

DRAFT
Survey of Buyers of Brownfield Properties
Proposal Outline
5/4/2017

In concept, the acquisition and redevelopment of a brownfield site can have many advantages over greenfield development, for investors, developers and end-users seeking a return on investment or which have a new requirement for locating its operations. Some of the stated reasons given anecdotally by the buyers of RACER Trust properties have included:

- Location
- Business climate (e.g., tax, regulation, etc.)
- Availability of non-discretionary public financial incentives (e.g., TIF, foreign trade zone, new markets tax credits, etc.)
- Stability/sophistication/capacity of local government
- Availability/cost of municipal services (e.g., public safety, public works, etc.)
- Access to education (e.g., K-12, higher ed, work force training, etc.)
- Enforcement of codes (e.g., zoning) for protection of investment/asset value/re-sale value
- Value proposition (purchase price, all-in costs of development, start-up and operations, etc.)
- Access to market/customers
- Vehicle/foot traffic counts
- Demographics (e.g., income levels, eligibility for grants, etc.)
- Access to existing infrastructure (e.g., electric, gas, water, wastewater, IT, etc.)
- Access to existing transportation (e.g., curb cuts, improved surface streets, traffic controls, interstate, rail, port, etc.)
- Access to skilled work force
- Cost avoidance (for GF development costs)
- Media markets (for advertising/promotion, reputation, image, etc.)
- Regulatory certainty
- Liability protections
- Reasonableness of buyer due care obligations
- Availability of environmental insurance
- Sustainability & sustainable development goals
- Existing site improvements
- Preservation of GF space
- Speed to start of production/commercial operations

However, more could be done to find out and understand the specifics of what motivated these buyers, and the degree to which each if any of the above or other factors gave a brownfield the competitive advantage over a greenfield alternative, to inform the marketing of brownfields, shaping public policies and regulations and implementation of brownfield cleanup and redevelopment programs. This proposal outlines the generation of such information.

RACER will secure objective, quantitative evidence of the underlying reasons why the buyers of a brownfield vs. a greenfield selected the brownfield, by using a combination of the following three data gathering techniques:

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- Survey questionnaire
- In-depth, one-on-one interviews
- Focus groups

The following kinds of buyers, within the past 5 years and throughout the US, will be included:

- Buyers of RACER Trust brownfield properties
- Buyers of non-RACER Trust brownfield properties
- Buyers of greenfield properties who considered brownfields (both RACER and non-RACER) among their alternatives

The work product deliverable will be a report summarizing methods, data, findings, conclusions and recommendations within 12 weeks of project commencement.