



## CITY OF WILLIAMSBURG

*Economic Development 401 Lafayette Street, Williamsburg VA 23185*

---

**PROPOSAL FOR USEPA'S BROWNFIELDS ASSESSMENT GRANT  
COMMUNITY-WIDE ASSESSMENT GRANT  
RFA NO. EPA-OLEM-OBLR-23-12 – CFDA NO. 66.818**

**Section IV.D. – Narrative Information Sheet  
November 13, 2023**

---

1. Applicant Identification

City of Williamsburg, Virginia  
Department of Economic Development  
401 Lafayette Street  
Williamsburg, VA 23118

2. Funding Requested

- a. Assessment Grant Type: Community-wide
- b. Federal Funds Requested: \$300,000

3. Location: City of Williamsburg, VA

4. Target Area and Priority Site Information:

- Former Fire Station – 130 Ironbound Road – census tract 51830370300
- Former Motel 6 – 1233 Richmond Road – census tract 51830370300

5. Contacts

a. Project Director

Yuri Adams, Director of Economic Development  
 401 Lafayette Street, Williamsburg, VA 23185  
 Phone: (757) 220-6104  
 Email: [yadams@williamsburgva.gov](mailto:yadams@williamsburgva.gov)

b. Chief Executive/Highest Ranking Elected Official

Hon. Douglas G. “Doug” Pons, Mayor  
 401 Lafayette Street, Williamsburg, VA 23185  
 Phone: (757) 229-5165  
 Email: [dpons@williamsburgva.gov](mailto:dpons@williamsburgva.gov)

6. Population

US Census Bureau, 2017-2021 ACS 5-Year Estimates:  
 City of Williamsburg: 15,299

7. Other Factors Checklist

Other Factors	Page #
Community population is 10,000 or less.	N/A
The applicant is, or will assist, a federally recognized Indian tribe or United States territory.	N/A
The priority brownfield site(s) is impacted by mine-scarred land.	N/A
The priority 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)	N/A
The priority sites (2) are in a federally designated flood plain.	N/A
The redevelopment of the priority site(s) will facilitate renewable energy from wind, solar, or geothermal energy.	N/A
The reuse of the priority site(s) will incorporate energy efficiency measures.	Page 2
The proposed project will improve local climate adaptation/mitigation capacity and resilience to protect residents and community investments.	Page 2

At least 30% of the overall project budget will be spent on eligible reuse/ area-wide planning activities, as described in Section I.B., for priority site(s) within the target area(s).	Page 8
The target area(s) is located within a community in which a coal-fired power plant has recently closed (2013 or later) or is closing.	N/A

8. Letter from the State Environmental Authority: Attached

9. Releasing Copies of Applications: N/A



*Commonwealth of Virginia*

***VIRGINIA DEPARTMENT OF ENVIRONMENTAL QUALITY***

1111 E. Main Street, Suite 1400, Richmond, Virginia 23219

P.O. Box 1105, Richmond, Virginia 23218

(800) 592-5482 FAX (804) 698-4178

[www.deq.virginia.gov](http://www.deq.virginia.gov)

Travis A. Voyles  
Acting Secretary of Natural and Historic Resources

Michael S. Rolband, PE, PWD, PWS Emeritus  
Director  
(804) 698-4000

November 6, 2023

Yuri Adams  
City of Williamsburg  
104 Lafayette Street  
Williamsburg, VA 23118

**VIA ELECTRONIC MAIL**

Subject: Acknowledgement and Support – City of Williamsburg  
FY 2024 Community-Wide Assessment Grant  
EPA-OLEM-OBLR-23-12

Dear Ms. Adams:

The Virginia Department of Environmental Quality (DEQ) is in receipt of your request for support to the above referenced Brownfields Grant application. The request will be for an EPA Community-Wide Assessment Grant for the City of Williamsburg. It is our understanding that the City of Williamsburg has identified two priority areas. The Lafayette Street/Route 60 Corridor is a commercial and residential area targeted as the focus of this grant. Each of the priority sites has been chosen to advance current or anticipated revitalization plans in strategic areas.

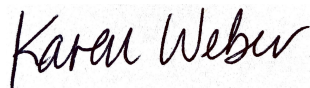
The Williamsburg EDA successfully utilized a previous Community-Wide Assessment Grant from 2019 awarded to a coalition that included the City of Williamsburg, James City County, York County, and the Greater Williamsburg Partnership. The previous grant was utilized by the City to benefit site assessment and revitalization of Brownfield sites within Williamsburg.

The DEQ Brownfields Program is pleased to provide our support for this grant proposal and feels that if successful the grant funds will play a vital role in continuing the revitalization and redevelopment efforts.

Acknowledgement and Support – City of Williamsburg  
USEPA’s Community-Wide Assessment Grant  
EPA-OLEM-OBLR-23-12  
Page 2 of 2

It is our sincere hope that this EPA proposal will be successful, and that the City will be able to continue leveraging funds to stimulate economic development and revitalization within the target area. If we can be of further assistance, please don’t hesitate to contact us.

Sincerely,

A handwritten signature in black ink that reads "Karen Weber". The signature is written in a cursive style and is positioned above the typed name.

