



**Meeting:** Village Board  
**Meeting Date:** 9/12/11  
**Agenda Item:** 6b

**Mission Statement**

Delivering quality services in a courteous, cost-effective and efficient manner.

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## VILLAGE BOARD MEETING STAFF REPORT

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**REPORT TO:** Burt R. McIntyre, President  
Village Board of Trustees

**REPORT FROM:** Dave Wiese, Executive Director of Community Development

**AGENDA ITEM:** Review and take action on submitting a joint Transportation Infrastructure Generating Economic Recovery (TIGER) grant application with the Village of Hobart

**ACTION REQUESTED:**  Ordinance  Resolution  Motion  Receive/File

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### **POLICY ISSUE**

Does the Village Board wish to participate in a TIGER grant application with the Village of Hobart?

### **BACKGROUND INFORMATION**

The Village of Hobart has asked the Village of Howard to be a co-applicant on a Transportation Investment Generating Economic Recovery (TIGER) application to construct diamond interchanges along STH 29 at the intersections of CTH FF and CTH VV and to construct an overpass to extend N. Pine Tree Road from Hobart into Howard. The original and continued purpose of the TIGER Program is to fund projects that create jobs next to infrastructure.

Attached is the TIGER application that the Village of Hobart submitted last year. The previous \$37.6 million request would have funded four major pieces: County FF Diamond Interchange, North Pine Tree Overpass, County VV Diamond Interchange, and County U Overpass. This year's funding request will be reduced to just the following:

- North Pine Tree Overpass connecting Hobart/Howard
- County VV Diamond Interchange
- Municipal connecting roads in Howard
- Municipal connecting roads in Hobart (*Centennial Centre at Hobart*)

Village of Hobart Community Development Director Elaine Willems is spearheading the application effort. GRAEF Engineering would provide technical assistance and electronic submittal services to pursue the TIGER funding. The cost of those services is \$2,000. Ron Van Straten of GRAEF will be providing pro-bono services. The Village of Hobart is asking the Village of Howard to be a co-applicant and contribute \$500 toward the technical services.

### **PRIOR ACTION/REVIEW**

The Village Board passed Resolution 2009-38 in support of Hobart's application in 2010.

**FISCAL IMPACT:**

- |                              |            |
|------------------------------|------------|
| 1. Is There A Fiscal Impact? | <u>Yes</u> |
| 2. Is it Currently Budgeted? | <u>No</u>  |
| 3. If Budgeted, Which Line?  | <u>---</u> |

**RECOMMENDED ACTION**

Staff recommends the Village of Howard join the Village of Hobart as a co-applicant for the TIGER grant.

If the Village Board agreed with this action, the following motion could be used, "*Motion to make the Village of Howard a co-applicant for the TIGER grant funding and to contribute \$500 toward the technical services.*"

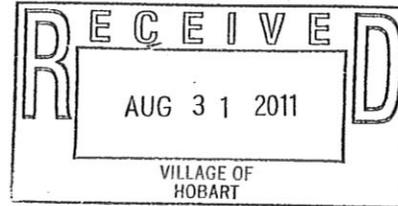
**POLICY ALTERNATIVE(S)**

The Village Board could take the following other action:

- Deny the suggested motion
- Table the suggested motion and request additional information

**ATTACHMENTS**

- I. GRAEF SERVICE PROPOSAL
- II. 2010 GRANT APPLICATION



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Green Bay, WI 54304-595  
920 / 592 9440  
920 / 592 9445 fax  
www.graef-usa.com

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August 29, 2011

Elaine Willman, Community Development Director  
Village of Hobart  
2990 S. Pine Tree Road  
Hobart, WI 54155

**SUBJECT:** Assistance with TIGER III Grant Application Submittal

Dear Elaine:

Per your request, Graef-USA Inc. (GRAEF) is pleased to provide this proposal for services to the Village of Hobart (Client). An executed copy of this proposal will become our Agreement.

This proposal is for professional services for assisting the Village of Hobart to submit a Transportation Income Generating Economic Recovery (TIGER) III grant application to the US Department of Transportation for improvements to STH 29 interchanges in the Village of Hobart / Village of Howard (Project). This proposal is subject to GRAEF's Standard Terms and Conditions, a copy of which is attached and incorporated by reference.

It is our understanding that the nature of the Project is to update and modify the TIGER II grant application that was not funded attempting to make it more competitive.

For this Project, GRAEF proposes to provide the following Basic Services:

- Work with Village Staff to identify improvements to the TIGER II application that will enhance funding probability.
- Help to identify and coordinate collaboration from other entities to support the grant effort. (i.e. Village of Howard, Wisconsin Department of Transportation, Brown County)
- Work with Village Staff to modify grant narrative to make the grant proposal more competitive.
- Work with Village Staff to submit the application electronically as required by grants.gov requirements.

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- Prepare a host site to make the TIGER III grant application available for public access.

GRAEF will endeavor to perform the proposed Basic Services per the following schedule:

- Work with Village Staff to submit a pre-application on or before the October 5, 2011 deadline
- Work with Village Staff to submit the final TIGER III application on or before the October 31, 2011 deadline

At your written request, GRAEF will provide the following Additional Services for additional compensation as detailed below:

- Graef is available to provide other engineering services related to the STH 29 interchange improvements which are not included in this scope of work

For this Project, it is our understanding Client will provide the following services, items and/or information:

- Client recognizes they will need to cooperate to make this grant application successful, which may include passing a resolution supporting the application, and/or other activities which demonstrates Village financial commitment to the project should the TIGER III grant be awarded.
- Client also recognizes the short time frame to prepare the grant application and agrees to provide Village Staff assistance as needed.

For all Basic Services, Client agrees to compensate GRAEF as follows:

**Services to be provided on a lump sum basis of \$2,000.**

For all Additional Services, Client agrees to compensate GRAEF as follows:

Should Client request additional services, compensation to be negotiated based on the scope of work proposed.

To accept this proposal, please sign and date both of the enclosed copies and return one to us. Upon receipt of an executed copy, GRAEF will commence work on the Project.



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GRAEF looks forward to providing services to the Village of Hobart.

Sincerely,

Graef-USA Inc.

Ronald P. Van Straten  
Grant Specialist

Michael J. Lefebvre, P.E.  
Vice-President

Accepted by:

Village of Hobart

\_\_\_\_\_  
(Signature)

Andrew Vickers  
\_\_\_\_\_  
(Name Printed)

Village Administrator  
\_\_\_\_\_  
(Title)

Date: \_\_\_\_\_

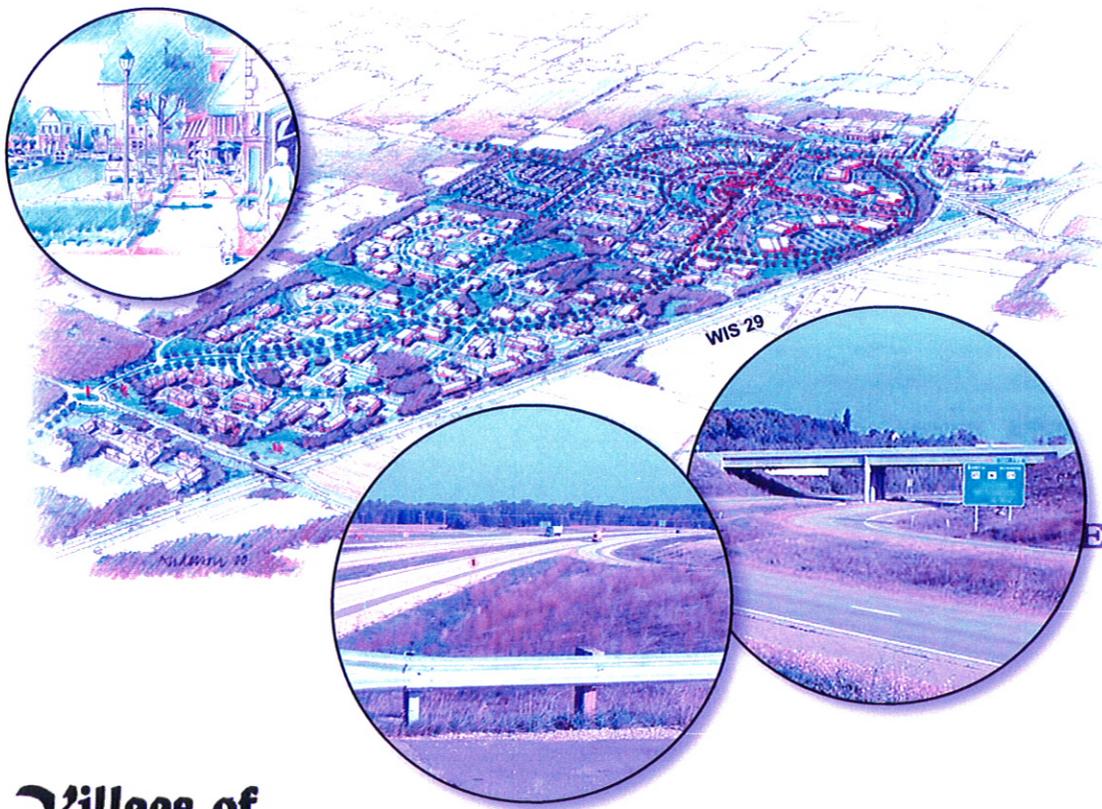
# TIGER II Grant Application Transportation Improvement Project

## Village of Hobart Brown County, Wisconsin

Congressional District #8

\$37.6 million TIGER II Grant Request

**August 2010**



**Village of Hobart  
TIGER II Grant Proposal  
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**I. Contact Information**

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**Local Elected Official:**

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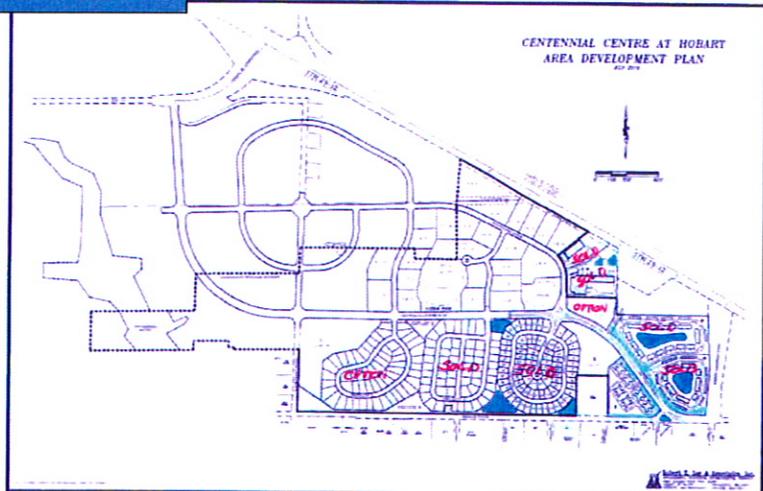
Centennial Centre at Hobart - Multi-tenant Commercial/Consumer Complex  
(Planned Construction in fall of 2010)



School Bus crossing - WIS 29 (south to north) at CTH VV



View on CTH FF crossing WIS 29 looking north (proposed diamond interchange area)



## II. Executive Summary

The Village of Hobart, Wisconsin and the Wisconsin Department of Transportation (WisDOT) share a common goal and objective, which is to leverage much needed highway infrastructure improvements into long term economic prosperity in the northeast region of Wisconsin. This is the essence of this application – satisfying two major needs under one plan, both of which are consistent with the intent of the United States Department of Transportation’s Transportation Investment Generating Economic Recovery (TIGER) Program.

