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
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.
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.

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</thead>
<tbody>
<tr>
<td>Ogden</td>
<td>1,986</td>
<td>1,987</td>
<td>2,016</td>
<td>-30</td>
<td>-1.5%</td>
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<tr>
<td>Boone County</td>
<td>26,391</td>
<td>26,325</td>
<td>26,300</td>
<td>91</td>
<td>0.3%</td>
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<tr>
<td>State of Iowa</td>
<td>2,988,046</td>
<td>2,972,566</td>
<td>2,869,413</td>
<td>118,633</td>
<td>4.1%</td>
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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

### Additional Opportunities

- 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

- Start Local
- Create Connections
- Develop a Signature Event
- Promote Ogden
- Capture Demand
- Use Resources
Ogden Revitalization
A project of the
City of Ogden
partnering with
Brownfield Redevelopment Program
Boone’s Future
Ogden Community Development Corp

www.localsynergy.net/ogden
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).
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.
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

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