Karen Weber, CPG  
Brownfields Coordinator

cc: Meade Anderson, CPG, DEQ-CO  
Lucas Hamelman, CPG, DEQ-CO  
Lisa Silvia – DEQ-TRO

CITY OF WILLIAMSBURG, VIRGINIA  
PROPOSAL FOR USEPA'S COMMUNITY-WIDE BROWNFIELDS ASSESSMENT GRANT  
RFA NO. EPA-OLEM-OBLR-23-12/ CFDA NO. 66.818  
Section IV.E. – Narrative Proposal / Ranking Criteria  
November 13, 2023

**1. PROJECT AREA DESCRIPTION AND PLANS FOR REVITALIZATION**

*Unless noted, references are latest publicly available and reflect the most current information.*

**1.a. Target Areas and Brownfields**

1.a Overview of Brownfield Challenges and Description of Target Areas: The **City of Williamsburg (City)** is in the northern half of the Virginia Peninsula, the coastal plain between the James and York Rivers near the Chesapeake Bay. Williamsburg was Virginia's colonial capital during the struggle for independence and now hosts Colonial Williamsburg, a restored 18<sup>th</sup>-century town and the world's largest living history museum. The area was among the busiest tourist destinations in the world, but changes to Virginia's Standards of Learning (SOL) requirements means that schools no longer bring busloads of students to tour Colonial Williamsburg. Losing this influx of visitors left local businesses struggling to survive and the subsequent decline in quality further reduced the numbers of visitors. The target areas and brownfields sites described below emphasize areas that have seen financial stress due to the decline in visitors. The City plans to use additional funding from this grant cycle to expand on the successes of the previous grant by continuing the upgrades to the community initiated by that previous grant. Both of the priority sites in this application had potential environmental issues identified under the previous grant (Phase I ESAs); however, funding was expended before further assessment (Phase II ESAs) could be completed.

Running north of the colonial town and downtown is the **Lafayette Street/Route 60 Corridor** target area (census tracts 51830370100 + 51830370300). The corridor runs west along Lafayette Street, where it merges with Route 60 and northwest along Route 60 to Ironbound Road. The area is characterized by aging museum support buildings (costume design/laundry, vehicle maintenance, library), City municipal buildings, single-family rental homes, and older commercial properties, with William & Mary University lying beyond to the south. The commercial areas, composed mainly of tourist-oriented restaurants and hotels are transitioning from older buildings constructed in the 1960-70s, to cleaner, modern buildings with more discrete signage. The area formerly hosted numerous small gas stations, hotels, restaurants, dry cleaners, and residential areas. Newer commercial buildings front the roadway, with shared parking lots behind, accessed from side streets and driveways. Residential neighborhoods lie beyond the commercial areas. Previous studies in the area have revealed environmental impacts associated with former uses that may include petroleum, degreasers, and lead acid batteries from historic gas stations and perchloroethylene, trichloroethylene, vinyl chloride, and carbon tetrachloride from dry-cleaning facilities.

1.a.i. Description of the Priority Brownfield Sites: At the western end of the Lafayette/Route 60 Corridor, along Ironbound Road, lies a vacant site the City has interest in redeveloping. During a Phase I ESA (Draper Aden/TRC, February 2023) a previously unknown UST was discovered (unknown contents), associated with a **former fire station** (130 Ironbound Road, 0.225 acres, census tract 51830370300). The parcel adjoins another City-owned vacant parcel (150 Ironbound, 0.966 acres) within a rapidly developing commercial/residential area. Funding from the previous brownfields grant was expended before a Phase II ESA and tank removal could be completed. Additional funding will allow for the removal of the UST(s) for further sampling and redevelopment planning.

On Lafayette Street at its intersection with Richmond Road (Rt. 60), is the site of the **former Motel 6** at 1233 Richmond Road (census tract 51830370300). This 0.77-acre vacant site was investigated under the previous brownfields grant and found to be impacted by leaking underground storage tanks (petroleum) from an adjacent gas station. Further assessment was not recommended at the time as no redevelopment plans had been initiated for the site. With its location at a nexus to the downtown area with shopping centers and residential neighborhoods, this site has great redevelopment potential. With additional funding, the City can conduct the

needed further environmental assessment to prepare conceptual redevelopment plans of the site.

1.a.iii Identifying Additional Sites: The City will use the following criteria to identify additional sites within the target areas: Through community engagement activities, identifying what the community see as assets and needs within the identified underserved and disadvantaged areas. Using collected pertinent demographic (census tract) and environmental data (EJScreen, etc.), as well as preferred development types (residential, commercial, municipal) the City can focus its efforts on outcomes desired by the community. By identifying underutilized properties with revitalization potential where clean up and redevelopment can act as a catalyst for redevelopment, the City can maximize on the dollars spent by triggering further redevelopment efforts by private entities. The City has identified additional sites in the “Northeast Triangle” (Opportunity Zone), that were investigated with previous grant funds, cleaned up and are ripe for redevelopment planning. These include the Visitor Center and 942/924/912 Capital Landing Road sites.

1.b. Revitalization of the Target Areas

1.b.i. Reuse Strategy and Alignment with Revitalization Plans: The City focuses heavily on its unique community character and history, while striving for cleaner, more modern, efficient operations and goals. Williamsburg’s current economy is based largely in tourism and hospitality. The priority sites both lie within the City’s Midtown Planning Area, and each offers an approximate acre of vacant property in the midst of developed areas. Further assessment of these sites would allow them to be cleaned up and presented as highly desirable parcels. Due to zoning at each site, development could include commercial or residential uses.