This is a re-application for TIGER funds with the first effort unsuccessful in the September 2009 round. This application will demonstrate that Hobart’s activities over the last year will help assure that TIGER II funds will be a solid investment in highway improvement funds supporting both travel safety and jobs for the people of northeast Wisconsin.

By its support, the U.S. Department of Transportation (USDOT) will help put in place two diamond interchanges, two overpasses and connecting roadways to a 603-acre mixed use sustainable development called *Centennial Centre at Hobart*.

Noted for its advanced urban and sustainable design, Centennial Centre’s master plan received “Honorable Mention” at the Wisconsin American Planning Association (WAPA) Awards for 2010. *Centennial Centre at Hobart* is set to employ upwards of over 12,580 people on a permanent basis over the next 10-15 years.



WIS 29 westbound traffic looking east, approaching CTH VV  
[Click here to see a video of existing WIS 29 highway conditions](#)



[Click here for a short video showing the progress of Centennial Centre at Hobart](#)

*Centennial Centre at Hobart* was shovel-ready at the time of our TIGER I submittal in September 2009, and we are excited to demonstrate the progress in this submittal. The initial phase of *Centennial Centre at Hobart* is underway. Hobart proceeded to put shovels in the ground, installing sewer, water, and roads that enabled private sector to construct two large manufacturing buildings, 30 new homes, 24 new apartment buildings along with adjacent landscaping and infrastructure, and foundations for 96 more apartments, all since January 2010. Over 210 construction jobs have been provided thus far, with a projected construction job number of 2,788 full-time equivalents during the entire project build-out.

To date *Centennial Centre at Hobart* has documented \$44 million of private investment. Private sector contributions include executed developers agreements for single-family, multi-family, and condominium neighborhoods within Centennial Centre; two light-manufacturing buildings; and an Option to Purchase and construct a 24,000 square foot multi-tenant commercial/consumer complex. By November 2010, manufacturing employment will total 175 new jobs, along with more than 200 construction jobs.

TIGER II funding will help fund both the completion of Wisconsin’s planned expressway system and regional economic development strategies. Ongoing investments by the Village, private sector developers, and a major future funding commitment by the Wisconsin DOT are in place to join TIGER II Grant funds to make this project an immediate reality.

WisDOT has improved WIS 29 such that it is the second most traveled east/west corridor in Wisconsin, but the section through Hobart has several at-grade intersections that are very dangerous. The benefit expected from crash reductions alone, after removing these at-grade intersections, is expected to yield a benefit/cost ratio of 2.14 to 1, indicating a very positive return on investment. These intersections are immediately adjacent to the 603 acres planned for the *Centennial Centre at Hobart* mixed-use development and are critical to enhancing traffic flows safely between *Centennial Centre at Hobart* and WIS 29. Employers who built over the last year in *Centennial Centre* are concerned and have offered support letters noting the importance of improved safety to their employees and business related shipping operations.

In addition to the proposed WIS 29 improvements through TIGER II, another major multi-year highway improvement project at the intersection of Hwy 29 and nearby on USH 41/WIS 29 is underway. Once finalized, this major interchange and highway improvement project will put pressure on WIS 29 near Hobart (travelers will quickly go from an expressway to freeway) if an improved WIS 29 near Hobart, just five miles from that intersection, is not upgraded as well.

*Most telling is the private sector investment commitments, which exceed \$44 million by housing developers and manufacturing firms in just this last year alone.*

The total project cost remains at \$56.6 million and the TIGER II Grant request is \$37.6 million. The difference has been committed to by WisDOT (\$9.9 million) and the Village of Hobart (\$9.1 million). The project has broad support from neighboring communities, planning agencies, economic development organizations, and elected officials. Most telling is the private sector investment commitments, which exceed \$44 million by housing developers and manufacturing firms in just this last year alone.

To facilitate a thorough understanding of our needs, a web page containing background and support documentation has been created. It is located at the following link: [www.hobartwitigergrant.com](http://www.hobartwitigergrant.com). Direct links referencing specific information have been inserted in blue throughout this document for your ease of review. Additionally, a brief video about *Centennial Centre at Hobart* and its progress can be found at: <http://www.youtube.com/watch?v=8Bjp6Ja3BfI>.

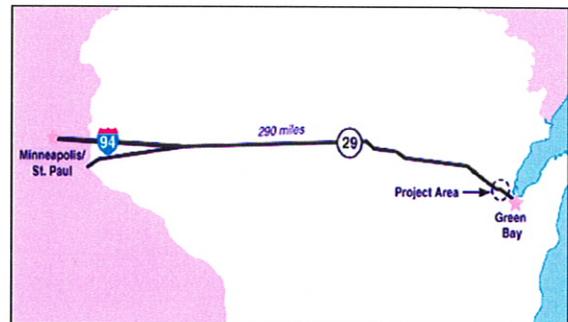
*TIGER II Grant funding for the project is now an essential element to continued success and creation of jobs and major transportation safety improvements.*

As shown on the schedule included in this document, the project put shovels in the ground in the fall of 2009 and has proceeded as far as possible without the benefit of urgently needed upgrades of WIS 29 and funding for additional arterial roads within *Centennial Center at Hobart*. We are proud of Hobart's remarkable success during an economic downturn. However, development assistance from TIGER II Grant funding for the project is now an essential element to continued success and creation of jobs and major transportation safety improvements.

We thank the TIGER Grant reviewers for their time and effort to review this application. **Please join us in making this vision a reality.**

### III. Project Description

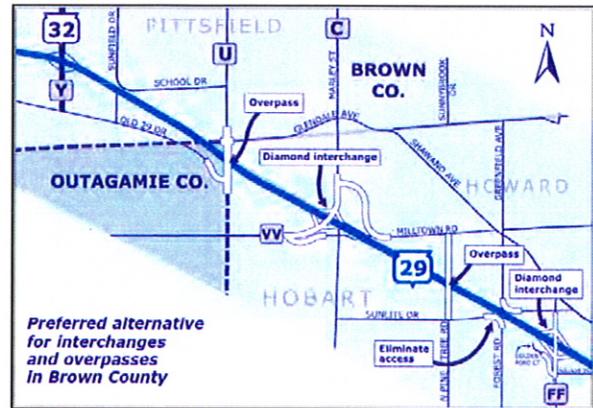
The Village of Hobart is located in Brown County, Wisconsin on the western edge of the Green Bay Metropolitan Statistical Area. In 2007, the Village began development of a new mixed-use town center, called *Centennial Centre at Hobart*. The adopted master plan for this 603 acre development envisions it as a new "community center," providing both the Village and the region with new strategies for a sustainable economy and lifestyle revealed in its physical planning, development and governance through local ordinances. At the same time, as part of WisDOT Corridors 2020 Plan, WisDOT has been working on improvements to Wisconsin 29 along Hobart's northern border.



Wisconsin 29 is a major, four lane highway with average daily traffic exceeding 20,000 vehicles per day. It has controlled access for nearly the entire stretch across Wisconsin to Minneapolis/St. Paul with limited exceptions including a series of the crossroad intersections we are hoping to eliminate with funding of this project. The project proposes to improve WIS 29 by eliminating uncontrolled access to the corridor in the Green Bay region of western Brown County. Part of the proposed project is a highway conversion plan from an expressway with many at grade intersections to a freeway with access provided only at interchanges for the portion of WIS 29 between WIS 32 at the western end and County J at the eastern extreme. These area intersections were videotaped for the reviewer and are available through the following link: [WIS 29 Video](#). In relation to WIS 29, the Village of Hobart is located south of WIS 29, just east of the Outagamie County border. Converting WIS 29 to freeway standards would limit access and improve travel mobility by eliminating at-grade intersections and constructing a series of interchanges and overpasses.

WisDOT has already completed an Environmental Assessment and identified the most important needs for road improvements to be:

- Eliminating access at Sunlite Drive and Forest Road near Hobart, WI.
- Constructing diamond interchanges at WIS 29/Cty VV and WIS 29/Cty FF near Hobart, WI.
- Building overpasses over WIS 29 at Cty U and Pine Tree Street near Hobart, WI.
- Officially mapping future right-of-way acquisitions necessary to convert WIS 29 from a highway to a freeway.



Source: WisDOT

The proposed transportation infrastructure improvements shown in the map to the right were developed by WisDOT as part of its “WIS 29 Preservation Plan.” **The Wisconsin Department of Transportation supports this project and has committed \$9,942,650 of funding toward the project.** The project is consistent with the overall transportation plan for Brown County and is documented by a letter of support from the Brown County Planning Commission. The project is obviously supported by the Village of Hobart, but it is also supported by its neighbor, the Village of Howard, to the north, and neighboring communities and private enterprises. The TIGER II grant website contains these Resolutions.

At this point in time, developers of light manufacturing and affordable homes have initiated projects, but commercial, medical, retail, and tourism developers are understandably cautious to commit given the current economic crisis and lack of safety improvements along WIS 29. Mixed use housing (600 units), institutional uses (Centennial Centre was recently shortlisted for a major Veteran’s Hospital) and lightweight manufacturing have been the first identified groups interested in *Centennial Centre at Hobart*. Improving highway access safety and reducing infrastructure costs through a TIGER II Grant would remove the impediments to development, spurring continued immediate economic opportunity in the Village and in the metropolitan area.

This project will enhance transportation service and will allow the Village of Hobart, as well as the rest of the region, highway access to the *Centennial Centre at Hobart*, now under construction. This will result in increased regional economic prosperity by facilitating residential and commercial development in the area. The development alone will result in the creation of 12,580 permanent jobs within *Centennial Centre at Hobart* and 2,788 jobs during the construction phase.

**A. Purpose and Need**

WIS 29 is classified as a principal arterial highway and is designated as a “backbone” route in the WisDOT Corridors 2020 Plan. The highway serves interstate and inter-regional trips and functions as the primary route across north-central Wisconsin, linking Green Bay with I-94 and Minneapolis/St. Paul. Current traffic volumes make WIS 29 the state’s most heavily traveled east-west highway north of I-94. Nearly 11% of WIS 29 traffic is truck traffic illustrating its importance to Wisconsin’s industry, business, and agriculture.

