Brownfields to Healthfields: Making a Visible Difference

for the
Florida Brownfields Association Annual Conference

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Melanie Kendrick – Pasco County
Richard Dames – Central Florida Health Care
Tim Polk – City of Bradenton
"Healthfields" refers to the transformation of Brownfields Sites into viable projects that improve access to health and healthcare of the community through brownfields redevelopment, principals, tools and resources.

**Multiple Improvements:**

- Remove Blight and Unsafe Buildings
- Clean Up Contamination in Overburdened Communities
- Create Jobs
- Improve Health/Address Environmental Justice
- Opportunity of Equitable Community Driven Redevelopment
Why Healthfields?
Address Health Disparities and Provide Health & Healthcare in Underserved Communities – Health Zone 1, City of Jacksonville

Many Brownfields Communities Suffer Disproportionate Numbers of Health Disparities

Health Zone 1 has the highest rates of:

> Infant mortality

> Heart disease mortality

> Asthma-related emergency room visits

> Emergency room visits related to uncontrolled diabetes

> Need for Fresh Food and Health Care is Paramount

** Information provided by SKEO Solutions**
Why Healthfields?
Disparities in Access are also Common, Especially among African-Americans, Hispanics and Low-Income

Poor people had worse access to care than high-income people for 89% of measures

...the more impoverished a neighborhood, the fewer the number of independent or chain supermarkets and the less access to fresh fruits, vegetables, low-fat milk, high-fiber foods, and other healthy meal and snack options. (The intersection of neighborhood racial segregation, poverty, and urbanity and its impact on food store availability in the United States - Bower, Thorpe Jr., Rohde, Gaskin, 2014)

10 of the 20 fastest growing occupations are healthcare related. (Department of Labor)

Aging population increases medical demand

> 78 million post WWII baby boomers are now turning 65, the youngest will be 65 in 2029

> Those over 65 have three times as many office visits per year
Why Healthfields?
Healthfields Redevelopment Provides a Wide Range of Redevelopment Opportunities / Benefits

Health Care
> Community-Based Health Clinics
> Federally Qualified Health Centers
> Hospitals
> Vision Care
> Dental Care
> Urgent Care
> Health Related Industry

Open-Space/Green-Space

Access to Healthy Food Choices
> Grocery
> Community Gardens (on Safe Sites / Safe Practices)

Address Food Desert Issues
> Healthy Food Choices
Brownfields to Healthfields

Health Impact Assessment: A Tool to Reduce Health Disparities through Brownfield Redevelopment

Community Partners
Miles Ballogg – Cardno, Inc.
Melanie Kendrick – Pasco County
Cheryl A. Pollock – Premier Community HealthCare Group, Inc.
Sandra Whitehead – NACCHO
Lacoochee Community & Health Center

Challenges

- No Access to Healthcare
- Former Borrow Pit/Sinkhole Geology
- Former Dump Area
- Metals and Petroleum Contamination
- Environmental Justice – Highest Concentration of Hispanic and African-American Population

Tools

- Community Partnership
- Withlacoochee Regional Electric Cooperative
- Over $2 million in State Appropriations and Private Funding
- Pasco County Brownfields Assessment Grant
  - Phase I & II ESAs, Geotechnical Reports
- HRSA Change in Scope
- Health Impact Assessment – Demonstrating Need

Health Center Grand Opening
3/25/15
Pasco County; LTT Area
What is a Health Impact Assessment?

