



City of Reidsville, North Carolina - Depot District Community-Wide Assessment Grant EPA Brownfield Grant Application FY 2024

Narrative Information Sheet

1. Applicant Identification

City of Reidsville
230 W. Morehead Street
Reidsville, NC 27320

2. Funding Requested

a. **Assessment Grant Type:** Community-wide

b. **Federal Funds Requested**

i. **Requested Amount:** \$500,000

ii. **Federal Funds Requested Waiver:** Not Applicable

3. Location

City of Reidsville
Rockingham County
North Carolina

4. Target Area and Priority Site / Property Information:

Target Area	Depot District downtown Reidsville, NC
Census Tract / Census Block:	37157041200-3
Chase Packaging Corp. Cloth Bag Factory	103 North Harris St.
National Guard Armory	101 North Market Street
Census Tract / Census Block:	37157041200-4
Old Tobacco Processing Warehouse	111 East Morehead Street
Reidsville Laundry	103 / 111 SE Market Street
Reidsville Wholesale Grocery	201 SE Market Street
Lawsonville Ave. Elementary School	212 Lawsonville Ave.



5. Contacts

<p>a. Project Director Summer Woodard City Manager City of Reidsville (336) 349-1036 swoodard@reidsvillenc.gov Reidsville City Hall 230 W. Morehead Street Reidsville, NC 27320</p>	<p>c. Chief Executive/Highest Ranking Elected Official Donald Gorham Mayor City of Reidsville (336) 349-2300 dgorham@reidsvillenc.gov Reidsville City Hall 230 W. Morehead Street Reidsville, NC 27320</p>
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6. Population

14,583 based on April 1, 2020, United States (US) Census Bureau at www.census.gov

7. Other Factors Checklist

Other Factors	Page #
Community population is 10,000 or less	
The applicant is, or will assist, a federally recognized Indian tribe or United States territory.	
The priority brownfield site(s) is impacted by mine-scarred land.	
The priority site(s) is adjacent to a body of water (i.e., the border of the priority site(s) is contiguous or partially contiguous to the body of water or would be contiguous or partially contiguous with a body of water but for a street, road, or other public thoroughfare separating them).	
The priority site(s) is in a federally designated flood plain	
The reuse of the priority site(s) will facilitate renewable energy from wind, solar, or geothermal energy.	
The reuse of the priority site(s) will incorporate energy efficiency measures.	
The proposed project will improve local climate adaption/mitigation capacity and resilience to protect residents and community investments	3
30% or more of the overall project budget will be spent on eligible reuse planning activities for priority brownfield site(s) within the target area.	
The target area(s) is located within a community in which a coal-fired power plant has recently closed (2011 or later) or is closing.	1



Other EPA Considerations	Page #
fair distribution of funds between urban and non-urban areas.	
whether the applicant's jurisdiction is located within, or includes, a county experiencing " persistent poverty " where 20% or more of its population has lived in poverty over the past 30 years, as measured by the 1990 and 2000 decennial censuses and the most recent Small Area Income and Poverty Estimates.	4
the distribution of funds among EPA's ten Regions.	
whether the applicant has not previously been awarded a Brownfield Assessment Grant	
whether the applicant's the target area(s) is located within or includes a disadvantaged census tract according to CEJST.	4

8. Letter from the State or Tribal Environmental Authority

Attached letter from Jordan Thompson, Brownfields Project Manager, North Carolina Department of Environmental Quality (NCDEQ), Brownfields Redevelopment Section.

9. Releasing Copies of Applications

Not Applicable.



NORTH CAROLINA
Environmental Quality

October 26, 2023

ROY COOPER

Governor

ELIZABETH S. BISER

Secretary

MICHAEL SCOTT

Director

Summer Woodard
City Manager
City of Reidsville
230 W. Moorehead Street
Reidsville, NC 27320
swoodard@ci.reidsville.nc.us

Re: U.S. EPA Brownfields Community-Wide Assessment Grant – City of Reidsville

Dear Ms. Woodard,

The North Carolina Department of Environmental Quality (DEQ) Brownfields Redevelopment Section (BRS) acknowledges and supports the City of Reidsville's application for a U.S. EPA Brownfields Community-Wide Assessment Grant. We understand that your grant will focus on the Depot District area, with the primary goal being the development of new affordable housing, mixed use commercial properties, and the general support of the existing minority and low-income neighborhood within the Depot District. Revitalization of the area will be a wonderful success for this community and City of Reidsville.

The BRS offers technical project guidance to help ensure assessments conducted utilizing grant funds are in accordance with our program requirements throughout the life of your project. Coordination with the BRS is critical to ensuring that the assessments make efficient use of the federal funds awarded. The BRS can also assist with evaluating the benefits of entering specific properties into our State Brownfields Program through a brownfields agreement. A brownfields agreement outlines the controls needed to make the site safe for the intended reuse and is often a marketing tool for developers and instrumental in securing redevelopment financing. Additional tax incentives are also available upon completion of Brownfields redevelopment if completed in the State's Program.

We hope that the City is successfully awarded this grant, but we will continue to support you in your Brownfields redevelopment efforts whether a grant is awarded or not. We truly believe successful Brownfields projects can rejuvenate a community.

