

NOT JUST FOR BIG CITIES ANYMORE...ENGAGING GOVERNMENT AGENCIES FOR BROWNFIELDS FUNDING WORKSHOP EVALUATION REPORT SEPTEMBER 30, 2004

INTRODUCTION

Historically, brownfields funding has been awarded to urban communities, despite the fact that small and rural communities are eligible. During June 2004, five day-long workshops were offered to assist small and rural communities in dealing with brownfield properties. The workshop focused on identifying Kansas and other financial resources to assist in resolving environmental and redevelopment issues for restoring communities.

The Kansas Department of Health and Environment (KDHE) partnered with Terracon, Inc., and the Technical Assistance to Brownfields (TAB) program at Kansas State University to offer workshops for small and rural Kansas communities. Workshops were held in Pittsburg, Topeka, Hays, Garden City, and Pratt. Additional sponsors included Certified Development Companies, the City of Atchison, and Historic Preservation Services, LLC.

EVALUATION METHODOLOGY

Workshop sponsors wished to evaluate the effectiveness of the workshop series on the participants' knowledge acquisition and changes in attitude/perception related to brownfield redevelopment issues. Sponsors also wanted to learn what participants perceived as existing and needed resources, and barriers to brownfield redevelopment in small and rural communities.

Sponsors used a variety of methods to collect evaluation data including tools to measure perception change, pre- and post-surveys, and a strategy session. Results below are based on the responses of 64 participants in pre-surveys and 49 participants in post-surveys.

THE PARTICIPANTS

Population

EPA's definition of a small or rural community is a population of 100,000 or less. In Kansas, the definition of a small community is different. There are 627 cities in Kansas; 571 have populations of less than 5,000¹. Workshop participants reflected this, as 48% were from towns of 5,000 or less. As Figure 1 below shows, a majority (67%) were from cities with populations of 20,000 or less.

¹ Wong, J.D., Durkes, A.H. *The Governor's Economic and Demographic Report*. Topeka, Kansas: Kansas Division of the Budget. 2004.

NOT JUST FOR BIG CITIES ANYMORE...EVALUATION REPORT

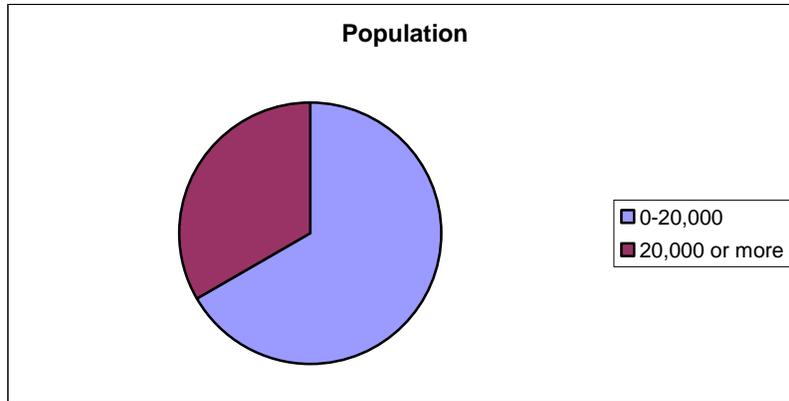


Figure 1. Population of participant’s city.

Who attended?

Workshop participants represented problem solvers and decision-makers in their communities. The majority of participants identified themselves as economic development staff, city or county commissioners or administrators, or environmental staff.

