



## Office of the Mayor

Satya Rhodes-Conway, 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](mailto:mayor@cityofmadison.com)  
[www.cityofmadison.com](http://www.cityofmadison.com)

### Application Information Sheet EPA FY2026 Brownfields Community-Wide Assessment Grant Application City of Madison, Wisconsin

1. Applicant Identification: City of Madison, Wisconsin  
 210 Martin Luther King, Jr. Boulevard  
 Madison, Wisconsin 53703
2. Website URL: <https://www.cityofmadison.com/dpced/economicdevelopment/brownfields-site-assessment-grant-program/3587/>
3. Funding Requested
  - a. Assessment Grant Type: Community-Wide
  - b. Federal Funds Requested: \$500,000
4. Location
  - a. City: Madison
  - b. County: Dane County
  - c. State: Wisconsin
5. Target Area and Priority Site/Property Information
  - a. Target Area – **North-South Public Transportation Corridor** (North-South Bus Rapid Transit [BRT] Line), within Census Tracts: 11.01, 12, 13, 14.01, 14.02, 14.05, 16.03, 16.04, 16.06, 17.04, 17.06, 17.07, 18.02, 18.04, 19.01, 19.02, 20, 21, 22, 23.01, 23.02, 24.01, 24.02, and 25.
  - b. Priority Sites –
    - I. North BRT Area: **Hooper Construction Properties**, 2030-2180 Pennsylvania Avenue, within Census Tract 21
    - II. South BRT Area: **Former Comstock Tire & Auto**, 2413 S. Park Street (at the intersection of S. Park Street and W. Badger Road), within Census Tract 14.01

A map of the Target Area, identifying the associated census tracts and locations of the Priority Sites is also included as an attachment to this Application Information Sheet.

6. Contacts:
  - a. Project Director: Thomas (Tom) Otto, Economic Development Specialist, City-County Building, 210 Martin Luther King, Jr. Blvd., Madison, WI 53703; (608)-243-0178; [totto@cityofmadison.com](mailto:totto@cityofmadison.com)
  - b. Chief Executive/Highest Ranking Official: Mayor Satya Rhodes-Conway, 210 Martin Luther King Jr Blvd, Room 403, Madison, WI 53703; (608)-266-4611; [srhodes-conway@cityofmadison.com](mailto:srhodes-conway@cityofmadison.com)
7. Population: The City of Madison has a population of 285,300 (Census V2024).



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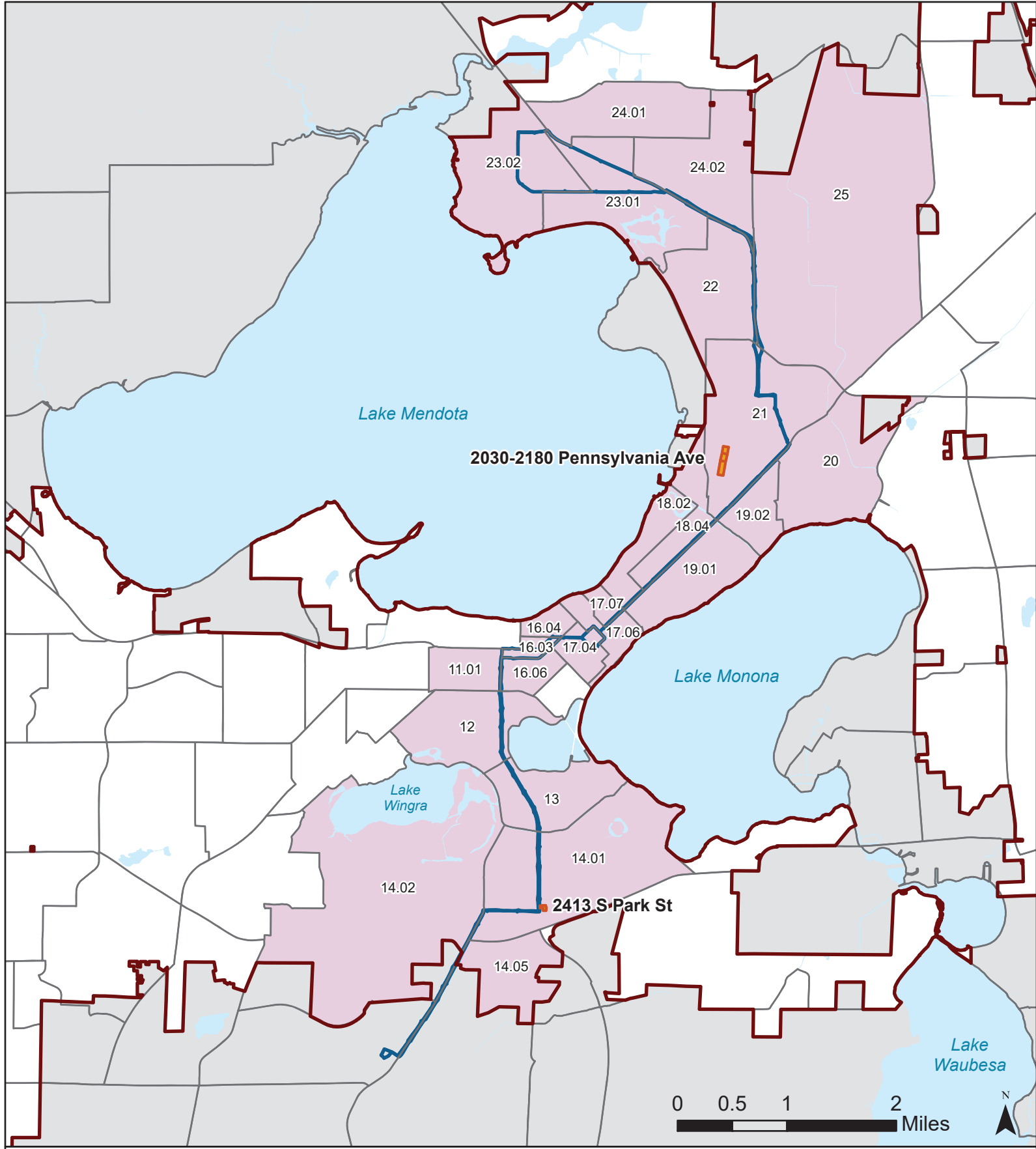
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### 8. Other Factors Checklist:

