

## Economic Impact Committee

### Meeting #1 Minutes

March 27, 2014, 1-3 p.m.

West Allis City Hall and call-in option

#### ATTENDEES

Nancy Frank, UW-Milwaukee; John Stibal, City of West Allis; Mat Reimer, City of Milwaukee; Barry Ashenfelter, DNR

#### AGENDA ITEM 3: (Commissioning an economic impact study of brownfield programs in Wisconsin)

Attendees agreed that an independent, statewide analysis of brownfield program impacts would be useful, especially to quantify the economic impact attributable to public funding. John and Nancy identified WEDC, DNR, USEPA, and the former Dept. of Commerce as key sources of data on state and federal funding activities related to the cleanup and reuse of contaminated properties. Some local governments might also have helpful data on sites they are/were involved with.

Attendees discussed the likely audience for a brownfield program impact study, and concluded that readers would most likely include state and federal policymakers, agency administrators, local governments, consultants, environmental organizations and developers.

Action Item	Decision/Recommendation	Dissenting Opinions
Should the BFSG commission an independent study of the economic impact of brownfield redevelopment in Wisconsin?	Recommend yes	None

#### AGENDA ITEM 4: (Goals and parameters of an economic impact study)

**Relevant Attachments:** Summary of variables in New York and Massachusetts studies by Evans Paull, plus some additions

As an example, Nancy discussed a Feb. 2014 study of NY state brownfields programs prepared by Evans Paull, of Redevelopment Economics. This study was commissioned by a NY developers association. Mr. Paull also provided a related Massachusetts study, and his scope of work documents for both studies, per a request from the committee. Nancy prepared and presented a one-page list of variables in the two studies, along with some of her own suggested issues for consideration (see attached).

Attendees reviewed Nancy's list and discussed which items/variables needed primary source data and which could potentially rely on secondary sources (i.e. other studies, academic/industry research, etc.). Keeping the study relatively simple and keeping costs down were key considerations in this discussion. The group determined that items such as creating a Wisconsin-specific multiplier for indirect job inducement and modeling stormwater management costs related to brownfield redevelopment were probably not cost-effective.

In addition to quantifying the remediation and redevelopment costs of brownfield work, attendees identified a number of key benefits they definitely wanted analyzed. These included items/variables such as property values, jobs and wages (especially in relation to high unemployment areas), public health, development leverage, and the impact of doing nothing. The group also agreed that another category of potentially useful data would be knowing how many existing and/or likely brownfield properties stay vacant and inactive due to access issues, a lack of public financial assistance, etc.

Mat indicated that he would check with City of Milwaukee staff to see if any previous brownfield redevelopment impact analysis had been done. Nancy said she would ask a grad student to pull together some existing research on impacts of brownfield redevelopment.

Assignments	Timeframe	Person(s) Responsible
Search for existing Mke impact studies	By April 22	Mat
Review of secondary data sources	By April 22	Nancy

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#### **AGENDA ITEM 5: (Funding options)**

Attendees discussed the possible cost of an economic impact study, whether a general request for proposals should be issued, the preferred source of funding, and what entity would administer the funds. Attendees were uncertain whether private or public sector funding sources, or both, should be sought and used. Independence, credibility and perceptions were discussed. Possible funding sources identified include, USEPA, WEDC, DNR, the Potawatomi, consulting firms, law firms, utilities, local governments, and foundations.

Attendees determined that it would be best to use a competitive RFP process and have an independent nonprofit organization or community foundation administer the money. It would be up to RFP responders to suggest sampling techniques, and other technical measurement tools. Nancy estimated that a basic study could probably be completed for \$15,000 to \$20,000, especially if the range of properties evaluated was limited to DNR and WEDC sites. Both John and Nancy, however, expressed interest in a more robust analysis. Nancy also mentioned the idea of possibly setting a jobs-created goal for brownfields redevelopment and asking the analysts to create a plan for attaining that goal. Nancy said she would use her networks to get some feedback on a draft RFP.

Action Item	Decision/Recommendation	Dissenting Opinions
Should a competitive RFP process be used?	Recommend yes	None

Assignments	Timeframe	Person(s) Responsible
Contact a few private sector entities to see if they'd be interested in helping fund a study like this.	By April 22	John
Determine if Mke would help fund a study	By April 22	Mat
Determine if WEDC and/or DNR would fund a study like this	By April 22	Barry

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#### **AGENDA ITEM 7: (Next meeting agenda)**

The next meeting will include a review of identified secondary data sources, and the creation of a plan to locate additional secondary sources if needed. The group will fine-tune the list of necessary primary data sources; discuss options for creating a RFP; determine how to develop a short-term summary of useful data for review this fall; review funding options; and prepare a recommendation for consideration by the full Brownfields Study Group in mid-May.

Assignments	Timeframe	Person(s) Responsible
Create next meeting agenda and distribute	By April 17	Nancy and Barry
Prepare recommendation for full BFGS	By May 15	Committee

**NEXT MEETING**

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April 22, 10:00 a.m. - Noon  
West Allis City Hall  
7525 W Greenfield Ave, Room 128  
West Allis WI 53214

Call-in option: Dial 1-605-475-6006, and enter conference code 5478110#.

Brownfield Study Group Web Page: <http://dnr.wi.gov/topic/Brownfields/bsgreport.html>