



**Temple University
Philadelphia, Pennsylvania
April 6, 2010**



Prepared by



U.S. Environmental Protection Agency
Region III
1650 Arch Street
Philadelphia, PA

www.epa.gov/region3/beyondtranslation.html

Follow-up Report

August 2010

Beyond Translation Forum

A Forum with Hispanic and Asian Community Leaders

Philadelphia, Pennsylvania

Co-Sponsored by



Temple University



The Pennsylvania
Horticultural Society

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Introduction

The Environmental Protection Agency (EPA), Region III hosted the second Beyond Translation Forum (BTF) on April 6, 2010. The event was co-sponsored with Temple University and the Pennsylvania Horticultural Society. The BTF is an annual event that seeks to engage the local Asian and Hispanic communities in a meaningful dialogue on the environmental issues and concerns they may be facing. The forum is part of the National Beyond Translation Initiative, which main purpose is to expand the conversation on environmentalism by developing working partnerships with these communities.

Hispanics and Asians have grown increasingly concerned and are disproportionately affected by environmental issues. It is crucial to welcome new advocates that strive to protect their communities' health and environment and that voice their communities' issues and concerns in the mainstream discussions we're having on environmental action. In addressing their concerns and providing information on resources that are available to them, inside and outside of the Agency, EPA is better reflecting the needs of the communities we serve.

The theme for this year's forum was Building a Healthy & Sustainable Community Today. The forum engaged our Asian and Hispanic communities in the sustainability dialogue, particularly in light of Philadelphia's recently launched Greenworks Philadelphia campaign. Invited participants included community leaders, non-profit organizations, city representatives and students from local colleges and universities.



Summary of Presentations

The one-day forum consisted of a general morning session and two concurrent afternoon breakout sessions. The morning session began with welcoming remarks from Sandra McDade, Director of Temple University's Office of Sustainability. Opening remarks were provided by EPA Region III Deputy Regional Administrator Bill Early. Mr. Early emphasized that one of the Agency's top priorities is to expand the conversation on environmentalism and environmental justice, including traditionally underrepresented groups in the environmental dialogue. He encouraged the Asian and Hispanic communities to participate in the conversation early on in the process, to be a part of moving forward in planning a sustainable future.

The keynote speaker was Sandra Dungee Glenn, President of American Cities Foundation (ACF). Ms. Glenn spoke on the importance of environmental activism, public health and the need for green, community-based jobs. She provided an overview of ACF's programs, which work to improve the quality of life for children, youth and families through systematic change. The programs are designed to revitalize urban communities using sustainable practices in developing youth and adult workforces, small businesses, and environmental conservation.

The morning session also included a panel discussion on Building a Sustainable Philadelphia. Panelists included Kristin Sullivan, a project director within the Philadelphia Mayor's Office of Sustainability; Brendan Shane, Director of the Office of Policy and Sustainability in the District Department of the Environment (DDOE); and Todd Baylson, from the Pennsylvania Horticultural Society (PHS). Ms. Sullivan provided an overview of the Greenworks Philadelphia plan, which aims to make Philadelphia the 'greenest city in America', by promoting sustainability in five ways: energy, environment, equity, economy, and engagement. Brendan Shane offered insight in how the District of Columbia (DC), a neighboring city, has approached building a sustainable city. Mr. Shane discussed the various projects that are underway in implementing the Green DC Agenda, including green building and infrastructure, renewable energy, waste reduction and recycling, green economy, transportation, and outreach. Todd Baylson provided a local perspective on developing a green city, and presented PHS' work with Philadelphia communities in improving quality of life through promoting green and sustainable practices.



Lessons Learned

Separate evaluations were performed by forum participants and planning committee members in order to obtain feedback on the information shared at the forum and to identify additional needs and concerns. The main issues identified by the evaluation include the following:

- **Presentation level**

The language used by presenters often consisted of governmental jargon that was not self-explanatory to the audience. The planning committee held several conference calls with the presenters communicating the need for using layman's terms during their presentations, which proved to be very difficult for some of them. Perhaps, in future preparation for an event, it would be appropriate to request presentation materials ahead of time for review.