<b>Other Factors</b>	<b>Page #</b>
Community population is 15,000 or less.	<i>N/A</i>
The applicant is, or will assist, a federally recognized Indian Tribe or United States territory.	<i>N/A</i>
The proposed site(s) is impacted by mine-scarred land.	<i>N/A</i>
The proposed site(s) is adjacent to a body of water (i.e., the border of the priority site(s) is contiguous or partially contiguous to the body of water, or would be contiguous or partially contiguous with a body of water but for a street, road, or other public thoroughfare separating them).	<i>1, 2, 4</i>
The priority site(s) is in a federally designated flood plain.	<i>2</i>
The reuse of the priority site(s) will facilitate renewable energy from wind, solar, or geothermal energy.	<i>2</i>
The reuse of the priority site(s) will incorporate energy efficiency measures.	<i>2, 3, 4</i>
The proposed project will improve local resilience to the impacts of extreme weather events and natural disasters.	<i>2</i>
At least 30% of the overall project budget will be spent on eligible reuse/areawide planning activities, as described in Section 3.A.(2), for priority site(s) within the target area(s).	<i>N/A</i>
The target area(s) is impacted by a coal-fired power plant that has recently closed (2015 or later) or is closing.	<i>N/A</i>

9. Letter from State or Tribal Environmental Authority: Wisconsin Department of Natural Resources (WDNR) – Attached

10. Releasing Copies of Applications: No portions of this application are confidential, privileged, or sensitive.



**Application Information Sheet Map Attachment**

- Priority Sites
- North-South Public Transportation Corridor (N-S BRT)
- Target Area
- City of Madison Boundary

Target Area Census Tract #s: 11.01, 12, 13, 14.01, 14.02, 14.05, 16.03, 16.04, 16.06, 17.04, 17.06, 17.07, 18.02, 18.04, 19.01, 19.02, 20, 21, 22, 23.01, 23.02, 24.01, 24.02, 25

Data Source:  
US Census Bureau 2020,  
City of Madison 2025

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

**Tony Evers, Governor**

Telephone 608-266-2621  
Toll Free 1-888-936-7463  
TTY Access via relay - 711



January 16, 2026

Satya Rhodes-Conway, Mayor  
C/O Angela Wilcox-Hull, Hydrogeologist  
Engineering Division  
City-County Building, Room 115  
210 Martin Luther King, Jr. Blvd.  
Madison, WI 53703  
*Via Email Mail Only to [awilcox-hull@cityofmadison.com](mailto:awilcox-hull@cityofmadison.com)*

**Subject: State Acknowledgement Letter for City of Madison**  
FY26 EPA Community-Wide Assessment Grant

Dear Mayor Satya Rhodes-Conway,

The Wisconsin Department of Natural Resources (DNR) acknowledges the application of the city of Madison (the City) for the U.S. Environmental Protection Agency (EPA) brownfield grant identified above.

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

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

Obtaining U.S. EPA funding for this grant application is consistent with community needs, is 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,

Roxanne N. Chronert, Policy and Program Operations Director  
Remediation and Redevelopment Program  
Wisconsin Department of Natural Resources

## 1. PROJECT AREA DESCRIPTION AND PLANS FOR REVITALIZATION

**1.a. Overview of Brownfields Challenges and Description of Target Area:** The City of Madison (City) will focus this FY26 Community Wide Assessment (CWA) Grant on the *North-South Public Transportation Corridor*, which corresponds with the N-S Bus Rapid Transit (BRT) Line (our *Target Area*). The N-S BRT corridor Target Area is within City boundaries and extends from the north of Lake Mendota, south towards the isthmus between Lake Mendota and Lake Monona, and further south along S. Park Street. The southernmost portion of the BRT is outside City limits and is excluded from our CWA Grant area. The BRT corridor is split into two halves (the N-BRT and S-BRT) and passes through Census Tracts (CTs) 11.01, 12, 13, 14.01, 14.02, 14.05, 16.03, 16.04, 16.06, 17.04, 17.06, 17.07, 18.02, 18.04, 19.01, 19.02, 20, 21, 22, 23.01, 23.02, 24.01, 24.02, and 25. The N-BRT portion is predominantly industrial properties, in and around residential neighborhoods and commercial thoroughfares. The S-BRT portion is predominantly residential neighborhoods, which are split by commercial districts and busy roadways. The two halves are split in the middle by the City's downtown Capital area and the University of Wisconsin-Madison which reside on/near the isthmus. The Target Area contains many brownfields sites, a few of which have previously been assessed (EnviroAtlas identifies at least 33 sites) through prior City CWA Grants and/or State program assessments. However, further assessment of these, and many other unassessed brownfield properties would be supported by this FY26 CWA grant. Over 160 potential brownfields have been identified in the S-BRT area alone. In addition, Madison has no shortage of brownfields along E. Washington Avenue (the City's historic downtown industrial corridor) and around the shuttered flagship Oscar Mayer plant on the northside (which adjoins the *Hooper Construction Priority Site*).

Many former industrial and/or historical properties within the Target Area remain vacant, were repurposed or removed over time, or have been replaced by automobile filling/service/sales type facilities. Due to a challenging economy for the working poor, a declining middle class, and other disincentives for new investment, many properties along the transportation corridor are vacant or underutilized and may present health risks to sensitive, impoverished, or disproportionately impacted populations. In particular, the S-BRT portion of the Target Area includes the S. Park Street neighborhoods, which are plagued by brownfields attributable to long-standing underinvestment in code enforcement, urban planning, and infrastructure, and have created areas of severe blight. In addition, for decades, South Madison was impacted by discriminatory lending policies to its racially and ethnically diverse neighborhoods. This area includes economically impoverished and disproportionately impacted populations (as discussed in Section 2 below), which desperately need the assistance that Brownfields assessment can provide to spur redevelopment of the many abandoned, blighted, and/or impacted properties. Such blighted properties are particularly evident along S. Park Street. During the 1940s, a two-mile stretch of S. Park Street became known as "Gasoline Alley" due to the substantial 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, six former bulk oil/fuel facilities, four former printing businesses, an operating salvage and auto-wrecking yard, and at least nine former or existing dry cleaners have been identified. A FY26 CWA Grant would facilitate redevelopment of many of these blighted properties and revitalize our Target Area neighborhoods, particularly along S. Park Street.

**1.b. Description of the Priority Brownfield Site(s):** Two *Priority Sites* are within the *N-S BRT Public Transportation Corridor Target Area*; one from both the N-BRT and the S-BRT portion of the corridor:

1) **The Hooper Construction properties (2030-2180 Pennsylvania Avenue, within CT 21 along the North BRT):** This industrial area adjoins the WSOR Madison railyard. Rail spurs historically ran through the western portion of the properties. The parcels at this Priority Site have known and/or presumed environmental impacts related to past industrial site use, leaking storage tanks, and/or solid waste. Prior operations include various manufacturing facilities (paint, steel tanks, etc.), chemical storage, a closed (unlined) landfill, and/or experimental aeronautical processes. This area is prioritized as it is at the northern end of the isthmus and is surrounded by residential neighborhoods and the E. Washington Ave./Rte. 151 commercial corridor, which is a priority area for the City to redevelop and revitalize.