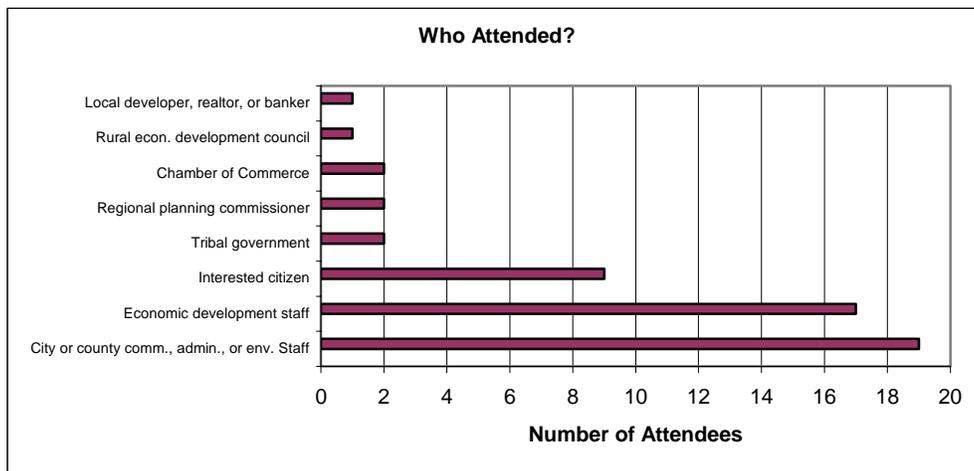


Figure 2. Attendees represented a variety of stakeholders in brownfield redevelopment.

Participants were asked to rate themselves as problem solvers in their city’s brownfield issues. 43% rated themselves as four or higher, on a five point scale, with five being the highest.

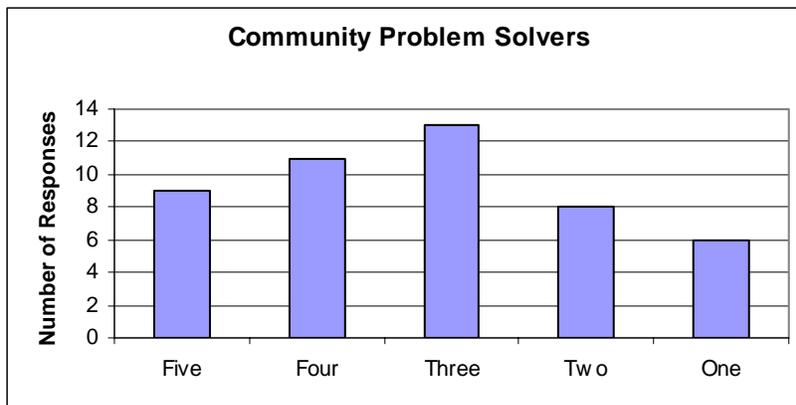


Figure 3. Workshop attendees identified themselves as problem solvers
 Five = a very high degree One = a very small degree.

Participants were asked why they chose to attend the workshop. Responses included:

- To learn about funding and environmental issues related to brownfields,
- [We] have a possible brownfield site in our town,
- To become familiar with the brownfield remediation process,
- To be able to identify a brownfield,
- To see what is available to help my town,
- Representing Small Business Development Center,
- Acquire continuing education credits/professional development,
- Attended last year’s [workshop] and thought it was a good workshop,
- Mayor/county administration requested my attendance, and
- Tribes are looking at purchasing an abandoned military site.

PARTICIPANT EXPECTATIONS AND PERCEPTIONS

Expectations

Prior to the start of the workshop, participants were asked what expectations they had for this workshop. Participants could check as many responses as were applicable.

Number of responses	Response choices
57	curious to learn about brownfields
48	to understand brownfield remediation process
9	to build trust
16	to participate in making decisions about remediation of this site
33	to learn how the community can be involved in the decision-making process
42	to help my community
45	to learn how to find funds to help with this issue/problem
25	to make sure this problem gets “fixed” right
17	to make sure the voice of the average citizen is listened to
3	Other: to measure the progress of the brownfield program. to learn more about the Targeted Brownfield Assessment Program, concern about Superfund site in community

NOT JUST FOR BIG CITIES ANYMORE...EVALUATION REPORT

In the post-workshop survey, participants were asked if their expectations were met. On a 5-1 scale, where 5= expectations most met and 1= expectations least met, 83% chose 4 or higher.