- **Selection of presenters**

Although there were no negative remarks about any particular presenter, it is evident that the breakout sessions should focus more on community work rather than governmental procedures (e.g., grant application process). The audience may relate better with actual projects performed by community members similar to them. Learning government procedures is still essential for community-based organizations; however, it may be more effective to address this topic through individual focused workshops.

- **Asian community representation**

The planning committee worked diligently to engage participation from local Asian communities in the months leading up to the forum. Nevertheless, participation from the Asian community in the forum was low. Because of intrinsic cultural differences between ethnic communities, it is critical to identify the best approach to engage each of them in the environmental conversation. The planning committee is currently re-evaluating our approach in an effort to increase the various Asian communities' involvement.

- **Beyond Translation as an initiative**

Beyond Translation is intended to be an on-going initiative, not just an annual event. Maintaining an active level of effort is vital to sustain and improve EPA's relationship with our communities and stakeholders.

Region III Beyond Translation Initiative- Future Work

The following work is either under way or proposed for the near future:

- **2010 Student Career Employment Program** – Students are working on improving our current Beyond Translation website, to include information and resource needs for our communities and stakeholders.
- **Beyond Translation Initiative National Program** – Possibility of partnering with the National Beyond Translation team to coordinate a Washington, D.C. Beyond Translation Forum using the Philadelphia BTF as a model.
- **2011 Philadelphia BTF** – Start the planning process for the 2011 Philadelphia BTF.



Attachments

A. Philadelphia BTF Agenda

B. Speakers' Biographies

C. Participating Groups and Organizations



"Building A Healthy and Sustainable Community Today"

**Temple University
Howard Gittis Student Center
General Assembly Room - 200B
1755 N. 13th Street
Philadelphia, PA**

Tuesday April 6, 2010

AGENDA

- | | |
|----------------------------|---|
| 8:00 am – 8:30 am | Registration |
| 8:30 am – 9:30 am | Welcome
<i>Sandra McDade</i> , Director, Office of Sustainability, Temple University |
| | Opening Remarks
<i>Bill Early</i> , Deputy Regional Administrator, U.S. Environmental Protection Agency Region III |
| | Keynote Speaker
<i>Sandra Dungee Glenn</i> , President, American Cities Foundation |
| 9:30 am – 10:45 am | Panel Discussion: Building a Sustainable Philadelphia

<i>Kristin Sullivan</i> , Project Director, Mayor's Office of Sustainability, City of Philadelphia

<i>Brendan Shane</i> , Director, Office of Policy and Sustainability, District Department of the Environment (DDOE)

<i>Todd Baylson</i> , The Pennsylvania Horticultural Society |
| 10:45 am – 11:00 am | Break / Exhibits & Networking Opportunity (<i>Refreshments Provided</i>)
<i>Exhibit Hall & Break Room (200A)</i> |
| 11:00 am – 11:45 am | Dynamic Communities: Achieving Community Goals Through Environment Stewardship

<i>Jennifer Rodríguez</i> , Director, Asociación Puertorriqueños en Marcha |
| 11:45 am – 12:30 pm | Lunch (on your own) |
| 12:30 pm – 3:15 pm | Afternoon Breakout Sessions (<i>See Back for Details</i>) |
| 3:15 pm – 3:40 pm | Open Session |
| 3:40 pm – 4:00 pm | Closing Remarks
<i>Lina Younes</i> , Chair of Multilingual Communications Task Force, Office of Public Outreach, U.S. EPA |



AFTERNOON BREAKOUT SESSIONS

12:30 pm– 3:15 pm

Session A

Building and Maintaining a Healthy and Sustainable Community

General Assembly Room (200B)

12:30 pm – 1:45 pm

GREENING YOUR COMMUNITY

Urban Gardening: Greening Your Community and Neighborhood Access to Fresh Produce

Iris Brown, Norris Square Neighborhood Project

Claire Baker, Pennsylvania Horticultural Society/City Harvest Program

Jamie McKnight, Teens 4 Good

1:45 pm – 2:00 pm

Break / Exhibits & Networking Opportunity (Refreshments Provided)

