



Community Involvement : A Guide to Citizen Engagement

How can citizen engagement help my brownfield project be successful?

Involving the community in brownfield projects is an important step in ensuring a successful redevelopment process. While it may seem attractive to simply forge ahead with cleanup and redevelopment, it is important that you engage the citizens from the start so you avoid costly and time-intensive delays.

Because there are environmental and human health concerns that often accompany brownfield sites, it is important to inform community members about the activities that are going on at the site and any potential impacts. Also, because the property may be impacting the overall desirability of the community, citizens will probably want to weigh in on possible uses for the property.

Planning for Engagement

- Define the purpose, goals and objectives of the public involvement process.
- Identify the target audience for your engagement activities and key contacts for each.
- Communicate with others who have done similar activities to determine the best way to approach the community members.
- Set aside funds to do your outreach and educational activities.
- Determine how you are going to reach your target audience—social media, TV, newspapers, radio, newsletters, organizations, etc. How will you continue to reach them throughout the redevelopment process?
- Do you need technical assistance in presenting information about the brownfield site? Assistance can come in the form of a consultant or state agency representative.
- Determine a proposed outreach schedule and a resource list.
- Publicize your events.
- Be willing to make adjustments to your outreach plan and tactics if the need arises.



- Record the results of each meeting and make them available.
- Explain why input at the meeting was used or not used



How we can help

The Kentucky Brownfield Redevelopment Program can assist you with public involvement in several ways.

- Provide educational resources, such as fact sheets.
- Provide technical assistance in the form of staff presence at meetings involving the public.
- Conduct visioning sessions for properties or corridors being redeveloped.

Vision-to-Action Workshops

The Kentucky Brownfield Redevelopment Program staff has been actively involved in helping communities come up with a new vision for their blighted properties and neighborhoods. Through the Vision-to-Action Process, developed by the Environmental Protection Agency and U.S. Army Corps of Engineers, community members use markers, paper and their imaginations to come up with new uses for properties that have seen better days.

The ideas of each participant are combined in an overall community vision, which is later transformed into professional renderings that can be shared with community and state leaders as well as potential project funders. Citizens also take time to think of funding sources, and action items that can help make their shared community vision a reality. Contact the program if you are interested in the Vision-to-Action Process for your community.



The Kentucky Brownfield Redevelopment Program seeks to help redevelop and revitalize properties that are abandoned or underutilized due to real or perceived contamination. There are an estimated 8,000 brownfields across the state. They include sites such as old gas stations, mine-scarred lands, abandoned factories, old schools and hospitals and meth labs. Our program offers comprehensive services to help with these problem properties. Our services include:

- Free assessments for local governments, nonprofits and quasi-governmental agencies;
- Aid in finding funding for the redevelopment of properties;
- Grant writing assistance in through workshops and grant reviews;
- Information and education through workshops and the Help Desk;
- Marketing of brownfield properties to interested parties and;
- Visioning Sessions.

