



CITY OF JANESVILLE  
*Wisconsin's Park Place*

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Dear Downtown Stakeholder -

As you may know the City of Janesville has recently been awarded a \$400,000 grant from the USEPA for Brownfield Site Investigation and Inventory. As part of that process an Advisory Committee needs to be assembled to help with the prioritization of sites and the implementation of the grant activities (for additional information about this program please see attachments).

Therefore, the City would like to assemble a Downtown Revitalization Committee to help assist in this process, as well as look at the greater redevelopment and revitalization needs for Janesville's Central City.

The City Administration is reaching out to you because of your engagement in economic development, your interest in the central city revitalization, and your overall commitment to the betterment of the Community.

Additionally, I believe you will be able to bring valuable insight not only to this process, but to other revitalization activities this Committee will face in the future. This Committee will have an **initial kick off meeting on May 18<sup>th</sup> from 10:30am to 12:00.** An agenda and additional materials will be sent to you within the next week. It is our intention that the Committee will meet once a quarter. The first order of business will be to help with the prioritization of the Brownfields Site Selection Process, but the Committee will be created with a larger redevelopment/revitalization focus in mind for the future.

Additional Committee Members will be represent Forward Janesville, Rock County 5.0, Downtown Development Alliance, Investment Firms, Local Health Care Providers, Local Social Services Providers, and the Neighborhood Action Team

We would very much appreciate your involvement in this very important revitalization team. For any additional questions please contact Al Hulick @ 755-3059 or [hulicka@ci.janesville.wi.us](mailto:hulicka@ci.janesville.wi.us)

**Janesville Brownfields Advisory Committee  
and  
Health Monitoring Committee**

**Joint Meeting Agenda  
May 18, 2012**

1. Welcome and Introductions
2. Overview of Comprehensive Brownfields Program – see Attachment One
3. Discussion of Committee Roles and Responsibilities – see Attachment Two
4. Discussion of Brownfields Inventory and Prioritization Process – see Attachment Three
  - Priority areas and identified sites
  - Site scoring and ranking system
  - Potential community goals and values
5. Agency for Toxic Substances and Disease Registry (ATSDR) – see Attachment Four
  - ATSDR Brownfield/Land Reuse Action Model Program
  - Role of ATSDR in Janesville Program
6. Discussion of Upcoming Community Meeting – see Attachment Five
  - Purpose
  - Content
  - Format
  - Strategies to encourage diverse participation
  - Date(s)
7. Project Schedule and Next Steps – see Attachment Six

**Janesville Comprehensive Brownfields Program  
Initial Brownfields Advisory Committee and Health Monitoring Committee Packet  
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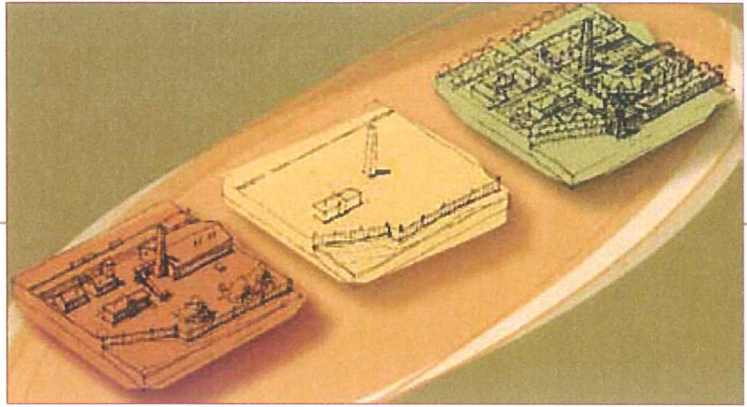
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# City of Janesville Comprehensive Brownfields Program

In 2011, the US Environmental Protection Agency awarded Janesville a \$400,000 Communitywide Brownfields Assessment Grant to inventory and

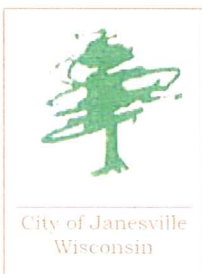


investigate properties that are, or have the potential to be, contaminated with hazardous and/or petroleum substances. The City is using this grant to develop and implement a long term Comprehensive Brownfields Program to guide the prioritization, assessment, clean-up, and redevelopment of contaminated sites; and to monitor the impacts of these brownfields on our community's overall health. The goals of the proposed program are to protect public health and the environment, remove blight, and clean-up sites in order to be reused for economic and community purposes. In addition, the program is intended to provide information for the future pursuit of additional state, federal and private funds for conducting site clean-ups and additional site assessments. The first three components of the Comprehensive Brownfields Program are listed below.

**One: Brownfield Site Identification & Prioritization.** The Program Team will use a multi-layered process to identify and prioritize brownfield sites in four focus areas, where the majority of brownfields are thought to exist within the community: the Downtown, the General Motors Plant Area, the Traxler Park Area, and the Five Points Area. During this process, a Brownfields Advisory Committee will be appointed and comprised of representatives from diverse community organizations. This Committee will guide all elements of the Brownfields Program beginning with their involvement in the Site Identification & Prioritization Process, and continuing with their guidance of the City staff and consultant team efforts to lead the day-to-day implementation of the Program during the 3-year grant period and beyond.

**Two: Environmental Site Assessments (ESAs).** The team will utilize the outcomes of the Site Identification & Prioritization Process to direct the balance of grant funds towards Phase I ESAs and moving into Phase II ESAs as warranted. The purpose of a Phase I assessment is to determine the likelihood that some form of contamination is present on a site based on past and current activities, such as use as a gas station or for manufacturing. Phase II ESAs include a more thorough review of a given site, including: collecting soil samples, installing monitoring wells and collecting groundwater samples, and analyzing the samples for the presence of contaminants. Depending on the results, the team may then prepare plans to remediate the sites; but actual clean-up will require the procurement of additional funds because such activities are not covered under this initial grant.

