

OFFICE OF BROWNFIELDS

Department of Toxic Substances Control · Cleanup In Vulnerable Communities Initiative

ECRGenius – Application Series

Equitable Community Revitalization Grant Engagement & Reuse

August 8, 2023



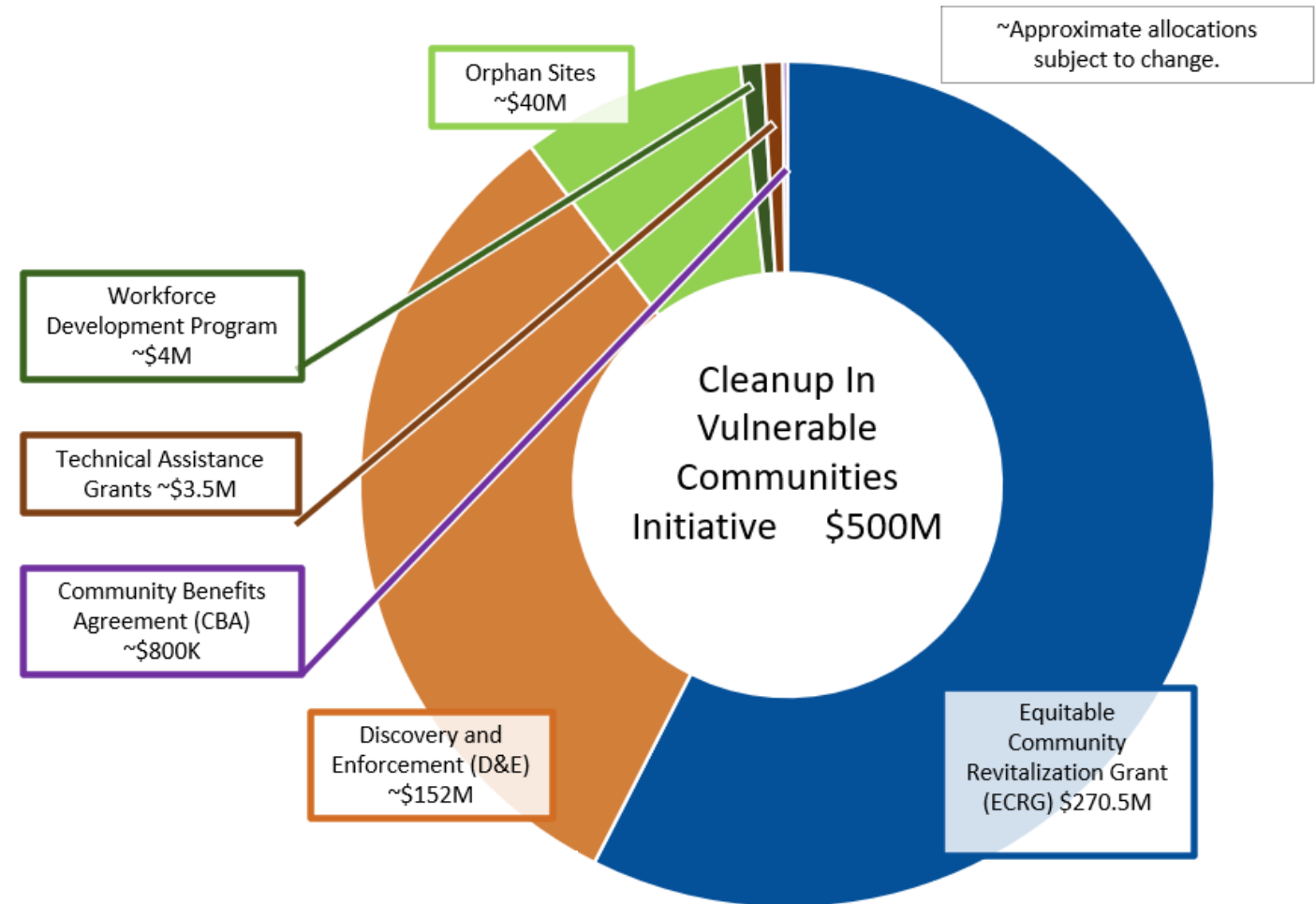
Meeting Guidelines

By participating in this meeting you understand that:

- This meeting is being recorded.
- You may be muted for background noise.
- The chat feature will be used to distribute information and accept questions to be read during the Q&A period.
- This meeting is about the Equitable Community Revitalization Grant. We will not be able to address other topics.

