevelopment.
 - Redevelopment Authority worked with community, borough, and mayor to develop plans and work on accessing properties.
- In the mid-2000s, Governor Rendell visited Brownsville and pledged support of the Commonwealth. More planning was needed before funds were granted, so Brownsville undertook aggressive code enforcement, launched development plans and was ultimately granted \$2 million in funding targeting 13 structures in downtown.
- After this, community engagement snowballed! More and more people became involved.



PRO-TIP: Public controversy and differences in public opinion can be leveraged to increase community participation and encourage a consensus approach.

Highlights

Question 3: What specific reuse outcomes improve quality of life within the target area?

- Existing blight in downtown was key to redevelopment.
 - Brownsville gained ownership of properties and prioritized them based on severity of their condition.
 - Historic preservation was taken into careful consideration, but balanced with health and safety concerns of severely dilapidated structures.
- Momentum from redevelopment continued to invigorate community development.
 - Demolition of structures deemed hazardous
 - Development of Snowden Square (\$375,000 in funding leveraged)
 - Private developers assisted with demolition and low-income tax credits were used to create senior housing downtown (\$8.5 million in investment).
- Capitalize on your culture and history while working to sustain future generations to enrich the fabric of your community!



PRO-TIP: When thinking about quality of life improvements, think about exposure to identified contaminants and the benefits of redevelopment. Will health outcomes be improved? Where can you find data to back this up?

Question 4: If EPA funding is not sufficient to complete cleanup, how will your community leverage opportunities to clean-up the target area?

- Brownsville has experience leveraging funding!
 - Has not yet received an EPA Grant, but has been able to leverage other Federal, State, and Local resources.
 - Private Foundations
 - Commonwealth of Pennsylvania
 - Community Development Block Grant
 - (see resources slide for a more complete list!)
- Local investment has been significant. Fayette County created a demolition fund and Muriel works with tourism promotion agencies, who contribute a lot to the process!
- ID key properties to your redevelopment and leverage those site histories in your pursuit of funding (For example, Union Station in Brownsville).
 - Viewed as a cultural/historical center of the community
 - Student groups from University of Pittsburgh School of Engineering assisted with studies of structural dynamics.



PRO-TIP: Think outside of the box! Be creative and ambitious with partnership ideas and utilize your connections at Federal, State, County, and local levels!

Highlights

Question 5: Once cleanup is completed, what opportunities are being leveraged to ensure that site reuse is achieved?

- Keep officials at *all* levels of government in the conversation!
 - Senator Bob Casey encouraged to visit Brownsville; Encouraged the borough to apply for appropriations funding.
 - Redevelopment Assistance Capital Program Line Item for Brownsville (requires dollar for dollar match)
- Think about how private investments can be leveraged to make the community a hub for development!
- Use your partnerships to connect to other organizations.

Develop a reputation and track record of completing projects and carry an attitude of determination.



PRO-TIP: Leveraging of resources is crucial to redevelopment! Communication is key!

Question 6: Based on your knowledge or data, what are specific threats faced by sensitive populations in the target area and how could addressing these threats advance environmental justice?

- The best way to address sensitive populations is to include them in all conversation!
 - Placemaking: This is your community, you live in it, and you can help determine what comes out of it!
- Make sure your goals are always based in what the community wants to have!
- Consider redevelopment alternatives that can promote access to outdoor activities, greenspace, or community events!



PRO-TIP: When discussing environmental justice, consider using data that emphasizes statistical impacts to marginalized populations and communities of color. Use the EPA's EJ Screening Tool where you can! That can be found here:

<https://www.epa.gov/ejscreen>

Highlights

Question 7: When planning site reuse strategies, how will you incorporate community input and what specific roles will community groups play in the process?

- Brownsville's entire approach to the process of redevelopment is rooted in community engagement. The goal is to bring people together to identify how to tell Brownsville's cultural history while creating spaces for community-making in the future!
- Borough regularly takes input from local residents and has implemented ideas on Wharf-area redevelopment as well as increasing access to parks and playgrounds.
- Make sure you have community champions in the process! These are people who want to make a change in their community and will be an asset to your redevelopment goals!
- Consider what local organizations can be tied into your redevelopment discussions and what role they will play.
 - For example, Brownsville regularly consults the Historical Society to ensure preservation of Brownsville's past.

Question 8: Though you have not received federal EPA funding, how has your community proven its ability to comply with other federal grant processes?

- Brownsville has not yet received EPA funding but has a proven track record of leveraging other sources of funding at all levels of government.
 - Estimated investment of about 10 million dollars over the past 15-20 years in Brownsville.
- Leveraging and use of funds comes with a track record of technical compliance as well!
- It is important that you see projects through to their completion. Brownsville has done an amazing job of playing the long-game of community redevelopment!
 - Partnerships are key!



PRO-TIP: Community input and engagement is crucial. Hold public meetings, Q&A sessions for community members, or ask for input on social media!



PRO-TIP: The ability to leverage other sources of funding is a signal to the EPA that your community is passionate and determined to see redevelopment!



Brownsville-
Final Pitch

Q & A

Don't be afraid to ask questions!

Contact Information

WVU TAB Team



Ray Moeller
Economic Development Specialist
raymond.moeller@mail.wvu.edu



Seth Cardwell
Community Development Associate
Seth.cardwell@mail.wvu.edu



Katie See
Brownfield Redevelopment Specialist
Katie.see@mail.wvu.edu



Becca Phillips
Outreach and Communications Coordinator
becca.phillips@mail.wvu.edu



Carrie Staton
Director
carrie.staton@mail.wvu.edu

Keep TABS on TAB!



<https://brownfields.wvu.edu>



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Connecting to Resources



Federal

- **Housing and Urban Development (HUD)**
 - Community Development Block Grant Program
 - More information
 - https://www.hud.gov/program_offices/comm_planning/cdbg



Pennsylvania

- **Growing Greener Grant Program**
 - <https://www.dep.pa.gov/Citizens/GrantsLoansRebates/Growing-Greener/Pages/default.aspx>
- **Greenways, Trails, and Recreation Program**
 - <https://dced.pa.gov/programs/greenways-trails-and-recreation-program-gtrp/>
- **Community Parks and Recreation Program**
 - <https://www.dcnr.pa.gov/Communities/Grants/CommunityParks%20andRecreationGrants/Pages/default.aspx>
- **Pennsylvania Dept. of Transportation (PennDOT)**
- **PA Housing Finance Agency (PHFA)**
 - Low-income housing tax credits (LIHTC)
 - HUD Home Investment Partnership (PennHOMES)



County

- **Fayette County Act 152 Demolition Fund**
- **Fayette County Local Share Account (LSA) Program**
 - <https://dced.pa.gov/programs/local-share-account-lsa-fayette-county/>
- **Fayette County Tourism Funding**
 - <https://www.golaurelhighlands.com/partners/tourism-grant-program/fayette-county-tourism-grant-program/>



Private Foundations and Donors

- **National Road Heritage Corridor**
 - <https://www.google.com/url?sa=t&rct=j&q=&esrc=s&source=web&cd=&ved=2ahUKEwiwr9ubh72EAXXDFIkFHWzsCqoQFnoEAcQAQ&url=https%3A%2F%2Fnationalroadpa.org%2F&usg=AOvVaw09FrTacBkMA2BiHUf1INnM&opi=89978449>
- **Benedum Foundation**
 - <https://benedum.org>
- **Allegheny Foundation**
- **UPMC**
- **Hillman Foundation**
 - <https://hillmanfoundation.com>

Thank You!