*Current traffic volumes make WIS 29 the state’s most heavily traveled east-west highway north of I-94.*

The project purpose and need is divided into the following components for discussion purposes:

1. Corridor Preservation
2. Safety, Operation, and Mobility
3. Land Use/Transportation Planning and Coordination
4. Economic Sustainability



### 1. Corridor Preservation

Wis. Stat. 84.295 provides a long-term official mapping and planning tool available to the Wisconsin Department of Transportation to help protect and preserve right-of-way for future transportation needs. This proactive tool allows WisDOT to address safety, operation, mobility, and capacity issues in a coordinated and comprehensive manner. Early right of way preservation avoids costly future acquisition of development that could otherwise occur along the highway where future right of way would be required. This project is in direct alignment with the corridor preservation intentions of WisDOT: [WIS 29 Right-of-Way Preservation Plan](#).

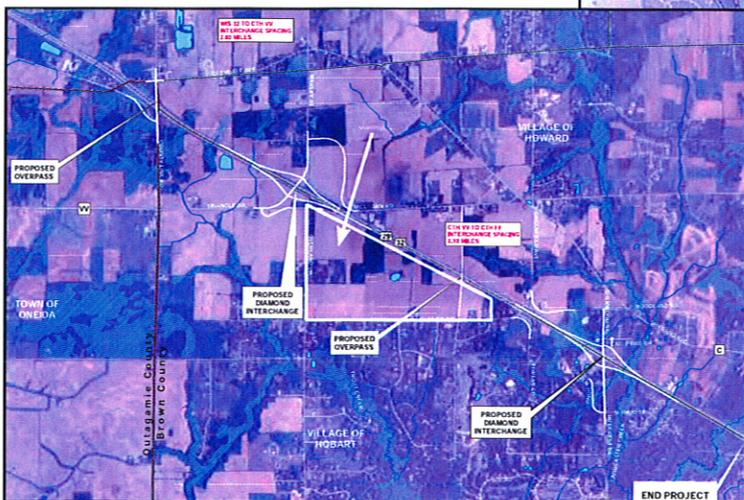
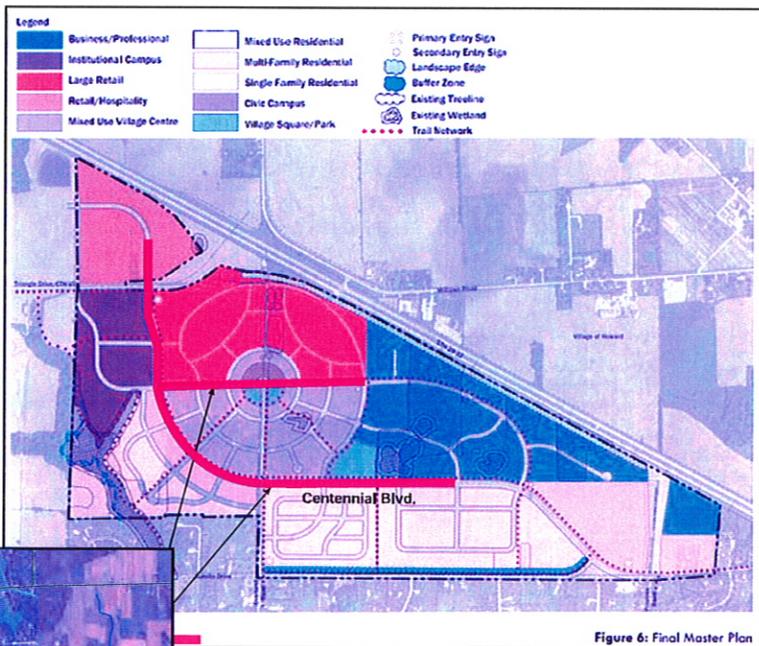
### 2. Safety, Operation, and Mobility

The second component of the purpose and need is to preserve and enhance the long-term safety, operation, and mobility of WIS 29. Currently, there are four (4) public at-grade intersections to WIS 29 within preservation plan limits. As currently configured, movements to/from the intersecting roads disrupt the flow of traffic as vehicles merge, diverge, and/or cross WIS 29. The magnitude of the mobility disruption is heightened in winter or other poor weather conditions when semi-truck traffic, school buses or agricultural equipment is involved. **Without proactive corridor management, crashes (especially angle, rear-end, and side swipe collisions which are commonly associated with access/mobility challenges) will increase.**

### 3. Land Use/Transportation Planning and Coordination

The third component of the purpose and need is to coordinate state transportation planning efforts with local comprehensive planning initiatives. This coordination, which began back in 2002, provides certainty to both property owners and local communities as to the right-of-way needed for future freeway conversion improvements to WIS 29. The certainty about the future of WIS 29 allows communities and property owners to make well-informed decisions. Improvement footprints identified and preserved through Wis. Stats. 84.295 are part of the proposed action. Corridor preservation planning ensures that future land uses and/or developments do not preclude or are incompatible with future freeway conversion improvements.

The Village of Howard (adjacent neighbor) completed their Comprehensive Plan,



Staff Report Number 207, which was adopted by Brown County Planning Commission and the Village of Howard on September 23, 2002. The Village of Hobart adopted their Comprehensive Plan on December 5, 2006. Other communities directly along WIS 29 are not within the work plan yet but are in the process of adopting comprehensive plans. According to Wisconsin's Smart Growth law, (State Statute No. 66.1001), all communities in WI are required to have comprehensive plans in place by January 2010.

Hobart and Howard, separated by WIS 29 as a municipal boundary, already have land use plans, understand and are prepared to immediately pursue the needs and benefits that would come via support of the TIGER II Grant.

#### **4. Economic Sustainability**

The fourth component of the purpose and need is to create economic sustainability. The Village of Hobart is aggressively promoting economic development efforts along the WIS 29 corridor. Development of the *Centennial Centre at Hobart* makes land available for residential, commercial, and light manufacturing purposes which encourages new job creation and more sustainable development as residential houses are built, commercial services are directed to serve the new population and office and lightweight manufacturing development creates job opportunities all in a self contained *Centennial Centre at Hobart* environment.

The economy of Brown County and all of Northeast Wisconsin depends on new job creation for expansion. The areas primary manufacturers - paper and food processing - have been hit hard by the recent economic downturn. This project offers an opportunity to facilitate expansion of the economic base by providing a fully developed location for new businesses and jobs near affordable homes and efficient access to a key transportation corridor. This will make the area more economically competitive. Transportation linkage to WIS 29 is essential to this project.

#### **B. Demographic Profile**

As a suburb of Green Bay, the Village of Hobart has been experiencing tremendous population growth—and that trend is expected to continue. According to estimates from the Wisconsin Department of Administration, 5,928 people resided in Hobart in 2009; by 2030 that number is projected to exceed 12,600. The Village of Hobart occupies 33.3 square miles and is unique in that is located entirely within the historical boundaries of the Oneida Tribe of Indians of Wisconsin. At present, land use in the Village consists primarily of low-density residential and agricultural; however, the Village is experiencing substantial population growth because of its attractive location and beautiful natural environment within the Green Bay metropolitan area. The 2030 population projections were made prior to planning of the *Centennial Centre at Hobart*.

Supporting demographic charts posted at [www.hobartwitigergrant.com](http://www.hobartwitigergrant.com), document the following demographic characteristics.

- The Village of Hobart is a rapidly growing community. According to the Wisconsin Department of Administration, Hobart's population is expected to increase by nearly 222% by 2030, from a 2005 estimate of 5,686 to a 2030 projection of 12,600. In comparison, Wisconsin overall will likely see an increase of about 17% during the same time period. At a 27% growth rate, Brown County is considered one of the higher-growth areas in Wisconsin.
- The Village of Hobart displays a much greater degree of racial diversity than both Brown County and Wisconsin. Approximately 16% of the total population of the Village identifies as Native American alone. This statistic is not surprising since the Village is co-located within the historical boundaries of the Oneida Tribe of Indians of Wisconsin. While the Village of Hobart does have a relatively large Native American population, other racial and ethnic minorities are represented at about the same percentage as in Brown County and Wisconsin.
- The Village of Hobart's median age is slightly higher than the state's, while Brown County's is slightly lower. Importantly, the population in both Hobart and Brown County is younger than the state overall, indicating that there is a greater percentage of the population in their prime working years. These statistics also reflect the fact that Hobart is a suburban community that is home to a larger percentage of family households.
- Per capita income in Brown County and the state of Wisconsin are nearly identical, The levels of poverty in Brown County and Hobart are also very similar, at 6.9% and 6.5% respectively, lower than Wisconsin's 8.7%.
- Hobart residents have a higher level of educational attainment than the state of Wisconsin as a whole and are well-positioned to participate in providing a skilled, modern workforce, making this area of the state and the nation a desirable place to locate business. Nearly 20% of Hobart residents have a bachelor's degree, and another 25% have some post-high school education. Brown County and Wisconsin have slightly lower rates of college graduation, but are slightly more likely to have had some college.

#### IV. Project Parties

The Village of Hobart has sponsored the TIGER II Grant application with cooperation and financial commitment from WisDOT. The Village of Howard supports the TIGER II application and improvements to WIS 29, but has not committed financial resources at this time. In addition to WisDOT and the communities directly north and south of the proposed improvements, Brown County Planning Commission supports the project as the official regional planning commission for the area. In conjunction, private sector development agreements have been executed for 145 single family residential units; 256 multi-family units; two large light-manufacturing buildings, and an Option to Purchase has been secured from a private developer for construction of a multi-tenant consumer/commercial facility worth over \$40.5 million. [See letters of Support].

If the TIGER II Grant is funded the Village of Hobart will be the lead local community. Given that WisDOT is committed to provide match funding for the project, WisDOT would likely manage the construction of WIS 29 improvements in cooperation and coordination with the Village of Hobart, the lead agency. The Village of Hobart would manage improvements to Centennial Boulevard and other road improvements within *Centennial Centre at Hobart*.

#### V. Grant Funds & Sources & Uses of Project Funds

Proposed funding for the project is a combination of local, state, and federal sources. The following table provides details showing that the TIGER Grant request is only 66.4% of the project cost. Please see the following link for a structured breakdown of these costs: [Project Cost Estimates](#).