2) **The former Comstock Tire & Auto (2413 S. Park Street, within CT 14.01):** This property is located at the intersection of S. Park Street and W. Badger Road and is currently vacant. Limited environmental assessments were completed prior to acquisition by Park Bank, after which the prior improvements were demolished. This underutilized property is at a prominent commercial intersection, which abuts several

## NARRATIVE/RANKING CRITERIA

densely-populated neighborhoods that include greater percentages of low-income, minority, and/or other sensitive populations. This area is an “entry way” into the downtown and university areas of the City off the U.S. Highway 12/18 beltline to the south. This site is prioritized because a development in this area will bolster existing utilities and infrastructure, and the revitalization and redevelopment of this area will bring jobs, opportunities, and pride to the neighborhood.

**1.c. Identifying Additional Sites:** The City has a preliminary inventory of sites and will quickly rank and select sites for inclusion in the CWA grant program. We have experience identifying and inventorying potential assessment sites, as demonstrated during our FY12 and FY19 CWA grants (the FY19 CWA Grant included an extensive site prioritization process). With our FY26 grant, we will update this matrix and continue to market the program to property and business owners through direct mailing, neighborhood outreach, and one-on-one meetings with area developers. Our Economic Development Division (EDD) and Project Partners regularly receive inquiries from local and out-of-state developers interested in Brownfields assistance, and we will focus heavily on *Community Outreach* during the first year of the FY26 CWA grant period of performance (PoP).

**1.d. Reuse Strategy and Alignment with Revitalization Plans:** The FY26 CWA grant will provide the City and local owners or developers with opportunities to revitalize brownfield sites through the federally-provided assessment funding. Such assessment will allow for sites to be redeveloped that would otherwise not be (due to known or perceived environmental impacts that would typically drive away such redevelopment options). The redevelopment and revitalization of these brownfields (inclusive of the Priority Sites) align with the following City revitalization plans: 1) The *City of Madison Comprehensive Plan (Plan)* was last updated in May 2025. The Plan updates included Generalized Future Land Use (GFLU) mapping and strategies. Generally, the Plan focuses on City initiatives regarding land use, transportation, neighborhoods and housing, economy and opportunity, culture and character, green/resiliency initiatives, and/or effective government. 2) The *2022 South Madison Plan (SMP)* has three guiding principles: a) anti-displacement and gentrification strategies that retain affordability and welcome the area’s existing diversity; b) community wealth building strategies that support economic growth without displacement; and c) opportunities to support strategies that support social cohesion, health, and well-being. 3) The EDD is also currently working on a new economic development plan for two specific sites in the S-BRT corridor area (untitled, at present). 4) The Madison Parks Division’s *2025-2030 Park and Open Space Plan (POSP)* includes strategies to guide future park development, facility upgrades, and policies based on community needs and trends, supported by specific parks plans, while working towards broader goals in the City's Plan. New/existing parks would benefit from assessment and revitalization of nearby brownfields.

**1.e. Outcomes and Benefits of Reuse Strategy:** Our expected outcomes are to return our assessed brownfield sites, and nearby areas impacted by the stigma of perceived proximity to contamination and tangible blight, back to economic vitality. Remediating our brownfield sites will minimize exposure to contaminants at each site and adjacent properties and, just as importantly, impact on our natural resources, including Lake Mendota, Lake Monona, and Wingra Creek. The *Priority Sites* are anticipated to be redeveloped for mixed residential/commercial use (with green efficiency measures and with climate change/mitigation in mind), which will provide dozens of new jobs and an estimated \$3-6 million (MM) in increased tax base. In terms of resiliency (which EPA defines as the capability to anticipate, prepare for, respond to and recover from significant multi-hazard threats with minimum damage to social well-being, the economy and the environment), our reuse strategies would be resilient to the impacts of extreme weather and/or natural disasters via integration of climate planning into the redevelopment plans and in our local policies, investment in green infrastructure (like rain gardens, and/or tree canopy) for flood/heat management, following upgraded building codes for stronger structures, use of renewables to enhance local energy resilience (solar and/or geothermal), and engagement with the community including building on our strong social networks for support, all while engaging residents to tailor solutions to unique local risks like flooding, fire, or heat.

Some specific outcomes associated with the redevelopment of our Target Area include: 1) Improved water quality and flood plain mitigation of Wingra Creek; 2) Beautification of the parkway along Wingra Creek and of and expanded Heifetz Park; 3) The new Badger Rusk Bike/Ped Path; 4) A planned 300kW solar photovoltaic system on the proposed parking garage and a renewable energy microgrid study for the Village on Park; and 5) new energy-efficient affordable/market-rate housing units.

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**1.f. Resources Needed for Site Reuse:** The City has a successful track record with grants and loans from the following programs: 1) Wisconsin Department of Natural Resources (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 to assist redevelopment in the Target Area, including: 1) Opportunity Zone Funds and New Market Tax Credits within the South Madison Opportunity Zone; 2) The City's annual \$20MM Affordable Housing Fund; and 3) S. Park Street's two Tax Incremental Districts (TID 42 and TID 51). TID 51 was created in 2023 and will provide an estimated \$50MM for public works projects, \$22MM for affordable housing, \$15MM for Community Development Authority revitalization projects, and \$19.9MM for economic and community development assistance, of which \$6MM is allocated for small business.

Furthermore, the City's 2023-2028 Capital Budget includes the following investments in South Madison: \$7.8MM for the Village on Park redevelopment (which is very near Priority Site #2), \$6MM for Land Banking, \$3.5MM for a grocery store at the former Truman Olson U.S. Army Reserve site, \$21.6MM for causeway bridges improvements, \$1.2MM for S. Park Street improvements, \$7MM for the N-S BRT corridor (the *Target Area*), and \$1.3MM for the Badger Rusk Bike/Pedestrian Path next to Wright public Middle School.

Additional resources include utilization of Park Land Acquisition Funds to acquire any park land adjacent to our project areas, and partnership with the Greater Madison Chamber of Commerce. In December 2025, the Madison Region Economic Partnership (MadREP) transferred its regional economic development responsibilities to the Chamber, which will accelerate growth and opportunity across south-central Wisconsin.

