



Leveraging Funding for Brownfield Revitalization & Future Proof Communities

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Sustainable Strategies DC



The
Pennsylvania
Brownfields
Conference

Pennsylvania Brownfields Conference 2026

Overview of Presentation



- 1) **Federal funding** for revitalization remains robust
- 2) Yet – **serious challenges** to brownfields funding
- 3) Brownfields law **reauthorization?**
- 4) The **Resource Roadmap**, the **Funding Matrix**, the **Briefing Sheet** & the **Pitch**
- 5) **Future Proof Communities**

Sustainable Strategies DC

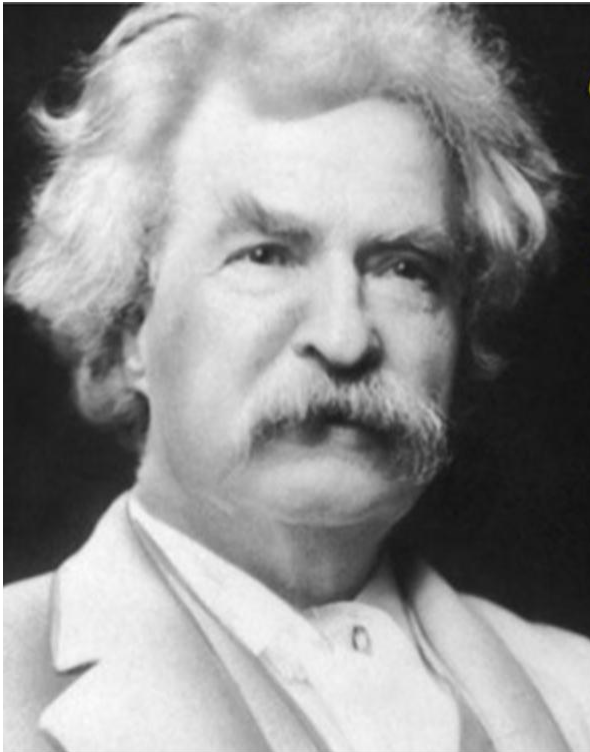
- ▶ Strategic consulting, grant-writing & government affairs firm based in Washington DC & Denver CO, helping communities obtain **resources for revitalization** & tools for sustainable local progress
- ▶ **\$50+ billion** leveraged & **\$2 billion in grants**
- ▶ Focus on federal, state, philanthropic, private & other **funding strategies** (and policy)
- * National practice with **robust PA experience:**



www.StrategiesDC.com

PA DCED, Beaver County, Beaver Community College, Cambria County, Carlisle, Catalyst Connection, Center for Population Health, Cumberland County, GMS Funding Solutions, Green Building Alliance, Greene County, Greenville, Harrisburg, Johnstown, Monaca, Mountain Watershed Association, New Cumberland, Oil Region Alliance, PA Industrial Resource network, Pittsburgh, Philadelphia, Richard King Mellon Foundation, Riverlife, Shamokin, Southwestern Pennsylvania Commission, Steel Rivers Council of Governments, Steelton

1. Federal Funding for Revitalization Remains Robust



“The report of my death was an exaggeration.”

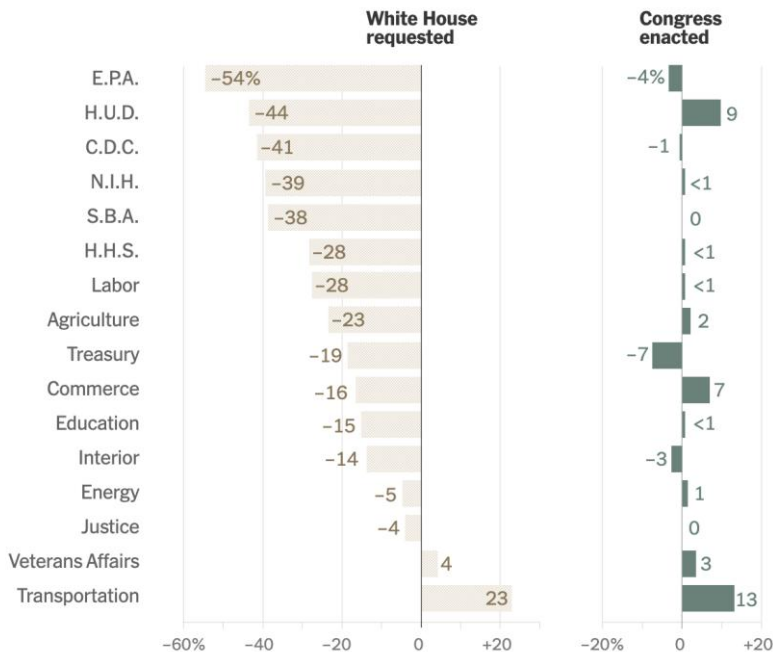
1. Federal Funding for Revitalization Remains Robust

