

Brownfields Advisory Committee Meeting Notes

June 7, 2017

It's important to remember that the funding is for assessments and planning. It does not include funding for actual cleanup. These are the steps that have to come first. It is key to have community involved.

Web page to be developed. This is a top priority.

The next meeting will be a larger public meeting.

Deliverables:

- Printed Materials
- List of sites and criteria to rank them
- Minimum of 18 Phase I assessments
- Minimum of 5 Phase II assessments
- Reports throughout process. Some will be public (e.g. inventory list) others to be submitted to EPA

Goal is to achieve these deliverables without repeating or replacing efforts already done by the Citizens Cleanup Coalition, City of Santa Rosa or other agencies. The purpose of these efforts is to build upon what has already been discovered or accomplished.

Also need to convince property owners that this will be beneficial.

The BAC/Roseland Advisory is an open form and anyone who is interested in participating is welcome to do so. It is not exclusive.

Identifying Sites

Goal is to find properties in economic distress.

Look at where property is going. If a viable business currently exists on the property, even if it's an eyesore, it's not as high a priority as a site that is underutilized or has potential to be developed into something beneficial for the community.

Begin with having a comprehensive inventory of all parcels in Roseland. All parcels will be ranked by a criteria. Some of these criteria include

- Willing property owner
- Lack of utilization of site
- Potential for community benefit

The selection of sites should not be purely on a first-come first-serve basis as this precludes the possibility of everyone having an equal opportunity to have their site considered. Inventory process needs to be equitable.

Possible alternative: Let everyone know and submit by a particular deadline? Only evaluate

those submitted.

Problem: May not see anyone come forward.

The grantee should determine the method (first come first serve or evaluate all) The recommendation is to ensure everyone has a chance.

Cross reference with existing databases.

Strategies for Outreach

Ensure participation from representatives of community stakeholders.

What do we want to take away from public meetings? What is our desired outcome or output?
For Public Meetings:

- Overlay areas and qualitative data or people that have understanding of the lay of the land that hasn't been captured in a database.
- Help us focus our resources as well as educate and inform the community.
- Coming to community with a partially cooked plan (a preliminary site inventory list) so it's not a loose abstract exercise in picking sites. Ensure that list is selected with UVP and already-established community needs in mind.
- BAC members are advocates to reach people. Gatekeepers as people in the community that are known and trusted.

It's important to have wider public engaged in the process and brought into the long-term planning of the community. Not engaging them and revealing a finished product at the end will only frustrate them and hurt the program.

The Brownfield grant lives off of leveraging. Anything that can be provided by the community will help save resources for the actual assessments as well as increase prospects for future grant applications.

- The City of Santa Rosa has resources from their Community Conversations series. Most effective way to reach people was going door to door.
- Relationships with Los Cien, Hispanic Chamber of Commerce and the Economic Development Board.
- Any community members willing to do translation services for events.
- Before holding a large public meeting, perhaps give presentations or information out at existing events throughout community – Parent club meetings, Los Cien events, etc.
- Possible alternative to combat meeting fatigue is having small neighborhood parties or a celebratory event
 - EPA grant funds should not be used for this but CDC will discuss what can be leveraged to facilitate such an event.
- Piggyback off of annexation. Demonstrate that we are moving toward action. Residents want something tangible – they won't reach out to property owners unless they can see results.

Next Steps

- 1. Create matrix of Criteria**
- 2. Circulate the Outline**
- 3. Create Website**
- 4. Messaging.**

