

1. PROJECT AREA DESCRIPTION AND PLANS FOR REVITALIZATION

1.a. Target Area and Brownfields

1.a.i. Background and Description of the Target Area: This application by the City of Madison, WI, requests \$300,000 in EPA Brownfield Assessment funds to conduct neighborhood engagement and brownfield assessments in our target corridor, South Park Street. South Park Street Neighborhoods, generally called "South Madison," serve as a gateway with quick connections to Madison's Downtown/Capitol Square, the University of Wisconsin-Madison, and three large hospital complexes. South Madison is adjacent to Lake Monona, a 47-acre shoreline park, and the 1,260-acre UW Arboretum, and is crossed by Wingra Creek and the Wingra Bike Path connecting to the area bike path system. The area was originally built up to serve early immigrants to Madison and has a rich history of multiculturalism.

Despite these assets, South Madison is negatively impacted by historic problems preventing the area from modernizing. Chief among these is the presence of two jurisdictions: the City of Madison and the Town of Madison. Over decades of urban growth, the City has annexed much of the rural Township, but Town islands remain--a barrier to urban planning and code enforcement. In 2022 the remaining areas of the Town will finally be absorbed. The Town's long-standing underinvestment in code enforcement, urban planning, and infrastructure has created areas of severe blight affecting all of South Madison.

This blight is particularly evident along S. Park Street, a transportation corridor with many small and medium-sized parcels of known or suspected contamination. During the 1940's, a two-mile stretch of S. Park Street became known as "Gasoline Alley" due to the large number of gas stations and auto repair and sales businesses. Today, at least 33 former or existing gas stations and 17 auto-related properties remain. In addition, 6 former bulk oil/fuel facilities, 4 former printing businesses, an operating salvage and auto-wrecking yard, and at least 9 former or existing dry cleaners have been identified along the target corridor. Half of these sites has been partially investigated, but further assessment is warranted to delineate the extent of soil and groundwater contamination impeding future redevelopment. The environmental status of properties within the Town is unknown creating an additional burden on the City.

Our target corridor is divided into two areas: **Wingra Creek** and **Villager on Park**. Both target areas are located within Census Tract 14.01, 32.4% of whose population has incomes below poverty, over 2½ times that of surrounding Dane County (12.4%) (ACS, 2017 5 Yr. Est).

1.a.ii. Description of the Priority Brownfield Sites: The **Wingra Creek Target Area** is a 6-block stretch bordering both sides of Wingra Creek, a 2-mile impaired water body that drains smaller Lake Wingra into Lake Monona. We picked this target area because of its high redevelopment potential, the number of known/suspected areas of contamination, and its proximity to Wingra Creek and Public Supply Well #18. Within this Target Area, we have identified 7 priority sites for environmental assessment, including: the former Thorstad Chevrolet dealership; All Metals Recycling salvage yard; a used car lot; the former Madison Coop Oil Co bulk oil facility; and, a blighted strip mall and check-cashing center that formerly housed a gas station and the Four Lakes dry cleaner. All Metals Recycling has illegally encroached into and contaminated 25 feet of public right-of-way. Petroleum contamination from the Madison Coop has also contaminated

right-of-way and the site has never been investigated. Adjacent to the strip mall, Public Supply Well #18 is contaminated by tetrachloroethylene—a common dry-cleaning solvent—at levels nearing the Safe Drinking Water Act maximum contaminant level (MCL).

The **Villager on Park Target Area**, a failing retail mall purchased by the City to serve as an anchor for the revitalization of S. Park Street, is targeted for its redevelopment potential and the presence of known/suspected contaminant sites. Priority sites for assessment include 2 former and 2 existing gas stations; an operating auto repair garage; and, a former dry cleaner. The dry cleaner and former gas stations have never been investigated, even though both are within the 50-year capture zone of Public Supply Well #18. The Villager has been partially redeveloped and is home to the South Madison Library, a low-income clinic, Urban League of Greater Madison, and a branch of Madison College. However, 55% of the 9.5-acre site is covered by surface parking, and the main building is outdated. In preparation for new affordable housing planned by the City, additional investigation of solvent and petroleum contamination, vapor intrusion concerns, and asbestos is necessary.

The table below summarizes the number, acreage, current or past use, suspected contaminants of the priority brownfield sites in the Wingra Creek and Villager on Park Target Areas.