**1.g. Use of Existing Infrastructure:** Our Target Area has the infrastructure and utilities in-place (e.g., water, sanitary sewer, stormwater, electric, fiber optic, gas) and City services (e.g., trash/recycling) to support our Plan's redevelopment strategies. That infrastructure is critical to support site redevelopment for much-needed affordable housing, and/or commercial or light industrial facilities that will provide jobs. Such redevelopment would upgrade existing water/sewer, electric, and other utility connections at the Priority Sites and surrounding areas. Updates to infrastructure would be designed for energy efficiency. From an equitable development and social justice perspective, by concentrating the highest intensity development along S. Park Street, transportation improvements will provide low-income residents with more efficient access to employment, education, and housing.

## 2. COMMUNITY NEED AND COMMUNITY ENGAGEMENT

**2.a. The Community's Need for Funding:** A successful Brownfields program will meet the needs of the community by leveraging financial assistance to clean up blighted properties, increasing tax revenues while creating safe housing and business opportunities, and jobs to boost our lower income community members. Opportunities to redevelop brownfields in our Target Area have been hampered by a lack of funding and/or a stigma that it would be too costly to assess, remediate, and redevelop such sites. The Target Area's 24 CTs include many with high percentages of families living in poverty (six tracts with 7-17%, five tracts with 17-28%, and three tracts with 28-100%). Many of those same CTs contain 6% or more unemployed civilian labor force. Per current U.S. Census data, more City families are living in poverty (16.2%), the median gross rent cost is higher, and the City has a greater than average percentage of minorities (8% is Asian, 9.4% is comprised of two or more races, and 9.3% is Hispanic or Latino), compared to the county, State, and/or U.S.

Particularly, our Priority Site #2 located within CT 14.01 has resident incomes which are 29.1% below poverty (2020 Census, GEOID 55025001401). Approximately 55% is "low-income," at the 90th percentile for Wisconsin (and per the USDOT RAISE Mapping Tool, it is a Census Tract of persistent poverty). Only 19.5% of residents in CT 14.01 own their homes, compared to 44.5% of Madison. The median value of housing in this area is \$230,498, 55% of the city median of \$418,490 (ACS, 2021, 5-Yr. Est.). A study completed as part of a TID study found that 71% of the area was blighted. In the past decade, the City has continued to invest significant public funds in the area in hopes of sparking redevelopment. However, despite these investments, 10 years after the TID's creation, it had lost \$6.5MM in assessed value. In 2023, the City created TID #51 and found that over 50% of that area was blighted as defined by the State of Wisconsin Tax Increment Funding (TIF) Law. There are multiple causes of this long-term disinvestment, including known and suspected

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environmental contamination, the underinvestment in services and infrastructure by the former Town of Madison (now incorporated into the City of Madison), and the pervasive poverty of surrounding neighborhoods

**2.b. Health or Welfare of Sensitive Populations:** Environmental contaminants, particularly those found on brownfield sites, can impact the overall health of the community. Supplemental Demographic Index (combination of % low-income, % persons with disabilities, % less than high school education, % limited English speaking, and % of low life expectancy population) for the Target Area (particularly, the CT 14.01 where Priority Site #2 is located) is in the 95<sup>th</sup> percentile. Our S-BRT corridor in particular has a high percentage of the following: population in poverty, those with less than a high school education, single parents, and minority status. Additionally, EnviroAtlas depicts Centers for Disease Control information identifying several of our Target Area CTs as having asthma prevalence in percentage ranges over 10.3% and up to 20.5%.

Environmental issues are compounded by area concerns, such as hazardous building materials (asbestos, lead-based paint, etc.) associated with our older housing stock (a high % of our housing stock is older than 1979). The prevalence and location of potential brownfield sites in our Target Area means that our sensitive populations live close to contaminated properties and significant concentrations of hazardous building materials. The remediation and redevelopment of sites will remove exposure pathways such as windblown dusts, inhaled vapors, ingested soil or water, and reducing the health risks to our sensitive populations.

**2.c. Greater Than Normal Incidence of Disease and Adverse Health Conditions:** According to the 2019-2021 Healthy Dane study, CT 14.01 adults are significantly below national averages for cervical, colon, and breast cancer screenings. Only 63.1% of adults have routine health checkups, and only 57% see a dentist regularly. The percentage of adults who receive recommended preventive services was only 31% compared to 43% in Dane County. 19.9% of adults self-reported their health to be “poor or fair,” compared to 10.2% countywide. The rate of adults ever diagnosed with depression is 23.5% compared to 19.5% nationally. CT 14.01 has an adult binge drinking rate of 21.5% (vs. 15.5% nationally) and an adult smoking rate nearly double the Dane County average (19% vs. 11.2%). Other CTs in the Target Area also have similar issues.

Additionally, CT 14.01 is in the *87th percentile for asthma*. Per the 2020 Wisconsin Asthma Burden Report our Black population has an asthma prevalence 1.5 times higher than our white population. Our high-risk residents in our sensitive populations are exposed to a disproportionate concentration of environmental hazards. S. Park Street carries 24,000 cars/weekday and portions of the Target Area carry 125,000 vehicles daily, and a freight line runs also runs through. The target area’s traffic proximity and volume are at the 90th percentile for the State and the 92<sup>nd</sup> percentile for particulate matter 2.5. In addition, CT 14.01 is in the 98<sup>th</sup> percentile for wastewater discharge indicators, or the proximity to toxic stream segments. Per the WDNR’s fish consumption advisories, the biomagnification of Per- and Polyfluoroalkyl Substances (PFAS), mercury, and polychlorinated biphenyls (PCBs) in fish from our local lakes results in excessive exposure to these contaminants among immigrants and minorities who rely on subsistence fishing.

**2.d. Economically Impoverished/Disproportionately Impacted Populations:** As mentioned in 2.b., the area being targeted is low income and impoverished; several of our CTs have between 17-28% or greater than 28% of families living in poverty and/or have medium incomes below the averages for the county and the entire country. Our redevelopment strategy related to Brownfields integrates the cleanup of contaminated sites with housing reinvestment and economic development to promote a livable, sustainable community for the benefit of those who live there. A FY26 CWA grant would integrate directly into the execution of the 2020 SMP principles (outlined in Section 1.d) by investigating blighted properties (both those land-banked by the City and privately owned) for redevelopment. The result for local residents will be a range of energy-efficient affordable housing, job opportunities, and parkland. Such accomplishments will directly assist our low-income and sensitive communities, primarily through additional job and housing opportunities, and by reducing environmental contamination exposure in their communities.