**Three: Health Monitoring Program.** The team will develop a brownfields' impacts Health Monitoring Program (HMP) in partnership with the USEPA, the Agency for Toxic Substances and Disease Registry (ATSDR), the Wisconsin Department of Health Services, the Rock County Health Department, Mercy Health System, and additional organizations interested in community health. The HMP will utilize a model community engagement program developed by ATSDR to identify a series of baseline indicators reflective of local health concerns and priorities.



**How to Get Involved.** We hope to involve as many of our residents, property owners, business owners, and community organizations as possible throughout all stages of our program. If you'd like more information or would like to get involved, please contact the following individual or check our website for updates: [www.ci.janesville.wi.us/redevelopment](http://www.ci.janesville.wi.us/redevelopment)

**Al Hulick, Management Analyst**  
**608-755-3059**  
**[hulicka@ci.janesville.wi.us](mailto:hulicka@ci.janesville.wi.us)**



# Brownfields Advisory Committee

In 2011, the US Environmental Protection Agency awarded Janesville a \$400,000 Communitywide Brownfields Assessment Grant to inventory and investigate properties that are, or have the potential to be, contaminated with hazardous and/or petroleum substances. The City is using this grant to develop and implement a long term Comprehensive Brownfields Program to guide the prioritization, assessment, clean-up, and redevelopment of contaminated sites; and to monitor the impacts of these brownfields on our

community's overall health. The goals of the proposed program are to protect public health and the environment, remove blight, and clean-up sites in order to be reused for economic and community purposes. To ensure a high level of diverse community participation, the City has created a Brownfields Advisory Committee (BAC) to provide guidance over all aspects of the Program.

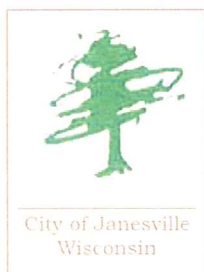


**The BAC is comprised of representatives from diverse community organizations**, including neighborhood groups, social service agencies, community and redevelopment organizations, and public health service providers. The BAC will guide all elements of the Brownfields Program throughout the 3-year project period. Initially, the BAC will assist the City and consultant team on the identification of key brownfields focus areas and then will provide assistance on determining which brownfields sites should be a priority for clean-up and redevelopment. They will further provide guidance to City staff and the project consultant team on the overall implementation of the Program during the grant period and beyond.

**A key responsibility of the BAC is leading public outreach efforts.**

Committee members will use their existing community contacts to help ensure a broad representation of residents and property owners in our many Program outreach events, with the Committee itself providing a consistent public face and contact point for all aspects of the Program. Input and information provided by the public and Committee members will be used to guide Program activities and decision making as well be used to aid the Health Monitoring Committee (HMC) in measuring the changes in environmental, social, and public health factors that result from Program activities. Generally speaking, information that the BAC collects from public outreach will be used to build knowledge and monitor changes of public health issues in the areas of the environment, land reuse, safety/security/health, and communication/risk communication.

**More Information.** Meetings of the Brownfields Advisory Committee are open to the public for those interested in actively following and sharing input on the Program. If you'd like more information or would like to get involved, please contact the following individual or check our website for updates:



[www.ci.janesville.wi.us/redevelopment](http://www.ci.janesville.wi.us/redevelopment)

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# Health Monitoring Committee

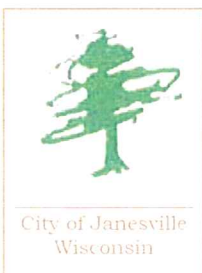
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inventory and investigate properties that are, or have the potential to be, contaminated with hazardous and/or petroleum substances. The City is using this grant to develop and implement a long term Comprehensive Brownfields Program to guide the prioritization, assessment, clean-up, and redevelopment of contaminated

sites; and to monitor the impacts of these brownfields on our community's overall health. The goals of the proposed program are to protect public health and the environment, remove blight, and clean-up sites in order to be reused for economic and community purposes. A Health Monitoring Committee (HMC) has been created to monitor the Program's successes in achieving these goals.

The HMC has been developed in partnership with the United States Environmental Protection Agency, the Agency for Toxic Substances and Disease Registry, the Wisconsin Department of Health Services, the Rock County Health Department, Mercy Health System, and other local organizations interested in community health. The HMC will directly measure changes in environmental, social, and public health that result from brownfields assessments, remediation and redevelopment. Over the long-term, the HMC will document improvement in health and welfare conditions in Janesville, build knowledge of the health benefits of brownfields remediation and reuse, and stay abreast of ongoing issues, public concerns, and environmental injustices in the community. The HMC will document health improvements by tracking four public health issue areas: environment, land reuse, safety/security/health, and communication/risk communication. Examples of health issue area data could include quantifiable changes in: contamination entering local waterways, flooding and overflows through improved stormwater management, instances of odors from brownfield sites, number of blighted sites, number of lead-poisoned children, number of hospitalizations for asthma, usage of community parks, usage of riverfront open space, and job growth on underutilized sites.