**Sources and Uses of Funds**

Uses of Funds (in \$ million)	Source of Funds			
	WisDOT	Village of Hobart	TIGER Request	Total
WIS 29 Improvements	\$9.9		\$23.9	\$33.8
<i>Centennial Centre at Hobart</i> Centennial Blvd. Roadway			\$13.7	\$13.7
<i>Centennial Centre at Hobart</i> - Land Acquisition		\$7.3		\$7.3
- Infrastructure Improvements		\$1.3		\$1.3
- Engineering/Studies/Other		\$0.5		\$0.5
Total	\$9.9	\$9.1	\$37.6	\$56.6
Percent Contribution from Funding Sources	17.5%	16.1%	66.4%	100%

##### Village of Hobart - \$9.1 million

The Village of Hobart has already expended \$9.1 million toward the *Centennial Centre at Hobart* project. This investment includes purchase of land, engineering and other planning services, and extension of infrastructure services to improve the property and make it attractive for commercial, light manufacturing, and residential development.

##### Wisconsin Department of Transportation - \$9.9 million

The Wisconsin Department of Transportation has already invested funds to complete preliminary engineering work for the project. In addition, they have committed \$9,942,650 toward the construction of this project. In addition WisDOT is in the process of converting WIS 29 to a freeway from US 41 to County J (the easterly limit of this TIGER II application).

##### TIGER Grant Request - \$37.6 million

A total of \$37.6 million is needed to complete the WIS 29 road improvements, along with a major transportation route through the *Centennial Centre at Hobart*. When leveraged against the Village of Hobart and Wisconsin Department of Transportation investment, TIGER II funding represents only 66.4% of the total project.

## **VI. Primary Selection Criteria**

### **A. Long Term Outcomes**

#### **1. State of Good Repair**

Over the last 20 years, WIS 29 has been upgraded to provide a major east west corridor for central Wisconsin. WIS 29 was transformed from a two-lane highway to a 4-lane divided highway. Some segments, in particular in major cities, were designed and built as freeways with access at interchanges only. Remaining segments that are mainly rural were designed and built as expressways with access provided either from interchanges at main cross roads or in case of scattered farms at-grade access was allowed. All of WIS 29 is now a controlled access highway.



*WIS 29 westbound traffic looking east, approaching CTH VV*

In Brown County, WIS 29 provides the major traffic route for all of the western side of Green Bay. The original 2-lane roadway was constructed in the mid sixties. In 1989, this 6-mile roadway from West Brown County Line to Hwy 41 was expanded to a 4-lane divided facility. The original two-lane was converted to become the westbound roadway and was not reconstructed at that time. Only the eastbound roadway was newly built. This mix and match has led to more frequent disruption to traffic in this corridor because of the need to rehabilitate or reconstruct this facility (eastbound and westbound) at separate time intervals. Such a situation is not desired.

The existing concrete pavement in the westbound roadway is about 44 years having a Present Distress Index (PDI) of 67, a Present Serviceability Index (PSI) of 2.6, and an International Roughness Index (IRI) of 1.839. (WisDOT Meta-Manager Source Data). When PDI nears or exceeds 65, WisDOT will put the project in the planning program for improvement. The eastbound roadway pavement is now 21 years old. This eastbound concrete pavement is nearing its 25-year service life. To avoid reconstructing this facility twice (i.e., in 2012 and probably in 2014), we recommend reconstructing the entire eastbound and westbound roadway at the same time in 2011 and 2012.



*WIS 29/CTH VV at grade interchange, looking west*

As traffic on WIS 29 has increased in recent years, so has the number and severity of crashes on the corridor. At-grade intersections are dangerous given that highway traffic is moving at 65 mph while cars, trucks, and agricultural implements are entering, exiting, and crossing this traffic. The proposed project will significantly improve safety for WIS 29 by removing at-grade intersections. The two interchanges along with the two highway overpasses will allow Green Bay and the northeast Wisconsin region to grow and traffic to increase while reducing crashes on this segment of roadway.

WisDOT has an adequate source of income through gasoline tax and vehicle licensing fees to pay for future maintenance and repairs of this proposed improvement. The maintenance and repair costs of the pavement for the existing 4-lane facility would be a WisDOT expenditure regardless whether this facility is upgraded to a freeway or not. In reality this cost would be less than current cost considering the brand new pavement and facility compared to the existing deteriorating facility. Additional maintenance and rehabilitation cost mainly for bridges and ramps would be needed. However, since the TIGER II Grant would help in the initial construction cost, this deferred cost would allow WisDOT

to have adequate funding to pay for future maintenance and rehabilitation needed for this facility. As to the Hobart infrastructure and roadway improvement, maintenance and future rehabilitation cost would come from a large tax base created by the development of the *Centennial Centre at Hobart*, plus the normal local road aid that WisDOT annually pays for throughout Wisconsin.

## 2. Economic Competitiveness

The Village of Hobart is aggressively promoting economic development efforts along the WIS 29 corridor. Development of the *Centennial Centre at Hobart* makes land available for residential, commercial, and light manufacturing purposes which encourages new job creation and more sustainable development. As residential houses are built, commercial services are directed to serve the new population and office and light manufacturing development creates job opportunities all in a self contained *Centennial Centre at Hobart* environment.

The *Centennial Centre at Hobart* provides infrastructure and land for development of new office buildings, light manufacturing facilities, commercial businesses, and residential development. The *Centennial Centre at Hobart* mixed-use project is estimated to create 12,580 jobs when it is fully developed. Immediate jobs related to road construction and secondary jobs related to construction of the residential, commercial and other improvements are estimated to be another 2,788 jobs. The project will expand and enhance the economic competitiveness of Wisconsin, and the nation as a whole.

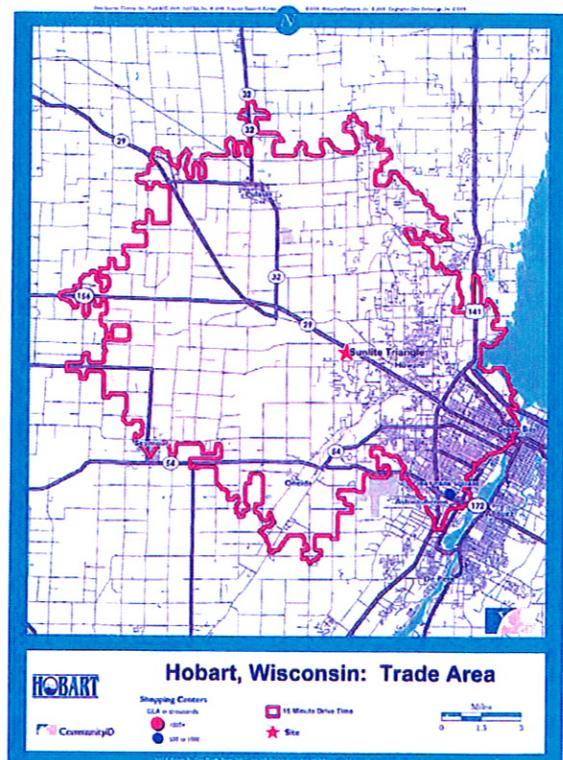
The economy of Brown County economy and all of Northeast Wisconsin depends upon new job creation for expansion. The *Centennial Centre at Hobart* project has created the opportunity to facilitate expansion of the economic base by providing a fully mixed-use development location that creates workplaces within a short walking/biking distance of nearby affordable homes that are also next to efficient transportation.

The project is also located within a premier Wisconsin school district, Pulaski School District. The aggregate benefits from a TIGER II Grant funding will make the area more economically competitive. Safe transportation linkage to WIS 29 is critical to this project.

The WIS 29 improvements would be a catalyst for *Centennial Centre at Hobart*. A market assessment by Buxton showed that the following types of businesses would be suitable: light manufacturing; business incubators; medical facilities; professional offices; and service-sector and retail establishments to serve people who work and live in the area.

The trade area map to the right shows a 15 minute drive time for an estimated 40,389 households, many using the WIS 29 corridor where planned improvements are proposed. Importantly, this development will bolster the Village's tax base, improving the quality of life of all residents through a more cost-effective provision of services. The project also spurs long-term economic growth within the region. The proposed project increases the regions - and the nations - economic competitiveness through a more expedient movement of people and goods. As stated earlier, WIS 29 is the region's main east-west route across the state connecting to the Minneapolis/St. Paul area.

The economic base of Wisconsin is shifting somewhat from manufacturing to a creative class and service economy. Brown County has followed this pattern. While paper manufacturing and food processing are still important to the area's employment, insurance and entertainment (Indian gaming and outdoor recreation) have



Source: Buxton

become important elements in the creation of new jobs within Brown County. Also, several large professional office complexes have been constructed. The *Centennial Centre at Hobart* is designed to build on these economic trends.

Overall, the Green Bay region has an industrial base with about 20% of the population working in manufacturing, primarily in paper goods and food processing. Wholesaling and distribution are other major industries. All of these industries rely heavily on dependable transportation links throughout the Midwest and nation. Increasing the effectiveness of the existing transportation network is vital to the longevity of the region's economic base, and the proposed action will position the region for increased economic development in the future.

### 3. Livability

*Centennial Centre at Hobart* is designed as a 603 acre development that features pedestrian-friendly, mixed-use development with a variety of residential, commercial retail, business and professional office space, as well as light manufacturing. Importantly, *Centennial Centre at Hobart* will create a "downtown" for the Village of Hobart, which currently lacks a central district. Numerous communities across the United States, particularly communities built after World War II when inexpensive gasoline was the norm, have explored building mixed-used town centers in the same way as Hobart is currently planning to build community and increase the quality of life of their residents at all income levels.

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*This project represents a golden opportunity to integrate much needed highway safety infrastructure improvements with a rare opportunity to master plan "livability" into a community from its very beginnings as a green field site.*

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At present, an overarching reality in Hobart is the fact that most residents commute far from their homes for work and consumer needs, as there are minimal commercial spaces within Hobart's 33-square mile boundaries. The planned uses are compatible with Hobart's professional and skilled workforce supported by academic attainment data in the U.S. Census, and also will provide entry-level employment opportunities for area youth and college-level residents in adjacent communities.

The *Centennial* project was developed from March 2008 through April 2009 through an intense and comprehensive land use and transportation public planning process, and inter-agency workshops that included four substantial community "listening sessions." Holistic and efficient land use, pedestrian and traffic circulation patterns foster green and energy-reducing strategies set forth in the Master Plan, and accomplish key objectives, such as, but not limited to:

- Consumer and medical resources closer to new homes for senior citizens, and community-based retirement facilities
- Business, professional and retail workplaces located in close proximity to the workforce to conserve fuel and traffic uses
- Short internal traffic flows that will not impact neighboring residential areas
- Efficient connectivity of State Highway 29 improvements and connector streets in the *Centennial Centre at Hobart* area
- Resources and justification to link *Centennial Centre at Hobart* employees and residents with future regional public transit systems being planned for the Green Bay region
- Incentives to walk and bike to/from work, play and retail areas

Community identity, in addition to traffic, energy conservation and quality of life, was a premier consideration in the design of *Centennial Centre at Hobart*. Hobart is a community of multi-generational cohesive farm families that have forged for over 100 years (hence the name "Centennial") a stable, upscale community now caught in the dilemma of not having workplaces for the younger generations nor resources for elderly populations that desire to remain in Hobart, close to their families.