1.b.ii. Outcomes and Benefits of Reuse Strategy: The City is working to stimulate economic development potential within the target area with emphasis on maintaining the historic ambiance with walkable, tree-lined streets, accessible to public transportation and contemporary shopping and dining experiences and clean, modern accommodations. This is reflected in revitalization strategies incorporated into the Comprehensive Plan as well as the long-term vision for growth. Climate vulnerability plays a large role in planning efforts as the City focus on climate resiliency by incorporating climate friendly best management practices (BMPs) into brownfield site reuse concepts. This includes methods to reduce impervious surfaces, reduce total energy use and increase the percentage of energy from renewable resources; reduce air pollutants and greenhouse gas emissions; reduce water use and preserve water quality; conserve material resources and reduce waste; and protect land and ecosystems. In the City’s Future Land Use plan, 23% of the 9 square miles are designated for parks and recreation and environmental (conservation, environmentally sensitive and water areas) land use. In addition, 25% of the land in the City is under the stewardship of either the College of William and Mary or Colonial Williamsburg Foundation. By prioritizing BMPs, Low Impact Development, and Green Infrastructure for stormwater management into site reuse plans, Williamsburg will build and strengthen community flooding resiliency to the effects of climate change and provide equitable development to its disadvantaged communities. Focusing on improving the residential and tourism experience is also expected to help increase property and sales tax revenue and provide additional resources to improve economic and social conditions for those most impacted by these brownfields.

1.c. Strategy for Leveraging Resources

1.c.i. Resources Needed for Site Reuse: Through the **Economic Development Authority** (EDA), Williamsburg has incentives in place to encourage redevelopment at brownfields sites assessed through this program. As a political subdivision established by the *Code of Virginia*, the EDA is charged by the City to attract commercial and industrial enterprises that will best contribute to the economic wellbeing of the community and the preservation of its natural resources. The EDA can issue tax-exempt bonds to finance facilities within its jurisdiction and provide incentives to encourage redevelopment of existing businesses and sites, including small grants for capital investments, local permitting and utility fee waivers, and assistance with expediting local review and permitting processes. Williamsburg has a **demolition program** in place to infuse cash into projects that encourage redevelopment of underutilized properties, benefitting its tax base and enhancing commercial corridors and economic viability. Funding is available to property owners to demolish existing buildings as zero-interest loans, which can be forgiven based on the amount of increased real property taxes paid after redevelopment. The City’s demolition program, in place since 2007, has received national and state recognition

as a game-changing economic development tool and has, to date, leveraged \$79 of private funds for every \$1 spent on the program, which does not include associated gains in property, meals, sales, and business taxes. A program instated in 2016 allows new or existing businesses in the **Tourism Zone** to have certain local taxes waived or refunded for a period of 5 years.

The City has previously received funding from the **US EPA Brownfields Grant Program** (2019), and leveraged funding from the **Virginia Brownfields Assistance Fund (VBAF)** as further detailed in **Section 4.b.ii**, other state leveraging options are available to draw upon for redevelopment, including the **Commonwealth’s Opportunity Fund**, which offers cash grants to offset project-related costs, e.g., acquisition, access, utility extension/capacity improvements, construction, build-out, and/or job training, and the **Economic Development Access** and **Rail Industrial Access** programs that provide funds to construct access roads and railroad tracks for new or expanding projects having a positive impact on economic development in Virginia.

1.c.ii. **Use of Existing Infrastructure:** Existing infrastructure is in place for the priority target sites and other redevelopment projects envisioned for the City’s target areas and priority sites, although some improvements may be necessary depending upon the proposed end use for particular site. At the **former Motel 6** site, the City has been considering installation of a roundabout to help control traffic congestion at this busy intersection. Planning has not been finalized.

**2. COMMUNITY NEED AND COMMUNITY ENGAGEMENT**

2.a Community Need

2.a.i. **The Community’s Need for Funding:** As a whole, the region appears to fare well economically due to heavy emphasis on tourism. However, pockets of disinvestment and lagging economic vitality exist, where challenges include addressing a growing aging population and an economy highly dependent on tourism, which creates seasonal, low-wage jobs and a shortage of affordable housing for the seasonally employed. These challenges are exacerbated in the target areas.

Demographics in Target Areas ACS 5-Year Estimates for 2017-2021 <sup>a</sup>	US	VA	City of Williamsburg	Census Tract 51830370300
Median Household Income (MHI) <sup>b</sup> (Table DP03, Selected Economic Characteristics)	\$69,021	\$80,615	<b>\$65,297</b>	<b>\$60,175</b>
Poverty Level (Table DP03, Selected Economic Characteristics)	12.6%	9.9%	<b>15.5%</b>	<b>19.7%</b>
Over 65 Years (Table DP05, Demographic and Housing Estimates)	16%	15.5%	<b>16.6%</b>	12%
Housing Units Built 1960-1969 (Table DP04, Selected Housing Est.)	10.3%	10.4%	<b>13.8%</b>	<b>22.3%</b>
65+ Years, Living Alone (Table S1101, Households and Families)	11.2%	10.8%	<b>17.6%</b>	<b>20.7%</b>
Social Vulnerability <sup>1</sup>	0.40	0.34	<b>0.48</b>	<b>0.48</b>

<sup>a</sup> U.S. Census Bureau, 2017-2021 American Community Survey 5-Year Estimates, Accessed 9/30/23 and 10/11/23

<sup>b</sup> 2021 Inflation-adjusted dollars.