	Wingra Creek		Villager on Park		Description of Potential Brownfields and Suspected Contaminants
	Sites	Acres	Sites	Acres	
Auto Repair/Sales	6	15.9	1	0.3	Petroleum: 2 closed auto dealerships (1970 - 2010), 1 open used car lot, and 4 auto repair garages/yards.
Bulk Oil Facilities	3	2.8	NA	NA	Petroleum: The former Madison Coop Oil Co and Wadham Oil Co bulk oil facilities.
Dry Cleaners	2	1.1	1	0.5	Haz Sub: Former Four Lakes Cleaners (1962-1970). The former Spic & Span Cleaners (1963-1978).
Gas Stations	3	2.6	4	2.5	Petroleum: 6 former gas stations (1941 - 2000); 1 open gas station. Most contain residual contamination.
Salvage Yard	1	2.5	NA	NA	Haz Sub: All Metals Recycling scrap yard (1950s-present) has illegally encroached and contaminated public ROW.
Total	15	24.9	6	3.3	

1.b. Revitalization of the Target Area

1.b.i. Redevelopment Strategy and Alignment with Revitalization Plans: For over two decades, the City of Madison and its redevelopment agency, the Madison Community Development Authority, have worked to position South Madison for revitalization and growth. Madison has invested considerable resources within the area to achieve this goal, including the purchase and redevelopment of the 7.8-acre Villager Mall. In addition, the City has located critical urban services along S. Park Street, including the South Metro Bus Transfer Point, the South Madison Library, the South Madison Police District, and Fire Station #6. Longer range, the City plans to develop S. Park Street as a Bus Rapid Transit corridor. The City envisions continuing this process through clean-up of contaminated sites and economic and housing development to promote livable, quality, sustainable neighborhoods. As underutilized sites

become available, the City plans these sites to be redeveloped with medium-to-high density mixed uses served by transit. New mixed-income housing, a viable neighborhood business district, compatible regional commerce, and public services should be concentrated along the corridor to serve current and new residents. The City has begun to promote S. Park Street, recently designated an Opportunity Zone, for private investment.

1.b.ii. Outcomes and Benefits of Redevelopment Strategy: Assessment, clean-up, and redevelopment of our priority brownfields will have significant impact on the target corridor and surrounding area. For example, the Villager on Park and the Wingra Creek Target Areas cover a total of 37-acres and are in highly visible, accessible locations along the S. Park Street corridor. Their redevelopment will anchor and catalyze further market-driven reinvestment, new employment, additional tax base, and new affordable and market rate housing in a transit-supported corridor. The table below shows the potential outcomes following successful redevelopment. Indicators for the Villager assume a partial redevelopment scenario:

Site	Total Current Value	Current Prop. Taxes	Redevelopment Value	Est. Property Taxes	# Housing Units	Commercial Square Feet
Wingra Creek 13 parcels	\$9.93M	\$226,000	\$90M	\$2.157M	457	956,250
Villager	\$5.48M	0	\$38M	\$912,000	121	253,538

Note: Economic impacts are estimates using comparable development densities based on 2018 Comprehensive Plan. Commercial component assumes floor area ratio (FAR) of 2.0. Residential component assumes 25 dwelling units/acre & 1,200 square feet/dwelling unit.

In addition to these economic benefits, brownfield redevelopment proposed for the Target Areas will provide: (1) Improved water quality within Wingra Creek and its outflow into Lake Monona; (2) Beautification of the parkway along Wingra Creek; (3) Additional bike path linkages to the Wingra Bike Path; and, (4) Greatly improved attractiveness of corridor public amenities such as the South Madison Library Branch.

1.c. Strategy for Leveraging Resources

1.c.i. Resources Needed for Site Reuse: If additional funding is needed to facilitate redevelopment of Priority Brownfields, the City has a successful track record with grants and loans from the following programs: (1) the Wisconsin DNR (WDNR) Ready for Reuse Loans/Grants, (2) Wisconsin Economic Development Corporation’s (WEDC) Brownfields Grants, and (3) WEDC’s Idle Industrial Sites and Community Investment Grants. Funds can be used for environmental investigation, remediation, demolition, monitoring, and infrastructure investment. In addition, several public/private financing and funding tools exist in the target areas, such as: (1) Opportunity Zone Funds and New Market Tax Credits within the South Madison Opportunity Zone; (2) S. Park Street’s 2 Tax Incremental Districts (TIDs) created to pay for public infrastructure and to support the costs of higher-density development; and, (3) The City’s annual \$4.5 million Affordable Housing Fund designed to leverage private investment and public funds such as Low Income Housing Tax Credits. Last, the City’s 2019 - 2025 Capital Budget includes the following planned investments in South Madison:

- \$300,000 grant/loan fund to catalyze investment in small businesses

- \$180,000 of infrastructure improvements and public amenities in the Wingra TID #42
- \$3 million renovation of Fire Station #6
- \$425,425 for improvements to Penn Park (located just off S. Park Street)
- \$5.6M for the utility and street reconstruction of S. Park Street in 2021
- \$1.98M for a connector path between the Cannonball and Wingra Bike Paths

1.c.ii. Use of Existing Infrastructure: Revitalization of the Target Areas will access existing utilities (e.g. water, sanitary sewer, storm water, electric, fiber optic, and gas) and City services such as trash/recycling. The South Madison Branch Library, South Madison Police District station, and Fire Station #6 are also all located on or adjacent to the corridor. By concentrating the highest intensity development along the South Park St. corridor, the City can provide more efficient, better, and more frequent transit service. Transportation Demand Management, Bus Rapid Transit, reduction of parking requirements for new development, and pedestrian/bike paths will become feasible and better utilized. From an equitable development and social justice perspective, the budgeted improvements to the bus system will provide low-income residents of the area more efficient access to employment, education, and general travel.