Sincerely,

Jordan Thompson
Brownfields Project Manager

ec: NCDEQ Brownfields Public Outreach Team



North Carolina Department of Environmental Quality | Division of Waste Management
217 West Jones Street | 1646 Mail Service Center | Raleigh, North Carolina 27699-1646
919.707.8200

1. Project Area Description and Plans for Revitalization (40 pts), 1.a. Target Area and Brownfields (20 pts): 1.a.i. Overview of Brownfield Challenges and Description of Target Area (5 pts):

The American Tobacco Company's Lucky Strike Factory (LSF) was the dominant economic driver for Reidsville and Rockingham County for over 100 years. Lucky Strike was the primary employer for Reidsville until the plant was sold in 1995 and the new owner downsized, eliminating over 1000 jobs. Reidsville has never recovered from this job loss and the additional job losses from the decline and closure of the many industrial and commercial businesses dependent on the plant and their employees. In early 2020 the plant closed for good, eliminating the 117 jobs that remained. The **Target Area** for this grant is the area that encompasses Reidsville historic industrial and downtown commercial areas known as the **Depot District**. Since 1995, the Depot District's industrial and commercial properties that previously provided commercial services, warehousing, manufacturing, and supplies in support of Lucky Strike and the adjacent residential areas have deteriorated, resulting in significant derelict, abandoned or underutilized properties. The deteriorating historic industrial properties have suspect environmental concerns based on their former uses and age. Like many old southern tobacco towns, the supporting industrial and commercial businesses and residential neighborhoods were located within walking distance of the plant. The derelict industrial properties are directly east and south of the plant, located along the east side of the railroad that runs adjacent to the downtown commercial district. Reidsville's downtown, with many abandoned commercial properties, is directly south of the plant and west of the railroad. Both downtown and the old industrial areas are surrounded by residential neighborhoods that are home to predominantly low- to moderate-income residents, with the historic Black residential area directly adjacent to the east of the old industrial area (east of the railroad). The **Target Area** includes approximately ten city blocks bounded by Scales St. to the west (Reidsville's main downtown commercial street); the closed Lucky Strike plant to the north; and the historic Black, low-income residential neighborhood to the east reaching to the former Lawson Avenue Elementary School. Lawsonville Ave. and Settle St. collectively form the southern boundary as they travel between the school and Market Square. Reidsville has worked for several decades to revive the Depot District and recently has attracted new investment in the LSF, but the core of the district and adjacent residential neighborhoods continue to suffer from decline, losing historic structures to neglect. The historically Black residential area consists of older, low-income single-family homes, a number of which have been abandoned and demolished over time, leaving a significant number of vacant lots. There is a lack of commercial services, food, and health care services in or near the neighborhood. The empty buildings and lots are a drain on Reidsville's tax base and resources. Further, Rockingham County has suffered from the 2012 closure of Duke Energy's Dan River Steam Plant, located 13 miles from Reidsville, and the 2014 collapse of a stormwater pipe beneath the plant's coal ash slurry impoundment that released up to an estimated 39,000 tons of ash and 27 million gallons of ash pond water into the Dan River. While cleanup work has been completed, the spill and loss of jobs reinforced negative perceptions of the community and have limited new development across the County.

1.a.ii. Description of the Priority Brownfield Site(s) (10 pts): The City has identified more than ten properties within the target area whose revitalization is critical to achieving the City's Vision as described in the Depot District Master Plan (2020). All the properties have historic, deteriorating, and underused structures. The six **priority Brownfield sites** highlighted in this section are original historic structures, built in the early 1900's and modified throughout the years. They likely contain lead-based paint (LBP) and asbestos-containing materials (ACM). The Target Area has known issues from past leaking Underground Storage Tanks (USTs)¹ and potential *recognized*

¹Climate and Economic Justice Screening Tool (CEJST), <https://screeningtool.geoplatform.gov/en/#3/33.47/-97.5>;
accessed 11/02/2023

environmental conditions including *solvents, volatile organics, and petroleum*, as well as other legacy environmental concerns. Environmental assessment is needed to identify issues and cleanup requirements for redevelopment. The former **National Guard Armory**, 101 North Market Street, constructed in 1936, 13,505 Square Feet (SF) is owned by Greer Recycling and the yard has been filled with piles of debris for several years. **Chase Packaging Corp. Cloth Bag Factory**, 103 North Harris St, constructed in 1925; 15,120 SF, multi-story with several out-buildings was a cloth bag manufacturing facility. It has been vacant for many years and is rapidly deteriorating. **Old Tobacco Processing Warehouse**, 111 East Morehead Street, constructed in 1920, 21,150 SF), previous manufacturing and warehouse uses. The former **Reidsville Laundry**, 103 SE Market St (constructed in 1890, 9,198 SF and currently vacant) and the attached 111 SE Market St (constructed in 1922, 4,600 SF). The entire structure is underutilized and due to its previous use as a large dry-cleaning facility there are potential impacts from chlorinated solvents. The former **Reidsville Wholesale Grocery**, 201 SE Market St, constructed in 1905, 10,492 SF is now empty and deteriorating, with an **attached warehouse** at 205 SE Market St constructed in 1984. The warehouse encompasses the property that held the former Allen Coal Company coal yard and a former wholesale bulk oil facility with accompanying gasoline and oil tanks. The former **Lawson Avenue Elementary School**, 212 Lawsonville Ave, constructed in 1936 with 1950's-era additions, is where the local residents' children were educated when the Depot District was thriving, and the population was much larger. No longer needed by the school district and now vacant, the City wants to redevelop the property as *a community kitchen / maker space to include a community garden and park*.