**More Information.** The HMC provides updates on Program findings via quarterly Committee meetings, newsletters, and press releases, and all Committee meetings are open to the public. If you'd like more information or would like to get involved, please contact the following individual or check our website for updates:



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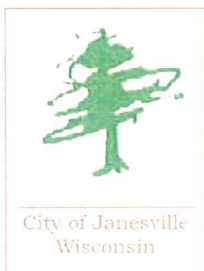
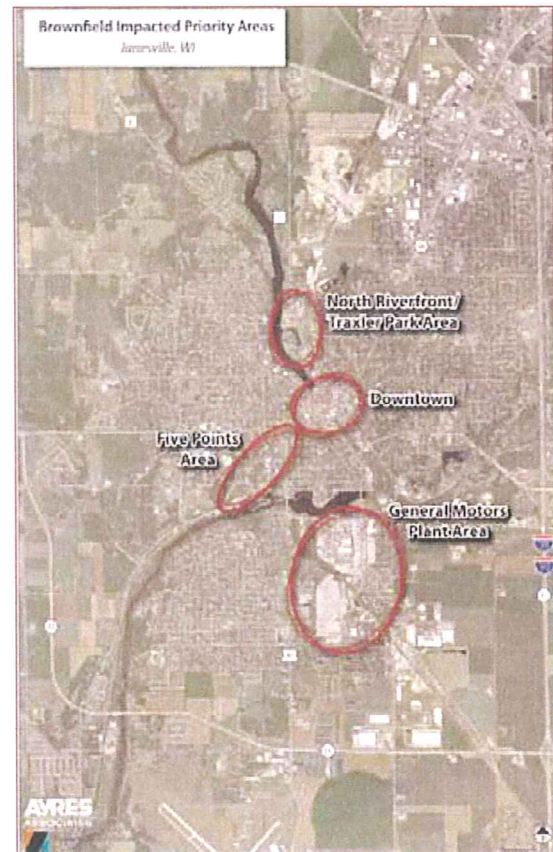


# Brownfield Site Identification & Prioritization

The City of Janesville is using a \$400,000 grant from the US Environmental Protection Agency to develop and implement a Comprehensive Brownfields Program for investigating and cleaning-up contaminated properties. As part of the program, the City is using a multi-layered process to identify and prioritize potential Brownfield sites with a focus on four areas: the Downtown, the General Motors Plant Area, the Traxler Park Area, and the Five Points Area. This prioritization process is based on a national model that the USEPA has recognized as being a highly effective, comprehensive approach to prioritizing brownfields.

The prioritization process begins with intensive work sessions of City staff and its environmental and redevelopment consultants to identify known and suspected Brownfield parcels in the four priority areas. After a preliminary identification of potential sites, the following four processes are used to evaluate and prioritize them:

1. The environmental consultant conducts a cursory environmental records review to assess each site for the potential type and extent of contamination resulting in an ENVIRONMENTAL SCORE.
2. The redevelopment consultant and City staff apply a set of pre-established criteria to evaluate each site for its reuse and redevelopment potential over the short- and long-term to generate a REDEVELOPMENT FEASIBILITY SCORE. Examples of typical REDEVELOPMENT FEASIBILITY factors include whether a site is identified for redevelopment within an adopted City plan or within a Tax Increment Finance District, its potential to eliminate blight, its ability to catalyze redevelopment on neighboring sites, and etc.
3. The Brownfields Advisory Committee, Health Monitoring Committee, City staff, and the City's consultant team conduct a coordinated and interactive public outreach process to determine community needs and goals for brownfield clean-up and redevelopment. The outcomes are then used as evaluation criteria to arrive at a COMMUNITY VALUES SCORE. Examples of typical COMMUNITY VALUES factors include a site's ability to create new jobs, remove blight, grow property tax, increase entertainment opportunities, reduce crime, and etc.
4. The three scores described above are then combined to produce a FINAL SCORE and RANKING of sites that will guide future decision-making related to grant expenditures, site assessments, site remediation, and redevelopment. These activities will be conducted simultaneously with our Community Brownfields Health Monitoring Program.



## How to Get Involved

We hope to involve as many of our residents, property owners, business owners, and community organizations as possible throughout all stages of our program. If you'd like more information or would like to get involved, please contact the following individual or check our website for updates: [www.ci.janesville.wi.us/redevelopment](http://www.ci.janesville.wi.us/redevelopment)

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**To:** Brownfield Advisory Committee and Health Monitoring Committee Members  
**From:** Janesville Brownfield Project Management Team  
**Date:** May 11, 2012  
**Re:** Brownfield Sites Scoring and Ranking

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The Janesville brownfields prioritization will encompass two tiers of quantitative analysis (redevelopment feasibility and community goals for redevelopment) with a cursory environmental review of all sites by Ayres to formulate a prioritized list of all the potential brownfield sites that are evaluated. It is important that the Committees understand and approve both the methodology and results of the brownfield sites scoring and ranking, as this prioritized list will be to guide the clean-up and redevelopment of area brownfields, with a focus on brownfields at the top of the list.

This document contains the suggested criteria and scoring systems to be used for the Redevelopment Feasibility Analysis, Environmental Conditions Analysis, and Community Goals Analysis for each site. The Community Goals criteria should be refined based on input during a joint Committees meeting on May 18, 2012.

**Redevelopment Feasibility Criteria**

The following are the criteria for rating the redevelopment feasibility of sites based on their potential to implement existing City plans and remove blight, and their probable costs and levels of market interest. A 5-point scale is used to more clearly differentiate the potential circumstances for each of criteria.

Members of the Brownfields Project Management Team (PMT) will individually apply scores to each of the criteria, and then use a combined/average score as the final number; after further discussion about any significant differences in scoring, etc.

**1. Inclusion in special plans and districts**

Includes inclusion in any plan other than the Comprehensive Plan Future Land Use Map (i.e. Parks and Open Space Plan, Center City Neighborhoods Plan, Downtown Plan, Riverfront Plan, etc.) and any special district (i.e. Historic District, Downtown Development Alliance, TIF district, etc.).