2. COMMUNITY NEED AND COMMUNITY ENGAGEMENT

2.a. Community Need

2.a.i. The Community's Need for Funding: Our target areas are entirely located within Census Tract 14.01, an area characterized by long-term disinvestment best shown by the financial condition of TID #38, created in 2008 to capture expected increase in value within 114 parcels adjacent to S. Park Street. The blight study for creation of the TID, found that 71% of the area was blighted. In the past decade, the City has invested significant public funds in the area in hopes of sparking redevelopment. Several large parcels were condemned by the City and purchased to develop senior housing; a former gas station was purchased and cleaned up; and, the large failing Villager Mall was purchased and partially renovated. Despite this public investment, the value of property in the district has never increased. In 2017, the equalized value of property in the TID was a negative \$6.5 million, 10 years after its creation. City staff estimate that a decade after its creation, over 50% of the parcels in the TID continue to be blighted. There are multiple causes of this long-term disinvestment, including known and suspected environmental contamination, the underinvestment in services and infrastructure by the Town, and the pervasive poverty of surrounding neighborhoods. The median value of housing in this area is \$111,600, 45% of the countywide median of \$242,700. (ACS, 2017, 5-Yr. Est.)

2.a.ii. Threats to Sensitive Populations - Health or Welfare: This project will address contamination by dry cleaner solvents, petroleum, and other hazardous materials affecting a population living within 4 blocks of one of the 2 Target Areas and whose household income is among the lowest in the region. Within CT14.01, 36.3% of families live below poverty compared to 9.7% in Dane County. 18.1% lack health insurance, compared to 5% countywide (ACS, 2017 5-Yr Est). The concentration of underutilized brownfields in the corridor adversely impacts these families by contributing to lost business and job opportunities, depressed property values, and reduced tax base. Long-standing commercial and industrial disinvestment within South Madison has also contributed to blight. The shortage of safe, stable, affordable housing for low-income residents has led to homelessness, housing transience, stressed family life, and

challenges in obtaining employment and health care. The Wingra Creek Target Area in particular is causing urban blight and is a safety concern for those around the properties. In addition, residents living in the Target Areas drink water from Public Supply Well #18, contaminated with tetrachloroethylene (PCE), a dry-cleaning solvent. This strongly suggests residents are also being impacted by PCE vapor intrusion, in addition to impacts from the 33 former/existing gas stations littering the corridor. These requested funds will enable the City to investigate these sites, identify contamination, and initiate remediation and reuse.

Greater Than Normal Incidence of Disease and Adverse Health Conditions: According to a 2016 study of 23,000 pediatric and 240,000 adult patients residing in Dane County, the residents of South Madison bear a disproportionate burden of disease. Specifically, South Madison residents suffer from increased adult obesity, adult and youth asthma, and adult type II diabetes. Per the study, 28% of area youth and 58% of area adults are obese/overweight, compared to state averages of 14.3% and 32%, respectively. Per the study, 16% of South Madison youth are affected by asthma, compared to the state average of 10%. S. Park Street carries 30,000 cars/weekday, and the adjacent USH 12/18 carries 132,000 vehicles daily, and a freight line runs through the Target Areas. These transportation corridors increase ground-level ozone and fine particulate matter (PM 2.5)--both environmental causes of asthma.

In addition, the biomagnification of mercury and polychlorinated biphenyls (PCBs) in fish from our local lakes results in excessive exposure to these contaminants among immigrants and minorities in Madison who rely on subsistence fishing. Toxic cyanobacteria algae blooms close our public beaches in the summer, impacting low income populations without the financial access to City pools. Last, a closed landfill located just off S. Park Street is known to have significantly contaminated area groundwater.