- Brownfield revitalization funding is more than EPA & more than assessment & cleanup
- Congressional FY2026 Domestic Federal Funding Levels Robust
- Earmark Opportunities Aplenty
- Info on finding the funding
- Key funding sectors & themes
- Normal Grant Rounds Expected*
- Now is the time to talk with your Members of Congress



1. Robust FY26 Federal Revitalization Budget

Trump Sought Vast Budget Cuts. Congress Granted Few.



- **HUD CDBG:** \$3.3 billion, same as last year
- **U.S. EPA Brownfields Grants:** FY26 appropriations of \$170 million for EPA Brownfields Program + \$300 million in IJA
- **Economic Development Administration:** Funded at \$466 million, \$30M higher than last year.
- **USDA Rural Development & Community Programs:** Funding at same or slightly higher levels than last year
- **Appalachian Regional Commission:** ARC funded at last year's robust level of \$200 million, plus \$150 million from IJA
- **Historic Preservation Fund at National Park Service:** Steady on Save America's Treasures, African American Civil Rights, History of Equal Rights (HER) program, others
- **LWCF & ORLAP** for parks fully funded
- Road, bridge, trail, rail, port, water/sewer/stormwater **infrastructure** funded
- **FEMA Pre-Disaster Mitigation** funded
- Don't pay much attention to White House **FY27 budget bill**
- **But watch out for White House Impoundment**

1. FY26 Congressionally-Directed Spending / Community Projects / Earmarks

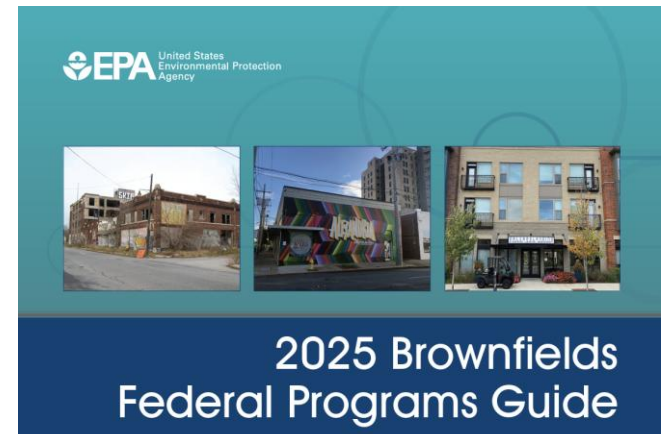


- **\$14.956 billion in earmarks for 8740 projects in 8 Subcommittees & 30 accounts, many of them about brownfields, infrastructure & economic development**
- **For PA Delegation:**
 - \$705 million for 313 projects with a median of \$850,000
 - Corps of Engineers, Department of Transportation, HHS, HUD, DOJ, Labor, Commerce, EPA (water, sewer, stormwater), FEMA, National Park Service (historic preservation), USDA (Community Facilities), Small Business Administration
- www.appropriations.senate.gov/fy-2026-congressionally-directed-spending and <https://appropriations.house.gov/committee-activity/archived-community-project-funding>

Finding the Funding

“Brownfields Federal Programs Guide”
2025 Edition identifies 30+ sources for leveraging
www.epa.gov/brownfields/brownfields-federal-programs-guide

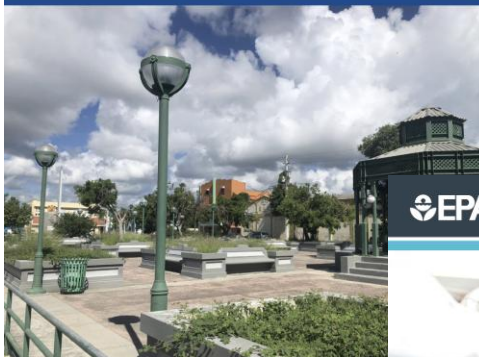
Council of Development Finance Agencies’
“Brownfields Technical Assistance
Program – Financing Toolkit”
www.cdfabrownfields.org/



