



Rural Sustainability: Federal Collaboration, Regional Innovation and the Partnership for Sustainable Communities

David Doyle - EPA Region 7, Kansas City, KS



Region 7 Federal Sustainable Communities Partnership

- Environmental Protection Agency (EPA)
- Federal Transit Administration (FTA)
- Federal Highway Administration (FHWA)
- Department of Housing and Urban Development (HUD)
- Department of Health and Human Services (HHS)
- Department of Agriculture Rural Development (USDA RD)
- Federal Emergency Management Administration (FEMA)



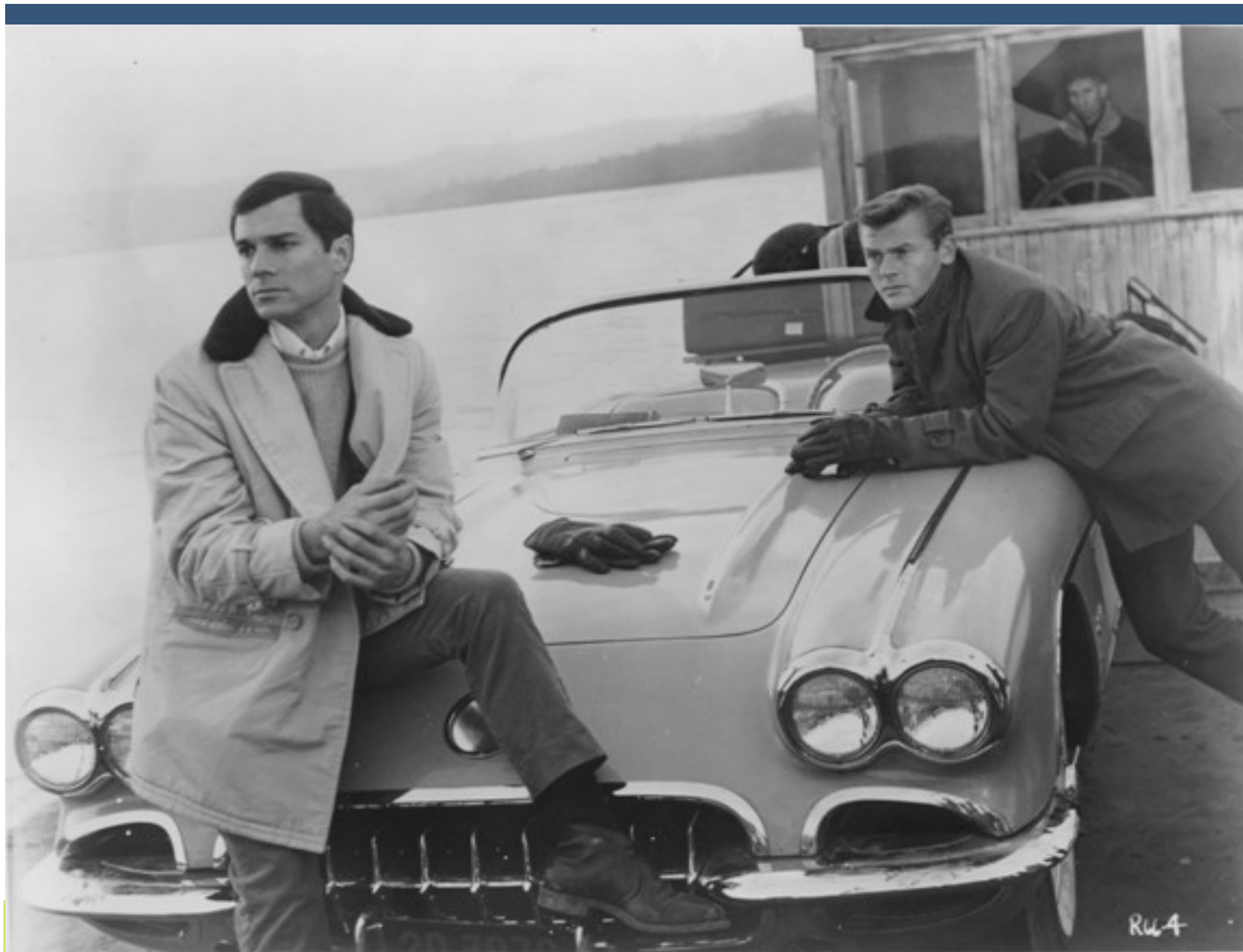
Region 7 Federal Sustainable Communities Partnership

- Meet monthly – rotate lead
- Outreach efforts – developed standard presentation
- Resource guides – developing rural guide
- Project criteria – collaborative effort
- Reach out to other federal partners - EDA



EPA Region 7 Historic Highways Project

- Goal is to identify and overcome environmental conditions at former gas station sites along two historic highways in the Region and assist with developing reuse options of the site and its surroundings.
- Inventory of former gas stations along former Route 66 (Missouri and Kansas) and former Lincoln Highway (Iowa and Nebraska)
- 218 stations in 115 (mostly rural) communities.