Economically Impoverished/Disproportionately Impacted Populations: This grant proposal seeks funds to address contamination issues in the target areas surrounded by CT14.01 which has high concentrations of persons in poverty (32.4%)--more than 2.5 times that of surrounding Dane County (12.2%). Within CT14.01, the median income for families with children is \$36,140, compared to \$91,169 for Dane County. 36.3% of families live below poverty compared to 9.7% in Dane County (ACS 2017, 5-yr Est.). 37.2% of households rely on food stamps compared to 8.4% in Dane County. The neighborhoods of South Madison, where the average 2-BR apartment rents for \$986/mo., are the most affordable in Madison, where the average 2-BR rent is \$1,246/mo. (www.rentcafe.com) The low-income residents of South Madison rely on the affordability of the area to make ends meet. Our brownfield redevelopment strategy integrates clean-up of contaminated sites with housing reinvestment and economic development to promote a livable, sustainable South Madison for the benefit of those who live there.

2.b. Community Engagement

2.b.i. Community Involvement: To engage the community in the planning process, the Project Team will take advantage of a co-occurring neighborhood planning process to be conducted by the City of Madison Planning Division from Sept. 2019 to March 2021. City Planning staff has extensive experience engaging grassroots organizations and underrepresented populations. This comprehensive neighborhood plan will outreach to the same South Madison Neighborhood targeted by this brownfield assessment project. A stakeholder steering

committee will be formed to carry out the planning process, which will include creation of a Brownfields Subcommittee. This group will meet monthly and will report to the larger neighborhood assembly on a quarterly basis. This process is described in greater detail in the attached Threshold Criteria Response. The Brownfield Subcommittee will manage the community involvement associated with this grant, and will be comprised of neighborhood volunteers as well as the following partners:

- South Metropolitan Planning Council: Outreach to networks of neighbors/business owners/stakeholders; host meetings; and provide updates on website and Facebook (Contact: Isadore Knox, isadore.knox@gmail.com, 608.443.8224)
- Urban League of Greater Madison: Outreach to the African American community of South Madison; assistance in prioritizing job, housing, economic outcomes. (Contact: Ed Lee, elee@uglm.org, 608.729.1211)
- Centro Hispano: Outreach to the Latinx Community of South Madison; assistance in prioritizing job, housing, economic outcomes. (Contact: Nina Gehan, nina@micentro.org; 608.442.4026)

2.b.ii. Incorporating Community Input: The South Madison Neighborhood Plan Steering Committee will hold a set of neighborhood meetings, including: (1) An Open House meeting to initiate the planning process; (2) Monthly meetings of Subcommittees. (3) Quarterly Steering Committee/Neighborhood Meetings. The Brownfields Subcommittee will meet monthly, elect a convener and spokesperson who will make quarterly progress reports at the neighborhood meetings. Community input will be received at these monthly and quarterly meetings. The Brownfield Team will write up a monthly report describing community values and priorities. This information will become a part of planning process in three ways:

- The Project Team will incorporate community values into the Site Prioritization Matrix and use in its outreach to owners and developers;
- The Project Team will report to the Madison Commission on the Environment (COE), a standing Mayoral-appointed committee who will monitor the project. Community input will be incorporated into these reports;
- The outcome of the South Madison Neighborhood Plan will be a written comprehensive plan adopted by the Madison Common Council. The Brownfields Project will contribute a chapter to this plan. Community input will be summarized in the chapter and will be attached in detail in the appendix.

3. TASK DESCRIPTIONS, COST ESTIMATES, AND MEASURING PROGRESS

3.a. Description of Tasks and Activities

Task 1. Site Identification and Prioritization: Project Director Tom Otto will use the procurement process detailed in 40 CFR 31.36 to hire one qualified environmental consulting firm to assist with our brownfield inventory, and perform all assessment and remedial planning activities (Hiring deadline: Nov. 2019, or 2 months after receipt of funding). The second step in Task 1 will be to inventory and prioritize all properties within the Wingra Creek and Villager Target Areas. City staff and the consultant will rank all properties on: 1) suspected or known environmental hazards, 2) redevelopment potential, and 3) community values. The environmental hazards ranking will use Sanborn fire insurance maps, City Directory records,

and the WDNR's Bureau for Remediation and Redevelopment Tracking System (BRRTS) database. The redevelopment potential will be determined by Economic Development staff using criteria such as the presence of TIF districts, proximity to transportation infrastructure, potential for eliminating blight, ownership and access status, and discussions with local developers. The community ranking will be determined using the South Madison Neighborhood Planning process. The three separate rankings will be combined to produce a Site Prioritization Matrix, to be maintained in a GIS database. *This work will be split 50/50 with the consultant. The City will contribute \$4,800 of in-kind services.* (Matrix deadline: Feb. 2020)