1.a.iii. Identifying Additional Sites (5 pts): Based on *community feedback* and input gathered via periodic canvassing of key partners and property owners, the Brownfield Inventory will be expanded and updated to identify sites, locations, basic attributes, and priorities as compared to redevelopment goals (see **Sect. 1.b**) *to sustain the current Black neighborhood* and bring *new businesses, jobs, and residents back to the core of Reidsville*.

1.b. Revitalization of the Target Area (10 pts): 1.b.i. Reuse Strategy and Alignment with Revitalization Plans (5 pts): Reidsville embarked on a *community master planning effort in 2020*, resulting in the *Depot District Master Plan*, which articulates a *Community Vision* for revitalization of Reidsville's Depot District and the adjacent residential neighborhood. The process included community meetings that solicited and obtained input from residents, local businesses, local developers, and community organizations. *Reidsville's Vision for the Depot District* is to *keep and support current residents* while *attracting new residents*, increase *diversity of residents*, especially *young families*, and to become a regional *destination for shopping, entertainment, and leisure activities*. To achieve this vision, Phase One of the plan will address the revitalization of the larger historic derelict commercial and industrial properties, identified as *priority sites*, that are key to jumpstarting economic investment, *bringing new businesses, jobs, and residents back to the core of Reidsville*. The community wants to revitalize and repurpose existing historic properties into mixed use commercial and residential uses, to include quality affordable housing. The redeveloped structures will provide quality spaces for new commercial businesses that will offer needed services, groceries, sundries, and restaurants. These services are necessary to establish a livable and vibrant downtown community by providing services within walking distance for current and new residents and the adjacent historic Black neighborhood. Redevelopment of the Depot District will include tree-lined streets and pedestrian-scaled blocks designed to encourage walking. Each street and block will consider pedestrians, bicyclists and cars

and new infill buildings will front the street to match the character of the existing historic structures.

1.b.ii. Outcomes and Benefits of Reuse Strategy (5 pts): The proposed outcomes and benefits of the reuse strategy will include the incremental realization of *Reidsville's long-sought redevelopment and revitalization*. Assessment and cleanup planning for these properties are essential for successful redevelopment of the historic downtown and to *maintain the viability* of the adjacent *historic Black and low-income neighborhoods*. Outcomes will include the *preservation and reuse of existing historic structures* and, where reuse is not possible, new structures will be built to maintain the *historic context of the Depot District and limit gentrification of the historic Black neighborhood*. Redevelopment will increase the *diversity of housing* options (multifamily, single family, affordable *housing for low-income and senior residents*, and starter homes for *young families*) in and adjacent to the Depot District and will attract new commercial businesses to provide *accessible and affordable services* such as groceries, retail, restaurants, health care, and entertainment venues that are needed to sustain current and future residents. This redevelopment will provide *economic opportunities* for current residents by *offering new jobs* while also attracting more *diverse and younger residents*. Redevelopment of property will *increase the property tax base and sales tax revenues* while property cleanup and rehabilitated structures will *reduce health risks* associated with leaking USTs and LBP and ACM. New and rehabilitated buildings will incorporate *energy efficient design* and resolve *stormwater runoff* and flooding issues in the Depot District, adding trees for shade, a community garden, park, and an *improved, more resilient urban environment for residents and pedestrians*.

1.c. Strategy for Leveraging Resources (10 pts): 1.c.i. Resources Needed for Site Reuse (5pts):

The City has implemented a multi-pronged approach to leverage resources to revitalize the Depot District properties. While the EPA Brownfields Grant funding for assessment and cleanup / reuse planning is a critical need for the eventual reuse of the priority sites, providing clarity for cleanup and revitalization needs, additional resources are needed to achieve the end goals. To that end, the City and their partners and collaborators have been aggressive and creative in establishing programs and incentives to encourage redevelopment of their downtown and the Depot District. Reidsville established an *Urban Redevelopment Zone (URZ)* that includes the Depot District and *offers tax incentives for new industrial, commercial, and multifamily residential development* within the URZ. Further, Reidsville established a *Historic District* and in 2021 received Main Street America's designation as an *accredited Main Street program*, positioning them for *additional grant funding for infrastructure improvements, building rehabilitation, and Historic Preservation tax credits*. The City works with partners, including the Reidsville Area Foundation and Reidsville Downtown Corporation, to *invest in public art and façade improvements* along Scales St and built a new Farmers' Market at Scales and Settles St to attract residents and regional visitors to the downtown area. The City's economic development staff creatively markets Reidsville to attract redevelopment, engage the community, and develop and execute projects to improve the Depot District. The City produced a series of YouTube videos that highlight downtown Reidsville, the Depot District, events, and community members to attract investments and new residents. As a *Tier 1 County*², Rockingham County and the City receive additional consideration from the NC Department of Commerce for *available state grant funding*, such as Downtown Development Funds and Building Reuse Grants, and NCDEQ Brownfields Redevelopment has offered assistance with finding additional resources to further redevelopment. The City is eligible to pursue and receive an array of State and Federal grant awards, including GoldenLEAF Infrastructure Grants to assist with economic investment that will create jobs in

² North Carolina Department of Commerce, 2023 County Development Tier Rankings
<https://www.nccommerce.com/grants-incentives/county-distress-rankings-tiers>

formerly tobacco-dependent, economically distressed areas and Community Development Block Grants.