- 5 All or portion of the site specifically identified in a plan or district
- 4 Site adjacent to a site specifically identified in a plan or district
- 3 Site in a special district but not specifically identified
- 2 Site in a special plan but not specifically identified
- 1 Site not included in a special plan or district





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### 2. Potential to assemble entire site

Anticipated ease of assembling all or most of a site for redevelopment based on the extent of City ownership, vacancy status, and tax delinquency status.

- 5 Entire site under City ownership
- 4 Majority of City ownership/delinquency/vacancy
- 3 Mix of City ownership/delinquency/vacancy & private ownership
- 2 Limited City ownership/delinquency/vacancy
- 1 No public ownership and no tax delinquency

### 3. Potential to eliminate blight

Extent of blight based on physical deterioration and appearance of buildings and sites.

- 5 Entire site is blighted
- 4 Extensive presence of significant blight
- 3 Limited presence of significant blight
- 2 Limited presence of minor blight
- 1 Minimal or no blight

### 4. Potential to replace existing inappropriate or marginal uses

Inappropriate uses include those that are inconsistent with existing codes (like floodplain), zoning and/or the Comprehensive Plan. Marginal uses are those that are developed or operated in a manner that makes them somewhat undesirable and/or makes their long-term viability questionable (such as inappropriate of conversion of structures originally built for another purpose).

- 5 Entire site consists of vacant/inappropriate/marginal uses
- 4 Extensive presence of significant vacant/inappropriate/marginal uses
- 3 Limited presence of significant vacant/inappropriate/marginal uses
- 2 Limited presence of minor vacant/inappropriate/marginal uses
- 1 Minimal or no vacancies/inappropriate/ marginal uses

### 5. Potential to catalyze redevelopment on other properties

Anticipated ability of site redevelopment to catalyze redevelopment on neighboring properties based on the site's size and specific location and the existing and planned uses and activities in the surrounding area (e.g., extent of site's isolation/proximity to other sites with significant redevelopment potential).

- 5 Excellent
- 4 Good
- 3 Fair
- 2 Poor
- 1 None

### 6. Potential cost of assembly and redevelopment

Based on anticipated cost to assemble, clear and remediate all or most of the site and the level of effort/complexity required of City/potential buyer to negotiate purchases, obtain permits, and coordinate clearing and remedial activities.

- 5 Low cost and low level of effort



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- 4 Either cost or level of effort is low with the other being moderate
- 3 Moderate cost and moderate level of effort
- 2 Either cost or level of effort is high with the other being moderate
- 1 High cost and high level of effort

### 7. Potential for near-term redevelopment

Based on projected market interest to redevelop the site consistent with existing plans assuming it was already assembled, cleared and remediated and the potential magnitude of redevelopment.

- 5 High level interest for significant redevelopment
- 4 Some interest for significant redevelopment
- 3 High level of interest for limited level of redevelopment
- 2 Some interest for limited level of redevelopment
- 1 Little to no interest for redevelopment of any magnitude

Please see the corresponding sample Redevelopment Feasibility Analysis spreadsheet for a sample redevelopment scoring sheet.

### **Environmental Criteria**

The following are the criteria to be considered for rating the environmental conditions of sites based on the potential level of contamination, potential for human contact with contaminants and the ability of contaminants to migrate off-site, and ability to obtain state funding assistance with assessment and clean up. Given the relatively limited analysis that will be conducted at this stage, a 3-point scale is thought to be adequate to meaningfully differentiate potential site conditions.

To arrive at the scores, Ayres will review past and existing activities on the sites along with various state environmental databases. It's important that only one entity/person be responsible for the environmental scoring to ensure the criteria are applied consistently across all sites, however, assistance from the PMT will be needed to determine whether a viable causer for each site may exist.

#### 1. Potential level of contamination

Based on information contained in available state environmental files as well as past and current uses and the types of hazardous/petroleum substances typically involved with such uses.

- 3 High
- 2 Medium
- 1 Low

#### 2. Potential for human contact with contaminants

Based on past site activities and the nature of the suspected/documentated contaminants (e.g., potential for contaminants to be on or just below the surface, emit vapors, etc.).

- 3 High
- 2 Medium
- 1 Low





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3. Potential to contaminant groundwater (based on past site activities and the nature of the suspected/documentated contaminants).
  - 3 High
  - 2 Medium
  - 1 Low
  
4. Potential for a change in land use requiring a higher level of remediation (e.g., change from industrial to residential or a park).
  - 3 High
  - 2 Medium
  - 1 Low
  
5. Potential existence of a viable causer who would be responsible for assessment and clean up
  - 3 Low
  - 2 Medium
  - 1 High

Please see the corresponding sample Environmental Feasibility Analysis spreadsheet for a sample environmental scoring sheet.

### **Community Goals Criteria**

The following are the criteria for rating sites on their ability to meet identified Community Goals through redevelopment/reuse. In a joint BMC/HMC meeting(s), the potential issues, goals and values mentioned below will be revised and narrowed down by your Committees. Following that, members of the PMT will score each site using the selected criteria.