Task 2: Community Involvement: Project Director Tom Otto will participate on the South Madison Neighborhood Plan and Implementation process (Sept. 2019 - Sept. 2022) until the end of the Brownfield Project period. Participation will involve 12 General Neighborhood meetings with a Plan kick-off and quarterly meetings. The Brownfields Subcommittee of the Neighborhood Planning process will meet monthly from Sept. 2019 to March 2020 to develop a Site Prioritization Matrix to be presented to the neighborhood, and quarterly from March 2020 to Sept. 2022 (16 meetings). The cost of rent, translation (Spanish/ Hmong), child care, printing/advertising, outreach, and food for the General Neighborhood meetings will be absorbed by the Planning Division as part of the Neighborhood Planning Process. The Project Director will also send letters to all property owners and area developers in the Target Areas announcing the availability of funds to conduct assessments (Deadline: May 2020). Interested participants will be evaluated per the ranking matrix, with preference given to sites with viable redevelopment plans. Economic Development staff will meet individually with property owners and developers to facilitate their participation in the program. *All work under this task will be an in-kind contribution by the City, estimated at \$7,560.*

Task 3: Phase 1 ESAs: The City's consultant will conduct *All Appropriate Inquiries (AAI)* Phase 1 environmental site assessments (ESAs) on at least 3 Petroleum and 5 Hazardous Substance sites in the Target Areas. To enroll properties in the program, the consultant will submit eligibility requests for petroleum funding to Michael Prager at the WDNR and for hazardous substance funding to the assigned EPA project manager. Since most properties in the Target Areas are not owned by the City, staff will gain site access prior through the community involvement process and assistance from the City's Real Estate office. *To confirm property eligibility and gain site access, the City will contribute \$5,000 in-kind.* (Deadline: At least 4 Phase 1 ESAs by May 2021).

Task Four: QAPP, Phase 2 ESAs, and Cleanup Plans: The City's consultant will develop a Quality Assurance Project Plan (QAPP), will perform 6 to 8 Phase 2 ESAs at Hazardous Substances and Petroleum sites, and depending on the results of the Phase II ESAs, will prepare Remedial Action Plans (RAPs) for 2 or more sites. Total Consultant work with staff deliverable review and communication with the EPA. *For site access and communication with property owners, the City will contribute \$12,960 of in-kind services.* (Deadline: At least 3 Phase 2 ESAs by May 2021)

Task Five: Eligible Program Activities: Two City staff members will attend the next EPA Brownfield Training Conference in 2021 using grant funds. *All other programmatic activities, such as updating ACRES, quarterly/annual reporting to the EPA, budget tracking, and on-going communication with EPA will be as an in-kind match from the City.* (Deadline: ongoing)

3.b. Cost Estimates and Outputs

Task 1: Site Identification and Prioritization (100% Contractual): Outputs and Costs: Site Prioritization Matrix and GIS database. Assumes a consulting rate of \$80/hr at 50 hrs = \$4000 (\$2000 petroleum; \$2000 hazardous substance)

Task 2: Community Involvement (100% Contractual): Outputs and Costs: Consultant attendance at kick-off and 3 years of quarterly planning meetings to answer questions. Cost estimated at \$2,650 (\$1325 petroleum; \$1325 haz sub.)

Task 3: Phase 1 ESAs (100% Contractual): – Outputs and Costs: 3 petroleum and 5 hazardous substance Phase 1 ESAs at an average cost of \$5000 = \$40,000 (\$15,000 petroleum; \$25,000 hazardous substance)

Task 4: QAPP, Phase 2 ESAs, and Cleanup Plans (100% Contractual): Outputs and Costs: QAPP (\$6,000 petro.); 7 Phase 2 ESAs at \$33,000/ea = \$231,000 (\$66,000 petro; \$165,000 haz sub); 2 remedial action plans at \$6,675/ea = \$13,350 (\$6,675 petro; \$6,675 haz sub). Total costs for this task = \$250,350 (\$78,675 petro; \$171,675 haz sub)

Task Five: Eligible Program Activities (100% City Personnel Travel Costs): Outputs and Costs: Attendance of EPA Brownfield Training Conference by 2 City staff = \$3,000 (\$3,000 petro)

Budget Table for Petroleum Funds

Budget Categories	Site ID & Prioritization	Community involvement	Phase I ESAs	QAPP, Phase 2 ESAs Cleanups	Program Activities	Total Costs
Travel	--	--	--	--	\$3,000	\$3,000
Contractual	\$2,000	\$1,325	\$15,000	\$78,675	--	\$97,000
Total Budget	\$2,000	\$1,325	\$15,000	\$78,675	\$3,000	\$100,000

Budget Table for Hazardous Substance Funds

Budget Categories	Site ID & Prioritization	Community involvement	Phase I ESAs	QAPP, Phase 2 ESAs Cleanups	Program Activities	Total Costs
Contractual	\$2,000	\$1,325	\$25,000	\$171,675	--	\$200,000
Total Budget	\$2,000	\$1,325	\$25,000	\$171,675	--	\$200,000

Note: In-kind staff time are NOT included in this budget. Rows for personnel, fringe, equipment, supplies, and other were deleted since no grant funds will be used in those categories.