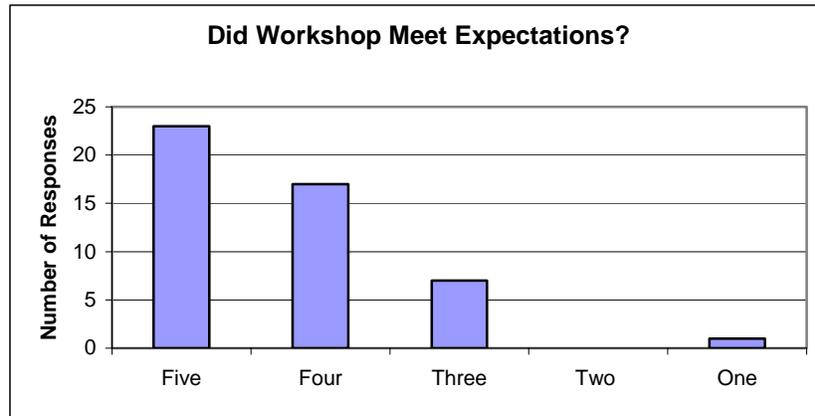


Figure 4. The workshop met participant expectations. 5= expectations most met and 1= expectations least met.

Reasons for their choices fell into four main categories: praise or helpful feedback, suggestions for improvement, knowledge gained, and path forward statements.

Praise or helpful feedback

- Gave excellent data;
- Excellent examples of what is or is not a brownfields site;
- Very helpful;
- Lots of valuable information from all the speakers;
- Good materials and handouts;
- Excellent general introduction to the brownfields issue, as well as funding solutions;
- Yes, gave a good overview and resources to find out more;
- Well informed about topic;
- Excellent material with resources identified;
- Great information, well presented;
- Very thorough;
- Very informative. Appreciated the new info about changes that are coming;
- I wasn't sure what I learned, but this has been very informative. It is good to know there is help out there; and
- Material clearly presented.

Suggestions for improvement

- Would have liked more information on what causes brownfields. Also what is soil capping? More basic clarification;
- Still confused as to how it can help my community; and
- More than we probably need to know in our situation.

NOT JUST FOR BIG CITIES ANYMORE...EVALUATION REPORT

Knowledge gained

- Learned the definition; our building not eligible;
- I have never heard the word brownfield until last Friday;
- Now know what a brownfield is or how to identify possibilities;
- A lot of information;
- Expected to gain knowledge of available contacts, resources and program;
- I learned a lot;
- Didn't have a lot of background before workshop;
- I knew nothing about brownfields;
- Updated brownfield knowledge; and
- I learned more today about brownfields than I ever thought I needed to know.

Path forward statements

- I knew what brownfields were, but now I know more of how to deal with the problems.

Barriers

Participants were asked to share their perceptions of what barriers prevent their city from being involved in brownfield redevelopment projects. This question was asked on both the pre- and post-survey forms.

Pre-survey responses	Post-survey responses
Matching responses	
Money/Funding (18 responses)	Money/Funding (8 responses)
Local matching funds	Local matching funds
Knowledge/Understanding (12 responses)	Lack of knowledge/information (8 responses)
Fear of excessive government intrusion/Environmental risk	Fear/Risk (3 responses)/Fear of working with EPA
Citizen apathy	Community support or interest (4 responses)
Lack of EPA grants for building demolition	Lack of EPA grant funding for building demolition and getting remaining site ready for developer. Remaining dilapidated buildings, foundations continue the stigma.
No sites on the reservation of tribal trust property	Reservation is checkerboard, majority is owned by non-tribal members
Current lawsuit remediation problems with Standard (BP)	Lawsuit
Non-matching responses	
Small community/size	Private ownership issues (4 responses)
Entire city is in 100 year floodplain	Comprehensive vision for economic development
Understanding need to clean up	Initiative
High value of land	No legitimate brownfield sites
Local prejudices	Attitude
Trained/skilled workers	Lack of planning
Lack of focus	Leadership issues
None at this time, unless cost is too high	No city workforce
Identify locations	Motivation (3 responses)
People don't understand the power of history	
Question of who is liable for unsuccessful cleanups	

Pre-survey responses	Post-survey responses
The need to attempt coordination with a multitude of agencies, public and private	

Perception Change

Participants were asked how ready they were to participate in a brownfield redevelopment process before and after attending the workshop. Prior to the workshop 20% felt somewhat ready to very ready. After the workshop, 86% were somewhat ready to very ready.