2:00 pm – 3:15 pm

CREATING HEALTHY COMMUNITIES

Safe and Healthy Homes

Michelle O'Connell, National Nursing Centers Consortium

Promoting Healthier Lives through Sustainable Practices

Diane-Louise Wormley, Health Promotion Council of Southeastern Pennsylvania

Session B

Becoming an Environmental Steward for your Community

Session B Room (217A)

12:30 pm – 1:45 pm

BROWNFIELDS & FUNDS FOR BUSINESSES INTERESTED IN SUSTAINABILITY

Resources Available for Small Businesses

John Xu, Small Business Administration

Erin McGowan, Wharton Small Business Assistance

Jeremy Hancher, Wharton Small Business Assistance

Resources Available for Businesses

Andy Toy, Director of the Retail Resource Network, Enterprise Institute

Brownfields Grants

Mickey Young, U.S. EPA, Region III

Jon Edelstein, City of Philadelphia

1:45 pm – 2:00 pm

Break / Exhibits & Networking Opportunity (Refreshments Provided)

2:00 pm – 3:15 pm

GRANTS & INCENTIVES FOR GOING GREEN

Recycling Rewards

Lisa Pomerantz, Recycle Bank

Grants to Communities

John Hall, Housing and Urban Development

Dave Campbell, U.S. EPA, Region III

Marie Holman, U.S. EPA, Region III

Environmental Justice Grants

Reggie Harris, U.S. EPA, Region III

Grants Available for Job Training

Jeff Barnett, U.S. EPA, Region III



SPEAKER/PANELIST BIOGRAPHIES

Sandra Dungee Glenn, President & Chief Executive Officer, *American Cities Foundation*

Sandra Dungee Glenn's career spans over 30 years in public policy, electoral politics and community organizing. She has been actively involved in public education for a decade. She co-founded the Pennsylvania Campaign for Public Education, was appointed to the Board of Education for the School District of Philadelphia, and served as a Commissioner on the School Reform Commission (SRC). In September 2007, Pennsylvania Governor Edward Rendell appointed Ms. Dungee Glenn to the position of Chairwoman of the SRC and then to the Pennsylvania State Board of Education in 2009.

Ms. Dungee Glenn graduated from Pennsylvania State University in 1978 with a Bachelor of Science degree. She served as Associate Director with the Philadelphia Area Project on Occupational Safety and Health and Regional Director of Pennsylvania Citizen Action, receiving an outstanding service award from both organizations. From 1991 to 1994 she served as Chief of Staff to State Senator Chaka Fattah. Sandradg-lenn@amcities.org

Claire Baker, *Pennsylvania Horticultural Society/City Harvest Program*

Claire Baker joined the Philadelphia Green program of the Pennsylvania Horticultural Society in 2006. She is Program Manager for Parks, Gardens and Special Initiatives, working extensively with the Community Gardens project and City Harvest, an innovative program that connects inmates from the Philadelphia Prison System. These inmates grow vegetable plant seedlings for community gardens, which provide fresh produce that is donated to their neighborhood food cupboards. cbaker@Pennhort.org

Jeff Barnett, *U.S. EPA Region 3*

Jeff Barnett has been working with Brownfield communities and sites in the Region 3 Program for 10 years. He is also the Brownfields Job Training and Development contact. He worked in RCRA Enforcement for 10 years and has spent 20 years managing and planning EPA technical support contracts. He has a BAAS in Geography from the University of Delaware. Barnett.jeff@epa.gov

Todd Baylson, *The Pennsylvania Horticultural Society*

Todd Baylson is Manager of Open Space Planning at the Pennsylvania Horticultural Society (PHS), supporting its nationally recognized urban greening program, Philadelphia Green; supporting new state and national outreach efforts, and collaboratively leading its Young Friends group. Todd is also a Senior Fellow with the Environmental Leadership Program, a national fellowship for emerging leaders in the environmental community, and serves as a committee person in Philadelphia's 8th Ward. Todd is trained as an urban planner earning a master's degree of City and Regional Planning at the University of Pennsylvania's School of Design. tbaylson@Pennhort.org

