

# *DEQ's Title VI Policy*

It is the policy of the North Carolina Department of Environmental Quality (NCDEQ) that no person shall, on the ground of race, color, national origin, sex, age or disability be excluded from participation in, be denied the benefits of, or be subjected to discrimination under any program or activity receiving federal financial assistance as provided by Title VI of the Civil Rights Act of 1964, the Civil Rights Restoration Act of 1987, the Rehabilitation Act of 1973, and all other related nondiscrimination laws and requirements.



Thursday May 19, 2022  
3:00 PM - 6:00 PM  
McKimmon Center

## Agenda

### Subcommittee Meetings

2:00 PM Cumulative Impacts

I. Call to Order, *Chair, Dr. Jim Johnson* **3 PM** (5 min)

#### **Old Business**

II. Adopt February 28, 2022, meeting minutes

#### **New Business**

III. Welcoming Remarks, *Elizabeth Biser, Secretary, DEQ* (10 minutes)

IV. Economic Development and Environmental Justice

*Machelle Sanders, Secretary, Department of Commerce* (15 minutes)

*Christopher Chung, Chief Executive Officer, Economic Development Partnership North Carolina*  
(30 minutes)

*Board Discussion* (45 minutes)

V. DEQ's Environmental Justice Toolkits for Businesses and Communities, *Bailey Recktenwald, Chief Strategy Officer, DEQ* (15 min presentation, followed by discussion)

VI. *Member Updates*

VII. Adjourn

VIII. Break at 4:45 PM

IX. Public Comment Period 5:00 PM – 6:00 PM



**Economic Development in North Carolina**  
NCDEQ Environmental Justice and Equity  
Advisory Board

May 19, 2022

---

Christopher Chung  
Chief Executive Officer | EDPNC

# Agenda

---

- 1** | About the EDPNC
- 2** | Activity levels during the pandemic
- 3** | What matters to companies
- 4** | Behind the scenes of a business recruitment deal
- 5** | Headwinds and how you can help



# Our Mission

---

The Economic Development Partnership of North Carolina improves the economic well-being and quality of life for all North Carolinians.

We do this by collaborating with state, regional, local, and private-sector partners in new business recruitment, existing employer support, international trade and export assistance, small business start-up counseling, and tourism promotion.



Business Recruitment



Existing Industry Support



International Trade



Small Business Support



Travel & Tourism



# Economic Development During the Pandemic

---

- 363 corporate locations and expansions (incl. 251 in Tier 1 and Tier 2 counties) involving 60K+ announced new jobs and \$24+ billion announced new capital investment (since 1.1.2020)
- Major locations and expansions by Apple, Toyota, Centene, Boom Supersonic, Red Bull, Eli Lilly, Pratt & Whitney, Fujifilm Diosynth, Amgen, VinFast, Macy's, Nucor
- Pipeline activity remains strong (238 current projects with potential for 78K new jobs and \$58 billion new cap-ex)



# What Matters to Companies

Top factors cited in 2021-2022 survey

Labor costs (5<sup>th</sup> in 2020-21)

Availability of skilled labor (1<sup>st</sup>)

Energy availability and costs (3<sup>rd</sup>)

Inbound/outbound shipping costs (10<sup>th</sup>)

Highway accessibility (2<sup>nd</sup>)

## COMBINED RATINGS\* CORPORATE SURVEY

Site Selection Factors	2021	2020
<b>Ranking</b>		
1. Labor costs	96.4	84.2 (5)**
2. Availability of skilled labor	94.9	91.4 (1)
3. Energy availability and costs	94.7	85.3 (3)
4. Inbound/outbound shipping costs	93.2	76.8 (10)
5. Highway accessibility	93.1	88.7 (2)
6. Raw materials availability	87.8	59.1 (21)
7. Corporate tax rate	87.7	80.0 (7)
8. State and local incentives	84.5	77.2 (9)
9. Environmental regulations	82.5	71.6 (13)
10. Tax exemptions	82.4	78.6 (8)
11T. Quality-of-life	82.1	84.8 (4)
11T. Occupancy or construction costs	82.1	80.6 (6)
13. Right-to-work state	81.0	71.8 (11)
14. Proximity to major markets	77.2	71.7 (12)
15. Available buildings	70.2	70.6 (14)
16. Proximity to suppliers	69.6	64.2 (17)
17. Training programs/technical schools	66.1	63.3 (18)
18. Low union profile	66.0	70.0 (15)
19T. Available land	62.5	65.2 (16)
19T. Availability of long-term financing	62.5	59.4 (20)
21. Availability of unskilled labor	61.8	53.0 (22)
22. Expedited or "fast-track" permitting	57.9	61.8 (19)
23. Water availability	52.7	50.1 (23)
24. Accessibility to major airport	47.3	47.8 (24)
25. Proximity to innovation commercialization/R&D centers	43.6	29.9 (26)
26. Availability of advanced ICT services	36.8	36.9 (25)
27. Railroad service	31.6	24.6 (27T)
28. Waterway or oceanport accessibility	25.8	24.6 (27T)

\* All figures are percentages and are the total of the "very important" and "important" ratings of the Area Development Corporate Survey and are rounded to the nearest tenth of a percent.

