

First-Timer's Guide to the 2017 National Brownfields Training Conference



Webinar Presenters



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Webinar Agenda

- Background on National Brownfields Training Conference
- Who Attends?
- Education and Knowledge-Building
- Networking with Brownfields Professionals
- Communicating Your Brownfields Story
- Getting Prepared
- Why I Keep Returning?
- Have Fun!





Brownfields 2017

SUSTAINABLE COMMUNITIES START HERE

PITTSBURGH, PA

DECEMBER 5 – 7, 2017

with pre-conference programming on December 4th

DAVID L. LAWRENCE CONVENTION CENTER

www.brownfields2017.org

Background

- Launched in 1995, the U.S. Environmental Protection Agency's (EPA) Brownfields program has helped transform many communities
- The program has:
 - Awarded nearly 5,000 local grants
 - Leveraged \$25 billion in revitalization
 - Helped create over 129,000 jobs



Background

- National Brownfields Training Conferences have been critical in supporting community revitalization efforts
- Provide opportunities for public officials, developers, landowners, community representatives, and other stakeholders to learn best practices, network, and advance redevelopment



Background

- Pittsburgh is the 17th event in the series
- Previous gatherings in Pittsburgh, Kansas City, Los Angeles, Dallas, Atlantic City, Chicago, Charlotte, Portland, St. Louis, Denver, Boston, Detroit, New Orleans, Philadelphia, Atlanta, and Chicago (again)
- More than 2,000 attendees expected



Who Attends?

Local, State, and
Federal Officials

Real Estate Developers
and Investors

Economic Development
Officials and Community
Development
Organizations

Academics and
Students

Risk Management
Practitioners

Property Owners



Financial and
Insurance Providers

Construction and
Building Firms

Environmental and
Civil Engineers

Federal and State
Contractors

Vendors

Information Technology
Professionals

Attorneys



Education and Knowledge-Building

- Dynamic educational program of speakers, discussions, mobile workshops, films and other learning format
- Over 100 educational sessions to discuss new practices, share success stories, and stimulate new ideas
- Exciting exhibit hall and other transactional activities



Education and Knowledge-Building

- **Focus Areas**

- Sustainability, Livability, Resiliency
- Financing Options, Real Estate & Economic Development
- Community Case Studies
- Innovations in Planning, Design, Technology & Tools
- Community Engagement & Environmental Justice
- State/Tribal/Local Government Programs & Partnerships
- Liability/Enforcement & Cleanup/Remediation

Approaches



Education and Knowledge-Building

- **Education Session Formats**
 - Learning Lounges – 30-minute short talks on big topics
 - Panel Discussions – 60-minute moderated discussion on specific topic
 - Roundtables – 60-minute facilitated, rapid-fire discussion on multiple topics
 - Lunch Talks – Similar to TED Talks



Education and Knowledge-Building

- **Special Features**
 - Pre-Conference Training Workshops (December 4)
 - Design Charrette (December 5) – For Manchester and Chateau Neighborhoods of Pittsburgh
 - Shark Bait Competition (December 6)
 - Fun game similar to *Shark Tank*



Education and Knowledge-Building

- **Special Features**
 - Mobile Workshops – Off-site tours
 - Redevelopment Rodeo – Hands-on challenges
 - Economic Redevelopment Forum Marketplace – Promote projects and feature properties
 - Economic Redevelopment Forum Consultations – Direct technical assistance



Education and Knowledge-Building

- **Recommended Sessions**

- *Grants + Financing + Local Tools = Community Revitalization*
- *Making Brownfields Great Again: We've Got Issues!*
- *Through the Eyes of a Developer*
- *The Redevelopment Rodeo: Episode One, "Big City"*
- *The Redevelopment Rodeo: Episode Two, "Small Town"*
- *Brokering the Best Deal ...for Everyone*
- *Plenaries*



Networking

- Connect with Brownfields Experts
 - Panels
 - Exhibit Hall
 - EPA Regional Open Houses (December 4, 4-5:30 pm)
 - Economic Redevelopment Forum – Marketplace and Consultations
 - Environmental Justice Caucus (December 4, 6-9 pm)
 - Community Reception (December 6, 6-8 pm, Senator John Heinz History Center)



Getting Prepared

- What's the next step for your redevelopment project to progress?
- Prepare an elevator speech
- Create a briefing sheet
- Schedule meetings with on-site attendees
- Review conference agenda
- Identify interesting speakers
- Register for special sessions



Why I Keep Returning?



“This is the one time of year that I can network with brownfields peers from across the country.”



“Trenton doesn’t have all the answers. I enjoy learning how other cities tackle similar brownfields challenges.”



Have Fun!

- Socialize at the Opening Celebration (December 5, 4:30-6 pm)
- Register for the Community Reception (December 6, 6-8 pm)
- Group dinners and external receptions
- Go out and see Pittsburgh

Hello
my name is

Brownfields Conference Attendee

FIRST TIMER





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