

Brownfields Promo Script:

VO: California has vast amounts of underutilized land - land that's not being used because it's contaminated with toxic materials and chemicals. Known as Brownfields, DTSC is committed to returning these polluted properties into productive use.

By doing clean-ups, removing the toxins from the environment and redeveloping the land, DTSC is working to improve the quality of life in affected communities.

Barbara Cook SOT:

It's a fabulous program. We have reinvented the cities. We have major redevelopment going on here even during a down economic turn. We still have projects moving forward.

There are about 100,000 brownfields throughout the golden state. - Sites that could eventually be redeveloped into homes, malls, retail - or left as green open space.

Stewart Black SOT:

And it's much more efficient to develop these brownfields and leave our greensfields for the natural environment and for habitat for endangered species that we have around the area.

Green open space creates visions of California's nature and beauty including its agricultural land and mountains. But Brownfields bring to mind abandoned industrial sites, contaminated by hazardous waste. In other words, waste land and wasted opportunities.

VO: Brownfields properties often are passed over for redevelopment and sit unused because of the unknown of the contamination, the high cost of cleaning up the site or liability concerns. But DTSC can help.

Maziar Movassaghi SOT (on cam):

We encourage property owners, redevelopment agencies, community organizations to talk with us about their vision about their property, because we have tools available that while protective of the public health and the environment can fill in funding gaps, liability gaps to make sure project can move forward for us to remove the shroud of mystery for a brownfields.

VO: DTSC has years of success and expertise at cleaning up brownfields. The department has successfully converted thousands of brownfields into useful sites.

Santa Clara's Rivermark development, for instance, which is home to a master-planned urban village, came from the historic Agnews Developmental center that had left behind lead, pesticides and solvents.

In East Oakland, DTSC removed waste from a brownfields property and helped Habitat for Humanity create home ownership opportunities for low-income families.

In Emeryville, a former steel manufacturing site now boasts the home furnishings store IKEA. This brownfields project created about 300 permanent jobs for the local community.

Maziar Movassaghi SOT:

For every dollar that gets spend cleaning up a brownfields, an additional 7 Dollars of economic activity is generated within five miles of that brownfields site. So redevelopment of a site is not just containing its site, it has a positive spillover effect in its immediate surrounding area.

Fred Blackwell SF Redevelopment Agency SOT:

The notion being able to use these resources to transform previously contaminated sites into open space, into affordable housing opportunities, into park space is really astounding.

VO: But there is more work to be done, and DTSC is continuing to protect public health and the environment from toxic harm, now and in the future.

For more information on DTSC's brownfields program go to site cleanup at www.dtsc.ca.gov.