Cleanup In Vulnerable Communities Initiative

- In 2021, Gov. Gavin Newsom signed the [Cleanup In Vulnerable Communities Initiative \(CVCI\)](#)
- Allocated \$500 million to expedite the cleanup and beneficial reuse of idled properties that may be contaminated
- Prioritized properties in historically vulnerable and disadvantaged communities



What is the Equitable Community Revitalization Grant?

- \$270.5 million allocated
- Currently in second of three rounds (application opens Aug 14th)
- Public entities, Tribes, and nonprofits apply for:
 - **Community-wide assessments**
 - **Site-specific investigations**
 - **Site-specific cleanups**
- Incentivize cleanup and investment in disadvantaged areas



1. ECRG Overview
2. Benefits of Reuse
3. Community Benefit Commitments
4. Community Engagement
5. Contracts & Prevailing Wage
6. Questions and Answers

A photograph of a group of people in a garden setting. In the foreground, there are rows of young green plants in a garden bed with dark soil and black plastic mulch. In the background, several people are visible, some wearing winter jackets. A semi-transparent blue rectangular overlay is centered over the image, containing the text "Benefits of Reuse" in white, bold, sans-serif font.

Benefits of Reuse

Benefits of Reuse - Section 3.4.10

ECRG advances environmental equity, promotes economic advancement and favors projects that provide a benefit to the local community

- Addressing contamination through assessment, investigation and cleanup
- Supporting reuse desired and needed by the community and that does not contribute to environmental contamination
- Benefits of reuse are connected to Community Benefit Commitments

Eligible Reuses

- Affordable housing (can include supportive services)
- Reuses that increase access and mobility for access to jobs, health, food, education, etc.
- Commercial uses that address a resource or service gap such as a grocery store for a food desert
- Public green spaces

Describing the Benefits of the Reuse

- Describe the **need** that the reuse will address by referencing planning data like a Regional Housing Needs Allocation plan (RHNA), Environmental Justice element, community surveys, demographic and economic data or other reliable source
- Describe the **benefit** to the community that the reuse will provide during the 2-year funding term

Example 1:

The site's Census Tract has over 350 low-income family households with children, yet only one childcare center, a need which the proposed childcare center will address.

Example 2:

The neighborhood has the lowest park space per capita in the city, and the city's General Plan proposes new parks, a need which the proposed reuse will address by creating a new park.

Example of a Beneficial Reuse Project



Affordable Housing

- **Affordable or mixed income**
 - 40% of the units at or below 60% AMI and may have units up to 80% AMI, if the average of those all the units is at or below 60% AMI
- Demonstrate the need by referencing RHNA or other housing policy planning documents
- Show that there is an attempt to address displacement
 - Housing meets the need of the existing community
 - Share information about the Average Median Income and the Census Tract Income – inform us about affordability in the area

Ineligible Reuses

Ineligible reuses add to a community's environmental burden, economic hardship or potentially causes housing or business displacement

Example of Ineligible Reuses are in Table 4 of the Guidelines, examples include:

- Warehouse or distribution centers
- Uses that may cause pollution or contamination that negatively impact the neighborhood
- 100% market rate housing

A photograph of a community garden with several people in the background. The foreground shows rows of young green plants in a raised bed. A blue semi-transparent box is overlaid in the center, containing the text 'Community Benefit Commitments'.

Community Benefit Commitments

What are ECRG's Community Benefit Commitments?

- Community Benefit
Commitments adopt principles of equitable development for the reuse
- Equitable development uses policies, programs, community-serving infrastructure, and place-based strategies for low-income residents to gain an equity stake in the reuse and revitalization of their communities
- Expanded economic opportunity
- Stabilized communities
- Increased mobility and connectivity
- Healthier and safer communities
- Environmental justice
- Related to new reuse