**2.e. Project Involvement, and 2.f. Project Roles:** The City will form a Brownfields Advisory Committee (BAC), which will include our Project Director and other City staff (Section 4c) and/or members of our Project Partners. The role and activities of our BAC will be to aid community outreach to get the word out about the CWA grant program and how it works, identify and prioritize assessment sites (based on community and environmental justice needs, and/or real redevelopment opportunities), and to serve as community ambassadors/liasons for the program. Our community’s unique sense of place and highly involved nonprofit

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and volunteer base will allow Madison’s Brownfields program to involve a diverse and experienced team of local community partners. To engage South Madison’s diverse community, the Project Team identified in Section 4 will use a 4-tiered plan: 1) incorporate public priorities identified in the 2022 SMP; 2) promote the grant program to area stakeholders (e.g. business and property owners, developers); 3) collect ongoing public feedback through community pop-ups and a community questionnaire; and 4) host public meetings for specific properties slated for redevelopment. Our proposed Project Partners include:

Name of Entity	Entity’s mission	Point of contact	Specific involvement in the project or assistance provided
Center for Black Excellence and Culture (CBEC)	To engage and support Madison’s Black community	J. Stephens Hale [REDACTED] and Rev. Dr. Alex Gee <a href="mailto:agee@nehemiah.org">agee@nehemiah.org</a>	Post FY26 grant updates on website; Promote popups, community questionnaire to African American Community, meetings to business owners; Review feedback.
Calli: Centro Hispano	Empowering youth, strengthening families, engaging community.	Karen M. Coller <a href="mailto:karen@micentro.org">karen@micentro.org</a> and Karime Pérez, <a href="mailto:karime@micentro.org">karime@micentro.org</a>	Host popups; Promote meetings and community questionnaire to Latinx community; Review community feedback.
Boys & Girls Club of Dane County	Boys & Girls Club will inspire and empower all young people to reach their full potential as productive, responsible, and caring adults.	Michael Johnson <a href="mailto:mjohnson@bgcdc.org">mjohnson@bgcdc.org</a>	Host popups at job/skills events; Promote meetings; Community questionnaires.
South Metro Planning Council	SMPC is a coalition of neighborhood and business groups that work together to increase the civic capacity on Madison's Southside.	Jeff Richter [REDACTED]	Promote public neighborhood meetings and community questionnaires; Host popups
District 14 Alder	Representing District (ward) 14 as a link between residents and city government.	Isadore Knox <a href="mailto:district14@cityofmadison.com">district14@cityofmadison.com</a>	Community outreach (engaging residents, developers, and/or other City stakeholders), assisting with securing outside funding, and ensuring projects align with local needs/goals.

Additional potential Project Partners include Park Cedar Apartments, Rooted, the Catholic Multicultural Center, and Madison College Goodman South, who would also provide public meeting spaces and pop-ups.

**2.g. Incorporating Community Input:** The City intends to engage the public at many opportune times to help direct our Brownfields Program. We will keep the public informed and ask for their help to select sites and assist with the development of reuse and redevelopment plans. We have on-going relationships with a variety of community leaders through our economic development, community planning, and transportation work. Our City Project Team and BAC will assist with communications to Project Partners and community members. This network will also be used to notify people about scheduled events and our program. The City also plans to host pop-up engagement events in 2026 with our partners at already scheduled community events (e.g., weekly Dane County farmer’s market, annual Juneteenth celebration, job/skills fairs). This will allow us to engage with residents in one-on-one discussion, especially those who cannot attend typical night meetings.

An initial meeting will be held to educate the public, stakeholders, and landowners about the program. The City and our Project Partners will encourage participation and attendance (with advertising to occur through our partner’s channels, the City website, social media, and other practical methods). Public meetings (either in-person or virtual, as appropriate) at project milestones (e.g., after completion of Phase II Environmental Site Assessment [ESA] activities) will educate the public about the benefits of the Brownfields program, discuss and solicit feedback on site selections, and present investigation reports, and site reuse and cleanup plans. If

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circumstances prevent in-person meetings (which may also be live-streamed), we will use Zoom, Go-To-Meeting, or other technology to remove these barriers. The City will also offer interpreter and/or hearing-impaired services. Meeting minutes, public comments, and progress summaries will be shared with the public via the City's website, e-newsletters, and social media. Events will be promoted on flyers at our partners' facilities. We will run periodic news stories on our program as well as solicit input through local periodicals and our website (which is another place that public comments can be submitted, as well as through online questionnaires accessible through QR codes on flyers and at pop-up events). We will maintain a record of public comments and corresponding changes based on the public's comments. To ensure that the public is informed throughout the grant, our website will include project events and links to the events and products (e.g., reports) produced by the program. We will create and maintain a public access document repository. We will also reach out to local news outlets and periodicals when Site-specific events are occurring that the public could attend, such as site walks or reuse planning meetings.

### 3. TASK DESCRIPTIONS, COST ESTIMATES, AND MEASURING PROGRESS

**3.a. – 3.d. Project Implementation, Anticipated Project Schedule, Task/Activity Lead, & Outputs:** No non-EPA grant resources are anticipated to be needed to carry out any of the below tasks or activities. If time is needed beyond the proposed personnel budget below, the City will provide as in-kind services.

<p><b>Task 1 (3a-3d): Cooperative Agreement Oversight</b></p> <p><b>Project Implementation:</b> The City will conduct Cooperative Agreement (CA) oversight, coordinate the BAC, attend regular BAC meetings, provide staff support to the Brownfields program, and procure the services of a Qualified Environmental Professional (QEP) in accordance with applicable rules and regulations, including 2 CFR 200, 2 CFR 1500 and 40 CFR 33. Our BAC will consist of the Project Team (Section 4.c) and Project Partners, who will incorporate input from local elected officials, members of the business community, economic development committees, realtors, and interested residents. The WDNR project officer for our Brownfields CWA Grant and our QEP will attend BAC meetings. The City will perform the day-to-day program management and will be in frequent communication with perspective site owners, regulatory personnel, community officials, and the public. The City, with QEP assistance, will complete the required EPA reporting (quarterly reports, ACRES, Disadvantaged Business Enterprise [DBE] reporting, etc.). Site visits will also occur. We plan to attend upcoming national and regional Brownfields Conferences. We will coordinate with the local health agency on health monitoring activities, if/as necessary.</p> <p><b>Anticipated Project Schedule:</b> This will be an ongoing and continuous effort throughout the grant PoP, starting with our initial hiring of our QEP (within 2 months), continuing with eligibility requests and quarterly reports, and ending with our final closeout report. A QEP will be selected during the first quarter of the grant PoP in accordance with EPA's recommended procurement guidelines (public bidding, at least 25% cost-based decision, etc.) following issuance of a request for proposals (RFP), and interviews (if needed).</p> <p><b>Task/Activity Lead:</b> City Project Director, Tom Otto. QEP support for ACRES/reporting.</p> <p><b>Outputs:</b> RFP and contract with selected QEP, regular meetings with the BAC and/or QEP, 16 ACRES quarterly reports (one per quarter), and approximately ten site eligibility checklists and associated All Appropriate Inquiries (AAI) checklists for Phase I ESAs.</p>
<p><b>Task 2 (3a-3d): Community Outreach and Engagement</b></p> <p><b>Project Implementation:</b> The City, with assistance from the QEP, will prepare programmatic components and public outreach materials such as Site nomination forms, informational and outreach brochures, and general informational packets. As part of this task, the City and QEP will meet with municipal leaders, economic development committees, realtors, property owners, and the public to solicit input, engagement, and investment on the project. We will facilitate and hold four or more public meetings, at key milestones in the program. Funds will be used to advertise these meetings in the local paper, and to produce outreach materials. Community input on our proposed sites and next steps for assessed sites will be collected and strongly considered in our prioritization of site selection and assessment needs. Decisions will be communicated with the community (via meetings and/or newspaper or web-postings), letting them know how their input was utilized.</p>