The CT where the priority target sites are located experiences lower income than state or federal values and has higher poverty levels. The tract has a high percentage of homes built between 1950-1959, which raises concern for the presence of lead-based paint and construction practices that were designed for younger people with families and

rarely accommodate seniors and people needing mobility supports, other adaptations, and easier maintenance. The Social Vulnerability rating exceeds state and federal scores. CDC created the Social Vulnerability Index, to identify how vulnerable a community may be to human suffering and financial loss, including environmental issues such as chemical spills or natural disasters, as well as disease outbreaks. Ranging from 0-1, a higher score indicates higher vulnerability. The **Lafayette Street/Route 60 Corridor’s** score of 0.48 confirms a moderately vulnerable population.

As discussed in a housing report<sup>2</sup> for the Greater Williamsburg area, “*Despite the common perception of the*

<sup>1</sup> CDC/ATSDR Social Vulnerability Index (SVI), 2020. [https://www.atsdr.cdc.gov/placeandhealth/svi/interactive\\_map.html](https://www.atsdr.cdc.gov/placeandhealth/svi/interactive_map.html) Accessed 10/17/23.

<sup>2</sup> Connecting Housing and Health in the Williamsburg Region, June 2017. <https://housingforwardva.org/>



region as affluent, impoverished and struggling individuals and families are a growing segment of the region’s communities. The relative share of persons in poverty in Greater Williamsburg increased 72 percent between 2000 and 2013”. Clearly, this community has limited resources to facilitate meaningful improvements in the vicinity on their own, and addressing brownfields in anticipation of redevelopment will positively impact their wellbeing.

2.a.ii. Threats to Sensitive Populations

(1) Health or Welfare of Sensitive Populations: Census tract 51830370300 has a Demographic Index value of 40%, placing them in the 72<sup>nd</sup> percentile for the state, and 64<sup>th</sup> percentile for the US. The Community Resilience for all tracts in Williamsburg is Relatively High, which bodes well for recovery efforts in the event of a disaster. Disinvestment and long-standing poverty have created a significant drain on economic opportunities for residents. Redevelopment of the priority sites will benefit the health and welfare of sensitive populations in the target corridor.

The cost burden<sup>3</sup> for renters as a percentage of household income in tract 51830370300 is 42% (i.e., 42% of their income goes toward rent). The percentage for the US is 29.8%, and Virginia is 28.9%. With high housing costs, little income remains to cover other costs such as transportation, food, or medical/dental costs. Review of data on the USDA’s Food Access Research Atlas<sup>4</sup> reveals that in tract 51830370300, 0.38% of the population is considered low income with low access to grocery stores (within 1 mile in urban areas, 10 miles for rural), and 11.79% do not have a vehicle. Data is only available by census tract, so no comparable values are available for US, State, or City. The Williamsburg House of Mercy<sup>5</sup> distributes fresh and shelf-stable foods and provides a noontime Soup Kitchen to local residents at their location.

(2) Greater Than Normal Incidence of Disease and Adverse Health Conditions: Long-term disinvestment in the target areas has led to generally blighted conditions (substandard housing, abandoned or underutilized buildings, and vacant lots). While health impacts of blighted properties are often not immediately visible or felt, recent studies on how blight affects the health of individuals and neighborhoods show that quality of housing contributes directly to general well-being and leads to poor health. The rubric of the “broken window theory” suggests that vacant properties and persistent blight attract criminal activity and have been shown to have deleterious effects on area residents, including mental distress, higher rates of chronic illness, sexually transmitted diseases, stunted brain and physical development in children, and retreat of area residents into

unhealthy eating and exercise habits. According to the latest available Williamsburg Health Foundation Citizen Health Report (2017), a large portion of the population growth in the Greater Williamsburg region will come from increases in the population over age 60. By 2040, persons over age 60 in the area will increase to about

<b>% Prevalence of Disease and Adverse Health Conditions</b>	<b>US</b>	<b>VA</b>	<b>City of Williamsburg</b>	<b>Census Tract 51830370300</b>
Cancer	6.4	7.3	6.3	3.5
Current Asthma >18 yrs	10.4	9.8	<b>10.7</b>	<b>11.8</b>
High blood pressure	32.1	34.4	<b>33.2</b>	20.3
Coronary heart disease	5.7	3.5	<b>5.1</b>	3.0
% Infants - low birth weight*	8.2	8.1	6.0	n/a

CDC PLACES data except where footnoted: <https://www.cdc.gov/places/index.html>  
 \*CDC and the National Center for Health Statistics, CDC-GRASP. 2017-2021. Source geography: Tract. Accessed via SparkMap.

31.5% of the overall population. A summary of health statistics is provided in the table above, comparing the target census tract, the City, the State, and the US. Only asthma in the adult population exceeds the state and federal levels. This statistic is not surprising when the EJ Screen for the CT is reviewed. The tract exceeds

<sup>3</sup> U.S. Census Bureau, 2017-2021 American Community Survey 5-Year Estimates, Table B25071, Median Gross Rent as a Percentage of Household Income in the Past 12 Months (Dollars), accessed 10/11/23.

<sup>4</sup> Economic Research Service (ERS), U.S. Department of Agriculture (USDA). Food Access Research Atlas, <https://www.ers.usda.gov/data-products/food-access-research-atlas/>, accessed 10/11/23.