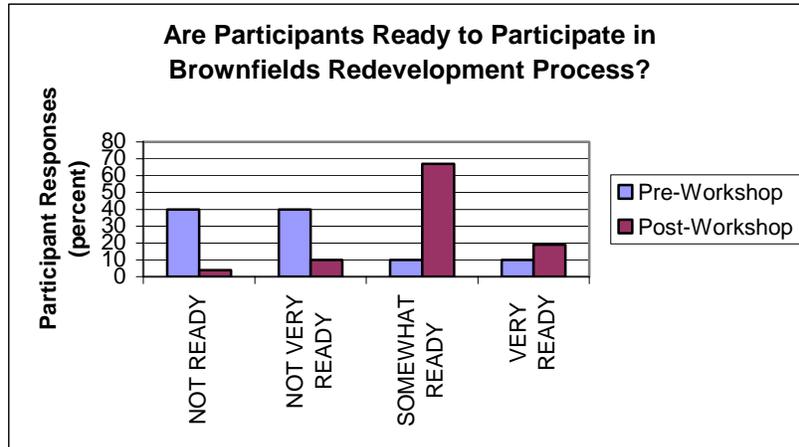


Figure 5. Readiness to participate in brownfields redevelopment prior to and after attending the workshop.

Participants were asked about the resources available to them to help them address brownfields issues. Using a measure of a cup, prior to the workshop, 12% of the participants indicated they felt their cup of resources was $\frac{3}{4}$ to full. After the workshop, 50% of participants felt their cups were $\frac{3}{4}$ to full.

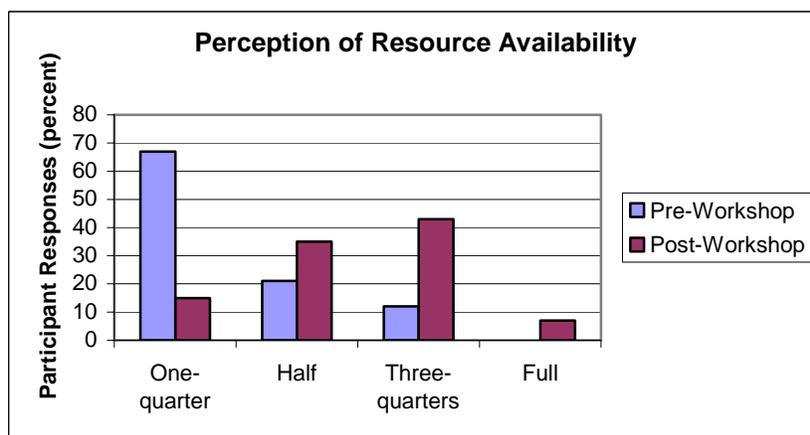


Figure 6. Perceptions of resources available for brownfield redevelopment prior to and after the workshop.

STRATEGY SESSION

Each workshop concluded with a strategy session discussion and/or questionnaire designed to guide participants toward thinking about how brownfield programs could be applied and used in their communities. Several common themes emerged throughout this session. Among them were:

- More education is needed.
- Many small communities have staff/infrastructure needs which participants perceived as a barrier to their participation in brownfield redevelopment.
- Fear issues, such as resistance to change or concern about liability, are obstacles to brownfield redevelopment.

1A. What tools, resources, and information do you currently have to use in addressing brownfield redevelopment issues?

Resources

- KDHE
- Many funds available
- Large environmental corporate staff, attorneys and consultants for major international oil and gas producer
- EPA
- MOKAN (Missouri)
- Only the resources acquired today are available to me. Advertisement may be a powerful tool to get more involvement in brownfield redevelopment
- Contacts for programs and available resources (KDHE, KSU)
- Interested community participants

Resources, cont.