Local Communities Can Leverage Resources to Drive Community Revitalization



Community Actions That Drive Brownfield Revitalization



Setting the Stage for Leveraging Resources for Brownfields Revitalization

See the EPA Land Revitalization Toolkit for guides, best practice examples, and other resources on how to foster revitalization in your communities:

www.epa.gov/land-revitalization/land-revitalization-toolkit

- The “Community Actions” guide (new edition 2025!), and the “Leveraging Resources” guide identify the key step of using a “resource roadmapping approach” to finding and stacking resources

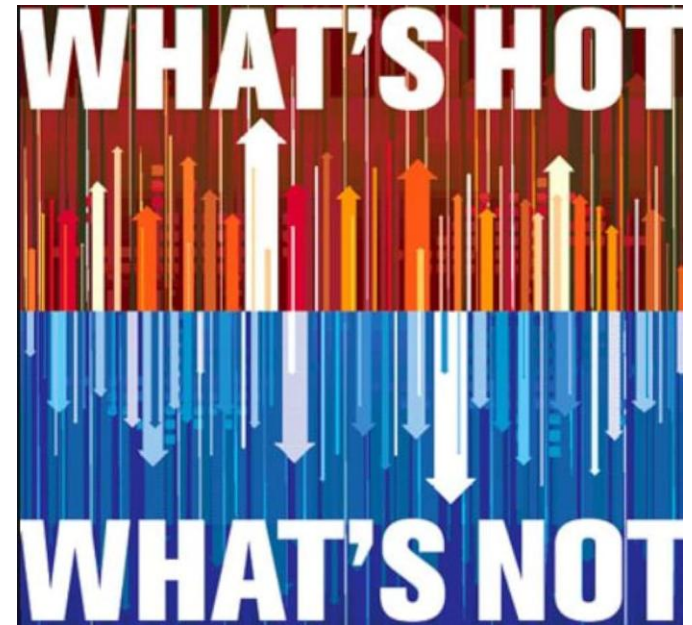
Key Funding Sectors & Themes

What's Hot

- ✓ Fossil Energy
- ✓ Manufacturing
- ✓ AI & Data
- ✓ Defense industrial base
- ✓ Rural communities
- ✓ Working families

What's Different (but still important!!)

- ✓ "Woke"
- ✓ Diversity & minority neighborhoods
- ✓ Climate, Air Quality, Sustainability
- ✓ Bicycles
- ✓ Gulf of Mexico and apple pie

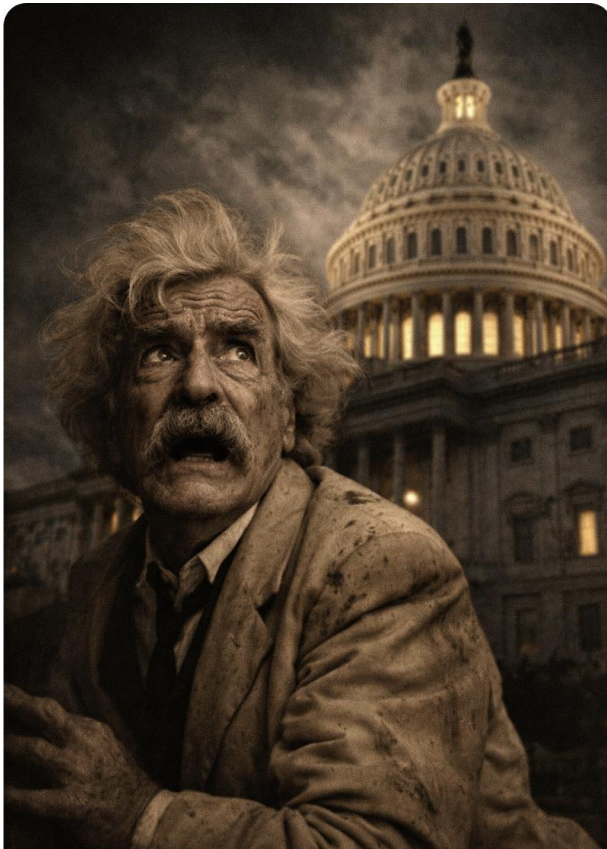


Back to a new normal?