3.c. Measuring Environmental Results: The project *outputs*, as outlined in Section 3.b., include a Site Prioritization Matrix, project GIS, public meeting minutes, outreach letters to property owners and area developers, property eligibility requests, at least 8 Phase I ESAs, an EPA-approved QAPP, at least 7 Phase 2 ESAs, 2 remedial action plans, a summary of the EPA brownfield conference, quarterly and annual reporting to EPA, and quarterly updates to the ACRES database. All program administration will be managed by Project Manager Tom Otto.

We anticipate the following outcomes and associated metrics for tracking success:

Short-Term Direct Outcomes and Metrics: (1) Reduced risks to health and the environment: number and acreage of assessed sites; (2) Redevelopment obstacles removed: number of sites

where assessment provides information to stimulate site reuse; and (3) Increased public participation: number of people participating, number of meetings held, and number and types of outreach methods used.

Long-term Community Welfare and Public Health Outcomes and Metrics: (1) Improved public health and safety: number and acreage of remediated sites, and (2) Housing improvements: number of new units, changes in ownership patterns, vacancy rates, and affordability.

Long-term Economic Outcomes and Metrics: (1) Number of jobs (temporary and permanent) created; (2) Number and type of new businesses established; (3) Tax base growth; (4) Public and private investment leveraged; and (5) Changes in long-term resident economic indicators including median family income, unemployment rate, and poverty rate.

Long-term Greenspace and Public/Non-Profit Outcomes and Metrics: (1) Number and acreage of new greenspaces; (2) Increased public investments (capital and maintenance) in greenspaces.

Long-term Environmental and Sustainability Outcomes and Metrics: (1) Number and acreage of sites positioned for reuse; (2) Number of new buildings seeking LEED Certification; and (3) Reduction in stormwater impacts (40% runoff reduction goal).

4. PROGRAMMATIC CAPABILITY AND PAST PERFORMANCE

4.a. Programmatic Capability

4.a.1. Organizational Structure: A 2019 assessment grant will allow the City to maintain the momentum created under our FY12 Assessment Grant. An interdisciplinary Team of experts from City Engineering, Planning, Economic Development, and Public Health will meet monthly to implement the project. Key project staff include:

Thomas Otto, BBA, EDP, Economic Development Specialist will be our Project Director. With 18 years of experience in community economic development, Tom will guide the site prioritization process, and be the principal contact for property owners and developers. Tom will develop and manage the work plan; select and supervise the consultant; ensure compliance with EPA procurement requirements; ensure site eligibility; track outcomes/outputs; and ensure timely submission of all deliverables, including quarterly progress reports, brownfield reporting measures, ACRES updates, and annual financial status reports.

Brynn Bemis, MS, Hydrogeologist is the primary brownfields specialist in City Engineering since 2009 and manages environmental due diligence for City property transactions, coordinates mitigation and remediation of contamination on City-owned land and public right-of-way, and supervises environmental monitoring of City-owned brownfields. Brynn will assist with all technical aspects of the grant, including report review and coordination with EPA and WDNR.

John Hausbeck, MS, Environmental Health Supervisor has 23 years of experience in health surveillance, risk assessment, and risk communication regarding environmental hazards, such as vapor intrusion. John will provide environmental health information, risk assessment, and communication expertise to the team.

Jule Stroick, Planner has 30 years of experience preparing special area plans for the City of Madison. Ms. Stroick will manage the upcoming South Madison Neighborhood Plan process,

and has a wealth of knowledge working with neighborhood-based organizations, facilitating planning processes, and engaging residents/business community/major stakeholders.

4.a.ii. Acquiring Additional Resources: The City will use the procurement process detailed in 40 CFR 31.36 to select one qualified environmental consulting firm to assist with our brownfield inventory update and perform all assessment and remedial planning activities. Within two months of the signed Cooperative Agreement, Team staff will issue an RFP posted to our City website, VendorNet, and DemandStar. Applicants will be required to submit technical and cost proposals and shall outline how they meet WBE/MBE goals in our Approved Work Plan. The Team will evaluate the proposals separately and may choose to conduct in-person interviews. Upon Council approval, the firm shall sign the City's standard Purchase of Services Contract.

4.b. Past Performance and Accomplishments

4.b.i. Currently Has or Previously Received an EPA Brownfields Grant

4.b.i.(1) Accomplishments: In October 2012, the City received a \$400,000 EPA Brownfield Assessment Grant, whose outputs included 11 Phase 1 ESAs (totaling 33.9 acres), 9 Phase 2 ESAs (totaling 10.0 acres) and full site investigations at 4 sites. Of the 14 sites enrolled in the grant program, 8 have completed their redevelopment and 5 are being actively remediated and redeveloped. With the 13 redevelopment sites, the City leveraged \$1 million in WEDC brownfield cleanup grants, \$250,000 in WEDC Community Development Investment grants, \$6.8 million for a public parking garage, \$3.45 million in Madison TIF, \$11.74 million in low-income housing tax credits, \$2.4 million in Dane County financing for low-income housing, and approximately \$89 million in private investment. Our extremely successful program provided the catalyst sparking redevelopment on the Isthmus. ACRES for all sites are updated and reflect current redevelopment status.