- Personnel resources
- Terracon
- CDC's
- Government programs and agencies are available to help

Information

- Materials from this workshop
- Almost none. The info I received today will be a big help to get things started, hopefully
- Knowledge of programs
- City records
- Deeds

1B. What additional tools, resources, or information are needed for your city to be involved in brownfield redevelopment?

Resources

- Smaller cities have no staff to keep projects moving on small clean up projects
- Funding
- Community motivation
- Additional staff (interns from university/colleges)
- Grantwriting assistance for large programs

Information

- More specific information about our particular concern
- Discussion on background levels of contamination oil producing area of the state
- More education

NOT JUST FOR BIG CITIES ANYMORE...EVALUATION REPORT

Tools

- EPA grant funding for building demo and site preparation – to remove “stigma” and related fear

2. What are the obstacles to brownfield redevelopment in your city?

Resources/ Economic/Real Estate Issues

- Lengthy steps and time consuming with limited resources
- Recently filed suit against refinery owner
- Huge infrastructure upgrade needs
- A lack of funds for clearing the site of surface debris, broken machinery, and a variety of junk
- Lack of staff
- Communication and teamwork
- Identification of properties with potential
- Funding concerns
- Matching funds
- Need partners
- Non-motivated responsible party/Private ownership-access issues

Information/Education

- Awareness
- Lack of knowledge/Know how
- More people need to know about funding and which sites are eligible and which are not

Community Development/Values/Social Issues

- Resistance/Reluctance to change
- Leadership
- Can't see “big picture” – i.e. process

Community Development/Values/Social Issues, cont.

- Interest level
- Community attitude/Hesitancy and fear
- Community involvement
- Lack of motivation by city leaders
- Lack of community pride

Fear

- Fear of unknown
- “Stigma” of dilapidated building remaining on a site that phase I and II deemed OK or of a site that has been cleaned up and has a NFA letter
- Fear of liability issues as result of assessment
- Fear of potential cost

Political concerns

- A city council that is slow to do anything
- Discussion problems – tools needed – elected leaders need to spend or set aside funds to get projects started
- Must get council approval as well as public
- City fathers
- Comprehensive planning
- Time (tribal government process)

NOT JUST FOR BIG CITIES ANYMORE...EVALUATION REPORT

3A. What relationships or partners do you currently have that could assist you in pursuing brownfield redevelopment opportunities?

Local

- Community/local citizens
- Local government
- Property owner and city council agree on our needs

State

- Kansas Department of Health and Environment
- Kansas Department of Transportation
- Kansas Department of Commerce

University

- KSU

Regional

- Economic Development Councils
- Regional development office
- South East regional planning commission
- South East KS, Inc.
- See-Kan RC+D - Chanute

Federal

- CDC

Private

- Private business
- Community foundation
- Terracon

3B. What additional partnerships do you need to pursue BF redevelopment opportunities?

- We need guidance, expertise, and physical aid in completing this specific project
- We need something to push things off dead center
- Developers
- Universities
- Maybe some direct non-threatening contacts for the decision makers
- Better relationship and understanding with EPA
- EDA
- Local contacts
- Industry

KNOWLEDGE CHANGE AND WORKSHOP EFFECTIVENESS

Knowledge change

Participants were asked a series of questions on the pre- and post-surveys to measure their change in knowledge about brownfield redevelopment issues. Results are expressed as percentages.

Participants were asked to name one example of a possible brownfield property in their city. 63% of participants could respond correctly on the pre-survey. 88% of participants could respond correctly on the post-survey.