R64









- Trust fund remediation



- Trust fund remediation





Downtown Ogden

Ogden, Iowa

- One former gas station site in Ogden.
- EPA approached City Clerk.
- Series of meetings with City Clerk, Mayor, Chief of Police, City Council, Economic Development Agency.
- Involvement of Iowa Department of Natural Resources.
- Involvement of USDA RD.





Ogden, Iowa

- Environmental assessment and remediation
- Market assessment
- Community asset study
- Revitalization and site reuse concepts

Ogden, Iowa

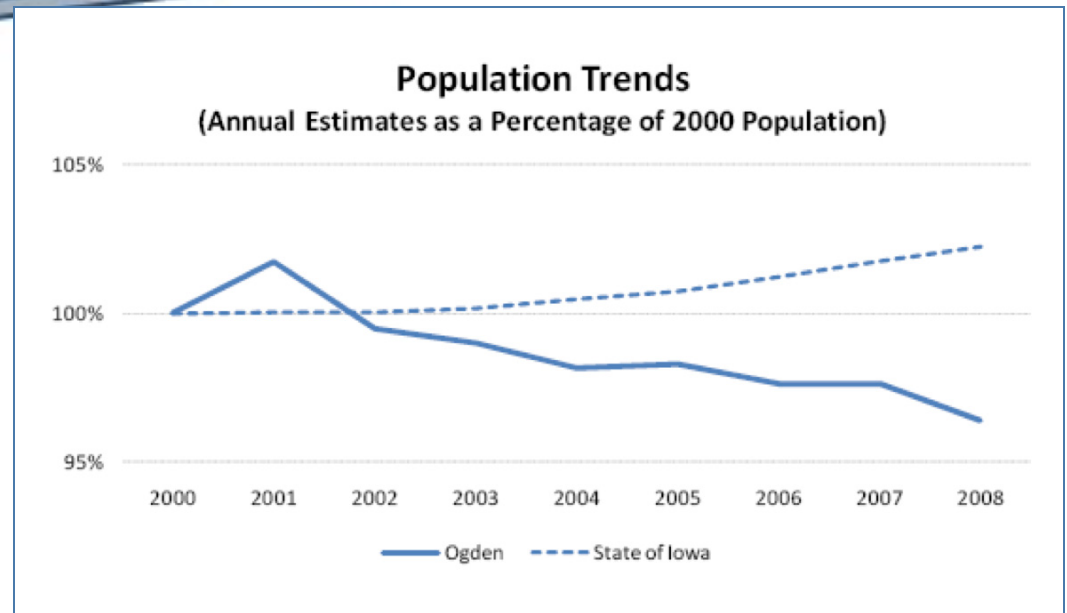
Market assessment looked at:

- population trends and other demographic info
- retail market analysis
- promotional and marketing opportunities



Population Trends and Other Demographic Information

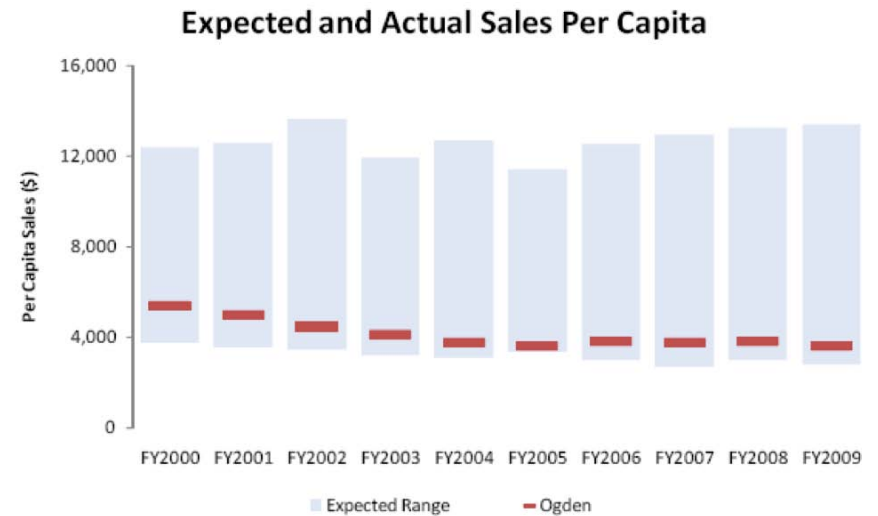
- Ogden's population is declining; Boone County is flat; state is growing.
- Boone County and Ogden have a median age higher than state and national levels.
- Income levels are higher than state; poverty levels are lower.
- Percentage of owner-occupied housing is much higher than state and national percentages.