In October 2012, the City also received two \$200,000 EPA cleanup grants for remediation of the Don Miller car lots at 800 East Washington Avenue. The grant output was the remediation of more than 17,000 tons of co-mingled hazardous substance and petroleum-contaminated industrial fill from one 4.25-acre site. As an outcome of the grant, the City sold the property to a private developer in July 2013, and it currently houses a \$90 million, 15-story, mixed-use building containing 250 residential units (45 for lower-income residents) and a much-needed grocery store in a former Food Desert.

4.b.i.(2) Compliance with Grant Requirements: The City successfully administratively closed out our FY12 Assessment Grant in December 2016. A no-cost time extension for one year was granted in August 2015, allowing funds to be used through September 30, 2016. The grant required \$27,600 in City match, which was satisfied, and only \$271.88 of the \$400,000 was not used. All quarterly and annual MBE/WBE reporting was on time, complete, and accepted by the EPA Region 5 Project Manager, Patricia Polston. The City also successfully closed out our FY12 Clean-up Grants in December 2013 having satisfied all administrative, programmatic and fiscal reviews. The grants required \$80,000 in City match funds, which was satisfied and all grant funds expended. All quarterly reporting was on time, complete, and accepted by EPA Region V Project Manager Patricia Polston. ACRES for both grants was regularly updated.

Threshold Criteria Response:

1.) Applicant Eligibility: The applicant is the City of Madison, chartered as a Wisconsin city in 1856.

2.) Description of Community Involvement: The South Madison Brownfields Project will take advantage of a comprehensive planning process scheduled for 2019 – 2021 to update the 2005 South Madison Neighborhood Plan. This plan is being undertaken in anticipation of Town of Madison annexation. The plan will engage target area stakeholders in developing a vision for improving the area for the benefit of those who live there. It will be a comprehensive land use, transportation, and services plan. As such it will be an excellent opportunity for the South Madison Brownfields Project to involve the community in identifying environmental assessment priorities in the context of this larger planning process. The Brownfields Project will intersect with the neighborhood planning process as follows:

The City of Madison Planning Division will organize an interdisciplinary staff team to carry out the process. This team will include staff from Planning, Economic Development, Engineering, Transportation, Police, Building Inspection, Zoning, and other City agencies. The Project Director of the South Madison Brownfields Project, Tom Otto, will participate as a member of the South Madison Neighborhood Plan staff team. The team will engage the community in developing the plan, which will include a focus on the Villager Mall and Wingra Creek Target areas, and other sites known or suspected of being contaminated. This team will pursue a proven strategy used by City Planning to engage the community in its many planning efforts. The strategy and general timeline include the following:

a.) In early 2019, City Planning staff will interview diverse neighborhood stakeholders. These interviews will provide the team with a preview of stakeholder priorities.

b.) During early summer 2019, the Planning Team will develop an inventory of neighborhood organizations and their points of contact and begin targeted outreach to inform residents and business owners about the planning effort. This outreach will be particularly important since this will be the City's first opportunity to establish a relationship with Town of Madison residents. Outreach will be made to the faith community (Fountain of Life Church, Mt. Zion Baptist Church, Catholic Multicultural Center); neighborhood associations (the South Madison Neighborhood Planning Council, four area neighborhood associations, and the Madison Mobile Home Park in the Town of Madison); South Madison service organizations (Centro Hispano, Urban League of Greater Madison); and, the Greater South Madison Business Association.

c.) In September 2019, Planning staff will initiate the planning process with a general neighborhood meeting. A Steering Committee and Sub Committees will be organized. These will meet monthly and report to the neighborhood general meetings held on a quarterly basis.

d.) A South Madison Brownfield Project Subcommittee will be organized as a part of the planning process. Project Director Tom Otto will convene the Subcommittee which will include

a representative or representatives of the South Madison Neighborhood Planning Council; the Greater South Madison Business Association; and other partners. The Subcommittee will convene monthly to identify priorities for assessment, clean-up, and redevelopment. The Brownfield Subcommittee group will report to the quarterly neighborhood general meetings.

e.) The planning process is expected to continue for 18 months, from 9/2019 – 3/2021. One outcome will be a draft South Madison Neighborhood Plan which will be introduced to the Madison Common Council, reviewed by Council committees, revised if needed, and adopted as a chapter of the Madison Comprehensive Plan. The plan will include a chapter on brownfield assessment, clean-up, and redevelopment. The Villager Mall and Wingra Creek sites will be priority topics in the plan.