Ideally, the number of criteria ultimately to be used would be narrowed down to a dozen or less to make the scoring of each manageable; however, a greater number can be incorporated if desired by the Committees and public. Typically, we use a standard 3-point scale across all criteria similar to the following:

- 3 Likely to achieve goal if redeveloped
- 2 Somewhat likely to achieve goal if redeveloped
- 1 Unlikely to achieve goal if redeveloped

Below are several criteria, in no particular order, which may be applicable in Janesville:

- Redevelop quickly
- Fix up/remove rundown properties
- Increase property tax base
- Preserve historic buildings or sites
- Eliminate threats to health and the environment
- Reduce crime
- Create opportunities to retain/expand/recruit businesses
- Create new jobs



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- Increase educational opportunities
- Contribute to civic development
- Increase the diversity of housing choices
- Create new entertainment venues or opportunities
- Create new shopping choices
- Create new recreation amenities
- Create or maintain livable neighborhoods
- Build neighborhood unity and identity
- Provide opportunities for community uses or activities
- Provide opportunities of youth
- Provide opportunities for seniors

### **Category Criteria and Weighting**

#### **Criteria**

If deemed appropriate, the criteria within any one category can be weighted. This is typically done only with the Community Goals given that this category often has the higher number of criteria. Like the criteria themselves, the weighting also is determined through an interactive process with the BAC and the public, often at the same meeting the criteria are determined. At this point, we have no specific recommendation and instead suggest that this be an issue for the PMT, BAC and HMC to determine.

Please see the corresponding sample Final Site Ranking spreadsheet for a sample comprehensive scoring sheet.

#### **Categories**

After the sites have been scored based on criteria from each of the three categories, final scores will be totaled and sites will be ranked accordingly. When ranking the sites, the first issue to consider is how to develop a total score based on all three categories that is best reflective of the relative importance of all three categories. For instance, if 7 Redevelopment criteria are used and each is scored on a 5-point scale, the maximum total number of points for a site would be 35. For the Environmental scoring, if 5 criteria are used and scored on a 3-point scale, a maximum of only 15 points are possible. Likewise, using 12 criteria for Community Goals and a 3-point scale yields a maximum of 36 points. In this scenario, when the total for all 3 categories are added together and no adjustment is made, there is a potential for the environmental score to have less of an impact on the overall score and ultimate ranking. For example, a site with a very high Redevelopment and/or Community Goals score but low environmental score may ultimately rank much higher than a site that has a very high environmental score and good, but not extraordinary, Redevelopment and Community Goals scores.

Given the above, the PMT and BAC/HMC will need to determine the relative importance of each category in the final ranking process and then develop a system accordingly. Using the above scenario, if all categories were determined to be more or less equal, one option would be to multiply the Environmental Goals score by 2.4 so the total number of points would then be 36 and on par with the





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other two categories. Another method would be to score and rank sites within each category and then add the rankings (not the scores) to get a final ranking. On the other hand, if Community Goals are deemed to be more important than the other two categories, some sort of adjustment could be made in its points or rankings to reflect that accordingly.

After category weighting is determined and a finalized list of priority sites is completed, the PMT will need consider the ability of each prioritized site to receive funding for redevelopment. As such, the PMT will as a group rate each of the prioritized site with the following criteria:

Potential for state funding assistance

- 3 High
- 2 Medium
- 1 Low

If a site is deemed a “3”, or likely to receive funding, the PMT will pursue redevelopment funding. However, if the site is deemed “1” or unlikely for funding, the PMT may decide to initially advance with the redevelopment of sites that are more likely to receive redevelopment funding.

### **Next Steps**

After determining the criteria for the Community Goals category, and determining category weighting, brownfield sites will be scored by the PMT within each of the three categories. After the PMT scores the sites, they will bring the information to both Committees for review and approval. The final approved list will become a guide for future decision-making related to grant expenditures, site assessments, site remediation, and redevelopment.

**City of Janesville Comprehensive Brownfields Program  
Redevelopment Feasibility Analysis**

**SAMPLE**

|              | <i>Inclusion in Special Plans and Districts</i> | <i>Potential to Assemble Entire Site</i> | <i>Potential to Eliminate Blight</i> | <i>Potential to Replace Existing Inappropriate and Marginal Uses</i> | <i>Potential to Catalyze Redevelopment on Other Properties</i> | <i>Potential Cost of Assembly and Redevelopment</i> | <i>Potential for Near-Term Redevelopment</i> | <i>Total Score (out of 35)</i> | <i>Redevelopment Feasibility Rank</i> | <i>Adjusted Score</i> |  |  |  |  |
|--------------|---|--|--------------------------------------|--|--|---|--|--------------------------------|---------------------------------------|-----------------------|--|--|--|--|
| <b>Score</b> | Max 5<br>Min 1                                  | Max 5<br>Min 1                           | Max 5<br>Min 1                       | Max 5<br>Min 1   | Max 5<br>Min 1   | Max 5<br>Min 1                                      | Max 5<br>Min 1                               |                                |                                       |                       |  |  |  |  |
| Traxler      |   |  |                                      |  |  |   |  |                                |                                       |                       |  |  |  |  |
| A1           |   |  |                                      |  |  |   |  |                                |                                       |                       |  |  |  |  |
| A2           |   |  |                                      |  |  |   |  |                                |                                       |                       |  |  |  |  |
| A3           |   |  |                                      |  |  |   |  |                                |                                       |                       |  |  |  |  |
| A4           |   |  |                                      |  |  |   |  |                                |                                       |                       |  |  |  |  |
| A5           |   |  |                                      |  |  |   |  |                                |                                       |                       |  |  |  |  |
| A6           |   |  |                                      |  |  |   |  |                                |                                       |                       |  |  |  |  |
| A7           |   |  |                                      |  |  |   |  |                                |                                       |                       |  |  |  |  |
| A8           |   |  |                                      |  |  |   |  |                                |                                       |                       |  |  |  |  |
| A9           |   |  |                                      |  |  |   |  |                                |                                       |                       |  |  |  |  |
| A10          |   |  |                                      |  |  |   |  |                                |                                       |                       |  |  |  |  |
| A11          |   |  |                                      |  |  |   |  |                                |                                       |                       |  |  |  |  |
| A12          |   |  |                                      |  |  |   |  |                                |                                       |                       |  |  |  |  |
| A13          |   |  |                                      |  |  |   |  |                                |                                       |                       |  |  |  |  |