## NARRATIVE/RANKING CRITERIA

We will start with our two identified **Priority Sites** and preliminary inventory of sites and will quickly rank and select sites for inclusion in the program. The BAC will review and evaluate site nominations on an on-going basis with a site scoring matrix. Our criteria will include proximity to our Target Areas, EPA site eligibility factors, willingness of property owner to participate, potential for successful redevelopment, compatibility with local and county plans, ability to stimulate economic development, potential job and/or tax revenue creation, potential reduction of threats to human health and the environment, level of commitment, creation of greenspace, and the reuse of existing infrastructure. The City will work to secure Site access on the selected Sites and will meet with property owners and interested purchasers/developers. After initiating assessment of our current priority sites, we will update and develop a more comprehensive inventory of potential brownfield sites.

The City will communicate with the public through updates on the City's and Project Partner websites pop-up events, via social media, newspapers, and local public access TV for promotion and special public programs. The City will create marketing and announcement materials for the Brownfields program.

**Anticipated Project Schedule:** Concentrated within the first year (Q1) of the grant PoP, following selection of our QEP, but will continue in a reduced fashion through the grant. We anticipate assessing our two Priority Sites immediately upon contracting the QEP. Other activities will occur throughout the life of the grant.

**Task/Activity Lead:** City Project Director and BAC, with QEP support.

**Outputs:** Three to four public meetings, regular BAC and/or QEP meetings, new community outreach materials (brochure, updated website, etc.).

### **Task 3 (3a-3d): Site Selection and Phase I and Phase II Site Assessment Activities**

**Project Implementation:** The QEP will conduct a Phase I ESA for each site selected. We will obtain access agreements for each brownfield site. Phase I ESAs will be completed in accordance with the current ASTM International and AAI standards. The reports will summarize the recognized environmental conditions (RECs) identified for each site and recommend follow-up investigations, if warranted. Phase I ESA results will be communicated to the BAC, community stakeholders, and/or site owners throughout this process.

For sites where additional investigation is recommended, the QEP will develop a site-specific quality assurance project plan (SSQAPP) detailing the investigation and conduct a Phase II ESA and/or hazardous building materials survey (HBMS) to determine if contamination exists, and if so, to what extent. Phase II ESA subsurface investigations may consist of geophysical surveys, the advancement of soil borings, installation of monitoring wells, test pit excavations, and sampling of various environmental media. Prior to conducting any Phase II ESA activities, the QEP will also prepare a Health and Safety Plan (HASP). Following Phase II ESA activities, a summary report will be prepared. Site owners, municipal staff, and the general public will be kept informed of all ongoing activities by City officials. HBMS activities will include sampling and inventory of potentially hazardous building materials, followed by a summary report. The City and QEP will hold public meetings to discuss the results of Phase II ESAs and/or HBMS reports and the implications of the results on public health, environment, and future development. Reports will be submitted for WDNR and EPA review and ACRES will be updated accordingly in a timely manner.

**Anticipated Project Schedule:** We anticipate starting assessments on the two **Priority Sites** within the first quarter of the grant PoP. Remaining assessments will be completed throughout the PoP. Anticipated schedule for each site is as follows: 1) Create site eligibility checklist and get EPA approval, 2) Phase I ESA (~one month, followed by EPA/WDNR review/approval), 3) SSQAPP (~one month, followed by EPA/WDNR review/approval), and 4) Phase II ESA field work and reporting (~two months, followed by EPA/WDNR review/approval).

**Task/Activity Lead:** QEP, with assistance from City Project Director on eligibility and access.

**Outputs:** ~10 Phase I ESAs, ~8 Phase II ESAs, ~2 HBMS, and associated SSQAPPs and HASPs. We will hold a BAC meeting, public meeting, and/or City Council update for each Phase II ESA site.

### **Task 4 (3a-3d): Cleanup and Site Reuse/Redevelopment Planning Activities**

**Project Implementation:** If the Phase II ESA identified contamination, the concentrations will be evaluated to determine if the applicable WDNR standards (e.g., NR720 Residual Contaminant Levels or NR140 Groundwater Quality standards) have been exceeded, or if those concentrations pose a current threat to

## NARRATIVE/RANKING CRITERIA

human health or the environment. The QEP will use the results of Phase II ESA to develop Analysis of Brownfields Cleanup Alternatives (ABCAs) for selected sites. The ABCA will include an alternative analysis for potential remedial actions at the site. Remedial alternatives will be evaluated based on cost, feasibility, and effectiveness in protecting human health and the environment; and then remedial cost estimates will be developed. The design for the selected remedial action will be presented in a full conceptual Remedial Action Plan (RAP). As part of the ABCA process, the QEP will also submit each site to Wisconsin’s State Voluntary Cleanup Program (VCP).

For select sites, Reuse Planning may be completed. This will be important for sites with public space components, sites that will be publicly owned, or sites that will impact a larger area, such as the *Hooper Construction properties (Priority Site #1)*. The Reuse Planning will include community design charettes to solicit feedback and ideas from the public for site reuse.

One area-wide revitalization planning study will be completed through this program, related to our *N-S BRT Public Transportation Corridor Target Area*.

**Anticipated Project Schedule:** Throughout the 4-year grant PoP. Approximately one ABCA/RAP is anticipated per year of the grant PoP.