Iris Brown, Garden Director, *Norris Square Neighborhood Project*

Iris Brown is a community resident and a renowned urban gardener who has earned NSNP recognition for both gardening and community organizing. She develops and implements plans including landscape design, art installations, special events, and volunteer coordinations for Norris Square Neighborhood Project's 6 urban gardens. She is also coordinator of Grupo Motivos, a Puerto Rican Women's Collective that advocates issues affecting Puerto Rican women and communities. ibrown@nsnp.com

Dave Campbell, *U.S. EPA, Region 3*

David Campbell is currently the Director of the Office of Environmental Innovation at the U.S. Environmental Protection Agency Mid-Atlantic Office in Philadelphia. Mr. Campbell's diverse portfolio of business channels includes Smart Growth, Green Buildings, Sustainability Initiatives, Environmental Management Systems and Green Jobs. The Office of Environmental Innovation is leading EPA's contributions to the exciting multi-Agency Partnership for Sustainable Communities. Mr. Campbell has a degree in civil engineering from the University of Delaware and a master's degree in environmental engineering from Penn State University. Campbell.dave@epa.gov

William C. Early, Deputy Regional Administrator, *U.S. Environmental Protection Agency Region III*

Bill Early was designated as Deputy Regional Administrator in September 2009. Prior to being selected as Regional Counsel in October 1999, Bill was hired as a staff attorney in November 1978 and has held various positions since that time, including Section Chief, Branch Chief, and Deputy Regional Counsel. Bill has received several Bronze Medals for his efforts in support of the Regional RCRA enforcement program. A member of the Pennsylvania Bar, he was the Chair of the Title VI Task Force which was responsible for developing a framework for investigating and deciding whether recipients of federal assistance had discriminated on the basis of race, color or national origin. Bill also served as Acting Deputy Regional Administrator for seven months during 2001 and again for four months in 2006. early.william@epa.gov

Jon Edelstein, Manager of Industrial Land Reuse, *City of Philadelphia*

Prior to his current position, Jon was the Manager of Brownfield Redevelopment for the City of and a member of the Mayor's Business Action Team under Mayor Edward G. He received his B.A. in 1995 from the University of California at Berkeley, and his Master's Degree in 2008 from the Fels School of Government of the University of Pennsylvania. Jon.Edelstein@phila.gov

Reginald F. Harris, U.S. EPA, *Region 3*

Reggie is currently a Senior Toxicologist and the Regional Environmental Justice Coordinator. He previously served as a Toxicologist in the Superfund Program and Special Assistant to the Deputy Regional Administrator. He serves as an adjunct lecturer at the University of Pennsylvania in the Masters of Environmental Studies Program. Additionally, he served as an instructor of Secondary Science Education in the Baltimore City Public Schools, conducted immunochemistry research at the Johns Hopkins University School of Medicine and the Department of the Army, and an Industrial Hygienist and Program Manager in the Lead Poisoning Prevention Program with the Maryland Department of the Environment. Harris.reggie@epa.gov

Marie Holman, U.S. EPA, *Region 3*

Marie Holman holds a B.S. degree in Management for Business and Industry from Lesley University, Cambridge, Massachusetts and has completed graduate courses in Public Administration and Environmental Science. She is currently in the Environmental Assessment and Innovation Division of EPA, working on innovative projects and promoting voluntary programs in a regulatory federal agency. She is responsible for the EPA Region 3's Sustainable Communities Initiative, which is a collaborative effort with the U.S. Department of Housing and Urban Development and the U.S. Department of Transportation. Holman.marie@epa.gov

Sandra McDade, Director, Office of Sustainability, *Temple University*

Ms. McDade is Director of Sustainability, a newly created position in July 2008. Prior to this position, she served as a Temple administrator for more than 30 years, most recently as executive director of business affairs at Temple's Health Sciences Center and was a key contributor to the President's Sustainability Task Force. She is leading the effort to create a long range Climate Action Plan which will address achieving carbon neutrality over time, integrating sustainability into the curriculum and expanding research and community engagement in climate neutrality and global warming. Smcdad01@temple.edu