<sup>5</sup> Williamsburg House of Mercy in partnership with the VA Peninsula Foodbank, <https://williamsburghouseofmercy.org/>

scores on several of the air-related categories (see table below).

(3) Environmental Justice

(a) Identification of Environmental Justice Issues: Review of EJ Screens for the target census tract reveals mostly marginal exceedances of state and federal values, falling within 51-84 percentiles. On the Supplemental Indices table, however, they scored somewhat higher, as it considers % low-income + % unemployed + % less than high school education + % limited English speaking + low life expectancy combined with the environmental stressors. They fell within 20-87 percentiles of state and federal scores. They scored highest in the Superfund Proximity, Hazardous Waste Proximity, and Wastewater Discharge Proximity categories.

Supplemental EJ Index	CT 51830370300	
	%ile in State	%ile in USA
Particulate Matter 2.5	59	35
Ozone	21	20
Diesel Particulate Matter	57	48
Air Toxics Cancer Risk	74	76
Air Toxics Respiratory HI	46	58
Toxic Releases to Air	71	44
Traffic	78	66
Lead Paint	59	47
Superfund	84	76
RMP Facility	77	55
Hazardous Waste	87	71
USTs	74	64
Wastewater Discharge	80	54

<https://ejscreen.epa.gov/mapper/>

(b) Advancing Environmental Justice: While Williamsburg can do little to reverse environmental issues at sites impacted by proximity to Superfund, RMP or Hazardous Waste sites, the City is aware of these conditions, and the importance of steering away planning for residential developments in proximity to these facilities. The City will not be displacing any residents or businesses, as the priority sites are vacant. The City can also

address the smaller environmental issues impacting neighborhoods such as underground storage tanks and lead-based paint. With a focus on improving streetscapes with traffic-calming measures, plantings, and wider sidewalks to improve walkability, providing green spaces to discourage urban heat islands, and planning recreational areas for communities, the City aims to improve the municipal environment. Although final redevelop plans haven't been finalized for either of the priority sites, these municipal improvements will be considered and included, if possible, at each site. The **former Motel 6** site includes a potential roundabout at the nearby major intersection of Richmond Road/Lafayette Street/Monticello Avenue.

2.b Community Engagement

2.b.i + 2.b.ii Project Involvement and Project Roles: Recognizing the importance of community involvement in the brownfields prioritization and redevelopment process, the City engaged a citizen board made up of members from the community to participate in the **Williamsburg Brownfields Redevelopment Advisory Group (Williamsburg BRAG)**, that during the previous grant, worked to advance a sustainable brownfields redevelopment program for the City. Given that this is a tested and successful plan, the City will again convene these **Project Partners** to serve as brownfields ambassadors, advisors and a steering committee throughout the project, bringing their community vision and expertise in business, construction, and health care. Among the first tasks of the BRAG will be redevelopment of the previously prepared **community involvement plan** to guide broader community support for the overarching goals of the program and engage affected stakeholders to better understand their needs, concerns, and interests related to the brownfields program. The purpose of this plan is to provide a voice for the broader community and a forum for those who may not be directly represented by the BRAG. A **community liaison**, voted to the position by **BRAG** members, will be responsible for interacting with the local community on behalf of the **BRAG**. A need for this position is a "lesson learned" from the previous grant where members encountered difficulty in eliciting responses from communities in the vicinities of those projects. Based on initial outreach efforts by the City, the following **Project Partners** have committed to participation in the program:

Partner Name	Point of Contact / Email / Phone	Specific Role in Project
City of Williamsburg - Economic	Yuri Adams / YAdams@williamsburgva.gov	Staff support, advise on economic development priorities, based upon reuse, has final authority to

Development	Phone: (757) 220-6104	move forward on projects; and ensures that all project partners are involved in making decisions with respect to cleanup
William & Mary	Julie Simms / <a href="mailto:jgsimms@wm.edu">jgsimms@wm.edu</a> Phone: (757) 221-4000	Liaison with Target area residents on community resources and advise BRAG on community needs; assist with space and other resources for meetings. Develop and maintain relationships with key community members.
Colonial Williamsburg Foundation	Jeff Duncan / <a href="mailto:jduncan@CWF.org">jduncan@CWF.org</a> Phone: (757) 229-1000	
Williamsburg Health Foundation	Kyra Cook / <a href="mailto:kcook@williamsburghealthfoundation.org">kcook@williamsburghealthfoundation.org</a> Phone: (757) 903-4116	
Community Liaison	To be decided (from among Project Partners)	A BRAG member chosen to serve as a liaison between BRAG and the community.

2.b.iii Incorporating Community Input: Among the elements of the Community Involvement Plan will be a schedule for providing regular community updates through press releases, website content, and social media outlets. The community involvement plan will also include schedules for open house meetings and planning charrettes that will occur at appropriate intervals throughout the 3-year project period. These advertised public meetings will be conducted during evening and/or weekend hours to encourage participation by the entire community. With focus on stakeholders who will be most affected by the project, these meetings will include updates by BRAG members, staff, and consultants about program status to provide an open forum for engagement and education, facilitate direct, two-way communication and encourage the exchange of ideas. Formal project updates will be conducted through social media, advertised public information presentations at regular intervals, at least once per year, within each locality to keep the public informed of progress. Information will be presented in multilingual formats and accessible to people with disabilities. Community input will be solicited, considered, and responded to in an intentional way.

