



# CALIFORNIA LAND RECYCLING CONFERENCE

Imagine | Innovate | Implement  
September 29 – October 1, 2026 | Foster City

## From Obstacle to Opportunity:

### Applying YIMBY Strategies to Brownfields Redevelopment

10/1/2026



OFFICE OF BROWNFIELDS  
Department of Toxic Substances Control - Cleanup in Vulnerable Communities Initiative



CENTER FOR CREATIVE  
LAND RECYCLING  
RECLAIM. CONNECT. TRANSFORM.

# SPEAKERS



**MELISSA BREACH**

**CEO**

**Prosperity California**



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**Deputy Chief of Staff**

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**JORDAN GRIMES**

**Legislative Director**

**Greenbelt Alliance**



**SIBLEY SIMON**

**President**

**New Way Homes  
Principal, Workbench**

# Brownfields: The Opportunity

- **2,500,000 homes needed.**
- 42,000 sites on the Cortese List.
- 97 EPA Superfund sites.

CCLR – [150,000–200,000 undiscovered sites in California](#) that are at least one acre or larger.

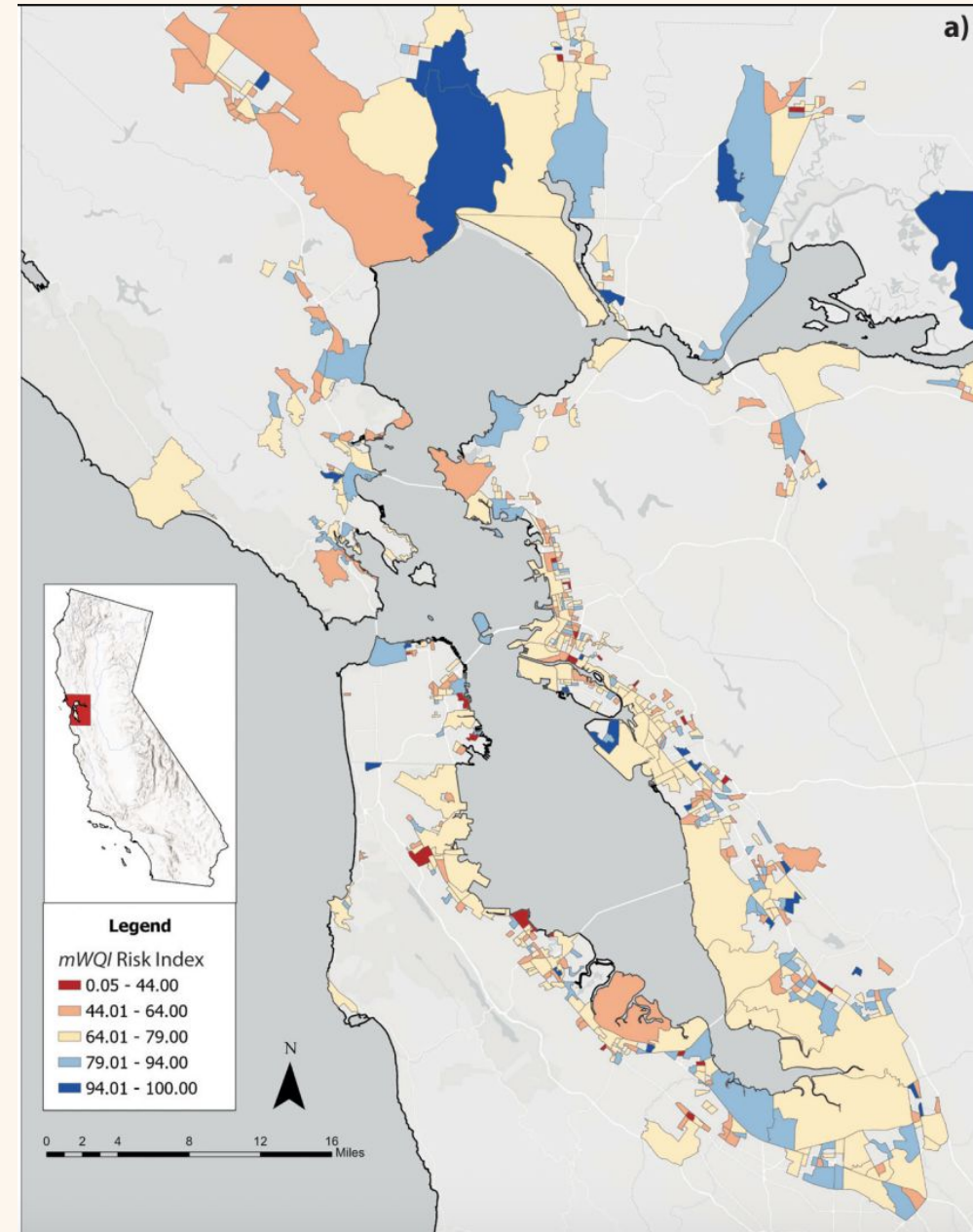
**150,000 acres**

**2,250,000 new townhomes.**



# Climate Disaster Time Bomb

- Without clean-up, brownfields could poison our water and communities.
- Sea level and ground water rise will mobilize toxins.
- Nearly half a million people may be exposed to contaminated groundwater by the end of the century.
- Over 5,000 sites at risk of contaminating the ocean or groundwater in the Bay Area alone.



# Redeveloping Brownfields Benefits Communities

By passing strategic reforms, we can safely accelerate clean-up and deliver the following benefits for California:

- New **housing** where we need it most.
- Improved **health outcomes** by removing pollution.
- Increased local government **revenue**.
- **Vibrant, inclusive spaces** in formerly polluted and failing areas.
- **Protection of our communities** from sea level rise and the associated spread of pollution as our ground water levels push higher into previously dry soil.



# **Learnings from the YIMBY/Abundance Movements**

1. Policy Framework / Legislative Playbook
2. Big Tent Movement Strategy
3. Legislative Champions
4. Public Educations to Shift the Overton Window
5. Messaging / Editorial Strategy
6. Campaign Capacity & Capital



# Takeaways & Next steps

???



# Presenters

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# THANK YOU!

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THE FUTURE OF LAND RECYCLING



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