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*The master planning process identified "guiding principles" which demonstrate both livability and sustainability, and will be built into the development.*

---

A view of Wisconsin demographics illustrates that the population growth has been emerging from the southern urban areas of Madison and Milwaukee, infilling substantially along the USH 41 and I-43 corridors that run

north to Green Bay. Future growth will move west of Green Bay, and Hobart is directly in the path of projected westerly growth on WIS 29.

*Centennial Centre at Hobart* represents the Village's thoughtful and insightful efforts to manage and coordinate growth rather than react to haphazard development that may not meet the livability and sustainability standards the community needs. The community desires to maintain its rural, residential quality of life while providing future economic sustainability. *Centennial Centre at Hobart* was launched in the 100<sup>th</sup> year of Hobart's incorporation with that goal as the Village's corner stone foundation for controlled growth.



Figure 7: Retail District and Main Street

Below are details of some specific elements of livability that will be furthered by the WIS 29 transportation elements of this project:

***Enhance User Mobility & Reduce Congestion***

WIS 29 in the project area has an annual average daily traffic (AADT) count of 23,900 at County FF and 19,600 just east of County U. WisDOT projects that these figures will double by 2040 to reach an AADT of 49,400. This proposed project is essential to ensure driver safety as WIS 29 becomes even busier.

Limiting access is key to ensuring safety on WIS 29. Eliminating at-grade intersections greatly reduces the possibility of collisions between vehicles already travelling on the highway and vehicles entering and exiting at the existing intersections. Installing grade-separated interchanges and eliminating at-grade crossings will also increase user mobility by reducing the number of access points at which vehicles can merge onto the highway. Furthermore, with interchange ramps, slow moving vehicles such as semi-trucks and farm vehicles will be better able to achieve a sufficient speed to merge smoothly onto the highway.

***Accessibility for Disadvantaged Groups***

The proposed improvements to WIS 29 will improve accessibility to the local area by increasing roadway safety. The historic boundaries of the Oneida Tribe of Indians of Wisconsin will be well-served by such improvements, which would spur increased commercial and residential development that would serve several disadvantaged populations, including people without vehicles and senior citizens.

Improvements to WIS 29 would also have the outcome of facilitating livable developments within Hobart in the near-future. The purpose of *Centennial Centre at Hobart* is to provide home, workplace and consumer options for residents in which most day to day activities can be accomplished within the community, thereby reducing vehicle dependence and providing residents and visitors with a variety of housing and retail options.

***Public Participation in the Planning Process coordinated Transportation, Land Use and Master Planning***

Throughout the planning process for the proposed transportation project and master planning project, public participation was encouraged. In developing the alternatives for the project, WisDOT consulted all the available comprehensive plans of the neighboring municipalities, including the Village of Howard and the Brown County Year 2020 Land Use and Transportation Plan (2001). Other communities had not completed comprehensive plans at the time that the Environmental Assessment was completed. The Brown County Land Use and Transportation Plan was, in fact, the impetus for identifying the need for this project and its recommendations were used to evaluate the various alternative proposed, of which the proposed project was the preferred alternative.

Extensive public participation was also a hallmark of the planning process. To garner public input, WisDOT used the following methods:

- Contacted Village, Town, and Tribal staff and elected officials
- Held Public Information Meetings and Local Official Meetings
- Met with Brown and neighboring Outagamie County Plan Commissioners
- Distributed information about the project via email, newsletter, public notices, and direct mailings.

#### ***Connection between Commercial and Residential***

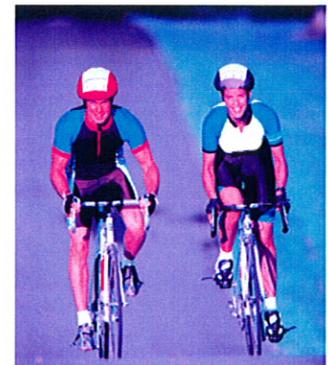
The *Centennial Centre at Hobart* features mixed-used development and flexible zoning to allow residential, commercial, and office space to coexist in close proximity. Each land use will be easily assessable on foot or on bike. This development will greatly improve the livability of the Village of Hobart as most residents are dependent on personal vehicles currently. Improving WIS 29 and thereby facilitating the development of the new town center would make residential and commercial districts in the Village readily accessible for people who cannot or choose not to use a personal vehicle.



#### **4. Sustainability**

*Centennial Centre at Hobart* is the Village's thoughtful and insightful effort to manage and coordinate growth rather than react to haphazard development that may not be sustainable. The community desires to maintain its rural, residential quality of life at the same time plan for a future of economic sustainability and managed growth.

Thoughtful, plentiful landscape and architectural themes inclusive of recreational and green open spaces within the commercial, mixed use development are intended to complement the high quality of life currently enjoyed in Hobart, while providing new local housing, employment, consumer and medical resources for elderly, young professionals, high-tech and middle-management professionals. The substantial job creation factor in *Centennial Centre at Hobart* will reduce commuting and transportation obstacles while creating new and sustainable workforce opportunities convenient to Hobart and adjacent communities via WIS 29/32.



Mixed-used developments such as *Centennial Centre at Hobart* are becoming increasingly popular across the United States as the environment, societal and economic elements of sustainability become clearer in terms of their benefits. Workforce shifts affected by a global economy, population trends, widespread energy awareness, increasing environmental stewardship, and people simply seeking a greater variety of lifestyle options all are factors in development of a sustainable community. The transportation improvements on WIS 29 will touch on safety plus an element of sustainability, that being, the reduction of CO2 emissions or fuel consumption due to the infrastructure improvements. Along with that, this 603-acre community development is one of the few places in the Midwest to be originally designed as a self-sufficient community where it is possible to live, work, shop, and recreate in the same place making it attractive for a variety of reasons. This TIGER II Grant project will contribute to the “**Triple Bottom Line of Sustainability**,” which includes benefits to society, the economy, and environment.

More specific to the TIGER Grant request, the following paragraphs contain a “qualitative” discussion on ways the project contributes positively to the environment and reduces dependence on oil. This proposed project would further sustainability initiatives in the region by decreasing auto-dependence and protecting the natural environment. Specific aspects of sustainability are addressed below.

***Improve Energy Efficiency and Reduce Dependency on Oil***

As an immediate outcome, improvements to WIS 29 would reduce congestion, thereby reducing greenhouse gases since cars idling create more pollution than cars in free-flowing traffic.

Over the long-term, the Village of Hobart is committed to encouraging developments such as *Centennial Centre at Hobart* that promote non-motorized modes of transportation in a community that has traditionally been reliant on vehicular travel. Moreover, a conceptual traffic analysis in the master plan indicated that vehicular trips would be reduced by 20-33% because trips could be accomplished on foot or on bicycle.

*... a conceptual traffic analysis in the masterplan indicated that vehicular trips would be reduced by 20-33% because trips could be accomplished on foot or on bicycle.*

***Maintain, Protect, or Enhance the Environment***

The proposed improvements to WIS 29 all take into account current regulations for mitigation. The Environmental Assessment found no significant impacts to the site in question.

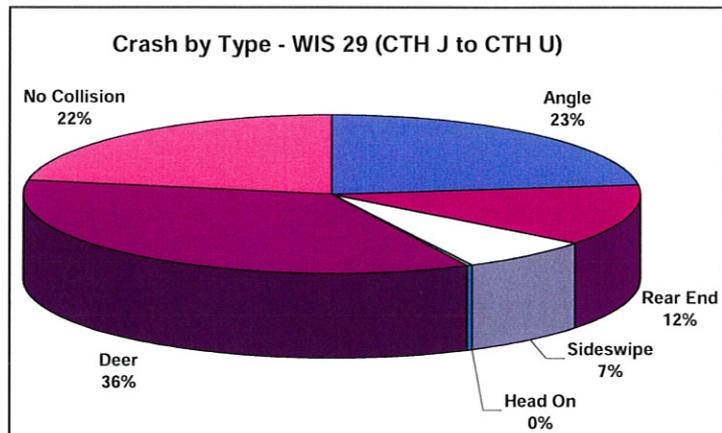
*The Village is also a partner to the Green Bay Packers Organization and their program to provide free trees to communities to offset air emissions due to their away game flights.*

Furthermore, the development of *Centennial Centre at Hobart* serves as a regional and national example of sustainable development. *Centennial Centre at Hobart* is being built using best-practices in sustainability. For example, according to the Master Plan, all stormwater will be handled on-site through such means as bioswales, decorative gravel, and natural vegetation. Recently, over 356 evergreen and 47 maple trees were planted by private developers as landscape amenities within the first phase of the mixed use residential development and the first phase of Centennial Boulevard within *Centennial Centre at Hobart*. The Village is also a partner to the Green Bay Packers Organization and their program to provide free trees to communities to offset air emissions due to their away game flights.

Incorporation of sustainable practices and concepts has been included within the master plan for *Centennial Centre at Hobart*, thus providing a vehicle for sustainable development at a community-wide level. In addition to the physical planning of sustainability into our community and benefiting the environment (e.g.; air emission reduction, etc.) through the proposed transportation improvements, we welcome the possibility of partnerships with state agencies such as WisDOT, or WDNR to provide life models, research and technical assistance based on our experiences for the benefits of other projects in order to promote sustainable practices in the U.S.

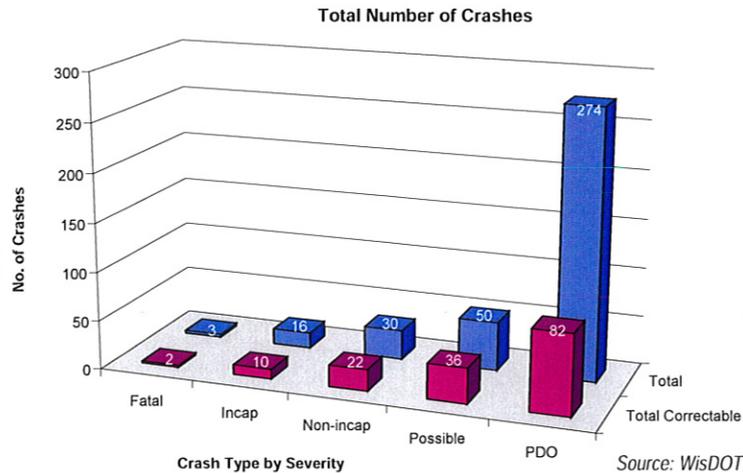
**5. Safety**

The second component of the purpose and need is to preserve and enhance the long-term safety, operation, and mobility of WIS 29. Currently, there are **four (4) public at-grade intersections** to WIS 29 within preservation plan limits. As currently configured, movements to/from the intersecting roads disrupt the flow of traffic as vehicles merge, diverge, and/or cross WIS 29. The magnitude of the mobility disruption is heightened when semi-truck traffic or agricultural equipment is considered. Without proactive corridor management, crashes (especially angle, rear-end, and side swipe collisions which are commonly associated with access/mobility challenges) will increase.



