

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!





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

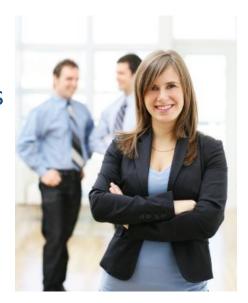
Real Estate Developers and Investors

Economic Development
Officials and Community
Development
Organizations
Academics and

Risk Management Practitioners

Students

Property Owners



Vendors

Financial and Insurance Providers

Construction and Building Firms

Environmental and Civil Engineers

Federal and State Contractors

Information Technology Professionals

Attorneys

- 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



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 Session Formats
 - Learning Lounges 30-minute short talks on big topics
 - Panel Discussions 60-minute moderated discussion on specific topic

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- Roundtables 60-minute facilitated,
 rapid-fire discussion on multiple topics
- Lunch Talks Similar to TED Talks



- Special Features
 - Pre-Conference Training Workshops (December 4)
 - Design Charrette (December 5) For Manchester and Chateau Neighborhoods of Pittsburgh
 - Shark Bait Competition (December 6)

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Fun game similar to Shark Tank



- 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





- 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."



ALLLA)

"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



Brownfields Conference Attendee







www.brownfields2017.org