\*\* 2020 ranking



# Behind the Scenes of a Business Recruitment Deal

---

- Process
- Key Factors
- Players



# Recent Trends in Business Recruitment Activity

---

- Frequency
- Size
- Industrial vs. Office
- Diversity and Sustainability





[www.edpnc.com](http://www.edpnc.com)



150 Fayetteville St, Ste. 1200  
Raleigh, NC 27601

# *Agenda*

1. Introduction
2. Goals
3. Toolkit Overview
4. Questions for Discussion

# Goals

## Vision

- Create a toolkit of resources and questions for businesses to encourage considering environmental justice early in the project process.

## Goals

- For businesses to consider environmental and community impact during site selection process.
- For businesses to meaningfully engage with neighbors early and often.
- For businesses to incorporate enhanced environmental stewardship principles in long-term operations.



# *Toolkit*

- Should be a first step for businesses, not the only step.
- Is one of many tools and resources available.
- Is an “upstream” approach to encourage better practices.



# *Toolkit Overview*

*Department of Environmental Quality*



# *Contents*

1. Introduction
2. Define Key Terms
3. Project Development and Environmental Permitting
4. Identifying EJ Considerations
5. Community Engagement
6. Environmental Stewardship
7. Additional Resources



# *Project Development and Environmental Permitting*

What discharges or waste will the facility generate? What are the expected air emissions?

Will any emerging compounds or PFAS be used in production?

What kind of traffic will the facility generate and will chemicals or waste be transported through the community?

How much noise will come from the facility?

Does this facility have to be in a specific location to operate, such as proximity to natural resources in the area?

Will this project impact streams or wetlands?

# Identifying Potential Environmental Justice Considerations Around a Proposed Site

Will there be emissions or discharges from this facility that could impact nearby residents?

Who will the neighbors be? Is the proposed site near a densely populated area, other commercial complexes, or several miles from the closest community?

Are there sensitive receptors like schools, nursing homes, or hospitals near the proposed site?

Is the proposed site within or near a potentially underserved community? Will this project directly benefit that community?

Are there any nearby American Indian tribes? Are you planning on engaging with the local tribal council as you would a local city council or county commission?

Does the surrounding community speak and read in English proficiently? How will you engage limited English-speaking households to alert and inform them about the project?

What other facilities are located in the same area and what impact do they have on the community?

# Developing a Project Communications Plan



Distributing flyers in locally owned businesses, community stores, libraries, places of worship, senior centers, and other gathering places in the areas where communities are potentially affected.



Engaging non-English speakers through social media and other non-English language media outlets.



Communicating and distributing vital documents in non-English languages to successfully reach potentially impacted communities.



Organizing information sessions to familiarize community members with the project.



Working with local community members to identify methods for non-electronic notices/communication.



Coordinating with community and faith-based organizations, local and tribal governments, educational institutions, and other entities to implement public engagement strategies specifically for members of potentially underserved communities



Attending community events.



Creating and maintaining stakeholder outreach lists which include state, local, and tribal governments; local nonprofits, community organizers, faith-based leaders, surrounding businesses, and other interested parties.



Detailing plan of action business will take to address community concerns.



Developing contingency plans for unexpected events.



Engaging with appropriate local media contacts, based on the culture of the community, to reach larger audiences.



Ensuring important public documents about the project are publicly available and readily accessible.



Designating a community contact liaison to respond to community concerns and questions

# Stakeholder Checklist

## Sample Stakeholder Checklist



Nearby residents and neighborhoods

State regulators

Community organizations

State and local economic development organizations

Faith-based leaders

Local environmental justice organizers

Tribal and local governments

Local business community

Local commissions and councils

Sensitive receptors nearby

Local planning and health departments

Local emergency management departments



# *Continued Environmental Stewardship*

---



[www.ncesi.org](http://www.ncesi.org)

- Overview of ESI program
- Minimum requirements
- Levels of membership
- Benefits
- How to learn more

## *Questions for Discussion*

- What additions would you suggest?
  - Are there specific EJ considerations that are missing?
  - Additional information business should have about environmental justice?
  - Additional recommendations on community engagement for businesses?
- Proposed Toolkit for Communities
  - What information would help communities engage with the economic development process?
  - What resources and information should a community toolkit include?