1.c.ii. Use of Existing Infrastructure (5 pts): The Depot District redevelopment will utilize existing infrastructure, including roads, water, sewer, power and broadband currently serving the priority sites. The City oversees regular preventative maintenance of existing infrastructure to extend its useful life and at this time does not expect significant future capital investments.

2. Community Need and Community Engagement (40 Pts), 2.a. Community Need (25 pts):

2.a.i. The Community's Need for Funding (5 pts): The Target Area census tract (412) is identified as disadvantaged by the Climate and Economic Justice Screening Tool (CEJST)¹ meeting more *than one burden threshold*. They are at the 88th percentile (above 65th) for low income and at 23% (above 10%) for people ages 25 years or older with less than a high school diploma. The census track is an *Area of Persistent Poverty*³. For Reidsville, *persons in poverty is 28.5%* vs. US 11.5%, NC 12.8%⁴, median household income \$34,221 vs. US \$69,021 and NC \$60,516⁴ and only 48.9% of the population is in the workforce⁴. These conditions put pressure on Reidsville’s limited resources to halt the deterioration of the target area neighborhood and to address community’s needs. Further, Rockingham County is designated a *Tier 1 Distressed County² by the State of North Carolina in 2023*, ranking as the 33rd most economically distressed county out of 100 counties. This is a reflection of its poor ranking in adjusted per capita property tax base², lack of population growth from -2018-2021(1.11%)², low median household income and unemployment rate. Due to *scarce local funding, Reidsville struggles to invest in troubled properties and cannot* support assessment activities. Grant funding will help resolve environmental threats associated with contaminated properties and trigger new investment and revitalization of property that will help meet the community’s economic needs.

2.a.ii. Threats to Sensitive Populations (20 pts): (1) Health or Welfare of Sensitive Populations (5 pts): The target area census tract for this grant is home to a significant population of environmentally and socioeconomically sensitive residents. Population attributes and corresponding EJ Screen 2023 Socioeconomic Indicators for percentile in NC are 49% are people of color / 68th, 69% are low income / 93rd percentile, and 36% over age 64 / 94th percentile). The Supplemental Index percentiles from EJ Screen 2023 for the census block group indicate the target area population faces environmental and health threats as detailed in the EJ Screen 2023 table showing risks relative to the rest of NC and the US. The environmental conditions contributing to the community’s vulnerabilities are likely caused by deteriorating property conditions, and potential exposure risk from legacy UST’s, compounded by proximity to hazardous waste facilities. These facts combined with the community’s lower educational attainment and economic challenges described in the section above, exacerbate negative environmental, health and socioeconomic impacts on resident sensitive populations. This grant will help to advance cleanup and redevelopment of the deteriorating industrial and commercial properties in the Depot District, resulting in a reduction of the environmental and socioeconomic vulnerabilities.

EJ SCREEN 2023 Supplemental Indexes	Percentile	
	NC	US
Air Toxics Cancer Risk	96	94
Lead Paint	99	97
RMP Proximity	96	92
Hazardous Waste Proximity	98	91
Underground Storage Tanks	98	98

(2) Greater Than Normal Incidence of Disease and Adverse Health Conditions (5 pts): EJ Screen 2023 Health Indicators show the population in the target area census tract experience health burdens, including asthma and low life expectancy, as shown in the table below.

³ US Department of Transportation RAISE Discretionary Grants, <https://www.transportation.gov/RAISEgrants>; <https://maps.dot.gov/BTS/GrantProjectLocationVerification/>

⁴United States Census Bureau Quick Facts, American Community Survey (ACS), <https://www.census.gov/quickfacts/table/NC,reidsvillecitynorthcarolina,US/PST045222>.

⁵ EPA EJSCREEN Report (Version 2.2) for Census Block 37157041200-004), dated 11/02/2023.

The health conditions are aggravated by the environmental variables discussed above, especially respiratory hazards, air toxins, and lead paint, with the sensitive elderly population suffering greater effects. Assessment, cleanup, and redevelopment of the Depot District will resolve many environmental concerns caused by the deteriorating old industrial properties and legacy leaking USTs and provide improved access to basic services and greenspace.