- DOGE is done & OMB E.O. reviews are finished
- Many federal courts (724 cases filed thus far) have ordered restoration of grant programs & contracts
- Yet many programs remained stalled and uncertain (tried a U.S. EDA grant lately? How about the Green Banks??)
- Direction of case law and courts is a concern – appeals & delay, Impoundment, Administrative Procedures Act, Executive compliance with court orders.

2. Perils to Brownfields & Funding



“Indeed, none but the Deity can tell what is good luck and what is bad before the returns are all in.”

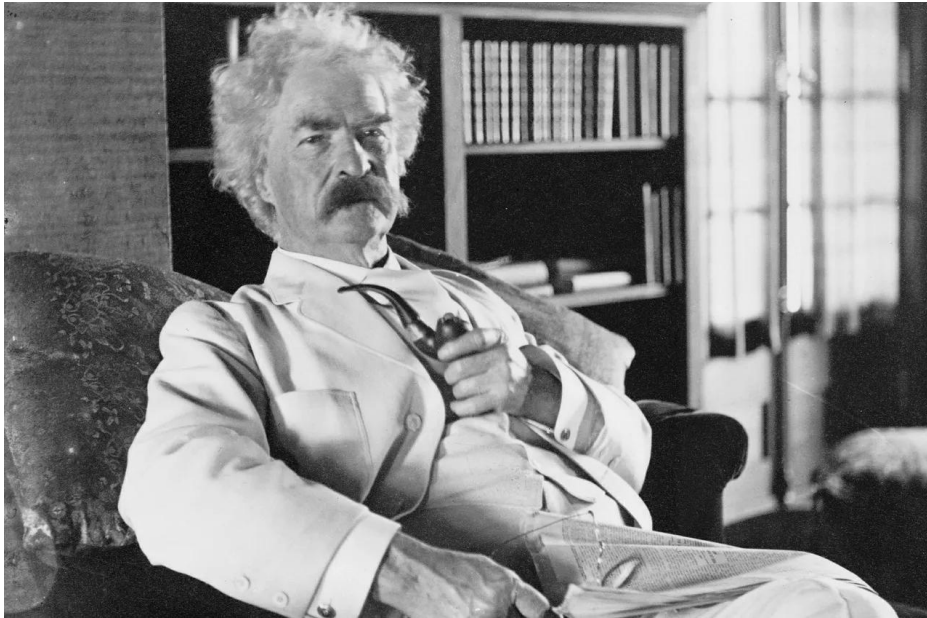
- 1. Fiscal cliff for the Bipartisan Infrastructure Law**
- 2. Big Industry Brownfields Bill**

2. Infrastructure Funding Cliff is Here

- 5-year boost of IIJA **ending**
- **Infrastructure at:**
Transportation, EPA
Brownfields, EPA water / sewer
/ stormwater, NTIA broadband,
Interior, USDA, HUD, Army
Corps water infrastructure, ARC
- Can the **Transportation
Reauthorization of 2026-
2027** be a vehicle for an
Infrastructure Bill?



Struggling Economies, Funding Cliffs, Uncertainties & Challenges



**“I have been through some terrible things in my
life, some of which actually happened.”**

**Now is the time for you to be active in the
national brownfield effort in Washington DC**



www.smartgrowthamerica.org/programs-and-coalitions/national-brownfields-coalition/

3. Brownfield Law Reauthorization?



➤ **Senate:** Brownfield Revitalization Act (S. 347)

- Doubles Cleanup Grant maximum to \$1 million
- Increases State Brownfield funding to \$75 million annually
- Reduces Cleanup Grant cost share from 20% to 10%, allows waivers for small & disadvantaged communities
- Streamlines application process

Out of committee in unanimous, bipartisan vote

➤ **House:** Under jurisdiction of both Energy & Commerce Committee and Transportation & Infrastructure Committee (T&I not likely to take up)

- E&C Democratic proposal increases authorized annual funding to \$450 million (by 2031), increases funding for State Brownfields Programs to \$100 million (by 2031), raises Cleanup grants to up to \$1 million, and waives match for small & disadvantaged communities
- E&C Republicans have proposed

