

*National
Brownfields
Coalition*

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FOR IMMEDIATE RELEASE

Coalition Launches Brownfields Federal Policy Campaign

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The National Brownfields Coalition announced today the launch of a campaign to make brownfields redevelopment a central strategy in the nation's community development, environment, and climate agendas. The National Brownfields Coalition is comprised of national organizations, as well as local and state government, nonprofit, and private organizations, which represent economic, community, and environmental interests. This extraordinarily diverse Coalition has been instrumental in advancing important brownfields legislation in Congress and is being led by Evans Paull, formerly a Senior Policy Analyst, with Northeast-Midwest Institute, as its new Executive Director.

Paull said, "Brownfields redevelopment contributes to many of our critical national issues, from bringing much-needed jobs closer to under-served populations, to lowering greenhouse gases due to more efficient development patterns." He continued, "We need to make the case to Congress and the Administration that adding resources and improving programs that support brownfields redevelopment will contribute significantly to multiple national priorities – the jobs agenda, the climate agenda, and the sustainable community development agenda." Mr. Paull is also Principal at the consulting firm, Redevelopment Economics.

New financial support of the Coalition has been received from the Goldstein Brownfields Group, a member of the Coalition. These resources will allow the Coalition to re-double its efforts to advance and support HR 5310, the Brownfields Reauthorization Act of 2010 (Pallone, D-NJ and Sestak, D-PA). The National Brownfields Coalition has previously acted as an informal coordinating group with limited staff support from the Northeast-Midwest Institute. These new resources will allow the Coalition to continue to grow in support, visibility and organization.

Michael Goldstein, Managing Director of the Goldstein Brownfields Group, indicated that "The federal role in brownfields redevelopment has shown great promise, especially through the innovative, cutting edge, sophisticated, and highly coordinated efforts of US EPA, US HUD, US DOE, and US DOT, but the potential is there for an even stronger role that would reinforce brownfields as a primary

mechanism for distressed communities to re-position themselves for future growth.” He continued, “In the National Brownfields Coalition, we saw a diverse organization that, with some financial backing, could connect the dots with other related interests, and help accelerate brownfields redevelopment as a better understood and more effective platform and vehicle for growing this country smartly and sustainably.” Mr. Goldstein is also the Chair of the Contaminated Land Practice at Akerman Senterfitt.

Chris Leinberger, real estate developer, author and president of LOCUS, Responsible Developers and Investors, further commented that, “Brownfield sites are often the only sizable tracts of land available for redevelopment in and adjacent to our center cities. When policy makers look at opportunities to create vital new mixed-use walkable communities, they are going to need a strong federal partner to overcome hurdles that come with brownfield redevelopment. That is the agenda of the National Brownfields Coalition - to bolster the federal role for partnering with localities and the private sector to create sustainable communities through brownfields redevelopment.”

The Coalition has set reauthorization of the EPA Brownfields Program as its top legislative priority. The Coalition is supporting HR 5310, the Brownfields Reauthorization Act of 2010 (Pallone, D-NJ and Sestak, D-PA). The bill raises the spending authority for the EPA Brownfields Site Assessment and Cleanup programs from \$200 million (the authorization level set in 2002) to \$600 million in 2016. The bill also: increases cleanup grant ceilings; establishes a new program to support sustainable alternative energy reuse of brownfield sites; and expands program and site eligibility.

The Coalition also sees an important opportunity to tie brownfields redevelopment to affordable housing, green job generation and clean alternative energy projects that benefit community sustainability. Commenting on the particular opportunity in clean and renewable energy, Jessica Goad, Policy Fellow with the Wilderness Society stressed that, “Tying renewable energy incentives to brownfields redevelopment just plain makes sense – we want to steer these new investments to existing communities and existing developed land, locations where the new investment fits into other community revitalization objectives and retains pristine land and open space.”

Geoff Anderson, President and CEO of Smart Growth America, added, “We are enthusiastic supporters of brownfields redevelopment and these tie-ins with renewable energy, as well as the contribution that brownfields redevelopment makes in the campaign for smarter development patterns.”

“This diverse Coalition has come together in support of the Pallone-Sestak bill which will advance projects that are consistent with authentic community-supported brownfield re-use plans,” said Jody Kass, Executive Director of New Partners for Community Revitalization, a nonprofit leader of the National Brownfields Nonprofit Network Initiative, and a member of the Brownfields Coalition. “We applaud Michael Goldstein’s generous contribution to advance this balanced agenda.”

Members of the National Brownfields Coalition include: Smart Growth America; NAIOP, the Commercial Real Estate Development Association; Locus, Responsible Real Estate Developers and Investors, National Association of Local Government Environmental Professionals; Center for Creative Land Recycling; National Conference of Black Mayors; National Brownfield Nonprofit Network Initiative; Northeast-Midwest Institute; Environmental Bankers Association; National Association of Development Organizations; Brownfields Coalition of the Northeast; Colorado Brownfields Foundation, and the Florida Brownfields Association.

For more information:

National Brownfields Coalition

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Summary – the Economic and Environmental Benefits of Brownfields Redevelopment

Evans Paull, Executive Director, National Brownfields Coalition

Jobs

National research on brownfields indicates it takes only \$10,000 to \$13,000 in public investment to produce one job.¹ The US Conference of Mayor's 2008 survey found that 115 cities had created 115,600 jobs on brownfield sites in their communities. EPA reports that, as of November, 2009, 60,212 jobs had been leveraged through the EPA Brownfields Program, achieving a ratio of 7.5 jobs per \$100,000 in EPA dollars.

Investment

Nationally, brownfields public investments leverage total investment at an efficient ratio of \$1/public to \$8/total. The EPA Brownfields Program reports a higher leverage ratio of \$1/EPA funds to \$17.86/other funds. (Note EPA is counting only the EPA funds; whereas, the national figure is "all" public funds.). Northeast-Midwest Institute projected that a \$1 billion annual federal investment in brownfields redevelopment projected over 20 years would generate \$480 billion in total investment.

Climate and Air Quality

The EPA Brownfields Program has conducted five pilot studies, which concluded that redeveloped brownfield sites tend to have greater location efficiency than alternative development scenarios at greenfield sites, resulting in a 33 to 57 percent reduction in vehicle miles traveled associated with these sites and a reduction in air pollution emissions, including greenhouse gases. These findings are consistent with previous reports by Northeast-Midwest Institute, Smart Growth America, and others.

Water Quality

The EPA studies cited above also found an estimated 47 to 62 percent reduction in stormwater runoff for brownfields sites in comparison to sprawl-type development patterns.

Saving Land and Accommodating Population Growth

One acre of redeveloped brownfields equates to 4.5 acres of "saved" greenfields. Brownfields investments accommodate population growth in existing developed areas – a Northeast-Midwest Institute analysis found that if brownfields federal investments were raised to \$1 billion annually for 20 years, the result would be 541,000 households that would be integrated into existing communities without impacting greenfields and farmland.

The Challenge and the Opportunity

The General Accounting Office estimates that are 450,000 to one million brownfield sites across the nation. The US Conference of Mayors survey indicates that "cleanup funding" is the number one impediment to making progress on brownfields. Although some might question the wisdom of brownfields investments in the middle of a severe real estate recession, the Coalition maintains that the timing is excellent – investments in site cleanup and land preparation now will mean that, when the economy strengthens, brownfields sites will be "shovel-ready" and able to compete.

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¹ Sources provided upon request