f.) A second outcome of the planning process will be development of a South Madison Neighborhood Plan Implementation Committee. This group, comprised primarily of neighborhood stakeholders will continue to meet on a monthly basis with City staff to assure that the goals of the plan are achieved and to report to a general neighborhood meeting on a quarterly basis.

g.) The South Madison Brownfield Project Subcommittee will continue to meet on a monthly basis throughout the remainder of the EPA grant period to assure that neighbors continue to be informed about project activities. On a quarterly basis, the group will report to the general neighborhood meeting.

h.) The South Madison Neighborhood Plan will have a webpage on the City of Madison website. This webpage will be active by mid-summer 2019 and will continue to be updated throughout the planning process and implementation phase. The South Madison Brownfield Project will make updated reports and announcements on this page throughout the project.

3.) Expenditure of Assessment Grant Funds: The City of Madison does not have an active EPA Brownfields Assessment Grant



Office of the Mayor

Paul R. Soglin, Mayor

City-County Building, Room 403
210 Martin Luther King, Jr. Boulevard
Madison, Wisconsin 53703
Phone: (608) 266-4611
Fax: (608) 267-8671
mayor@cityofmadison.com
www.cityofmadison.com

January 31, 2019

Narrative Information Sheet

1.) Applicant Identification:

City of Madison/Office of the Mayor
210 Martin Luther King Jr. Blvd., Room 403
Madison, WI 53703

2.) Funding Requested:

- a.) Assessment Grant Type: Community-Wide
- b.) Federal Funds Requested
 - i. Amount: \$300,000
 - ii. We are not seeking a Site-specific Assessment Grant Waiver
- c.) Contamination: \$200,000 Hazardous Substances; \$100,000 Petroleum

3.) Location:

- a.) City of Madison, Dane County, WI
- b.) Town of Madison (Township), Dane County, WI

4.) Property Information:

NA

5.) Contacts:

- a.) Project Director
Thomas Otto
City of Madison/Economic Development Division
215 Martin Luther King Jr. Blvd, Suite 130
Madison, WI 53703
608-243-0178
totto@cityofmadison.com

- b.) Chief Executive Officer
Paul R. Soglin, Mayor
City of Madison/Office of the Mayor
210 Martin Luther King Jr. Blvd., Room 403
608-266-4611
mayor@cityofmadison.com

January 31, 2019

Page 2

6.) Population:

City of Madison: 255,214 (US Census 2017 Population Estimate)

Town of Madison (Township): 6,829 (2017 ACS 5-Year Population Estimate)

7.) Other Factors Checklist:

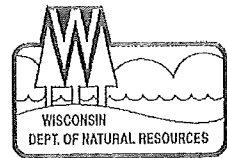
The priority site is adjacent to a body of water. Please see Page #1.

8.) Letter from State Environmental Authority:

Please see letter from Wisconsin Dept. of Natural Resources

State of Wisconsin
DEPARTMENT OF NATURAL RESOURCES
101 S. Webster Street
Box 7921
Madison WI 53707-7921

Tony Evers, Governor
Preston D. Cole, Secretary
Telephone 608-266-2621
FAX 608-267-3579
TTY Access via relay - 711



January 18, 2019

Paul R. Soglin, Mayor
City of Madison Mayor's Office
210 Martin Luther King, Jr., Blvd, Room 403
Madison, WI 53703

Subject: State Acknowledgement Letter for the City of Madison
EPA Community-wide Assessment Grant (\$100,000 Petroleum, \$200,000 Hazardous
Substances)

Dear Mayor Soglin:

The Wisconsin Department of Natural Resources (DNR) acknowledges the application of the City of Madison for U.S. Environmental Protection Agency Brownfield Grant funds identified above.

The Wisconsin DNR is fully committed to a collaborative partnership with the City of Madison, and will support your brownfield assessment and remediation efforts in many ways, including:

- The Wisconsin DNR can identify key state and federal contacts for your specific project and coordinate Green Team meetings with these individuals, in your community, to answer questions and discuss local plans, options and best practices.
- The Wisconsin DNR can assist you in identifying and obtaining additional financial assistance from state-managed grant and loan programs.

Obtaining EPA funding for this grant application is consistent with community needs, vital to the local economy and will help bring needed improvements to the quality of life for residents. Federal funding will also help initiate cleanup activities, create jobs and leverage local investments in brownfield redevelopment.

Sincerely,

A handwritten signature in cursive script that reads 'Darsi Foss'.

Darsi Foss, Director
Remediation and Redevelopment Program
Wisconsin Department of Natural Resources

Copy: Janet DiMaggio – DNR SCR