3. Brownfields for Big Industry



- Allow **private corporations** to get EPA Brownfields grants
- Provide preference for **power plants, data centers, critical mineral mines, and semiconductor facilities**, defined as “critical national infrastructure”
- Takes funding out of existing EPA grant to create **financing for big industry projects** on brownfields
- **Exempt these facilities from NEPA**
- **No requirement for local concurrence** on industry projects
- Require **State brownfield programs to spend 5%** of its annual EPA funding to create inventories of sites for these industrial projects
- ... Plus a few good things for the brownfields program
- National Brownfield Coalition, U.S. Conference of Mayors, National League of Cities, National Association of Counties, and ASTSWMO **oppose these proposed brownfield statutory provisions – and so should you.**

Big Data & Big Power Should Only Go to Communities That Want Them – and Not Eat the Brownfields Program



We all have a dog in this fight

It's not the size of the dog in the fight, it's the size of the fight in the dog. Mark Twain.

Jade West

*A fun break from the heavy stuff –
and more history!*



4. Now, find & seek the funding with a Resource Roadmap!

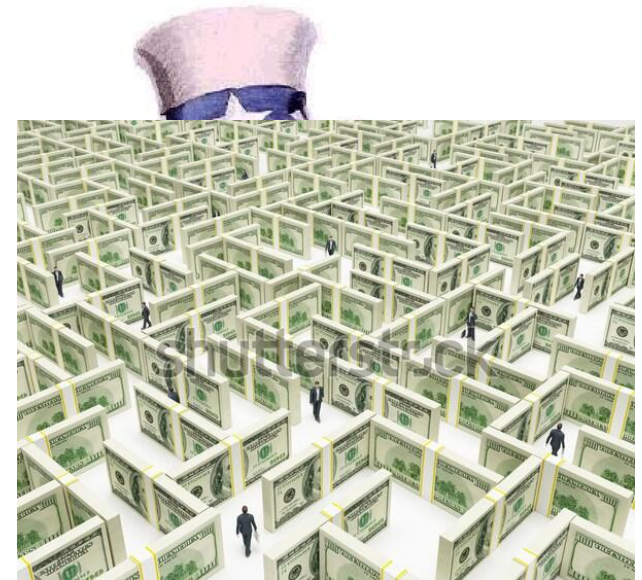


4. Funding for Revitalization is There ... But Challenges & Barriers Remain

Funding programs & opportunities are still solid at federal & state levels, from philanthropic sources, via private investment vehicles ...

Yet there are still challenges

- * Finding the right funding
- * Navigating the complexity of funding sources
- * Making funding work for your particular project
- * Shaping your project to compete
- * Producing the match
- * Overcoming strains on local capacity
- * Advocating for the funds



4. You need a *Resource Roadmap, Funding Matrix & Briefing Sheet*



4. The Resource Roadmap, the Funding Matrix & the Briefing Sheet

- * All three tools are used to identify, pursue, and advocate for funding & leverage for brownfields and community revitalization projects
- * A **Resource Roadmap** is a document confirming your revitalization priorities, breaking projects into key components & phases, matching the costs to specific sources of funding, and defining tactics for pursuing those funding sources. The Roadmap can drive your team's fund leveraging strategies.
- * The **Funding Matrix** is a summary version (1 page) of your targets for resources, used to explain your overall needs & funding strategy to outside stakeholders – particularly funders
- * The **Briefing Sheet** is a 1-page project summary & leave-behind used to explain a specific project to funders & supporters, including the funding “ask”



4. What is a Resource Roadmap, Why Should You Create One, and How Do You Put It into Action?

- * A “Resource Roadmap” is a document identifying revitalization priorities, key components & phases, and the estimated cost for each component & phase
- * Maps potential sources of funding, funding ranges, matching requirements, application deadlines, competitiveness factors, key contacts
- * Guide for project teams, local leadership, budget planners, funding patrons and others
- * Can be targeted & project-specific like one brownfield project, or map full-scale community revitalization
- * Should be re-visited & updated as progress is made or circumstances change