Indicator	Percentile		
	NC	US	CEJST Burden
Asthma	92 th	84 th	89 th
Diabetes	94 th	90 th	94 th
Heart disease	76 ^h	84 th	86 th
Low life expectancy	96 th	96 th	96 th
Persons with Disabilities	98 th	97 th	N/A

(3) Environmental Justice (10 pts) 3.a. Identification of Environmental Justice Issues (5 pts):

The downsizing and eventual closure of the Lucky Strike Factory and the resultant loss of jobs and small businesses had a *disproportionate impact* on Reidsville’s *Black and elderly populations* concentrated in the Depot District and adjacent neighborhoods. The neighborhoods are directly adjacent to the industrial areas and closest to the legacy environmental contaminants. The *adjacent historic Black business district* (the Block) was completely razed, with all but one building gone, and businesses closed. This community experienced a secondary impact from the closure of other industrial, commercial, and retail businesses that thrived in the Depot District. Families depended on the economic opportunity these businesses offered to support homeownership and creation of generational wealth. As jobs were lost, residents left, resulting in a significant drop in population in the nearby low-income neighborhoods, leaving a disproportionately older and poorer population and fueling the cycle of deteriorating properties, declining property values and *poverty*. **3.b. Advancing Environmental Justice (5pts).** The assessment and revitalization planning for abandoned and derelict properties will help to *stabilize the historic Black neighborhood*, provide *assistance to residents to stay* in their homes, attract investments to establish businesses and basic services in the Depot District downtown area needed to *sustain the residential neighborhoods*, grow job opportunities and new housing opportunities, to *include needed affordable and multi-family housing*. Current low income, elderly, and people of color residents, who have long suffered the decline of the Depot District, will be provided a safer, healthier, and more walkable neighborhood and commercial district with needed services. Further, the assessment, cleanup, and redevelopment of property will *reduce or eliminate current environmental health threats* and over time contribute to improved health outcomes for residents.

2.b. Community Engagement (15 pts): 2.b.i. Project Involvement (5 pts) and 2.b.ii. Project Roles (5 pts):

The City of Reidsville has a very active downtown community, consisting of business leaders, elected officials, city staff, and various community organizations that are engaged with downtown development and improving the health and welfare of Reidsville and its residents. The key partners identified are committed to implementing the Depot District’s Masterplan Guiding Principles and understand brownfield assessment and reuse planning is a critical step to redeveloping the Depot District. The City’s Main Street Manager, Robin Yount, will lead Community Engagement efforts; provide community outreach and feedback especially with property owners and businesses; and community events that provide public information forums. **Reidsville Area Foundation:** Dawn Charaba, Executive Director, 501(c)3 that supports efforts around education, child health, and community development. To help with leveraging reuse resources and community outreach to residents. **Reidsville Chamber of Commerce:** Diane

Sawyer, President. Business advocate for Reidsville. To assist with outreach to property and business owners, provide input and assist with revitalization planning. **Annie Penn Hospital/Cone Health Network:** Stokes Ann Hunt, Foundation and Community Outreach Director, will support events to provide community outreach and feedback from residents. The Foundation funds community events and initiatives to support improving the health of the community. **PLS The Rock:** Ryan Young, Executive Director. Youth ministry, gym, and tutoring program that builds mental and physical health and supports school success. To provide community outreach and feedback from residents. **Fine Arts Festival Association of Rockingham County:** Debbie Moore, Executive Director. Supports the arts community. To assist with community outreach and communication. In addition to these key partners, the City will engage with interested developers and banks to obtain input, communicate the benefits of redeveloping downtown property, and engage with businesses, churches, and other community organizations within the downtown and adjacent neighborhoods to partner in the grant activities.

2.b.iii. Incorporating Community Input (5 pts): An extensive community engagement process was implemented as part of the Depot District Master Plan project. A Consultant team led the discussion with residents from within the district as well as other stakeholders. Two meetings were held virtually due to COVID-19. The participation was very strong and a key part in developing the plan. For this assessment project, the City will build on the recent outreach and maintain an emphasis and priority on communication and transparency with city residents and businesses. The City of Reidsville will utilize their existing community partnerships to *solicit feedback and communicate progress* while implementing the Assessment Grant. A variety of media and formats will be utilized since many residents do not have regular internet service or personal computers at home. In-person and virtual meetings will be conducted, hard copy printed materials (brochures, newsletters, etc.) will be placed throughout the Depot District at local businesses and civic organizations/offices, and electronic communication will be disseminated using the City's website, existing social media platforms, and email listserves. To support widespread awareness of the project and generate business/property owner interest, the City will discuss the grant at monthly Chamber of Commerce coffee meetings and other community events and meetings. For general community engagement, the City will participate at social and community events and places, such as the Farmers' Market and City-sponsored "Summertime Parties". Updates will be posted on the Economic Development Department webpage⁶ and as well as occasional YouTube videos focused on the grant progress. The use of a variety of formats for meeting and sharing information will maximize opportunities for engagement.