**City of Janesville Comprehensive Brownfields Program  
Environmental Analysis**

**SAMPLE**

|              | <div style="display: flex; justify-content: space-between;"> <div style="writing-mode: vertical-rl; transform: rotate(180deg);">Potential Level of Contamination</div> <div style="writing-mode: vertical-rl; transform: rotate(180deg);">Potential for Human Contact with Contaminants</div> <div style="writing-mode: vertical-rl; transform: rotate(180deg);">Potential to Contaminate Groundwater</div> <div style="writing-mode: vertical-rl; transform: rotate(180deg);">Potential for a change in Land-use Requiring a Higher Level of Remediation</div> <div style="writing-mode: vertical-rl; transform: rotate(180deg);">Total (out of 18)</div> <div style="writing-mode: vertical-rl; transform: rotate(180deg);">Adjusted Score</div> <div style="writing-mode: vertical-rl; transform: rotate(180deg);">Environmental Ranking</div> </div> |                |                |                |                |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|--------------|--|----------------|----------------|----------------|----------------|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|
| <b>Score</b> | Max 3<br>Min 1   | Max 3<br>Min 1 | Max 3<br>Min 1 | Max 3<br>Min 1 | Max 1<br>Min 3 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Traxler      |  |                |                |                |                |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| A1           |  |                |                |                |                |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| A2           |  |                |                |                |                |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| A3           |  |                |                |                |                |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| A4           |  |                |                |                |                |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| A5           |  |                |                |                |                |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| A6           |  |                |                |                |                |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| A7           |  |                |                |                |                |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| A8           |  |                |                |                |                |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| A9           |  |                |                |                |                |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| A10          |  |                |                |                |                |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |

**City of Janesville Comprehensive Brownfields Program  
Final Site Ranking Spreadsheet**

**SAMPLE**

|              | <i>Final Redevelopment Score (out of 35)</i> | <i>Final Environmental Score (out of 18)</i> | <i>Final Community Values Score</i> | <i>Total Score</i> | <i>Final Ranking</i> | <i>Potential for State Funding Assistance</i> | <i>Ability to get Site Access</i> |  |  |  |  |  |  |  |
|--------------|--|--|-------------------------------------|--------------------|----------------------|---|-----------------------------------|--|--|--|--|--|--|--|
| <b>Score</b> |  |  |                                     |                    |                      |   |                                   |  |  |  |  |  |  |  |
| Traxler      |  |  |                                     |                    |                      |   |                                   |  |  |  |  |  |  |  |
| A1           |  |  |                                     |                    |                      |   |                                   |  |  |  |  |  |  |  |
| A2           |  |  |                                     |                    |                      |   |                                   |  |  |  |  |  |  |  |
| A3           |  |  |                                     |                    |                      |   |                                   |  |  |  |  |  |  |  |
| A4           |  |  |                                     |                    |                      |   |                                   |  |  |  |  |  |  |  |
| A5           |  |  |                                     |                    |                      |   |                                   |  |  |  |  |  |  |  |
| A6           |  |  |                                     |                    |                      |   |                                   |  |  |  |  |  |  |  |
| A7           |  |  |                                     |                    |                      |   |                                   |  |  |  |  |  |  |  |
| A8           |  |  |                                     |                    |                      |   |                                   |  |  |  |  |  |  |  |
| A9           |  |  |                                     |                    |                      |   |                                   |  |  |  |  |  |  |  |
| A10          |  |  |                                     |                    |                      |   |                                   |  |  |  |  |  |  |  |
| A11          |  |  |                                     |                    |                      |   |                                   |  |  |  |  |  |  |  |



**Who Are We?**

**Agency for Toxic Substances and Disease Registry**

**(ATSDR)** is a federal public health agency headquartered in Atlanta, Georgia. ATSDR is responsible for evaluating and protecting community health from the effects of exposure to hazardous substances in the environment.

**Division of Regional Operations (DRO)** is a group of ATSDR representatives who live and work in Regional Offices, located throughout the country and at the United States Environmental Protection Agency Headquarters in Washington, DC. Regional Representatives work within their regions to identify communities that may be impacted by hazardous substances in the environment.

**How does ATSDR define the Development Community?**  
 The Development Community includes residents, planners, city agencies, health departments, developers, and any other stakeholders in the community of redevelopment.

**Brownfield sites** are defined as "abandoned, idled, or underused industrial and commercial properties where reuse or redevelopment is complicated by real or perceived contamination." These sites have received funding from EPA Brownfield Program.

**Land Reuse sites** are defined as "any site formally utilized for commercial and industrial purposes complicated by real or perceived contamination" that has not received funding from the EPA Brownfield Program.

*ATSDR Action Model*

The **ATSDR Brownfields/Land Revitalization Action Model (ATSDR Action Model)** is a grass roots, community-level model designed to foster dialogue, communication, and vision among the diverse members to the "Development Community".

The ATSDR Action Model creates a framework to assess the impacts of redevelopment on public health, with a goal of achieving positive, sustainable improvements in overall community health.

The Action Model framework encourages the Development Community to focus on broad public health topics connected to community health, such as physical and mental health; environment; education and economy; planning; safety and security; and communication and risk communication.