NOT JUST FOR BIG CITIES ANYMORE...EVALUATION REPORT

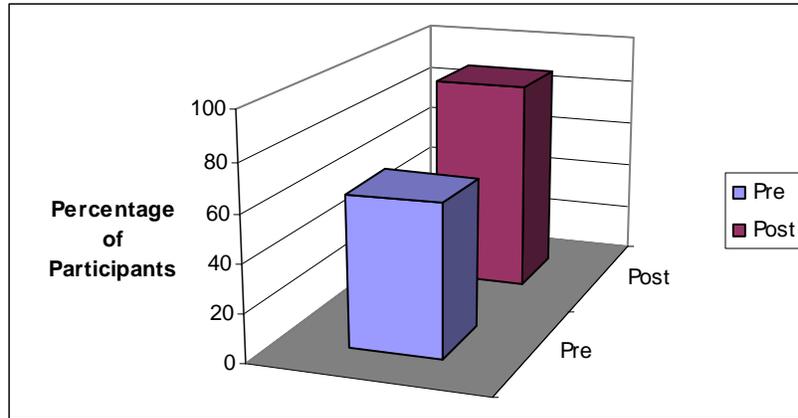


Figure 7. Percentage of participants who could give one example of a local brownfield.

Participants were asked to list two characteristics of a brownfield property. 52% responded correctly on the pre-survey. 67% were able to respond correctly on the post-survey.

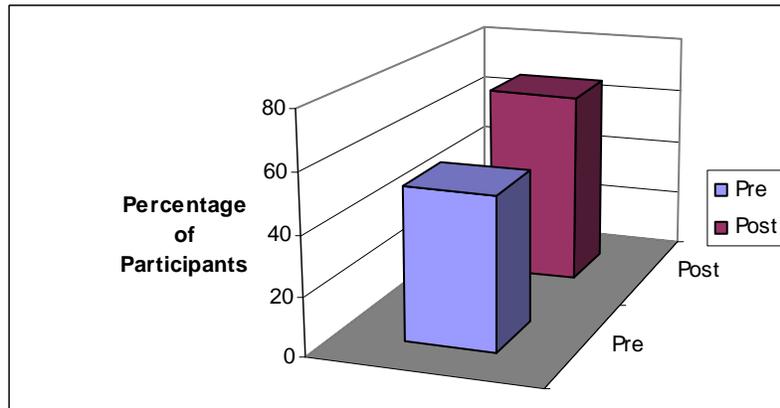


Figure 8. Percentage of participants who could list two characteristics of a brownfield property.

Participants were asked to name three state or federal programs available to assist in brownfield redevelopment projects. 16% were able to respond correctly on the pre-survey. 59% were able to respond correctly on the post-survey.

NOT JUST FOR BIG CITIES ANYMORE...EVALUATION REPORT

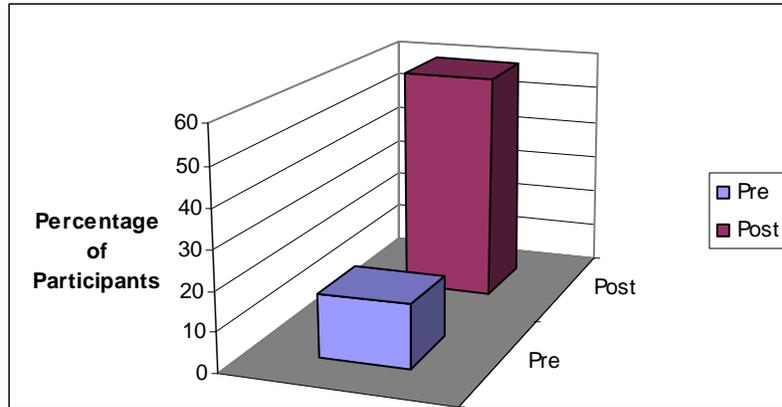


Figure 9. Percentage of participants who could name three state or federal programs to assist in brownfield redevelopment projects.

Participants were asked to name three possible stakeholders in the brownfield redevelopment process. 48% of participants were able to respond correctly on the pre-survey. 57% of participants were able to respond correctly on the post-survey.