Population level and change	2008	2007	2000	Change 2000-2008	% Change 2000-2008
Ogden	1,986	1,987	2,016	-30	-1.5%
Boone County	26,391	26,325	26,300	91	0.3%
State of Iowa	2,988,046	2,972,566	2,869,413	118,633	4.1%

Retail Market Assessment

- 66% of the county's retail businesses are in Boone.
- 86% of the county's spending was in Boone.
- Boone (12, 802) had total retail sales \$136.6 million; pull factor 1.05.
- Madrid (2,367) retail sales \$12.04 million; pull factor of 0.52.
- Ogden (2,037) retail sales \$7.42 million; pull factor of 0.37.



Real sales per capita
have declined in Ogden
since the mid 1980s.

Promoting Ogden

- Economic vitality requires economic support from outside the city
- Take advantage of promotions of outside groups: Boone County, Chamber, State
- Tie local activities to larger initiatives
- Improve municipal website



The Mahanay Memorial Carillon Tower is a feature on the City of Jefferson website.



Ideas and Opportunities

Market Potential

- Additional retail and service establishments
- Specialty businesses serving the recreational and outdoor market
- Hospitality establishments
- Additional healthcare services

- **Start Local**
- **Create Connections**
- **Develop a Signature Event**
- **Promote Ogden**
- **Capture Demand**
- **Use Resources**

Ideas and Opportunities

Downtown Revitalization

- Establish a gateway to Ogden at Walnut / County Road P70/1st
- Create signage connecting downtown to Don Williams Recreation Area, CSPBR, U.S. Route 30
- Incorporate Lincoln Highway signage into Walnut streetscape

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Ogden Revitalization

A project of the
City of Ogden

partnering with

Brownfield Redevelopment Program

Boone's Future

Ogden Community Development Corp



For
updates
visit



EPA



www.localsynergy.net/ogden

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Hardware Store and Vacant Site



Grocery Store and Vacant Site



Sutherland, Nebraska

- 5 former gas station sites in Sutherland.
- EPA approached City Clerk.
- Met with City Clerk, Director of Village Board of Supervisors.
- Involvement of Nebraska Department of Environmental Quality.
- Involvement of Federal Sustainable Communities Partnership (FHWA and USDA RD).







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MECH

TUNE UPS BRAKES

SMALL ENG

REPAIR





COLORADO

PETROLEUM

3201 ST



Sutherland, Nebraska

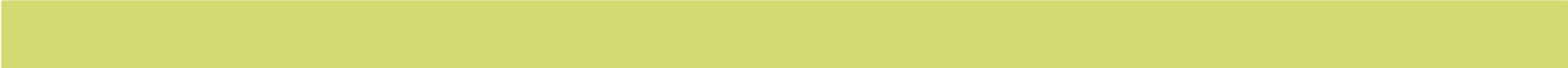
Developing revitalization strategy to:

1. Make physical improvements to former gas station sites and other underutilized properties along with infrastructure.
2. Organize and meet regularly to prioritize actions.
3. Promote Sutherland's assets.





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USDA RD Involvement

Involvement by federal partners;

USDA RD

1. Potential funding resource.
 2. RD programs for infrastructure, community facilities, business development and housing.
 3. Participation in both Ogden and Sutherland in community visits and planning meetings.
 4. As plan is implemented, RD will work with the communities to identify and pursue funding options.
- Possible future funding from FHWA and HUD.



Contact Information

David Doyle
USEPA Region 7
doyle.david@epa.gov
913-551-7667