The Action Model is built around four steps or questions:

Step 1: What are the issues in the community?



Step 2: How can development address these issues?



Step 3: What are the corresponding community health benefits?



Step 4: What data are needed to measure change?

Through brainstorming, answering these four questions creates a framework for incorporating positive and sustainable public health endpoints in redevelopment plans.

# ATSDR Action Model

An example of the action model:

|                              |   |  |  |  |
|------------------------------|---|--|--|--|
|                              |   |  |  |  |
| Health                       | Exposure to harmful substances in the environment, such as those at brownfields sites or in old housing stock, is one of many risk factors for several diseases and adverse health effects of concern (e.g., asthma). | Environmental cleanups at brownfields sites may reduce risk of exposure to certain harmful substances. In addition, renovation of old housing stock and construction of newer homes may help further reduce exposures to harmful substances. | Reduced blood lead levels, reduction of learning disabilities in children, fewer hospitalizations for asthma, fewer infant deaths, and fewer low birth weight infants. | Hospitalizations for asthma                    |
|                              |   |  |  | Infant mortality rates                         |
|                              |   |  |  | Lead and copper in tap water                   |
|                              |   |  |  | Lead poisoning in children (blood lead levels) |
|                              |   |  |  | Low birth weight                               |
| Community                    | Elevated crime rates are detrimental to the overall health and well-being of the community.   | Development of abandoned sites, vacant lots, and vacant buildings may reduce areas where certain crimes occur and create a better sense of community among local residents.  | Reduced crime-related injury and death. Reduced fear of crime, likely resulting in increased mobility of local residents.  | Acreage of vacant lots                         |
|                              | Due to lower educational attainment levels, local residents may not be competitive in the labor force and thus not receive the benefits from full-time employment.  | Improvements at existing educational facilities and development of new educational centers (e.g., vocational schools, community centers) may promote the educational development of youth in the community.                                  | Increased educational attainment, employability, health insurance coverage, and understanding of health topics and information.  | Violent crime rates                            |
|                              | A lack of jobs is contributing to a high poverty rate, leaving residents with limited resources to access medical care and improve the residential infrastructure.  | Whether through renovating abandoned or deserted buildings or constructing new ones, redevelopment activities designed to attract business can bring jobs into the community.  | Lower unemployment rates and poverty may increase health insurance coverage. People may be able to afford better nutrition and housing, and crime rates may decrease.  | Education of adults                            |
|                              |   |  |  | Third grade reading comprehension              |
|                              |   |  |  | Percentage of adults with health benefits      |
|                              |   |  |  | Percentage of people employed                  |
|                              |   |  |  | Percentage of people living in poverty         |
| Land and Environment         | Opportunities for physical activity are limited, in part, by a lack of usable parks and "green space."  | Providing recreational facilities (e.g., basketball courts) at parks and converting vacant lots into "green space" may increase physical activity and strengthen the sense of community.   | Increased physical activity, decreased likelihood of disease and health problems related to a sedentary lifestyle.   | Acreage of parks                               |
|                              | Community members may be exposed to physical and environmental hazards when brownfields sites are not cleaned up.   | Clean-up activities at brownfields sites and other sites with contaminated land will reduce harmful exposures in the community.  | Reduced disease and injury as a result of harmful exposures. Increased opportunity for redevelopment.  | People using parks                             |
| Buildings and Infrastructure | Vacant and poorly maintained buildings can expose residents to health hazards and increase the perception of blight in the community.   | Redeveloping commercial buildings can create new jobs, and new or renovated housing units can reduce exposures to harmful environmental contaminants (e.g., lead) and improve residents' quality of life.                                    | Decreased exposure to environmental contaminants, and decreased childhood blood lead levels. Reduction in crime, and increase in employment.                           | Contaminated land                              |
|                              |   |  |  | Commercial properties                          |
|                              |   |  |  | Number of lead abatements                      |
|                              |   |  |  | Number of new construction permits             |
|                              |   |  |  | Residential properties                         |

The Action Model has been used in community health pilots in cities across the nation.



To learn more about the ATSDR Action Model:

Contact **Laurel Berman**,  
at (312) 886-7476  
Or e-mail us at [atsdr.landreuse@cdc.gov](mailto:atsdr.landreuse@cdc.gov).





CITY OF JANESVILLE  
*Wisconsin's Park Place*

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**To:** Brownfield Advisory Committee and Health Monitoring Committee Members  
**From:** Janesville Brownfields Project Management Team  
**Date:** May 11, 2012  
**Re:** Janesville Comprehensive Brownfields Community Meeting

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Thank you again for participating in either the Brownfields Advisory Committee or Health Monitoring Committee as part of the Janesville Comprehensive Brownfields program.

We will need to have a community meeting the first week in June to give the public an opportunity to identify their community goals and values, and prioritize them as part of the Community Goals criteria for the brownfield sites inventory and prioritization. We will provide further specifics at the initial BAC/HMC joint meeting.