Erin McGowan, *Wharton Small Business Assistance*

Erin McGowan is the Associate Director of the Wharton Small Business Development Center (WSBDC). The WSBDC supports entrepreneurs and small business in starting and growing their businesses through an integrated program of consulting, workshops, and information to serve them effectively, depending on each client's stage in the development of their businesses. mcgowane@wharton.upenn.edu

Jamie McKnight, *Teens 4 Good*

Jamie's community involvement and volunteering began as Co-Founder of Calendars For A Cause, a tri-state area grass roots non-profit, and has been an advocate for maintaining green spaces in the city since. She has been a Philadelphia Green Advisory Board member since 2003, and also serves as an Advisory Board member of the Pennsylvania Horticulture Society (PHS). In May, 2007, Jamie accepted the position of Director of Community Gardens in the Teens 4 Good program of the Federation of Neighborhood Centers. This program provides promising high school students with opportunities to learn about urban gardening, horticulture and nutrition, and engaging with their communities. jamieM@federationnc.org

Michelle O'Connell, *National Nursing Centers Consortium*

Ms. O'Connell currently serves as the Director of Environmental Health at the National Nursing Centers Consortium, where she oversees its Division of Environmental Health, with programs and offices in Philadelphia and Washington, D.C. Ms. O'Connell is trained in public policy and administration, with experience in public health, mental health and government organizations, expertise in program design, operations and evaluation, fundraising and management, and a strong commitment to advancing evidence-based programming in public sector organizations. She also serves as Executive Director of the Academy of Cognitive Therapy. Ms. O'Connell received her Master's degree in Government Administration from the Fels Institute of Government at the University of Pennsylvania. oconnell@nncc.us

Lisa Pomerantz, V.P. of Communications, *RecycleBank*

Lisa Pomerantz manages the communications function of RecycleBank with the goal of building a responsible organization through full stakeholder support and global brand recognition. With an inner passion of volunteerism, altruism and all things environmental, Lisa finds working for a company that 'does well by doing good' a perfect fit. Lisa and her team provide the voice of RecycleBank for all internal and external messaging. This includes public relations, collateral, awards, client relationships, and a very strong and solid foundation in corporate consciousness. She also heads up the *RecycleBank Green Schools Program*, offering environmentally founded grants for kids across the country. lisap@recyclebank.com

Jennifer I. Rodríguez, Director of Community and Economic Development, *Asociación Puertorriqueños en Marcha*

Jennifer Rodríguez is Deputy Vice President of Programs and Sustainable Communities at the Asociación Puertorriqueños en Marcha (APM), a mission-driven organization that seeks to improve the lives of Latinos in Philadelphia. She is directly involved in the planning and implementation of APM's comprehensive neighborhood revitalization strategy in eastern North Philadelphia. Prior to her current position, Ms. Rodríguez was vice president of financial services at the Philadelphia Industrial Development Corporation (PIDC) and is a founding member of the Latino Professional Mentoring Network and of the Greater Philadelphia Chamber of Commerce CEO Access Network. Born and raised in Puerto Rico, Ms. Rodríguez migrated to the US in 1990 to pursue higher education. She holds a bachelors degree in business administration from Boston University and a master's degree in city and regional planning from the University of Pennsylvania. jennifer.rodriguez@apmphila.org

Brendan Shane, Director, *Office of Policy and Sustainability, District Department of the Environment*

Brendan Shane is the Chief of the Office of Policy and Sustainability for the District Department of the Environment, where he oversees issues related to urban sustainability, climate change, renewable energy, and other cross-cutting green issues for the Department and across the District government. A watershed hydrologist and attorney by training, he first began working on sustainability issues for the District as environmental director for the Anacostia Waterfront Corporation, a District-owned development corporation. He holds a bachelors in government from Franklin & Marshall College, a masters in geology from the University of Maryland, and JD from the Georgetown University Law Center. brendan.shane@dc.gov

Kristin Sullivan, Project Director, *Mayor's Office of Sustainability, City of Philadelphia*