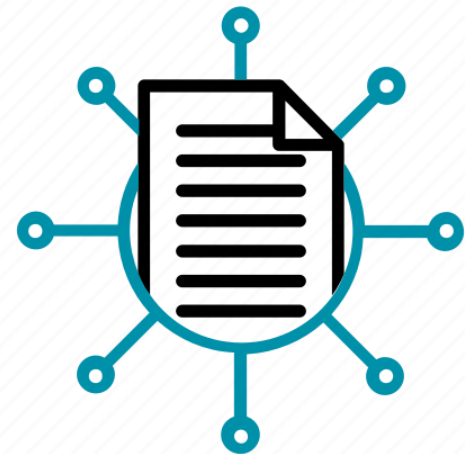
4. Roadmaps Identify the Best Mix of Funding Sources for Components & Phases

- * Grants, subsidized loans, tax credits, tax-increment or fee assessment districts, public-private partnerships, technical assistance
- * Key Sources to Consider:
 - * State, regional and federal funding agencies
 - * Community, high-net work individual, regional, corporate, and national philanthropies
 - * Site redevelopers or private investors
 - * Banks and other traditional lenders
 - * Federal or state tax incentives
 - * Local funds and incentive tools
- * Ultimate funding targets may impact how the project is conceived and designed



4. Related Tools – *The Funding Matrix & The Briefing Sheet*

- * The “Funding Matrix” is a short summation of the funding targets you are pursuing for a project or initiative, organized so that funders & supporters can understand how to follow you Roadmap and meet your needs
- * A “Briefing Sheet” is one sheet of paper that explains the who/what/where/when/why of an individual project, identifies your targeted funding sources, and makes the “ask”



4. Create a Briefing Sheet for Each Priority Project

- * Tips for Creating Effective Briefing Sheets
 - * Keep it short (no more than 1 sheet/2 pages)
 - * Describe key aspects of project, benefits and outcomes of project, momentum/support, and remaining project needs/gaps
 - * Include specific funding requests
 - * Include main point of contact for inquiries
 - * Make it attractive (pictures, renderings, logos, map of project area)
 - * Can be tailored to specific funders
 - * Update briefing sheet as goals achieved, new partnerships formed, or objectives change
- * Distribute widely and often (use as “leave-behind”)

Borough of CARLISLE **THE CARLISLE CONNECTIVITY PROJECT**

Transportation Investment Generating Economic Recovery Request

Request

Carlisle seeks \$12,000,000 in TIGER Construction Grant funding, with a 40% non-federal match of \$8,000,000, plus major public and private leveraging, to transform a Distressed Brownfield Area into a Sustainable Jobs Center. Carlisle also seeks a Multimodal Transportation Funds to support implementation of key transportation upgrades in this targeted area, particularly the reconstruction of B Street as a complete street and the realignment of PA-11 and PA-34 to improve vehicle and pedestrian safety.

Carlisle Borough

The historic Borough of Carlisle in central Pennsylvania (population 18,600) is striving to revitalize a key section of the community after devastating manufacturing job losses in a distressed neighborhood. Carlisle is partnered with Cumberland County, North Middleton Township, the Commonwealth of Pennsylvania (PennDOT and PA's Department of Environmental Protection), U.S. EPA and other allies.

Project

The Carlisle Connectivity project will upgrade a network of critical State roads and community streets in an area that recently lost three large factories and hundreds of jobs, leaving vacant brownfields in the midst of a distressed neighborhood that lies between the historic downtown, the world-famous Carlisle Car Events Center, Dickinson College, the Army War College, assisted senior housing, and key transportation facilities. The Carlisle project will fix two dangerous and failing intersections, reconnect traditional grid streets as walkable complete corridors to new jobs and civic hubs, and deploy green infrastructure to manage stormwater in this Chesapeake Bay watershed. The result of this sustainable transportation investment will be a mix of up to 433,000 sq. ft. of new commercial development and 365,000 sq. ft. of new homes, producing 3,000+ permanent jobs, \$125 million in private investment, and \$49 million in tax increment over 20 years.

Building on the foundation of strong and inclusive community planning supported by an EPA Brownfields Area-Wide Grant plus resources from Pennsylvania, the local community and the private sector, TIGER, PA Multimodal and EPA Brownfield resources can help Carlisle undertake key transportation and land use improvements highlighted on the inside project map.

4. Advocate

- * Map your political and relationships assets
- * Get the backing of local leaders, state officials & key stakeholders
- * Meet with state & federal representatives
- * Don't forget agency leadership – including your Regional contacts
- * Prep staff with Funding Matrix & Briefing Sheets
- * Make the pitch, make the ask
- * Be persistent!

