

Together We Can! Engaging Property Owners in Brownfields Revitalization

September 17, 2025



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Transforming Land, Empowering Communities
September 16-18, 2025 | Carson, CA



MONTROSE
ENVIRONMENTAL

Why is Community Engagement Important???



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COMMUNITY PRIORITIES



**Needs /
Opportunities**



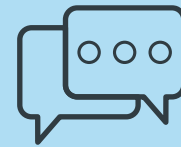
Goals /
Objectives



Target Areas/
Brownfield Sites



Reuse Plans /
Strategies



Stakeholder
Engagement

RESOURCE ALLOCATION



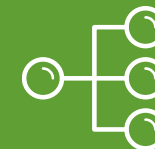
Grant Funding,
Incentives & Capital
Investments



Staff Time



Scheduling /
Prioritization



Other Supportive
Actions

Community Engagement involves Diverse Stakeholders & Perspectives



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Target Participants



Residents



Business Owners



Local
Governments



**Property
Owners**



Developers



Regulatory Agencies



Community-Based
Organizations



Tailor Engagement
Methods to
Specific Audiences



Anticipate
Different Priorities
& Concerns From
Each Group

Elements of Successful Property Owner Engagement:



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*Very few brownfield projects focus on:
(A) Orphan/abandoned sites and/or (B) Tax delinquency/foreclosure.*

Successful Brownfield Projects Have...



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Motivated/Engaged
Property Owner(s) &
Other Key Stakeholders



Feasible
Cleanup & Reuse Plans



Avoid focusing challenging sites with unengaged stakeholders that lack feasible plans/opportunities



Pitfalls to Avoid for Site Prioritization



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Funding “Science Experiments”

(choose verified processes / methods)



Utilizing funding as an Enforcement Tool

(use as an incentive)



“**Arm Twisting**” for Participation

(invite willing participants)



Projects with Risk >> Reward

(emphasis untapped opportunity)



Best Practices for Property Owner Engagement



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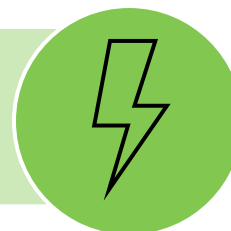
Feasible Cleanup/Reuse
Plans & Strategies



Develop Accurate
Costs & Schedules



Leverage
Momentum



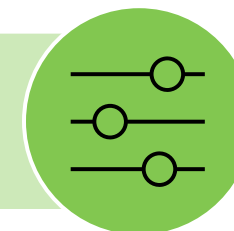
Discuss Pros vs.
Cons



Provide
Incentives



Define Contingency
Plans / Alternatives



Thank you!



Q&A?! You can find me at Montrose's booth in the atrium!

OR

Email: cgdak@montrose-env.com



Chris Gdak

*Brownfields & Community Revitalization
Practice Leader*



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