Round 2 Community Benefit Commitment Requirements

Community-wide Assessment applications: minimum of **one**

Site-specific Investigation applications: minimum of **two**

Site-specific Cleanup applications **under \$5 million**: minimum of **two**

Site-specific Cleanup applications **\$5 million or more**: minimum of **three**

Designing Your Community Benefit Commitments

Guidelines Table 5 – ECRG Community Benefit Commitments, Outcomes, Related Strategies, and Metrics		
Community Benefit Commitment	Examples of Strategies	Examples of Metrics
Increase Local Ownership: Partial or full ownership of the site will be held by a local community-serving nonprofit or Community Land Trust	S.1. Ownership after cleanup will be held by a community-serving nonprofit organization	M.1. Deed or other legal proof of ownership of part or all of the site
	S.2. Land will be owned by a Community Land Trust that ensures permanent affordability	M.2. Contract committing to transfer ownership to a Community Land Trust, local community-serving nonprofit, or real estate cooperative with local members
	S.3. Ownership equity shares are distributed at reduced or free cost to disadvantaged community members	

Community Benefit Commitment Options

- Increase local ownership
- Increase local and living wage hiring
- Provide financial contributions to expand community benefits
- Promote local enterprises through contracting practices
- Build and/or provide access to green infrastructure
- Promote Environmental Justice
- Safe and Accessible Mobility Options
- Offer community-serving programs and services

Defining Your Community Benefit Commitments

Community Need

What is the need or challenge that the community has prioritized?

Community Benefit Commitment (outcome)

Describe the community benefit commitment and how it will benefit the vulnerable populations of the area.

Strategy

Describe the strategy and what actions the applicant will take to achieve the desired outcome of the community benefit commitment.

Metric

Describe the metrics you will use to measure progress toward the community benefit commitment in a quantifiable and relevant form. Provide the date (month and year) the community benefit commitment is expected to be implemented.

A photograph of a community garden with several people in the background. A blue semi-transparent box is overlaid on the center of the image, containing the text 'Community Engagement'.

Community Engagement

Community Engagement

- Goal is for communities to participate in designing the reuse concept and have knowledge about the cleanup
- Deeper engagement can:
 - Build lasting relationships with community members when it comes to cleanups
 - Get direct input on the community needs, concerns, and visions for cleanup and reuse
 - Create accountability to surrounding residents
 - Create a shared sense of the importance of the cleanup, and transparency around cleanup activities, which enhances community support for the process
- Use Spectrum of Public Participation model, with an emphasis on deeper levels of engagement.

What is the Spectrum of Public Participation?

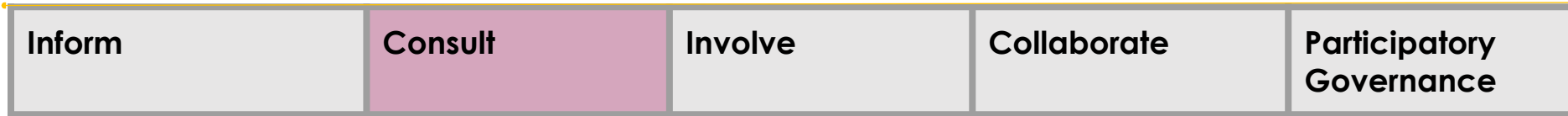
	Inform	Consult	Involve	Collaborate	Participatory Governance
Public Participation Goal	To provide the public with balance and objective information to assist them in understanding the problem.	To obtain public feedback on analysis, alternatives and/or decisions.	To work directly with the public, to ensure that public concerns are consistently understood and considered.	To partner with the public in aspects of the decision, including the development of alternatives and the identification of a preferred solution.	To place final decision making in the hands of the public.
Promise to the public	We will keep you informed.	We will provide feedback on how public input influenced the decision.	We will work with you to ensure that your concerns are reflected in the outcome.	We will look to you for advice on solutions and incorporate your advice.	We will implement what you decide.

Adapted from the IAP2 [Spectrum of Public Participation](#)

Community Engagement Requirements

Applicants discuss engagement using the Spectrum of Public Participation

- **Community-wide Assessments:** engagement activities must meet a minimum level of “**Consult**”.
 - Goal: Build relationships with the community
- **Site-specific Investigations:** engagement activities must meet a minimum level of “**Involve**”
 - Goal: Build relationships & cleanup knowledge within the community
- **Site-specific Cleanups:** engagement activities must meet a minimum level of “**Involve**”
 - Goal: Build relationships & cleanup knowledge within the community