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

3.a Description of Tasks / Activities and Outputs

**Task 1 – Program Administration / Community Engagement**

- i Project Implementation: **Cooperative Agreement Oversight** includes program and financial management to ensure compliance with grant requirements; oversee data input to EPA’s ACRES database; attend brownfield-related training and conferences; and submit quarterly, annual, and final performance reports. If specific, eligible, and appropriate activities occur beyond the priority sites, the same process described herein will be followed as needed. **Community Engagement** includes coordinating and conducting meetings and developing materials. **Grant-funded direct costs**: Travel expenses (registration, airfare, lodging, and meals), supplies, and contractual costs for assistance with reporting and maintaining interactions with stakeholders. **Non-EPA funded activities**: In-kind staff oversight for administration, monitoring, reporting, and community engagement activities and attending training conferences.
- ii Anticipated Project Schedule: Procure Qualified Environmental Professional (QEP) (4.a.iii): Q1; ACRES and quarterly reports: quarterly and as needed; Annual and closeout reports: Q4, Q8, Q12, Q16; BRAG meeting: Q2 and quarterly thereafter; Other activities: Ongoing and as needed.
- iii Task/Activity Lead: Authorized Organization Representative (AOR; Yuri Adams) AOR and Management Team with input/assistance from QEP and BRAG. AORs have the authority to sign grant applications and the required certifications and/or assurances that are necessary to fulfill the requirements of the application process and grant implementation.
- iv Outputs: RFP/QEP Contract (1); Quarterly Reports (16 Total - 4/Year); Annual Reports (3); Closeout Report (1); Property Profile Forms/ACRES Site Entries (18); BTF Meetings (16); Community Meetings (8); Conferences (3); Brochures (3); Media Releases (6); Web Page Content (4 annual renewals) (3); Advertisement, printing, and supplies (2 events/year).

## Task 2 – Site Inventory and Prioritization

- i Project Implementation: The City will prepare a GIS brownfields site inventory and database for priority and target area sites described in Section 1.a.ii and include sites in underserved communities within the geographic area. These properties will be compiled, mapped, characterized, and prioritized by the BRAG and City based on community vision, redevelopment potential, and community needs. A pool of sites will be selected for assessment from the target areas. If, grant funds remain after addressing the priority sites, the most current EJ Screening Tool will be used to identify additional sites in underserved communities in the geographic area, when sites have been identified they will be selected using the same criteria. No assessments will be conducted prior to confirming eligibility with EPA and DEQ if applicable for petroleum sites using Property Approval Questionnaires (PAQs). **Grant-funded activities**: Contractual costs to update, maintain inventory/database and prepare PAQs. **Non-EPA funded activities**: Staff oversight, site prioritization, and property owner access coordination.
- ii Anticipated Project Schedule: Site inventory and database, prioritization, selection: Q2 – Q3, update monthly; Other activities: Ongoing and as needed.
- iii Task/Activity Lead: QEP will prepare/maintain inventory and PAQs with AOR/Management staff oversight, assistance with access coordination and work product review/approval. BRAG will provide site selection and prioritization input.
- iv Outputs: Inventory/Database (1); Prioritization Matrix (1); New and/or updated PAQs (30).

## Task 3 – Environmental Site Assessments (ESAs)

- i Project Implementation: Upon receiving eligibility approval and access from property owners, approximately 9 Phase I ESAs will be conducted beginning with priority sites. Phase I ESA time and costs are contingent upon property size, existing improvements, past uses, and extent of known or suspected Recognized Environmental Conditions (RECs). Based on Phase I ESA results, approximately 5 sites will be addressed through Phase II ESAs that include (a) project work plans, i.e., a Quality Management Plan (QMP), generic Quality Assurance Project Plan (QAPP) or Site-Specific Quality Assurance Project Plan, site specific Health and Safety Plans (HASPs), and Sampling and Analysis Plans (SAPs); (b) soil, groundwater and/or air sampling; (c) lab analyses and data validation; and (d) summary reports with recommendations for further action, if warranted. **Grant-funded activities**: Contractual costs for assessments, work plans and reports. **Non-EPA funded activities**: In-kind staff oversight, coordination with property owners, and review of work products prior to EPA submittal.
- ii Anticipated Project Schedule: Phase I ESAs: Q3 – Q15 (after creating inventory database and priority list); Phase II ESAs: Q3 – Q15 (following Phase I review and priority list).
- iii Task/Activity Lead: QEP with AOR oversight, assistance with property owner coordination and community input, and work product review/approval.
- iv Outputs: Phase I ESA Reports (9); Phase II ESA Reports (3); Phase II ESA Planning Documents (8 Total): QMP (1), Generic QAPP (1), HASPs (3) and SAPs (3).

## Task 4 – Preliminary Planning for Remediation and/or Redevelopment

- i Project Implementation: For some sites addressed through Phase II ESAs, preliminary remediation plans (Analyses of Brownfields Cleanup Alternatives or ABCAs) and associated cost estimates will be prepared to review alternatives for further environmental investigation and/or remediation, if warranted. Staff and QEP will also work with stakeholders to conduct preliminary redevelopment planning for selected target areas and/or sites to explore best reuse and economic potential. This may include reuse plans, marketing/feasibility studies, master plans, infrastructure evaluations, and conceptual development plans. **Grant-funded activities**: QEP costs for remediation and redevelopment plans. **Non-EPA funded activities**: Staff oversight, coordination with property owners and community partners to prepare plans and review/approve work products.
- ii Anticipated Schedule: Q3 – Q15.

iii Task/Activity Lead: QEP with AOR oversight, assistance with property owner coordination and community input, and work product review/approval.

iv Outputs: Site-Specific ABCAs (2); Site-Specific Redevelopment Plans / Studies for priority sites (4); Area-Wide Revitalization Plans / Studies for target areas (2).