**Task/Activity Lead:** QEP lead, with City support to facilitate and prepare reuse plans.

**Outputs:** Up to four ABCAs and four RAPs, including applications for sites in the Wisconsin VCPs, as applicable. One Target Area revitalization study.

**3.e. Cost Estimates:** Note, the estimates below are programmatic costs, not administrative (admin) costs, and would be charged to the grant.

Budget Categories		Project Tasks (\$)				Total
		Task 1: Cooperative Agreement Oversight	Task 2: Community Outreach	Task 3: Phase I & Phase II ESAs	Task 4: Cleanup & Site Reuse Planning	
Direct Costs	Personnel	\$8,000	\$8,500	\$10,000	\$5,000	\$31,500
	Fringe Benefits	--	--	--	--	\$0
	Travel	\$7,000	\$500	--	--	\$7,500
	Equipment	--	--	--	--	\$0
	Supplies	\$500	\$500	--	\$1,000	\$2,000
	Contractual	\$24,000	\$15,000	\$350,000	\$70,000	\$459,000
Total Direct Costs		\$39,500	\$24,500	\$360,000	\$76,000	\$500,000
Indirect Costs		--	--	--	--	\$0
Total Budget		\$39,500	\$24,500	\$360,000	\$76,000	\$500,000

**Task 1 – Cooperative Agreement Oversight:** Personnel (\$8,000): 160 hours (at \$50/hour) for City staff for program development, organization, support, and oversight. Travel (\$7,000): Cost for two City staff to attend two USEPA National Brownfields Training Conferences (each at \$500 airfare, \$600 hotel, and \$400 per diem) (\$6,000), and attendance of one local EPA/WDNR training seminar and local travel for CA Oversight (\$1,000). Supplies (\$500): Copies, contract documents, etc. Contractual (\$24,000): QEP and/or legal assistance for outputs, CA oversight, and/or access agreements (192 hours at an average of \$125/hour).

**Task 2 – Community Outreach:** Personnel (\$8,500) 170 hours (at \$50/hour) for City staff to attend meetings, prepare presentations and materials, and respond to follow-up questions and comments solicited from the community. This cost also includes meetings with property owners, realtors, residents, and project stakeholders to solicit interest. Travel (\$500): City staff travel for local outreach at \$0.725/mile (IRS mileage rate in 2026), which allows up to approximately 690 miles over the 4-year PoP. Supplies (\$500): Copies, brochures, and other marketing materials. Contractual (\$15,000): QEP assistance with public outreach, meetings, educational opportunities (120 hours at an average of \$125/hour).

## NARRATIVE/RANKING CRITERIA

**Task 3 - Phase I and Phase II ESAs:** Personnel (\$10,000): 20 hours (at \$50/hour per site for the ten sites) to direct and coordinate with QEP in Phase I and Phase II ESA site visits, reviewing reports, and correspondence with property owners, municipal staff, and regulatory personnel. Contractual (\$350,000): QEP costs for ten Phase I ESAs (~\$5,000/site), eight SSQAPPs/Phase II ESAs (~\$32,500/site), and two SSQAPPs/HBMS (~\$20,000/site).

**Task 4. Cleanup & Site Reuse Planning:** Personnel (\$5,000): 100 hours (at \$50/hour) for City staff to meet with entities regarding cleanup and site reuse planning, review ABCAs, to facilitate and attend community design charrettes and public meetings, review presentations and outreach materials, and solicit feedback. Supplies (\$1,000): letters, meeting materials, charrettes, etc. Contractual (\$70,000): One Target Area revitalization plan/reuse study (\$15,000), plus QEP assistance to prepare four ABCAs (~\$4,000/site), four RAPs (~\$6,000/site), four Wisconsin VCP applications (~\$2,500/site), and time for cleanup and site reuse planning (\$5,000 for 40 hours at an average of \$125/hour).

**3.f. Plan to Measure and Evaluate Environmental Progress and Results:** The Project Director, with assistance from the QEP, will compare progress and outcomes against the grant work plan to ensure that the grant (and assessment projects) are on schedule, and will take necessary corrective actions, as needed. The environmental reports (Phase I ESAs, SSQAPPs, Phase II ESAs, HBMSs, and ABCAs/RAPs) will document assessment progress at each applicable site and will be our program's outputs. The City will track outputs internally and make sure that each is distributed to appropriate parties/stakeholders for comments before finalizing. Sites selected will be encouraged to enter the WDNR's Remediation and Redevelopment (RR) Program (VCP). Regular/quarterly reporting via ACRES and to our BAC and EPA/WDNR project officers will be additional markers of progress. Expected outcomes include entering the assessed brownfield sites into State VCP(s) and implementing successful cleanup plans. Tracking of long-term outcomes for individual sites will be completed via ACRES and through updates in our City meetings and/or website (via updates on progress of cleanup and redevelopment). Remediating the brownfield sites will return those assessed sites to economic vitality, minimize human health exposures at the sites (and adjacent properties), and improve opportunities for our population. Additional expected outcomes of completing brownfields site assessment and eventual remediation include new job creation and increased tax base accompanying revitalization and redevelopment. We will track metrics such as acres remediated, institutional or engineering controls, new green space, number of new affordable and market-rate housing units, residential/commercial/industrial square footage of new buildings, number of temporary construction jobs and permanent jobs created, economic value of new development, and funding leveraged through TIF/State/Federal grant programs. As during our prior assessment, the City will look for opportunities to assist both the WDNR and EPA Region 5 with the preparation of story maps for brownfield success stories.

## 4. PROGRAMMATIC CAPABILITY AND PAST PERFORMANCE

**4.a. - 4.c. Organizational Capacity, Organizational Structure, and Description of Key Staff:** Madison has a strong history of Brownfields redevelopment resulting in the creation of green spaces, new neighborhoods, and the redevelopment of new mixed-use, commercial, and residential properties. We have a history of successfully managing Federal and State grants and thus the capacity to comply with all USEPA program objectives and requirements over the 4-year grant period. The City of Madison employs stringent management protocols, systems, and oversight for grants, which will be managed by our Project Director(s). The Project Team—composed of the below staff and our hired consultant, will meet every other week for the duration of the grant. The collaborative nature of the inter-departmental staff team ensures a smooth transition if any staff turnover were to occur. The Project Team will also report annually on the FY26 grant to a “board of directors” group that includes the Madison Common Council, South Madison Neighborhood Resource Team, South Madison Planning Council, and the South Madison Implementation Team. Key project staff include:

Thomas (Tom) Otto, BBA, EDFP, Economic Development Specialist, with 22 years of experience in community economic development, will be our *Project Director*. Tom will guide the site prioritization process and be the principal contact for property owners and developers. Tom will be responsible for all administrative grant requirements, including: the work plan; selecting and supervising the consultant; compliance with EPA procurement; site eligibility; tracking outcomes/outputs; and submission of all deliverables and quarterly and

## NARRATIVE/RANKING CRITERIA

annual reporting. Tom is a member of the City's EDD.