“A systematic process that uses an array of data sources, analytic methods, and input from stakeholders to determine the potential effects of a proposed policy, plan, program, or project on the health of a population and the distribution of those effects within a population”

- National Research Council
Six Phases of an HIA

1. Screening
2. Scoping
3. Assessment
4. Recommendation
5. Reporting
6. Evaluation/Monitoring
Pasco County – BOCC awarded Brownfield grant

Funds used to conduct forty-four Phase I and sixteen Phase II environmental site assessments; cleanup, public health monitoring, and community outreach (HIA)

Focused on health impacts resulting from the redevelopment and reuse of a brownfield site in unincorporated northwestern Pasco County, Florida

Site now includes a 12,000 sq ft community center

HIA addresses monitoring of predicted health effects: fresh foods, mobility, crime, safety, housing and economic development
Summary of Recommendations

Policy and language changes to Brownfield Redevelopment policy to assess possible health impacts as part of redevelopment planning

Pasco County pursue further assessment funding

Incentivize a grocery store or assist Dollar General in the sale of fresh food items

Install a primary care clinic operating 5 days a week in the community center

Continue to engage citizens on issues relating to housing quality, walkability, transportation and creating economic opportunities

Perform additional HIA work in the area
Project Highlights

Focused on health impacts resulting from the redevelopment and reuse of a brownfield site in unincorporated northwestern Pasco County, Florida

Pasco County – BOCC awarded Brownfield grant

Funds used to conduct forty-four Phase I and sixteen Phase II environmental site assessments; cleanup, public health monitoring, and community outreach (HIA)
Results
Results
Lacoochee Plan

Lacoochee-Trilby-Trilacoochee Transformation Plan

A Choice Neighborhoods Initiative

Transforming Lives in a Community of Choice
Central Florida Healthcare, Mulberry, FL
Brownfields to Public Health Success

Challenges

> Medically Underserved Community in Polk County, Florida to healthcare on Brownfields sites

> Numerous Abandoned Petroleum sites and Mined Lands within the City

> Funding for Assessment Remediation and Redevelopment

> Nearest Hospitals or clinics 9.8 miles and 12.01 miles

> Limited or no transportation in the City limiting access to Healthcare

Community Partners
Ann Claussen – Central Florida Health Care
Jennifer Codo-Salisbury – Central Florida Regional Planning Council
Rick Johnson – City of Mulberry
Central Florida Healthcare, Mulberry, FL

Brownfields to Public Health Success

Tools

> USDA Community Visioning

> CFRPC – Brownfields Assessment Grant

> Donation of City Land

> HHS - HRSA Planning Grant

> EPA - Brownfields Assessment Grant
  
  – Outreach, Reuse Planning & Phase I & II ESA

> HHS- HRSA School-Based Grant

> HHS- HRSA New Access Point Results

Health Center Grand Opening
4/8/15
Central Florida Healthcare, Mulberry, FL

Brownfields to Public Health Success

Results

> Community Based Healthcare in Rural Underserved Community

> Affordable and Quality Care for all

> Reducing health disparities

Health Center Grand Opening
4/8/15
Everything you need under one roof!

- Primary Medical Care
- In house X-Ray & Laboratory
- In house Community Pharmacy - 340 B Discount Program
- Pediatric Dental Services

CFHC is committed to enhance the quality of care and patient outcomes, and improve access to care within the community.
Brownfields to Healthfields Partnership with HRSA and EPA
Brownfield Before
CONSTRUCTION IN THE WORKS
Community Pharmacy in Mulberry
## Dental Budget for Mulberry

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<td>Dental Equipment &amp; Renovations</td>
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First Look Inside for Community
Back To School Health Fair 2015
Mulberry Staff
From Concept To Reality

Building for a Healthier Future for Mulberry Florida
Key Partnerships
CFHC Partnership Journey Mulberry Healthfield

• The City of Mulberry
  ✓ Donation of land
• Central Florida Regional Planning Council / CardnoTBE
  ✓ Environmental Phase 1 and Assistance with Needs Assessment
• CDC and EPA
  ✓ Technical Assistance
• Health Resources Services Administration Funding
  ✓ Planning Grant School
  ✓ Based Health Center Capital Development Grant
  ✓ New Access Point Grant
• TD Bank
  ✓ Community Development Project Funding
• Polk County Board of Education
  ✓ Mulberry Schools
Brownfields to Healthfields: Mulberry, Florida