3.b Cost Estimates

3.b Cost Estimates – The **Project Budget Table** below shows cost estimates for each task, the cost development based on reasonable and realistic unit costs, and cost application to task activities. Cost estimates include an allocation of 59% of funds towards site-specific assessments and 30% of funds towards reuse/area-wide planning activities.

CATEGORY	TASK				TOTAL
	1-Administration / Community Engagement	2-Inventory /Prioritization	3-Environmental Site Assessments*	4-Remediation / Redevelopment Planning	
Travel	\$3,750	\$0	\$0	\$0	\$3,750
Supplies	\$1,250	\$0	\$0	\$0	\$1,250
Contractual	\$15,000	\$12,000	\$178,000	\$90,000	\$295,000
<b>GRANT TOTAL</b>	<b>\$20,000</b>	<b>\$12,000</b>	<b>\$178,000</b>	<b>\$90,000</b>	<b>\$300,000</b>

\*Includes Phase I and II ESAs, Work Plans (QMP, QAPP, HASPs, SAPs)

Task 1 – Administration / Community Engagement – \$20,000 Direct & Contractual

- (a) Travel – \$3,750 Total (Direct Expense) – Conferences (2) for 1-2 Staff, depending on event location.
- (b) Supplies – \$1,250 Total (Direct Expense) – Advertisement Printing (1 Community or Site Event).
- (c) Contractual – \$15,000 Total – Quarterly Report (4/yr), Annual Reports (3), Property Profile Forms/ACRES Entries (9); Meetings (1/Member/yr = 5), Program Brochures (2), Media Releases (3), Web Content

Task 2 – Site Inventory and Prioritization – \$12,000 Contractual

- (a) Site Inventory Map/Database (1), Site Eligibility Forms and/or Updated Forms (6) \$12,000

Task 3 – Environmental Site Assessments (ESAs)\* - \$178,000 Contractual

- (a) Phase I ESA Reports (9) @ \$4,800 average - \$43,200 total
- (b) Phase II ESA Reports (3) @ \$40,000 average - \$120,000 total
- (c) Project Work Plans – Eight (8) plans – \$14,800 total, as follows:  
 QMP (1) @ \$3,950, generic QAPP (1) @ \$3,950, HASPs (3) @ \$1,000 average, SAPs (3) \$1,300

Task 4 – Remediation / Redevelopment Plans – \$90,000 Total – Contractual

Based on site conditions following assessment, the City anticipates completing approximately three (3) planning documents estimated as follows:

- (a) Preliminary Site Remediation Plans (ABCAs) – 2 @ \$15,000 average – \$30,000 total
- (b) Site-Specific Redevelopment/Reuse Plans/Studies – 2 @ \$15,000 average – \$30,000 total
- (c) Area-Wide Redevelopment Plans/Studies – 1 @ \$ 30,000 average – \$30,000 total

\* Unit costs for ESAs are estimates and may change depending on site-specific conditions.

\*\* HASPs and SAPs will be combined into single report submittal.

3.c Plan to Measure and Evaluate Environmental Progress and Results

3.c Plan to Measure and Evaluate Environmental Progress and Results: To maintain steady progress throughout the grant, the QEP will prepare quarterly reports to the City and BRAG in compliance with the approved EPA Cooperative Agreement Work Plan, which will summarize activities, e.g., milestones achieved, issues encountered, and budget and schedule updates. Progress will be measured by the outputs defined in Section 3.a.iv and evaluated against the schedule in Section 3.a.ii and costs defined in Section 3.b.i/3.b.ii Significant deviations will be discussed with the EPA Project Officer to develop corrective actions. Updates will



be reported upon implementation and completion of each site-related task in EPA’s ACRES database, and Williamsburg will provide ongoing (quarterly, at a minimum) and post-grant information describing outcomes and benefits of the funding, including additional funds leveraged, jobs created, acres made ready for redevelopment, and private investment and tax revenue generated by the program.

**4. PROGRAMMATIC CAPABILITY AND PAST PERFORMANCE**

**4.a Programmatic Capability**

4.a.i-4.a.iii Programmatic Capability: For **Administrative Experience**, **Yuri H. Adams**, the City’s Director of Economic Development since 2021, will bring over eight years of experience as a planner, administrator and economic development professional to maintain oversight of the project as **Authorized Organization Representative (AOR)**. With a bachelor’s degree in psychology from William & Mary, Yuri will manage and coordinate assessment and planning activities to ensure the project is completed according to EPA requirements. Combining administrative expertise with strong communications skills and economic development experience, she will initiate and maintain contacts with property owners, developers/prospects, City members and community partners. Yuri will plan and coordinate program events, develop and deploy marketing materials, and interface with media on behalf of the City. **Public Works Director, Jack Reed** and his staff will provide **Technical Experience** as needed. Jack is a very recent hire by the City, but has 12 years of utilities experience, most recently with Smithfield County. Jack is an accomplished leader with a Bachelor of Science (BS) focused on Management and Leadership from Bluefield College and a Master of Business Administration from Virginia Tech’s Pamplin School of Business. **City Finance Director, Barbara Dameron, CPA**, will provide **Financial Experience**. With more than 25 years accounting experience and 18 years in government finance, as the City’s primary fiduciary officer, she has experience with budgeting, resource planning, grant management, purchasing, real estate assessment, risk management and debt management.