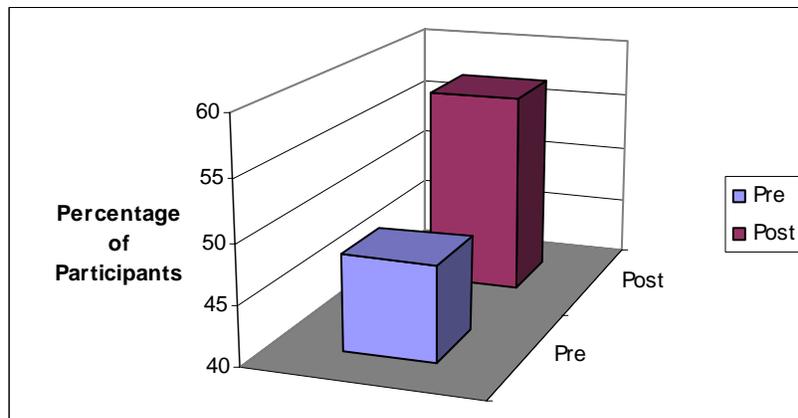


Figure 10. Percentage of participants who were able to name three stakeholders in the brownfield redevelopment process.

The workshop included an interactive exercise at the beginning and end of the day to test participants' ability to correctly identify brownfield sites eligible for funding programs. Overall, participants were able to correctly identify eligible sites an average of 53% of the time at the beginning of the workshop and an average of 65% of the time at the end. (Note: data was only collected at Hays, Garden City, and Pratt. Respondents: Pre – 45, Post – 34)

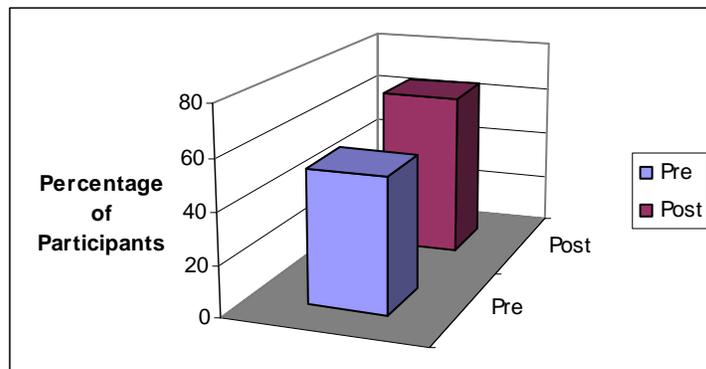


Figure 11. Percentage of participants able to identify sites eligible for funding.

Future information pathways

Participants were asked in what formats they would like to receive future information on brownfields. Figure 12 lists the categories offered to participants and their responses. An electronic newsletter, additional workshops, publications, and a Web site, were the top rated information dissemination pathways.

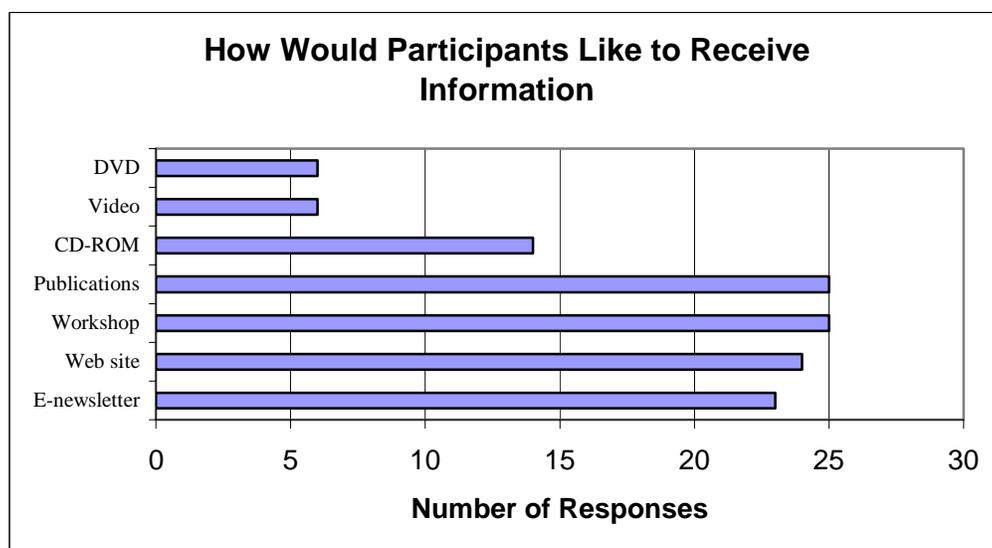


Figure 12. How participants would like to receive future information on brownfields.