Kristin Sullivan graduated from Gettysburg College in Environmental Science and Biology. After her service in the Peace Corps Honduras, she began working as an energy analyst with an energy management consulting firm. After taking time off to complete an environmental campaign that took her on a 14,000 mile bike ride from AK to Argentina, she moved on to large scale wind energy development. Kristin now works on energy efficiency and solar energy related projects in the Mayor's Office of Sustainability. Kristin.Sullivan@phila.gov

Andy Toy, Director of the Retail Resource Network, *Enterprise Institute*

Andrew Toy's career includes stops as the first Brownfields Coordinator for the City of Philadelphia, Chinatown Board member, and a run for City Council. Mr. Toy is currently the Director of the Retail Resource Network at the Enterprise Center, where he promotes energy conservation and alternative energy to regional businesses. He is on both the Governor's Commission as well as Mayor's Commission on Asian American Affairs. Mr. Toy has a BA in Economics and a Master's Degree with a focus on Energy Management from the University of Pennsylvania. andrewt@theenterprisecenter.com

Diane-Louise Wormley, *Health Promotion Council of Southeastern Pennsylvania*

Diane-Louise (D-L) Wormley is the Project Director for PUFFA (Philadelphia Urban Food and Fitness Alliance) which centers on developing a grassroots collaborative devoted to bringing about systems change through education and advocacy by community residents and youth in partnership with experts. She draws upon experience in developing and implementing community development programs, facilitating groups, designing training and bridging community differences. D-L received her BA in Comparative Literature from William Smith College and has completed the Institute for Women in Higher Education at Bryn Mawr and the Leadership Philadelphia program. dlwormley@phmc.org

John Xu, Business Development Specialist, *U.S. Small Business Administration, Philadelphia District Office*

John Xu has over 20 years of combined experience in business development, management, sales and marketing, small business banking and lending, investment, financial planning and international trade financing. His current job is to educate and train the lenders and small businesses on SBA domestic and international loan programs, and government contracting opportunities. Xu also works as SBA Philadelphia District International Trade Officer advising local small businesses explore overseas markets and export US products and services. john.xu@sba.gov

Lina Younes, Chair of Multilingual Communications Task Force, *Office of Public Outreach, U.S. EPA*

Lina Younes has been working for EPA since 2002 and chairs EPA's Multilingual Communications Task Force. Prior to joining EPA, she was the Washington bureau chief for two Puerto Rican newspapers and she has worked for several government agencies. younes.lina@epa.gov

Mickey Young, *U.S. EPA, Region III*

Mickey Young currently works in the Land Revitalization program in the Office of Brownfields & Outreach at US EPA Region 3. Previously, she worked at EPA Headquarters in the Office of Site Remediation Enforcement. She has also worked for a variety of academic institutions, environmental non-profits, and community health organizations. Mickey holds a Master of Science in Public Policy & Management from Carnegie Mellon University, and a Bachelor degree in Environmental Science & Policy from the University of Florida. young.mickey@epa.gov



Participating Groups and Organizations

Acción Columbia
American Cities Foundation
Asian Americans United
Asociación Puertorriqueños en Marcha
Boat People SOS
Chinatown Preservation Alliance
Delaware Valley Green Building Council
Drexel University Law School
Esperanza
Global Arena
Green Paradigm Realty, LLC
Green Village Philadelphia
Health Promotion Council
Hunting Park (Equal Partnership in Change) EPIC Stakeholder
National Congress for Puerto Rican Rights
National Nursing Centers Consortium
Norris Square Neighborhood Project
Ollin Yoliztli Calmecac
PA Environmental Council
PA General Assembly
PA Horticultural Society
PA Small Business Development Center
Philadelphia Department of Public Health
Philadelphia Food and Fitness Alliance
Philadelphia Water Department
Police District Advisory Council
Public Interest Law Center of Philadelphia
RecycleBank
Susquehanna Clean Up/Pick Up, Inc.
Temple University
U.S. Census
U.S. Department of Health and Human Services
U.S. Department of Labor
U.S. EPA Region III
United Communities Southeast Philadelphia
Wharton Small Business Development Center
Women's Health and Environmental Network