Source: Foth estimate based on WisDOT crash data (2010)

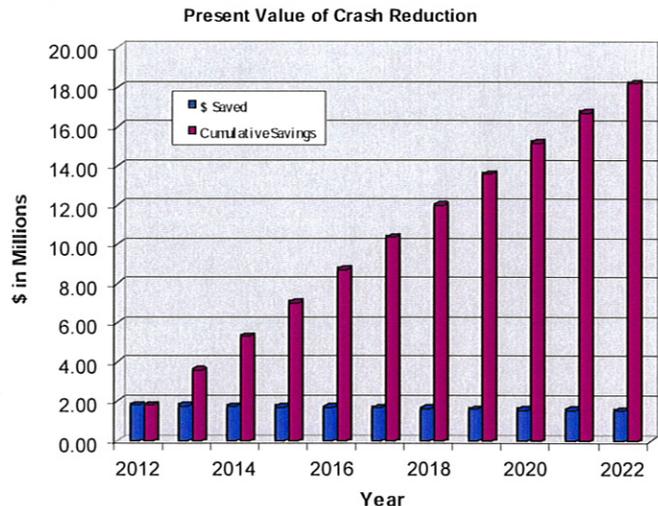
The crash history from the past six and a half years (January 1, 2004 through May 30, 2010) shows that the number of right angle, rear-end and sideswipe crashes can be corrected by the proposed improvements. The graph below shows the total number of crashes and the number of crashes that would be considered correctable by the proposed corridor improvements. Based on the graph, most of the fatal and personal injury crashes would be corrected.



Source: WisDOT

The crash rate for WIS 29 between STH 32 and CTH J is 214 crashes per 100 million vehicle miles (HMVM). This crash rate is 2.3 times the statewide average compared to a freeway segment. The comparison is made between an existing expressway with at-grade intersections and a proposed freeway with access limited to interchanges. After analysis, the total crash reduction per year is expected to be 18 crashes in 2012, the first year of substantial completion of the project. The project crash rate after the improvements is expected to be around 87.6 from the current 214 crashes per HMVM. The statewide average crash rate of similar freeways in Wisconsin is 88 crashes per HMVM.

Converting this segment to a freeway would save \$1.80 million in 2012. The chart to the right shows the dollars saved per year along with the cumulative saving over the next ten years. Using an estimated project life of 40 years, the total cumulative safety savings in present value is close to \$52.4 million. The cost savings is calculated by state-accepted dollar amounts assigned to the number of crashes by severity.



Source: Foth estimate based on WisDOT crash data, 2010

The need for reconstructing WIS 29 to freeway standards is heightened by the proposed improvements to WIS 29 and USH 41. WisDOT is currently in the design-construction phase of converting USH 41 to a freeway. A free flow system interchange (interstate-interstate) is planned instead of the existing diamond interchange at the USH 41 junction with WIS 29. The existing WIS 29 between USH 41 and CTH J

will be converted to a freeway under the USH 41 freeway conversion project. CTH J is the southeasterly limit of the proposed project on WIS 29. Having at grade intersections immediately following a system interchange (WIS 29 westbound movement) and a new freeway segment would likely increase the potential for crashes. Drivers would not expect at-grade intersections as they just moved from a freeway to another freeway. Besides drivers' expectations, this segment of WIS 29 would likely experience higher operating speed as the Hwy 41 conversion to freeway and the system interchanges are complete. Higher operating speed would also contribute to higher number of crashes and higher severity of crashes.

As a principal arterial, the function of WIS 29 is to provide mobility, both from state and regional perspectives. Current traffic volumes range from 13,800 AADT west of WIS 32 to 25,300 AADT east of County J. Traffic on WIS 29 between WIS 32 and County J is expected to increase to 49,400 AADT by 2040.

There is a direct relationship between increased traffic volumes and vehicle conflicts when direct access exists on a facility. As traffic increases on WIS 29, the number of conflicts between vehicles entering and exiting from the existing access points on the highway will also increase. Limited access improves safety, operation, mobility, and capacity by restricting where vehicles enter and exit the highway and reducing conflict points. Under the proposed action, access to WIS 29 would be provided solely at interchanges.

*Safety Benefit Cost*

The benefit-cost safety analysis ratio for the WIS 29 corridor improvements was calculated as 2.14. An estimated improvement life of 40 years was used in the benefits/cost (B/C) calculations. The improvement life is based on the service life of configuration changes, bridge and pavement lives, and overall project considerations. An estimated crash reduction factor (CRF) of 75 percent was used (based on Oregon's DOT model).

The CRF is based on the grade separations, interchanges, and access closures for the entire corridor and the difference in crash rate between the current corridor and the statewide controlled access facility. The CRF was only applied to the crashes considered correctable by the improvements.

**B. Job Creation and Economic Stimulus**

The project will have created over 175 permanent jobs by November 2010, along with 210 construction jobs. It is anticipated to generate job creation and economic stimulus immediately and over the long term. Immediate job creation is generated from planning and road construction activities. Surveying and other engineering services are needed prior to construction of the road improvements. Construction of the road improvements will create jobs for local contractors as well as suppliers of materials needed for the project.

Based on similar road construction projects, we assume that one full time equivalent direct construction job will be created for every \$500,000 of road construction expenditure. This translates to roughly 67 construction jobs (\$33,800,000 WIS 29 project cost / \$500,000 per job) as a result of the road improvement. In addition, the Village of Hobart anticipates creation of 30 direct construction jobs related to infrastructure improvements for the *Centennial Centre at Hobart* project. Secondary

Road Segment Benefit / Cost Safety Analysis			
County:	Brown/Outagamie	Prepared by:	Molly Long
Location:	WIS 29- County Highway J to County Highway U		
Date Prepared: Aug 10, 2010			
<b>Improvement</b>			
Proposed Improvement(s): Eliminate 4 at-grade intersections on WIS 29. Replace with two interchanges, two overpasses, and two access eliminations.			
\$ 24,480,000	Estimated Improvement Cost, EC	40	Est. Improvement Life, years, Y
\$ -	Other Annual Cost (after initial year), AC	75	Crash Reduction Factor (integer), CRF
\$ -	Present Value Other Annual Costs, OC	4.0%	Discount Rate, INT
$OC = \frac{AC}{INT} \left( 1 - \frac{1}{(1 + INT)^Y} \right)$		\$ 24,480,000	Present Value All Costs, COST = EC + OC
<b>Traffic Volume Data</b>			
Source: Wisconsin DOT		2006 Date of traffic count	
Two-way			
Length (mi.)	veh/day	Description	74,048 Current Vehicle Miles / Day, VM
1.15	19,200	CTH U to VV/C	176,827 End of Life Veh. Miles / Day
2.32	22,400	CTH VV/C to Pine Tree Rd	27,027,520 Current Veh. Miles / Year, AM
			1,705,201,004 Total Projected Veh. Miles Over Life of Project, TVMT
3.47	miles total		$TVMT = \frac{AM}{-G} \left( 1 - \frac{(1+G)^Y}{1} \right)$
2.2% Projected Traffic Growth (0%-10%), G			
<b>Crash Data</b>			
2004	First full year -->	2009	Last full year
5	Additional months	6.4 years, Time Period, T	
values as of Dec. 2007			
2	Fatal Crashes	2	Fatalities @ \$3,500,000 \$ 7,000,000
		19	Major Injuries @ \$240,000 \$ 4,560,000
68	Injury Crashes	43	Minor Injuries @ \$48,000 \$ 2,064,000
		69	Possible Injuries @ \$25,000 \$ 1,725,000
82	Property Damage Only	(assumed cost per crash) \$8,500 \$ 697,000	
152	Total Crashes, TA	-OR- enter Actual Cost of all property damage: Total \$ Loss, LOSS \$ 16,046,000	
23.69	Current Crashes / Year, AA = TA / T	87.6	Crashes / HMVM, Crash Rate, CR
\$ 105,566	Cost per Crash, AVCR = LOSS / TA	CR = TA x 10 <sup>8</sup> / (AM x T)	
1,494.5	Total Expected Crashes, TCR = CR x TVMT/10 <sup>8</sup>	\$ 52,368,729	Present Value of Avoided Crashes, BENEFIT
17.77	Crashes Avoided First Year AAR = AA x CRF / 100	$BEN = \frac{AVCR \times AAR}{(INT - G)} \left( 1 - \frac{(1+G)^Y}{(1+INT)^Y} \right)$	
\$ 1,875,506	Crash Costs Avoided in First Year, AAR x AVCR		
1,120.9	Total Avoided Crashes, TCR x CRF / 100		
<b>Benefit / Cost Ratio</b>			
Benefit : Cost = \$52,368,729 : \$24,480,000 = 2.14 : 1			

construction jobs are anticipated to total 2,691 for the *Centennial Centre at Hobart* project related to construction of residential, commercial, and office improvements within the development.

Once the project is complete, permanent employment within *Centennial Centre at Hobart* is anticipated to total 12,580 jobs. Permanent job creation estimates are based on full build out of the *Centennial Centre at Hobart* as projected in the traffic analysis that was performed for the development. The table on the next page provides estimates for specific types of employment categories used in the traffic analysis along with the number of trips generated and associated job estimates.