4.a.iv Acquiring Additional Resources: The City will rely on a qualified outside contractor with appropriate expertise and resources to carry out the technical aspects of its Brownfields Program. For **contractor selection and procurement**, the City will follow its competitive negotiation policies and procedures to obtain high quality professional services at reasonable cost, which will be conducted in a fair and impartial manner in compliance with Federal Code 40 CFR 31.36 and the Virginia Public Procurement Act (VA Code, Chapter 43, Title 2.2). Beginning with advertisement of a request for qualifications and proposals for professional services, followed by interviews with top candidates if needed, staff will score applicants and make recommendations to City Council for approval to negotiate a contract with a qualified candidate. Applicable EPA solicitation clauses will be incorporated into the City’s solicitation and final contract executed with the selected contractor.

**4.b Past Performance and Accomplishments**

4.b.i Currently Has or Previously Received an EPA Brownfields Grant: The City of Williamsburg (as part of a Coalition with 2 other entities) was awarded an EPA Brownfield Grant in 2019. The City as “drawn down” 99% of its existing EPA Grant (\$360,000 in hazardous funding and \$240,000 in petroleum funding) and is in the process of closing out its FY 2019-2022 grant cycle, with a one-year extension in 2023. The remaining 1% will be used to support The Edge district, which has a direct nexus to brownfields that were addressed in that grant. The grant will close in November 2023. The City experienced difficulty with launching the program early in the grant history due to restrictions imposed by the Covid pandemic and required an additional 12 months to expend funds and complete assessment activities during 2023.

(1) Accomplishments: Using the Brownfield grant, the City completed a total of 23 Administrative Reports, including Quarterly Status Reports (15), Annual MBE/WBE Reports (4), Federal Financial Reports (4), and the Final Closing Report along with a final Lobbying Certification report.

A total of 22 Phase I ESA Reports, 12 ACM/LBP Surveys, and 4 Phase II ESA Reports, along with associated Project Work Plans, (QAPP, HASPs and SAPs), and 2 VDEQ VBAF grants (ACM Abatement, Demolition) were facilitated through leveraged funding, and prepared as part of Coalition’s EPA program.

Additionally, 1 brownfield redevelopment strategy with direct community engagement, 4 market studies, and a redevelopment plan were prepared with grant funding, including 1 additional redevelopment plan that was facilitated through leverage funding.

(2) Compliance with Grant Requirements: As noted above, the City has managed brownfields and other federally funded projects and is fully capable of successfully completing all phases of work under this cooperative agreement. Williamsburg is familiar with and understands the necessity of developing work plans, creating and maintaining schedules, and assuring adherence to project terms and conditions. For all projects identified above, all applicable site information, required administrative reports, design documentation, and final inspections were submitted in a timely manner and approved by funding and regulatory agencies with purview. Final project closeout was accomplished for these projects in compliance with program requirements.

**CITY OF WILLIAMSBURG, VIRGINIA**  
**PROPOSAL FOR USEPA’S COMMUNITY-WIDE BROWNFIELDS ASSESSMENT GRANT**  
**RFA NO. EPA-OLEM-OBLR-23-12/ CFDA NO. 66.818**  
**Section III.A. – Threshold Criteria**  
**November 13, 2023**

---

**1. Applicant Eligibility**

The City of Williamsburg (City) was established in 1699 as a separately chartered political subdivision of the Commonwealth of Virginia and is considered a **General-Purpose Unit of Local Government** chartered by the Commonwealth of Virginia. The City is not exempt from Federal taxation under section 501(c)(4) of the Internal Revenue Code. The City is submitting this proposal as grant applicant.

**2. Community Involvement**

The Williamsburg Department of Economic Development will work with local developers, and public/private sector representatives, to serve as the **Williamsburg Brownfields Redevelopment Advisory Group (Williamsburg BRAG)**. The community involvement and communications component of the proposed brownfields assessment program, which is described in greater detail in the City’s narrative proposal **Section IV.E.2 – Community Need and Community Engagement**, includes (1) regular team meetings, (2) project updates at advertised public meetings, (3) maintaining a brownfields project information section on the City website, preparing printed materials, e.g., program brochures, and media releases to disseminate project updates and program success stories. The City will also extend its outreach efforts to include opportunities for citizens to review project deliverables, especially remediation and redevelopment plans, through presentations to local business and civic organizations and through small group and neighborhood meetings, open house events and planning charrettes, facilitated by the BRAG, staff, and consultants, to allow a broad range of community perspectives.

**3. Expenditure of Assessment Grant Funds**

The City of Williamsburg (as part of a Coalition 6 other entities) was awarded an EPA Brownfield Grant in 2019. The City has “drawn down” 99% of its existing EPA Grant (\$360,000 in hazardous funding and \$240,000 in petroleum funding) and is in the process of closing out its FY 2019-2022 grant cycle, with a one-year extension in 2023 (see ASAP attachment). The City expects to expend the remaining funds during November 2023. The City experienced difficulty with launching the program early in the grant history due to restrictions imposed by the Covid pandemic and required an additional 12 months to expend funds and complete assessment activities during 2023.