3. Task Descriptions, Cost Estimates, and Measuring Progress (45 pts): 3.a. Description of Tasks/Activities and Outputs:(25 pts) 3.a.i. Project Implementation (10 pts):

Task 1, Grant / Project Management: The City Manager will directly manage the grant implementation and administration during the period of performance (POP) with support from other staff as noted. Subtasks will include: **1a)** Prepare and negotiate a cooperative agreement and project work plan with EPA. *(non EPA funded)* **1b)** Procure Environmental Consultant Services (ECS) and Disadvantaged Business Enterprise (DBE), issue RFQ, interview top proposers, select and award contracts. *(non EPA funded)* **1c)** Quarterly reporting to EPA (per 2 CFR 200.328) to include reports and ACRES updates. The ECS and DBE prepare draft reports for City to review and finalize. **1d)** Final closeout report to EPA. DBE, with ECS input prepares draft report for City to review. **1e)** Management and financial reporting to City Council & Mayor throughout grant POP. **1f)** Project Director attends National Conference and regional Brownfield Grant training. **Task**

⁶City of Reidsville, Economic Development website. <https://www.rockitinreidsville.com/>

2, Community Outreach and Brownfield Site Inventory: The City will engage stakeholders in all aspects of the grant and utilize engagement to further develop and add to the Brownfield Site Inventory and share progress on assessments and revitalization goals. ECS will prepare information and participate in meetings and the DBE will produce communication materials, assist with meeting organization, note taking, and display setup. Subtasks will include: **2a)** Develop a Community Involvement Plan (CIP) for the Depot District and the Reidsville community at-large. **2b)** Develop communication materials for use across multiple formats, includes website, newsletters, outreach and feedback materials for distribution and presentation materials for meetings/events and community displays. **2c)** Conduct kick-off meeting and launch communication with key partners and Depot District residential neighborhoods. Assume multiple formats; in-person, virtual, and displays for public areas. **2d)** Conduct periodic community meetings / events to share grant progress and solicit feedback, issue quarterly newsletters, and update website. **Task 3, Phase I and Phase II Environmental Site Assessments (ESAs) and ACM/LBP Surveys:** The ECS will perform ESAs and ACM/LPB surveys and develop related project documentation for priority sites and other sites added to the Inventory and prioritized by community partners. The ECS will lead this effort. The City will assist with access agreements and perform oversight of all tasks. Subtasks will include: **3a)** Conduct Phase I ESAs in accordance with ASTM 1527-21 and the EPA’s All Appropriate Inquiries (AAI) Rule (70FR66070) for priority sites and other sites as identified. Includes obtaining access agreements from private property owners. **3b)** Prepare a Generic Quality Assurance Project Plan (QAPP). **3c)** Conduct Phase II ESAs in accordance with ASTM 1903-19 as need is identified from Phase I ESA effort. Prepare Site-Specific QAPPs (SSQAPP) and Health & Safety Plans (HASPs) prior to the start of Phase II ESA activity. **3d)** ACM and LBP surveys will be conducted for properties constructed prior to 1970. **Task 4, Revitalization Planning:** The City, with ECS and other professional support, will work with property owners and other community partners to develop revitalization plans that meet the vision, goals and objectives of Depot District Master Plan. Subtasks will include: **4a)** Perform Revitalization Planning, such as Market Studies and Resource Roadmaps per EPA suggested eligible activities to help advance the Depot District Master Plan. (non-EPA funded) **4b)** The ECS will prepare Analysis of Brownfield Cleanup Alternatives (ABCAs) to be utilized for property revitalization planning.

i. Task / Implementation	iii. Anticipated Project Schedule (5pts)	iv. Lead (5pts)	v. Outputs (5pts)
Task 1 - Grant / Project Management			
1a) EPA contract	Complete 60 days	City	EPA contract agreement and work plan
1b) Procure contractors	Complete 120 days	City	ECS and DBE contracts
1c) Reporting	Quarterly for POP	City	Progress reports (16) and ACRES updates
1d) Final Report	End of grant POP	City	Final report to EPA
1e) Internal Management	Throughout POP	City	Internal reports & presentations, not charged to grant.
1f) Training	As scheduled	City	Training for Brownfields Program staff
Task 2 – Community Outreach and Brownfield Site Inventory			

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2a) CIP planning	Complete at 150 days, plus updates	City	Community Involvement Plan
2b) Communication materials	Start at 150 days and continue through grant POP	City	Newsletter templates, Brownfield Program website, brochures, flyers, and posters, You Tube videos.
2c) Kick-off	Complete at 180 days	City	Meeting materials, Meeting in person with virtual option. Participant #s, community feedback
2d) Communications & meetings	Start at 270 days, then quarterly for POP	City	Issue newsletters (12), hold meetings and alternative events / activities (8), Participant #, community feedback
2e) Identify Additional Sites, expand Inventory	Start at 150 days through grant POP	ECS	Criteria and method for prioritizing sites. Brownfield Inventory listing sites and key attributes & criteria for inclusion in the Inventory.
Task 3 – Phase I and Phase II Assessments and ACM/LBP Surveys			
3a) Phase I ESA	Start 180 days, Complete end year 2	ECS	Access Agreements, Phase I ESA Reports (6) Building SF and acres assessed.
3b) Generic QAPP	Start 180 days, complete 270 days	ECS	EPA / NC DEQ Approved QAPP
3c) Phase II ESA	Start 12 months, Complete 33 months	ECS	Phase II ESA Reports (6) Building SF and acres assessed
3d) ACM surveys	Start 12 months, Complete 30 months	ECS	ACM & LBP Surveys / Assessments (5)
Task 4 – Revitalization Planning			
4a) Revitalization Planning	Start 24 months, complete end of grant POP	City	Property owner meetings to discuss property revitalization, Market Studies, Resource Roadmaps
4b) ACBAs	Start 18 months, complete 33 months	ECS	ACBAs ready for use. (4)