**Permanent Job Creation Estimates**

ITE Category	Daily (ADT)	Employees per trip	Total Jobs
750- office park	16,040	3.5	4,530
710- general office	10,735	3.5	3,250
820- shopping center	12,320	2.2	600
813- superstore	42,505	2.9	1,465
310- hotel	815	14.3	60
720- medical office	20,230	8.9	2,270
710- general office	1,335	3.3	405
<b>Total Buildout</b>			<b>12,580</b>

Source: 2009 Master Plan – Centennial Centre at Hobart, *Conceptual Traffic Impact Analysis* - Schreiber Anderson Associates

Note that this project will create a variety of job opportunities for low income workers as a result of construction work, hospitality and retail employment, as well as light manufacturing jobs. This project also creates opportunities for small and disadvantaged businesses as a result of growth and expansion of *Centennial Centre at Hobart*. The project makes use



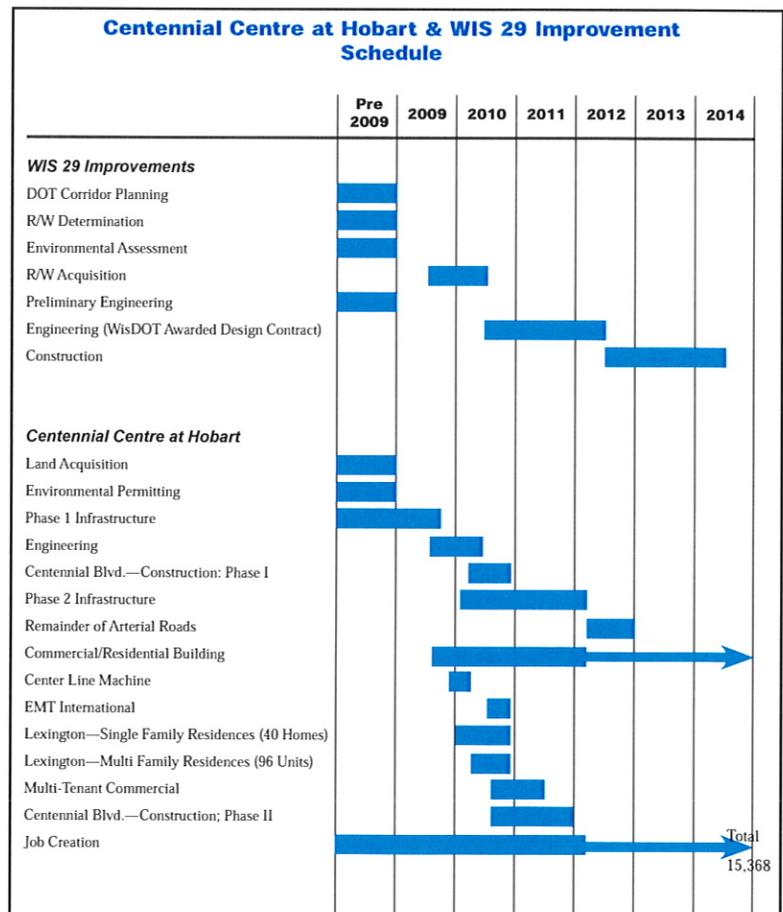
of community based organizations such as Wisconsin Workforce Development and the Business Assistance Center at Northwest Technical College which will connect workers with economic opportunities. Given the progressive nature of *Centennial Centre at Hobart* it will also attract and support entities with a strong track record on labor practices.

To date, *Centennial Centre at Hobart* has documented \$44 million of private investment. Private sector contributions include executed developers agreements for single-family, multi-family, and condominium neighborhoods within Centennial Centre; two light-manufacturing buildings; and an Option to Purchase and construct a 24,000 square foot multi-tenant commercial/consumer complex. By November 2010, manufacturing employment will total 175 new jobs, along with hundreds of construction jobs.

**1. Project Schedule**

The schedule to the right provides a graphic representation of the timeline for both the road improvements and *Centennial Centre at Hobart* development and the WIS 29 improvements.

As shown on the schedule below, the project put shovels in the ground in the fall of 2009 and has proceeded as far as possible without the benefit of urgently needed upgrades of WIS 29 and funding for additional arterial roads within *Centennial Center at Hobart*. The Village of Hobart is actively promoting *Centennial Centre at Hobart* for commercial, residential, and professional office development. A very critical element needed to make this economic development effort a success is the improvement to WIS 29. At the same time, WisDOT is working to improve WIS 29 but lacks funding. The engineering for proposed improvements are 30% complete, environmental assessment procedures have been completed and right of way acquisition is in progress. Recently WisDOT announced it is moving forward with design of one overpass and one major interchange adjacent to Centennial Centre. A commitment of \$37.6 million of TIGER II Grant funding is needed to complete the process.



## **2. Environmental Approvals**

WisDOT has completed an Environmental Assessment of the proposed WIS 29 improvements and has received a finding of no significant impact on January 14, 2008. The Village of Hobart has conducted numerous environmental studies of *Centennial Centre at Hobart* to delineate wetlands, define flood elevations, and search for archaeological significance. Required environmental approvals have largely been obtained. Some permit applications will be required as the project construction is initiated, but the major environmental permitting is complete.

## **3. Legislative Approvals**

We are not aware of any required legislative approvals needed for the project to proceed. The project is supported by the local communities, Brown County Planning Commission, WisDOT, and has completed the NEPA process.

## **4. State and Local Planning**

The project is consistent with the officially adopted comprehensive plans for both the Village of Hobart and the Village of Howard. The project is consistent with the long range transportation plan prepared by Brown County Planning Commission. It is also consistent with WisDOT's improvement plan.

## **5. Technical Feasibility**

This project is feasible and reasonable. It is a traditional highway improvement project involving the construction of simple diamond interchanges, roads and bridges. The technology to design and build this facility is long established and is constantly being improved. Design techniques and tools have become more sophisticated over time. Construction techniques and equipment have also become more computerized and modernized.

In regard to the WIS 29 project, preliminary plans are completed, an [Environmental Assessment](#) document is complete, official mapping of the right of way is complete. Currently WisDOT is developing the right of way plat for this project and will begin right of way acquisition so that the project schedule would meet a substantial construction completion by February 2012.

Concept and Master Plans are also completed for the *Centennial Centre at Hobart*. In addition land acquisition is complete, historical and archaeological investigations are complete, wetland delineations, site drainage and environmental review requirements are complete. The design and construction for Centennial Boulevard would begin immediately upon approval of the TIGER II Grant.

## **6. Financial Feasibility**

Financial feasibility for the project can be demonstrated in several different ways, which are listed below.

### **WIS 29 Improvements**

A measure of financial feasibility is related to accident reduction. The investment for WIS 29 improvements will be more than offset by the reduction in the number and severity of crashes. As highlighted in the Road Segment Benefit/Cost Safety Analysis, this will generate a Benefit/Cost ratio of 2.14:1, indicating a positive return on the investment of Federal dollars. Converting this segment to a freeway would save \$1.80 million in 2012. Using an estimated project life of 40 years, the total cumulative safety savings in present value is close to \$52.4 million, up from \$31.5 million at the time of the 2009 Tiger submittal. The cost savings is calculated by state-accepted dollar amounts assigned to the number of crashes by severity.

### **Centennial Centre at Hobart**

For every \$3,000 of TIGER II Grant assistance, 1 full time job will be created. Based on full build out of the *Centennial Centre at Hobart* the project will create 67 construction jobs as a result of the WIS 29 improvements, 30 jobs as a result of *Centennial Centre at Hobart* infrastructure improvements, 2,691 jobs as a result of residential, commercial, and manufacturing construction within *Centennial Centre at Hobart*, along with the 12,580 permanent jobs created by businesses within *Centennial Centre at Hobart*. In total this translates to 15,368 jobs. Given a total TIGER II Grant request of \$37.6 million this calculates to less than \$3,000 per job created, which is a very low Federal investment to stimulate the economy of northeast Wisconsin.

### **State of Wisconsin**

The Wisconsin Department of Transportation helped make this project financially feasible by advancing \$9.9 million for this project now rather than at a higher inflated cost at a later date as originally identified in its 2020 Corridor Plan.

## **VII. Secondary Selection Criteria**

### **A. Innovation**

The *Centennial Centre at Hobart* promotes sustainability and livability by encouraging development in such a way that reduces the need for surface transportation. People will have the opportunity to reside in an area with services within walking or biking distance. Given that the project will offer job opportunities people will be able to live, work, and shop without use of motorized vehicles. This concept represents a new approach for development within Brown County and all of Wisconsin.

### **B. Partnership**

#### **1. Jurisdictional & Stakeholder**

The Village of Hobart has partnered with the Wisconsin Department of Transportation to propose this project. The attached endorsements demonstrate that it is collaboration between many communities as well as economic development organizations. TIGER II Grant assistance is clearly needed to make the project a reality, but the funding package includes both state and local participation.

The jurisdictional and stakeholder collaboration between WisDOT, Village of Hobart, and Village of Howard demonstrates support for this project. Without WisDOT financial and engineering support, the project would not be as immediately effective in generating jobs. Without investment from Hobart, the project would not generate job creation needed to justify the highway improvements. In short, jurisdictional collaboration is demonstrated by the parties committed to the TIGER II application.

#### **2. Disciplinary Integration**

Integration of multiple agencies will be critical for successful completion of this project. Letters of support and financial commitments are outlined below.

- **State / Municipal Agreement** - This agreement was drafted by WisDOT and represents their commitment to fund \$9,942,650 toward this project. The agreement was signed by the Village of Hobart, demonstrating their desire to see the road improvements constructed.
- **Village of Hobart Resolution** - This resolution was passed by the Hobart Village Board on August 3, 2010. Not only does it demonstrate that the local community strongly supports this project, but it authorizes the Village President to sign any/all documents needed to facilitate the TIGER II application process.
- **Village of Howard Resolution** - This resolution was passed by the Howard Village Board on July 26, 2010. It demonstrates that the Village of Howard to the north of WIS 29 also supports the proposed project.
- **Brown County Planning Commission Letter of Support** – This letter documents that the project is consistent with the overall development plan for the region.
- **New North Letter of Support** - This letter documents that New North, the 18 county economic development organization for northeast Wisconsin, supports the project and affirms the project's value from an economic development perspective.
- **Lexington Homes Letter of Support** – This letter documents that a major Wisconsin housing developer supports the project and assures they will continue to invest in the *Centennial Centre at Hobart* project if the WIS 29 improvements are made. It also states they have committed to \$40 million of new taxable improvements.

- **Commercial Horizons** - This letter documents that EMT International is in the process of completing the first phase of their light manufacturing development with a value of \$4 million and creation of 125 high-tech jobs. If the WIS 29 improvements are made, they will continue to grow and create additional jobs.
- **Sara Investments** - This letter documents that Sara Investments plans to build a \$2 million commercial complex. WIS 29 improvements are also very important to them for continued growth and expansion.
- **Bayland Builders** - This letter is from a local commercial/manufacturing builder endorsing Centennial Centre at Hobart. They also strongly support the WIS 29 improvements and affirm their participation in future growth of the area.
- **Coldwell Banker / Team Stimpson** - This letter is from the marketing agent for Lexington Homes documenting demand for the new residential structures. It also attests to job creation resulting from *Centennial Centre at Hobart*.
- **Davis/Kuelthau Law Office** - This letter is from the Village of Hobart attorney documenting developer agreements and committed private investment in *Centennial Centre at Hobart* totaling over \$40 million.