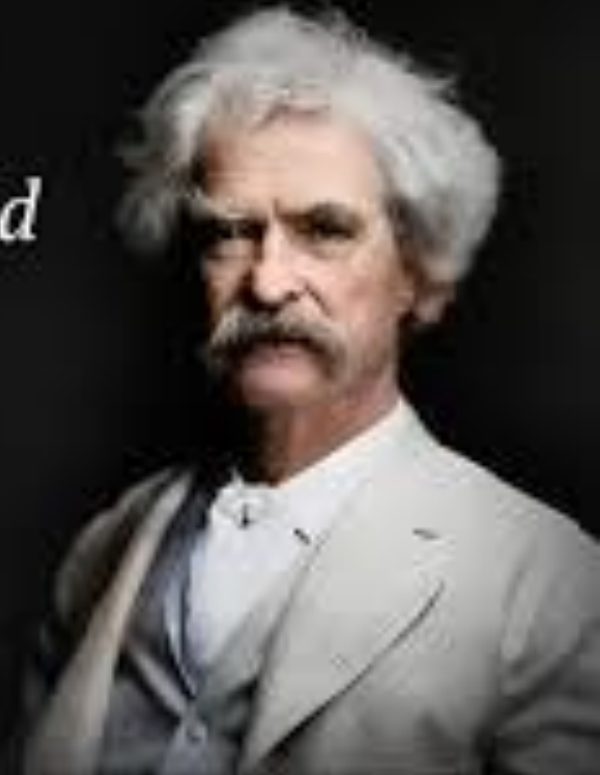


Now is the time for these Roadmapping tools!
New challenges, changes in funding sources available, new opportunities to Future-Proof your community

*The secret to getting ahead
is getting started.*

MARK TWAIN

American author and humorist, 1835-1910



*“The future interests me—
I’m going to spend the rest of
my life there.”*

- Mark Twain

*“The best way to predict
the future is to create it.”*

- Peter Drucker



Future Proof Communities

Challenges Facing Local Communities

Conditions & Economy

- Affordability
- Low-income barriers: housing, transportation, child care & health
- Rising unemployment, underemployment & precarious employment (gig economy)
- Extreme weather, heat & flooding
- Loss/change of jobs due to AI & automation
- Failing infrastructure
- Food deserts
- Aging



Policy and Funding

- ALICE & the Benefits Cliff
- Insufficient resources to meet challenges
- Funding mechanisms ill-suited to needs
- Systems & funding in silos
- Administrative burden & red tape
- Lack of local autonomy
- Policy barriers & abrupt shifts
- National political division & stalemate
- The rise of AI

Economic Development



Artificial Intelligence & Automation



Sustainability



Economic Mobility & Opportunity



Economic Development



- Attracting Businesses
- Creating Jobs
- Roads & Bridges
- Energy
- Downtown Revitalization
- Parks & Recreation
- Tourism, Arts & Culture
- Historic Preservation

Artificial Intelligence & Automation



- Local government adoption
- Entrepreneurship
- Jobs (created & lost)
- Data Centers & Energy
- Community Benefits
- Innovation Hubs
- Basic Income & Ownership Strategies

Sustainability



- Blight Removal
- Brownfields
- Pollution Reduction & Abatement
- Solar / Wind
- Water Quality
- Climate Resiliency
- Green Infrastructure
- Sustainable Buildings & Energy Efficiency

Economic Mobility & Opportunity



- Affordable Housing & Homeownership
- Child Care
- Transit
- Workforce Development
- Accessibility
- Services
- Food Access
- Youth Mentoring / Education