3.b. Cost Estimates (15 pts)

Budget Categories	Project Tasks (\$)				
	Grant/Project Management	Community Outreach & Brownfield Site Inventory	Phase I & II Assessments, ACM/LBP Surveys	Revitalization Planning	Total
Personnel	In-Kind	In-Kind		In-Kind	0
Travel	2,500				2,500
Supplies		2,760			2,760
Contractual	31,300	36,440	397,000	30,000	494,740
Total Budget	33,800	39,200	397,000	30,000	500,000

Cost assumptions and other supporting information: The City’s staff effort for this grant is considered In-Kind cost as they are part of normal City operations. Costs are based on actual effort

for similar work per current rates charged by regional environmental consultants. Assume ECS average rate is \$125 per hour and DBE average rate is \$80 per hour. Grant period of performance is 4 years.

Task 1: Grant and Project Management costs total \$33,800. Assume \$1,750 X 16 = \$28,000 for ECS effort to develop quarterly reporting to EPA, NCDEQ and ACRES and \$3,300 divided between the ECS and DBE to produce final report for publication to the community and EPA. Cost for City's travel is based on GSA 2024 standard per diem rates and current travel costs: Brownfields National Conference with registration \$300, air travel \$750, hotel (\$107 X 3), M&IE (\$59 X 3), mileage & parking (\$100) for estimated \$1,648. And one Grantee Workshop in EPA Region 4, hotel (\$107 X 2), M&IE (\$59 X 2), mileage (\$500) for estimated \$832. Total travel estimate rounded to \$2,500.

Task 2: Community Outreach and Brownfield Inventory estimated costs total \$39,200. Cost assumptions: CIP preparation ECS = \$3,200. DBE effort 20 hours (hrs) per year for 4 years to prepare materials = \$6,400; provide supplies for meetings & outreach, \$2,760 Kick-off meeting ECS effort is 4 hrs = \$500; DBE is 4 hrs = \$320. Communications: Prepare Newsletters & communications 3 times per year: ECS 3 hrs, 12 times = \$4,500. DBE 8 hrs, 12 times = \$7,680, Prepare presentations / displays and attend meetings / events 2 times per year. ECS 4 hrs, 8 times = \$4,000. DBE 6 hrs, 8 times = \$3,840. Expand Inventory ECS 60 hrs = \$6,000

Task 3: Phase I and Phase II ESA cost (\$397,000) is based on actual cost incurred on similar properties based on size, complexity, and expected contaminants. Phase I ESAs include property access agreements for privately owned properties. It is assumed six Phase I ESAs at \$5,000 average cost, most properties have complex history = \$30,000. Generic QAPP development for Phase II ESAs = \$8,000. Assume six Phase II ESAs to include HASP and SSQAPP, cost will range from \$25,000 to \$75,000, assume budget = \$319,000. Assume five ACM and LBP assessments will be required for properties due to age at \$8,000 = \$40,000.

Task 4: Revitalization Planning (\$30,000). Market studies and other reports will be produced by City staff with support from appropriate contracted professionals In-Kind. The ECS will prepare four ABCAs, cost is \$7,500 to \$10,000 each, estimate total \$30,000.

3.c. Plan to Measure and Evaluate Environmental Progress and Results (5 Pts): The expected **outputs** are listed in the Task and Activities Table above. The resulting **outcomes** are discussed in **Section 1.b.ii**. Baseline output and outcome quantities and qualitative measures with a performance schedule will be established in the project work plan. A baseline performance summary plan will be derived from the work plan to share with community partners, residents, City management and elected leaders. The City will work with the ECS to develop a detailed tracking system that will be updated monthly. The outputs and outcomes, including quantity of deliverables, cost, and schedule performance, will be **tracked for each property** as work is accomplished and reported to the EPA via quarterly progress reports and entries into ACRES. Outcomes will lag the grant performance period and the Project Director with support from Community Development will continue to track and report property cleanup / remediation actions, new businesses established, number of jobs created, number and type of new residential units, building dollars invested by property owners, and new buildings constructed. These accomplishments will be shared with the community and input in ACRES.

4. Programmatic Capability and Past Performance (35 pts), 4.a. Programmatic Capability (20 pts): 4.a.i. Organizational Capacity (5 pts), a.ii. Organizational Structure (5 pts), a.iii. Description of Key Staff (5 pts): Reidsville has the programmatic capability to successfully

administer the grant and oversee the technical work scope. The Grant will be managed by the City Manager, with support from the Community Planning Department and the Finance Department. The *Project Director for this grant is Reidsville City Manager, Summer Woodard*. Other key personnel include *Chris Phillips, Assistant City Manager of Administration*, who oversees the *City's Finance Department*, which includes oversight of all accounting and fixed assets records, investment of funds, collection and disbursement processes, billing for services, administration of budgets, and procurement. Mr. Phillips is responsible for city-wide compliance with financial policies, procedures, and internal controls. The Finance Department has won the prestigious *Certificate of Achievement for Excellence in Financial Reporting* from the Government Finance Officers Association for over two decades. The City's *Community Development Director, Jason Hardin*, will provide support for revitalization planning and historic preservation. And *Robin Yount, the City's Downtown Main Street Manager* will lead and support the community engagement effort.