https://www.youtube.com/watch?v=sqri_PW_s3I
Bradenton Fresh Food
“Brownfields to Grocery Store”
Since 2008, the CCRA has actively been working to bring an urban grocery store and retail plaza to the CCRA to ensure easy access to fresh foods. In June 2012, the CCRA project developer secured Save-A-Lot as the anchor grocery tenant for the project. In September 2012, the CCRA Board unanimously approved the name, The Minnie L. Rogers Plaza and Retail Center, which was unanimously chosen by the Ad Hoc Committee to honor community matriarch, Minnie L. Rogers. There will be 16,000 square feet of fresh grocery goods and 9,600 square feet of retail shops.
On April, 2010 a Request For Proposal (RFP) was issued for the development of an Urban Format Grocery Store in the Central Community Redevelopment Area. The City of Bradenton was wishing to see a Developer to develop approximately 3,489 acres of Urban Commercial Corridor (UCC) zoned real estate with an urban format grocery store.
The CCRA and partner agencies have invested over $1.4 million in three street improvement projects in the major corridors of the development district that this parcel rests in. The three largest non-governmental employers (Tropicana Projects with 1,600 employees; Bealls, Inc. with 1,550 employees; and Manatee Memorial Hospital with 1,500 employees) are located less than a mile from the site or just over a mile away.
Urban Format Grocery Store Requirements

Urban format grocery stores are built mostly in transit served, walkable neighborhoods and often where new urban development has occurred or about to take place. This 3+ acre site fits that distinction, a significant amount of residential redevelopment has happened known as “Bradenton Village” through HUD’s HOPE VI program working with Bradenton Housing Authority. The recently opened G.D. Rogers Garden Elementary School is a “state of the art” LEEDS certified development which complements the housing development. Urban format grocery stores usually are built to the sidewalk with doors to accommodate pedestrian access from the street as well as the parking lot which is normally located in the rear of the store.
The parcel number of this site, located at 201 13th Avenue West, Bradenton, FL 34205 is 43425.0080/9. The site is owned by the Central Community Redevelopment Agency.

This site is triangular in configuration and is approximately 151,000 square feet. There are 459 feet of frontage on US 301 to the east, 790 feet along the CSX rail line that forms the hypotenuse of the triangle, and 649 feet of frontage on 13th Avenue West to the north.
Site Development & Approvals

• The development will include a 16,000 foot grocery store that provides healthy food alternatives to the area residents.
• An additional 10,000 to 16,000 feet of retail space will be built and occupied by national tenants.
• Possible tenants may include financial, dry cleaning, medical, professional, pharmacy and restaurant services.
• All tenants will serve in the community in productive and positive way.
• The group will work with the CRA, the City, the tenant, and all parties to maximize its use of community programs and development initiatives so to provide economic benefit to the residents of the city.
• The timeline from the commencement to opening should be completed in 12 months.
• Phase I was completed December 2011.
• Phase II was completed April 2012.
Development

The development – which includes new construction and leasing of a 25,000 to 30,000 foot retail center on 3.1 acres of land - is designed to achieve the following four objectives:

• Establishing healthy affordable fresh and whole foods to an area that lacks alternatives. The grocer will serve as a fantastic alternative for a quick bite from downtown as well as complete shopping for the surrounding areas.

• Creating New Jobs the area – the project will create 73 new jobs, 28 of them full-time, in the retail, food service and professional services sectors.

• Creating New Business Opportunities for the community – the project generates $5.9 million in new business contracting opportunities over its first 3 years of operations, much of which will benefit local, micro and minority-owned businesses through a targeted outreach program.

• Redeveloping Communities – the project will reduce the disproportionate vacant land in the area, and increase the tax base for the City and the State.
Proposed Site
The Endeavour Corporation is a full service developer that pursues many urban and rural real estate projects that other firms may shy away from due to the complexity of the financing.

Endeavour has developed multiple real estate projects in markets across the country including grocery store anchored centers, retail centers and malls, office buildings and industrial and factories.

The Endeavour Corporation is expertly skilled at deal structuring, local and national political navigation, non-traditional financing and community vision.

Next Steps/Questions
Thank You!

Questions?

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