Angela Wilcox-Hull, MS, Hydrogeologist, has more than 8 years of experience conducting and managing environmental projects, including Phase I/II ESAs, remediation, and environmental monitoring, and will **Co-Direct** the FY26 CWA grant with Tom. She also brings over 11 years of experience as a science educator and communicator. Angie will support with all technical aspects on Phase I ESAs, Phase II ESAs, and remedial action plans, and she will serve as our main contact with the WDNR.

Additionally, Dan Rolfs (Real Estate Development Manager), Terrel Nash (Real Estate Development Specialist), Lisa Laschinger (Assistant Parks Superintendent), and Breana Collins (City Planner) will assist our Project Co-Directors as co-members of the BAC with community engagement, marketing, prioritization of assessment sites, and to serve as community ambassadors/liaisons for the program. Our capable staff also includes experts in our Finance Department to assist with procurement and budget drawdowns, staff in our Engineering Department who understand the technical aspects of contamination and remediation, Economic Development staff with contacts in the business and redevelopment world, and outreach specialists in our Planning Division.

**4.d. Acquiring Additional Resources:** The City intends to contract an experienced QEP to assist with community outreach and EPA reporting, in addition to assessment activities. The City routinely creates RFPs and conducts competitive procurements to obtain appropriate resources for proposed projects. The QEP (and any other services needed, such as legal support) will be selected through open and fair competition in accordance with Federal and State regulations (at least 25% of the scoring criteria for selection will be cost-based, good faith efforts to solicit proposals from DBEs, with requests for proposals publicly bid and advertised, etc.). The City and its selected QEP will integrate the assigned WDNR and EPA Region 5 Project Officers to help coordinate and oversee the successful completion of the proposed assessment program. The City also intends to partner with State and/or regional economic development entities to stimulate the regional economy and spur job creation. Such regional entities offer a variety of services to its member municipalities, such as economic development planning and grant administration, and/or options for cleanup funding.

**4.e. Currently Has or Previously Received an EPA Brownfields Grant:** The City has successfully managed four EPA Brownfields grants: \$400,000 FY12 CWA Grant, two \$200,000 FY12 Cleanup Grants, and a \$300,000 FY19 CWA Grant.

**4.e.(1) Accomplishments, and 4.e.(2) Compliance with Grant Requirements:** For our prior Brownfields grants, a QEP was selected following submission of an RFP, and a grant kick-off meeting was held with the QEP, EPA, and WDNR. We developed marketing materials and a site application form for interested parties to apply for our Brownfields funding. Our priority sites were assessed successfully, and outputs/outcomes were accurately reported in ACRES in a timely manner. Assessment work completed led to leveraged funding opportunities, as well as community benefits, such as increased taxes, job creation, affordable housing, and property redevelopment. Grants completed in a timely manner, were compliant with all grant terms and conditions, and were fully expended by the end of their PoP (less \$217.88 on the FY12 CWA grant, due to a lower-than-expected final QEP invoice). A good faith effort was made for all grants to meet our DBE goals.

The City's \$400,000 FY12 Assessment Grant outputs and accomplishments included: 11 Phase I ESAs (totaling 33.9 acres), nine Phase II ESAs (totaling 10.0 acres) and full site investigations at four sites. Of the Phase II ESA sites, all have since completed their remediation and redevelopment. Through these redevelopments, the City leveraged \$1MM in WEDC Brownfields cleanup grants, \$250,000 in WEDC Community Development Investment grants, \$6.8MM for a public parking garage, \$3.45MM in Madison TIF, \$11.74MM in low-income housing tax credits, \$2.4MM in Dane County financing for low-income housing, and approximately \$89MM in private investment.

The City's \$300,000 FY19 CWA Grant outputs and accomplishments included: a brownfield site inventory prioritization matrix/GIS, 12 Phase I ESAs (64 acres over 23 parcels); eight Phase II ESAs (16 acres over 12 parcels); and three full site investigations (4.3 acres over three sites). The City has since acquired eight of the sites which benefited from FY19 CWA grant due diligence or is in the process of acquiring through our Land Bank program. These strategic purchases will result in a 7.3-acre neighborhood development estimated at \$41MM with 360 new housing units.

# **ATTACHMENT A**

## **Threshold Criteria for Assessment Grants**

**City of Madison, Wisconsin  
EPA FY2026 Brownfields Assessment Grant Proposal**

## ATTACHMENT A – THRESHOLD CRITERIA

### Submission Requirements for Community-Wide Assessment Grants

#### **1. Applicant Eligibility:**

**1.a.** The City of Madison, Wisconsin is a general-purpose unit of local government. We are a municipality eligible to apply for Brownfields Assessment funding from the U.S. Environmental Protection Agency (EPA) Brownfields Grant Program.

**1.b.** The City of Madison is not exempt from Federal taxation under section 501(c)(4) of the IRC.

**2. Community Involvement:** The City of Madison, Wisconsin will hold three to four public meetings during the course of the grant period to engage our community (anticipated to be held in-person but may be via other socially distant engagement means [Zoom, conference calls, etc.], if necessary). We will advertise these meetings through advertisements in the local newspaper, on the City's website, and notices at City Hall. We also will maintain a list-serve of e-mail addresses of interested parties.

We will communicate the progress of our Brownfield assessment program to citizens through regular status updates to the City Council which will be available on the City's website and via our community television channel. The City's BAC will hold regular meetings (anticipated to be bi-monthly) and will have meeting minutes for the meeting posted on our website. Additional meetings that are open to the public will be held, as is practicable to discuss project milestones and the status of the Brownfields program. The City will prepare press releases, legal ads, and other public notices, as needed.

The majority of our community speaks English, but we will provide interpreters and/or language translations and accommodate any special needs, as needed.

**3. Expenditure of Assessment Grant Funds:** The City of Madison, Wisconsin affirms that it does not have an active U.S. EPA Brownfields Assessment Grant.

**4. Contractors and Named Subrecipients:** The City of Madison, Wisconsin has not named contractors or subrecipients for this grant.

#### **Cost Sharing**

This is **Not Applicable** to this grant application. Consistent with the authorizing statute in CERCLA §104(k)(7), cost sharing and matching funds are not required under this competition. The City of Madison understands that voluntary cost share will not be accepted under this competition.