4.a.iv. Acquiring Additional Resources (5 pts): Reidsville has a procurement process in place to obtain the services of qualified professionals when needed. The procurement process includes the development of a Request for Qualifications that is published in the local newspaper, posted on the City's website and through North Carolina's statewide procurement notification system. The City will convene a panel review of all submitted qualifications packets, conduct candidate/firm interviews if appropriate and engage in subsequent contract negotiations with the selected firm. Contracts are approved by the City of Reidsville's 7-member elected City Council.

4.b. Past Performance and Accomplishments. 4.b.ii. Has Not Received an EPA Brownfields Grant but has Received Other Federal or Non-Federal Assistance Agreements (15 points):

1. Purpose and Accomplishments (5 pts) and 2. Compliance with Grant Requirements (10 pts):

The City of Reidsville staff has extensive experience in administering Federal, State, and local grants of similar size and complexity to the EPA grant being applied for, and at any given time averages 3-4 active grants for a variety of projects. Recent examples include:

US Department of Homeland Security FEMA Disaster Assistance, Tropical Storm Michael.

\$221,595 (\$166,196 Federal and \$55,399 State) in grant funding provided in 2019-2020 fiscal year, was used to clear several hundred trees destroyed by the tropical storm and clear city roadways of storm-related debris. Approximately 12,475 cubic yards of debris were removed, and 2,056 employee hours expended. The grant included record keeping and reporting of employee hours and use of equipment. All compliance and reporting requirements were successfully met.

North Carolina Department of Transportation, Powell Bill Program.

Approximately \$400,000 in grant funding is provided annually. Powell Bill funds are distributed by the state annually to municipalities based on the number of miles of roads that are maintained within the City. Work orders are required to include employee hours and equipment assigned, with equipment charged out using a state-approved rate sheet. The City maintained 90 miles of roadway with grant funds. Monthly and annual reports are required, and all compliance and reporting requirements have been successfully met.

US Department of the Treasury CARES Act.

\$328,551 in federal grant funds were provided to the City in fiscal year 2020-2021 to support Reidsville's COVID-19 pandemic response. The funds were used to pay salaries for public safety employees performing essential public safety duties and required monthly reporting on specially designed forms. All compliance and reporting requirements have been successfully met.

Threshold Criteria Responses (Attachment)

1. Applicant Eligibility

City of Reidsville, North Carolina is the lead entity for this EPA Brownfield grant application, the City is the local government for the property included in this community-wide assessment grant as defined by 2 CFR § 200.64.

2. Description of Community Involvement

The City of Reidsville conducted a Community Master Planning effort for the Depot District that included two virtual (due to COVID-19) community meetings where input was solicited and received to develop a Vision, Principals, desired outcomes, and strategies for achieving their Vision for revitalizing the Depot District. This plan identifies specific target areas, priority properties for revitalization and specific concepts and options for redevelopment. Further, the City's Economic Development Director has worked with various community members to develop a series of You Tube videos to highlight Reidsville, the Depot District, accomplishments to date and plans for the future. These videos are posted to the City's website for public viewing.

As part of the Depot District Master Planning exercise, regional commercial real estate developers' input was solicited. Approximately 14 developers provided input via a development forum in November 2020 as well as specific interviews.

A major community-wide celebration was held over multiple days, from November 3 through November 5, 2022, that included tours of the Lucky Strike Facility (LSF) and presentations by the new developers regarding their plans for redeveloping the LSF and new economic opportunities and jobs.

For this assessment project, the City will build on the recent outreach and maintain an emphasis and priority on communication and transparency with city residents and businesses. The City of Reidsville will utilize their existing community partnerships to solicit feedback and communicate progress while implementing the Assessment Grant. A variety of media and formats will be utilized since many residents do not have regular internet service or personal computers at home. In-person and virtual meetings will be conducted, hard copy printed materials (brochures, newsletters, etc.) will be placed throughout the Depot District at local businesses and civic organizations/offices, and electronic communication will be disseminated using the City's website, existing social media platforms, and email listserves. To support widespread awareness of the project and generate business/property owner interest, the City will discuss the grant at monthly Chamber of Commerce coffee meetings and other community events and meetings. For general community engagement, the City will participate at social and community events and places, both indoor and outdoor, such as the Farmers' Market and City-sponsored "Summertime Parties". Updates will be posted on the Economic Development Department webpage⁶ and as well as occasional YouTube videos focused on the grant progress. The use of a variety of formats for meeting and sharing information will provide social distancing alternatives and respect personal preferences related to COVID-19 precautions.

3. Expenditure of Existing Grant Funds

The City of Reidsville has never received an EPA Brownfields Assessment Grant.

4. Contractors and Named Subrecipients

The City of Reidsville has not procured or named any subcontractors or subrecipients.