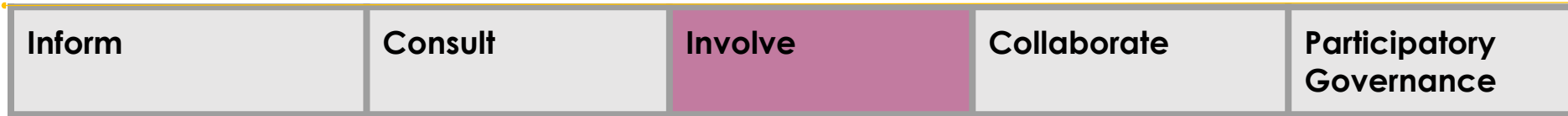
Consult Definition

- Organize a community meeting
- Create an open house event
- Conduct a community survey

Examples

Organize a meeting for community members to learn about potential reuse concepts, discuss the options, and vote on what they prefer

Design and distribute a survey to learn about resident's concerns about their neighborhood and their priorities for action

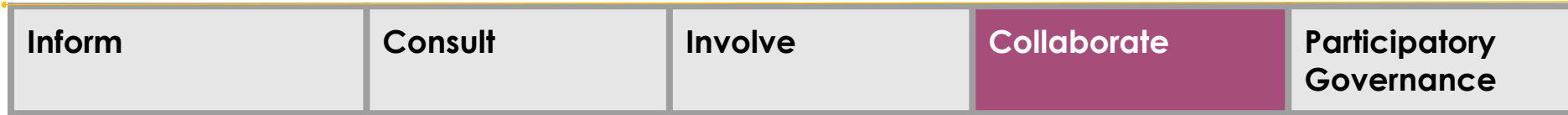


Involve Definition

- Charrette
- Workshop
- Dialogue

Examples

Organize a workshop for community members to participate in a series of activities to collectively analyze neighborhood challenges and assets, brainstorm how cleanup could provide solutions, and co-design elements of the reuse



Collaborate Definition

- Community Advisory Committee
- Consensus Building
- Co-design

Examples

Convene a committee of community members who will participate in key decisions

Facilitate committee meetings to build capacity, support a transparent process for inclusive decision making, and ensure the design reflects the decisions made by and contributions of the committee

Examples of Engagement

	Inform	Consult	Involve	Collaborate	Participatory Governance
Purpose	“Here is what’s happening”	“Here are some options, what do you think?”	“Here is a problem, what ideas do you have?”	“Let’s work together to solve this problem”	“Let’s share responsibility in formulating a solution to a problem”
Examples of Tactics for Engagement	<ul style="list-style-type: none"> ● Website ● Community update mailer 	<ul style="list-style-type: none"> ● Meeting ● Open House ● Survey 	<ul style="list-style-type: none"> ● Charrette ● Workshop ● Dialogue 	<ul style="list-style-type: none"> ● Community Advisory Committee ● Consensus Building ● Co-design 	<ul style="list-style-type: none"> ● PACE-EH ● Task force ● Referendum ● Delegate decisions to community

Adapted from the IAP2 Spectrum of Participation

A photograph of a group of people working in a field, possibly planting or tending to crops. The image is overlaid with a semi-transparent blue rectangle in the center. The text 'Contracts & Prevailing Wage' is written in white, bold, sans-serif font within this rectangle. The background shows several people in various jackets and pants, some standing and some working. The foreground shows rows of young plants in a field with dark soil and thin black lines.

Contracts & Prevailing Wage

Contracts Requirements

- Competitive procurement process for contracts over \$10,000
- Fair market pricing
- Promote inclusion of small businesses, disabled veteran business enterprises, and other disadvantaged and underrepresented businesses
- [Quick Reference Guide](#) on how small businesses can be participate in upcoming ECRG contract opportunities

Prevailing Wage Requirements

- ECRG is a public program
- Prevailing wage required when applicable
- Include prevailing wage in the proposed ECRG budgets
- Not required for activities outside of ECRG funding, even if they are related to ECRG Tasks
- Quick Reference Guide on ECRG prevailing wage requirements coming soon



Questions and Answers

Question and Answer Instructions

- **Zoom Audio:** Use the “raise hand” feature and you will be invited to unmute your audio when it is your turn.
- **Zoom phone line:** Press *9 to join the phone queue. The facilitator will say the last 3 digits of your phone number when it is your turn. Press *6 to unmute your line.
- **Text only:** Use the Chat feature to have your question read by the facilitator.

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