City of Janesville  
 Comprehensive Brownfields Program  
 Site Inventory & Prioritization Schedule  
 Last Revised: May 4, 2012

|   | 12-Mar | 19-Mar | 26-Mar | 2-Apr | 9-Apr | 16-Apr | 23-Apr | 30-Apr | 7-May | 14-May | 21-May | 28-May | 4-Jun | 11-Jun | 18-Jun | 25-Jun | 2-Jul | 9-Jul | 16-Jul | 23-Jul | 30-Jul |  |
|---|--------|--------|--------|-------|-------|--------|--------|--------|-------|--------|--------|--------|-------|--------|--------|--------|-------|-------|--------|--------|--------|--|
| <b>Data Identification, Collection &amp; Entry</b>    |        |        |        |       |       |        |        |        |       |        |        |        |       |        |        |        |       |       |        |        |        |  |
| Identify Data Needs, Format & Responsibilities        |        |        |        |       |       |        |        |        |       |        |        |        |       |        |        |        |       |       |        |        |        |  |
| Draft Brownfield Priority Areas and Site Boundaries   |        |        |        |       |       |        |        |        |       |        |        |        |       |        |        |        |       |       |        |        |        |  |
| Historical & Environmental Data Collection and Entry  |        |        |        |       |       |        |        |        |       |        |        |        |       |        |        |        |       |       |        |        |        |  |
| Finalize Boundaries and Sites                         |        |        |        |       |       |        |        |        |       |        |        |        |       |        |        |        |       |       |        |        |        |  |
| <b>Evaluation Criteria &amp; Site Scoring</b>         |        |        |        |       |       |        |        |        |       |        |        |        |       |        |        |        |       |       |        |        |        |  |
| Prepare Criteria and Scoring System                   |        |        |        |       |       |        |        |        |       |        |        |        |       |        |        |        |       |       |        |        |        |  |
| Conduct Site Redevelopment Scoring & Rankings         |        |        |        |       |       |        |        |        |       |        |        |        |       |        |        |        |       |       |        |        |        |  |
| Conduct Site Environmental Scoring & Rankings         |        |        |        |       |       |        |        |        |       |        |        |        |       |        |        |        |       |       |        |        |        |  |
| <b>Brownfields Advisory Committee (BAC) Setup</b>     |        |        |        |       |       |        |        |        |       |        |        |        |       |        |        |        |       |       |        |        |        |  |
| Roles & Responsibilities                              |        |        |        |       |       |        |        |        |       |        |        |        |       |        |        |        |       |       |        |        |        |  |
| Kick-off Meeting Agenda                               |        |        |        |       |       |        |        |        |       |        |        |        |       |        |        |        |       |       |        |        |        |  |
| Kick-off Joint Meeting with HMC                       |        |        |        |       |       |        |        |        |       |        |        |        |       |        |        |        |       |       |        |        |        |  |
| <b>Health Monitoring Committee (HMC) Setup</b>        |        |        |        |       |       |        |        |        |       |        |        |        |       |        |        |        |       |       |        |        |        |  |
| Roles & Responsibilities                              |        |        |        |       |       |        |        |        |       |        |        |        |       |        |        |        |       |       |        |        |        |  |
| Kick-off Meeting Agenda                               |        |        |        |       |       |        |        |        |       |        |        |        |       |        |        |        |       |       |        |        |        |  |
| Kick-off Joint Meeting with BAC                       |        |        |        |       |       |        |        |        |       |        |        |        |       |        |        |        |       |       |        |        |        |  |
| <b>Public Goals &amp; Objectives</b>                  |        |        |        |       |       |        |        |        |       |        |        |        |       |        |        |        |       |       |        |        |        |  |
| Public Goals Meeting Agenda and Format                |        |        |        |       |       |        |        |        |       |        |        |        |       |        |        |        |       |       |        |        |        |  |
| Public Goals Meeting(s)                               |        |        |        |       |       |        |        |        |       |        |        |        |       |        |        |        |       |       |        |        |        |  |
| <b>Final Rankings and Priorities</b>                  |        |        |        |       |       |        |        |        |       |        |        |        |       |        |        |        |       |       |        |        |        |  |
| Conduct Draft Public Goals Scoring & Rankings         |        |        |        |       |       |        |        |        |       |        |        |        |       |        |        |        |       |       |        |        |        |  |
| Conduct Draft Site Combined Scoring & Rankings        |        |        |        |       |       |        |        |        |       |        |        |        |       |        |        |        |       |       |        |        |        |  |
| BAC / HMC Joint Meeting -- Final Scoring & Rankings   |        |        |        |       |       |        |        |        |       |        |        |        |       |        |        |        |       |       |        |        |        |  |
| Finalize Combined Scoring and Rankings                |        |        |        |       |       |        |        |        |       |        |        |        |       |        |        |        |       |       |        |        |        |  |
| <b>Initial Implementation</b>                         |        |        |        |       |       |        |        |        |       |        |        |        |       |        |        |        |       |       |        |        |        |  |
| Property Owner Outreach for Priority Sites            |        |        |        |       |       |        |        |        |       |        |        |        |       |        |        |        |       |       |        |        |        |  |
| Prepare & Submit Site Eligibility Determinations      |        |        |        |       |       |        |        |        |       |        |        |        |       |        |        |        |       |       |        |        |        |  |
| Prepare Priority Site(s) Summary and Action Strategy  |        |        |        |       |       |        |        |        |       |        |        |        |       |        |        |        |       |       |        |        |        |  |
| EPA Site Eligibility Approval                         |        |        |        |       |       |        |        |        |       |        |        |        |       |        |        |        |       |       |        |        |        |  |
| Phase I ESA on Priority Site(s)                       |        |        |        |       |       |        |        |        |       |        |        |        |       |        |        |        |       |       |        |        |        |  |
| Public Meeting -- Final Rankings and Priority Site(s) |        |        |        |       |       |        |        |        |       |        |        |        |       |        |        |        |       |       |        |        |        |  |
| Action Strategy                                       |        |        |        |       |       |        |        |        |       |        |        |        |       |        |        |        |       |       |        |        |        |  |

PMT Meeting Week  
 Draft Preparation  
 Finalization by PMT  
 BAC and/or HMC Meeting  
 Public Meeting