Participants were asked whether they would prefer to attend a larger conference or a workshop for future brownfield learning opportunities. 80% indicated that they preferred a workshop format.

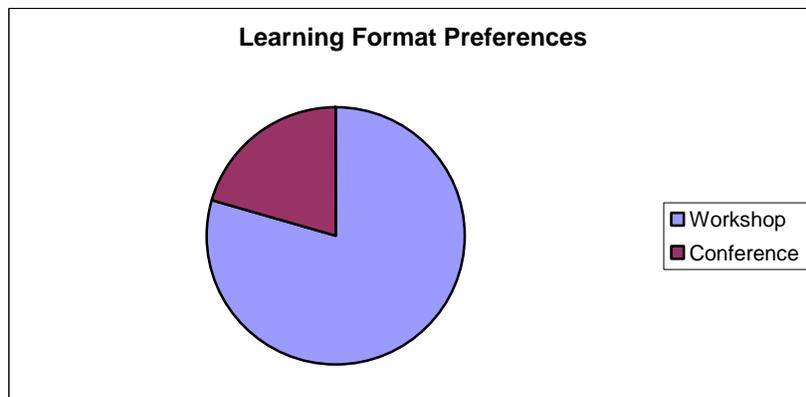


Figure 13. Learning format preferences of workshop participants.

Suggestions for improvement

Participants made several comments and suggestions for improvement. Participants were responding to two questions below.

If you were designing this workshop, what other topics or activities would you include?

- Short group exercises/make it interactive;
- More on taxes and insurance;
- Applications on CD in electronic format;
- N/A – good job;
- A better explanation of cost;
- Registration fee, give us the impression of value to the conference;
- More specifics on what happens when contamination is found when a private owner is involved;
- How VCP supplants RCRA/CERCLA and is required for brownfields;
- Tribal specific;
- I feel we have covered a wealth of information in a relatively short time;
- Everything was informative. Don't change anything;
- Recycling;
- Definition of hazardous, pollutant, or contaminant;
- An example of a failed project. You learn from the failures;
- More success stories;
- Who needs this info, like city planners;
- None. It was very long;
- More time or less material;
- None, this was an excellent meeting;
- Speaker [should] stand still when speaking;
- How Environmental Site Assessments help protect you as a property seller, not just as a buyer.

Is there anything else you would like to tell us?

- Good job (2 responses);

NOT JUST FOR BIG CITIES ANYMORE...EVALUATION REPORT

- Good presentation;
- Looking forward to working with your staffs or organizations;
- Thanks for all the good info. Good job to all;
- Very interesting (2 responses);
- Great workshop – thanks;
- Thank you!(2 responses);
- Great food;
- Good job. Very informative. I look forward to working with you in the near future;
- Thank you for your help;
- Super workshop. Nice lunch and snacks;
- A darker room would really enhance the slides shown;
- Great/Excellent job (2 responses);
- Would be interested in private investor issues if problem is extended into private sector.

Participants were asked if presentations on technical and funding issues were helpful to their understanding of brownfield issues. 100% of participants indicated that both technical and funding presentations were helpful. (Note: this data was only collected at Hays, Garden City, and Pratt workshops.)

NEXT STEPS

TAB will follow up with workshop participants by conducting a mailed survey in November 2004. The focus of this follow up evaluation will be to assess the impact of the workshop on the ability of small communities to be involved in brownfield redevelopment.

TAB routinely sends workshop participants and others information on funding possibilities for rural brownfield development. Results from the summer 2003 workshops were presented in oral and poster sessions at EPA's 2004 Community Involvement Conference and Training in Denver, Colorado. Results from summer 2004 workshops will be presented at EPA's Brownfields 2004 Conference in St. Louis, Missouri.