Economic Development



Artificial Intelligence & Automation



Future Proof Strategies

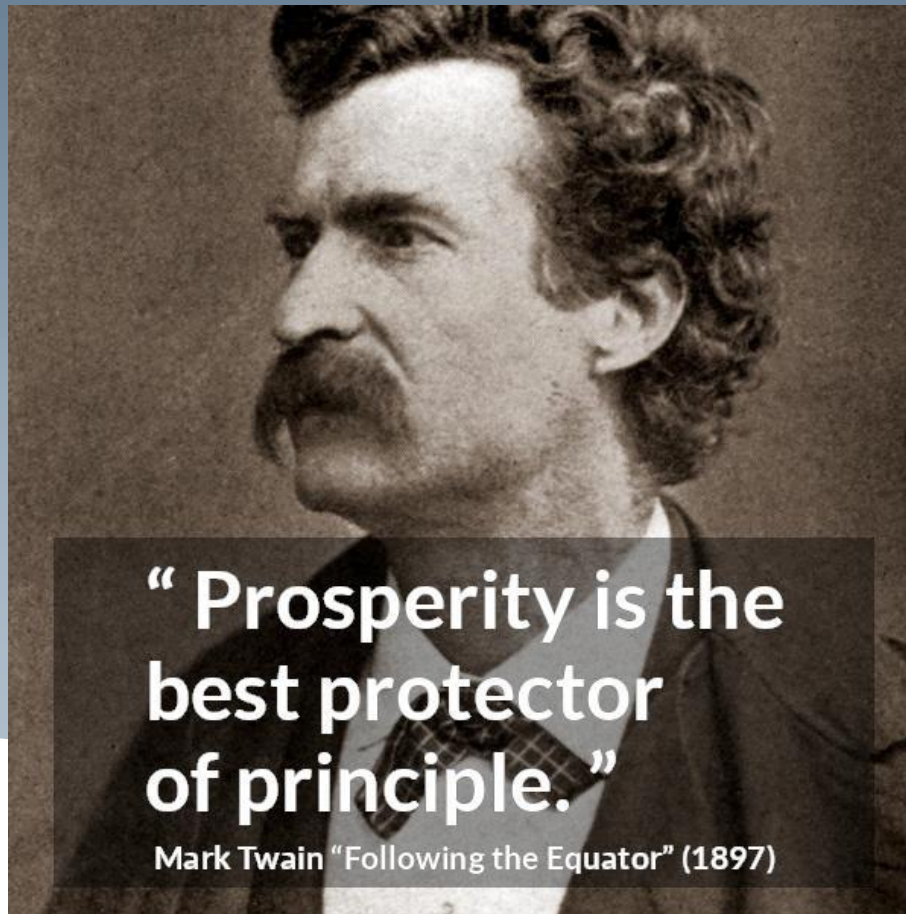
Sustainability



Economic Mobility & Opportunity



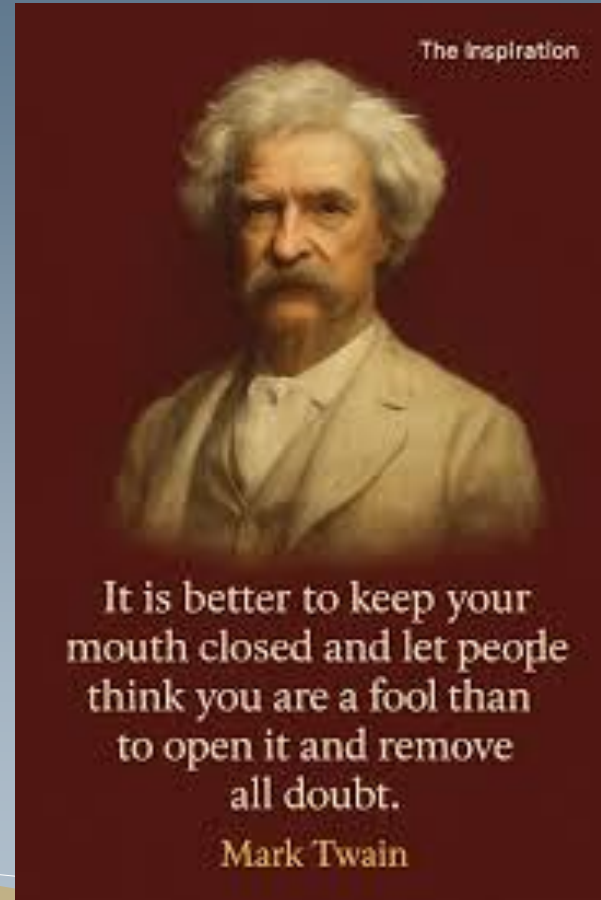
Forging a future that rhymes with the best of our history



**“ Prosperity is the
best protector
of principle. ”**

Mark Twain “Following the Equator” (1897)

Q&A / Discussion



Thank you!