**Commitments Endorsements**

- WisDOT**  
(\$9.9M Commitment)
- Village of Hobart**  
(\$9.1M Investment)
- New North**
- Village of Howard**
- Brown County Planning Commission**

**Commitments Endorsements**

- Lexington Homes**  
(\$40M Commitment)
- Commercial Horizons (EMT International)**  
(\$4M and 125 Jobs)
- Sara Investments**  
(\$2M Commercial Complex)
- Bayland Builders**
- Coldwell Banker/ Team Stimpson**
- Davis/Kuelthau Law Office**

**VIII. Federal Wage Rate Requirements**

**Certificate of Compliance  
Federal Wage Rate Requirements**

Upon receipt of a Transportation Investment Generating Economic Recovery (TIGER) II Grant from the US Department of Transportation, the Village of Hobart agrees to comply with all federal wage rate requirements including subchapter IV of chapter 31 of title 40, United States Code (Federal wage rate requirements)

Signed,



Richard Heidel, Village President



Andrew Vickers, Village Administrator

**IX. National Environmental Policy Act Requirements (NEPA)**

WisDOT conducted [Environmental Evaluation of Facilities Development Actions](#) for this project. On January 14, 2008, a Finding of No Significant Impact was made by the Wisconsin Department of Transportation.

## **X. Environmentally Related Federal, State and Local Actions**

WisDOT has completed environmental assessment of the proposed WIS 29 improvements and has made a finding of no significant impact on January 14, 2008. The Village of Hobart has conducted numerous environmental studies of *Centennial Centre at Hobart* to delineate wetlands, define flood elevations, and search for archaeological significance. Required environmental approvals have largely been obtained. Some permit applications will be required as the project construction is initiated, but the major environmental permitting is complete.

## **XI. TIGER Grant Scoring Criteria Discussion**

### **National or Regional Significance - 20.0%**

This project has national and regional significance because it expands employment opportunities by 15,368 jobs through construction activities and permanent employment. It will also strengthen the transportation network within Wisconsin and the Midwest.

### **Maintain or Protect the Environment - 20.0%**

This project incorporates sustainable development which promotes environmentally friendly methods for planning, construction, and operation. Extensive detail regarding environmentally friendly design can be found in the Conceptual Master Plan for *Centennial Centre at Hobart*, Schreiber Anderson Associates, August 2009.

### **Innovative Public-Private Partnership - 20.0%**

Public funds will be used for WIS 29 improvements as well as infrastructure improvements within *Centennial Centre at Hobart*. Private investments are being expended to build professional office building, commercial properties, and residential homes. The Village of Hobart has created a Tax Increment Finance District (TID) to help offset the cost of infrastructure improvements in *Centennial Centre at Hobart*. This TID is a clear example of public-private partnership to make this project possible. Letters of support and other documentation in this application clearly show that public and private investment within *Centennial Centre at Hobart* is underway. The Village of Hobart has also documented their investment to the public/private partnership. The Wisconsin Department of Transportation is also committed to participate. In short, this project represents a tremendous innovative public-private partnership.

### **Creditworthiness - 12.5%**

The project includes expenditures of \$9.1 million by the Village of Hobart to complete preliminary design and infrastructure improvements to *Centennial Centre at Hobart*. The project also includes commitment of \$9.9 million by WisDOT. These funds have been committed as documented in the attached State/Municipal Agreement prepared by WisDOT. The remaining funding for the project is TIGER II Grant participation. In short, project creditworthiness is secured.

### **Ability to Expedite the Project - 12.5%**

Given that WisDOT has completed 30% of the engineering for WIS 29 improvements, and the fact that *Centennial Centre at Hobart* is already under construction demonstrates the ability to expedite this project. If TIGER II Grant assistance is made available, WIS 29 improvements can begin immediately to accommodate *Centennial Centre at Hobart's* present and future construction of infrastructure and improvements that support current and future job opportunities.

### **Adoption of New Technology / Efficiency - 5.0%**

The project promotes new and innovative technology in the design of the *Centennial Centre at Hobart* as well as the construction of WIS 29 improvements. These improvements will make the area attractive to companies that will further enhance new technology and efficiency.

The TIGER II Grant application process uncovered BCA.Net on the Federal Highway Administration (FHWA) website which is a web-based benefit-cost analysis program to support decision making for highway projects. The BCA.Net program gives an overall benefit cost and rate of return for the entire project including safety, sustainability, maintenance, and other life cycle costs. However, the module needed for Hobart's project, the interchange module, is not currently available for public use. The FHWA is looking for projects, such as Hobart's, to use to validate the interchange module. Through the project development process for the WIS 29 project corridor, the Village of Hobart welcomes the opportunity to work with FHWA and WIS DOT to provide the project information necessary for the validation of the interchange module in the BCA Net economic analysis program.

**Budget Authority for Credit Instrument - 5.0%**

Given that local and state contribution for the project has been documented, no additional budget authority is needed for match funding for the project.

**Reduction of Federal Grant Assistance Because of TIGER II**

If the TIGER II program provides \$37.6 million toward this project, no additional federal money will be needed. This will reduce federal grant assistance needed to complete WIS 29 projects at an inflated cost in the future.



*Centennial Centre at Hobart - Multi-tenant Commercial/Consumer Complex  
(Construction in fall of 2010)*

## Appendix of Changes - TIGER I to TIGER II

A brief video about *Centennial Centre at Hobart* and its progress can be found at: <http://www.youtube.com/watch?v=8Bjp6Ja3Bfl>. This appendix includes Hobart's activities over the last year.



However, just to recap, prior to the submittal, the village completed the following:

- Purchased 600 acres adjacent to US Hwy 29 just 5 miles west of Green Bay, Wisconsin.
- Established a Tax Increment Finance District covering the area.
- Conducted a Market Feasibility Study to determine demand for retail development given employment and local housing stock exists in the immediate area.
- Developed a Master Plan for a mixed use community featuring a downtown area, multi-level housing, light industrial development, recreation areas and interlinked transportation systems promoting liveability and sustainability.
- Secured a financial commitment from WisDOT to support the project by offering to co-fund new interchanges and overpasses on US Hwy 29 adjacent to their 600 acre development.
- Began securing partnerships with lightweight manufacturers and housing developers interested in developing the area.
- Developed Professional Marketing and Promotional Materials for interested developers, employers and residents.



Since the 2009 TIGER Grant Submittal, the community has not stood still, instead they have been pursuing their goal with a strong will and passion. We are pleased to document our progress since our initial submittal for TIGER funds.

- Installed sewer and water utilities to the southeastern boundary of the site enabling service to the site. Cost was approximately \$4 million.
- Installed roadways and utilities within the southeastern part of the property to support housing and lightweight manufacturing development
- 30 new homes and 24 new apartments with completions of adjacent infrastructure and landscaping have been built. Additional foundations are in place for 96 apartments
- Additionally we have begun construction of        new homes
- One new building and business - Centerline Machine -is already operational with 50 full-time jobs by the end of 2010, and are planning to add a second shift.
- A second building for EMT International is under construction. They will employ 150 upon completion of that building in November 2010, with immediate expansion plans for 250 employees by the end of 2011.
- Total construction related employment is over 210 jobs against a projection of 2,788 full-time equivalent construction jobs during the entire project build-out.
- Received "Honorable Mention Award" for planning of *Centennial Centre at Hobart* by the Wisconsin American Planning Association (WAPA) in 2010.
- **Have commitments for \$48 million** of private investments at this point. This includes developer agreements for single-family, multi-family and condominium neighborhoods within Centennial Centre; and two light-manufacturing buildings.





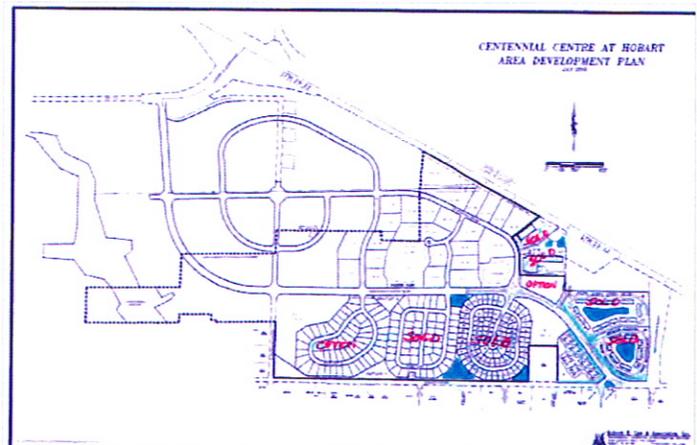
**Commitments  
Endorsements**

- Lexington Homes**  
(\$40M Commitment)
- Commercial Horizons  
(EMT International)**  
(\$4M and 125 Jobs)
- Sara Investments**  
(\$2M Commercial Complex)
- Bayland Builders**
- Coldwell Banker/  
Team Stimpson**
- Davis/Kuelthau  
Law Office**



Click here for a short video showing the progress of Centennial Centre at Hobart

- Option to Purchase and construct a 24,000 square foot multi-tenant commercial/consumer complex for construction in fall 2010.
- The Wisconsin Department of Transportation has started design of a major interchange near CTH VV and overpass connecting North Pine Tree Road and Milltown Rd over Wis 29. Both were initially included as part of the TIGER submittal.
- In addition to the above stated progress since last year's submittal, design was let by the WisDOT on another nearby major multi-year highway improvement project. This was discussed in our last submittal and is at the intersection of WIS 29 and nearby USH 41. Once finalized, this major interchange and highway improvement project will put pressure on WIS 29 near Hobart (travelers will quickly go from an expressway to freeway) if an improved WIS 29 near Hobart, just five miles from that intersection, is not upgraded as well.
- Several additional accidents have occurred at the at-grade intersections on WIS 29 adjacent to the Centennial Centre area since the last submittal. The benefit expected from crash reductions alone, after removing these at-grade intersections, is expected to yield a benefit/cost ratio of 2.14: 1 (compared to 1.29: 1 in last year's submittal) indicating an increased return on investment. A savings of \$52.4 million over a 40-year time period is now expected as compared to \$31.5 million in last year's submittal.
- Employers who built over the last year in Centennial Centre have offered support letters noting the importance of improved safety to their employees and business related shipping operations. Safe transitioning to and from highway speeds has become more apparent and critical to employee safety and in turn future economic investment decisions by employers.
- Ongoing investments by the Village, private sector developers and a major future funding commitment by the Wisconsin DOT are now in place to join TIGER II Grant funds to make this project an immediate reality.
- The total project cost remains \$56.6 million. The TIGER II Grant request is \$37.6 million. The remainder has been committed to or is being spent by WisDOT (\$9.9 million) and the Village of Hobart (\$9.1 million). An additional \$4 million in funds by the village have been invested for infrastructure as noted above.
- The Village has a fast track approval process in place to support the need for expediency among investors within the private sector.
- The project has broad support from neighboring communities, planning agencies, economic development organizations, and elected officials. Most telling is the private sector investment commitments which exceed \$44 million by housing developers and manufacturing firms in just this last 8 months alone!



*Investment property has been sold at a fast pace over the last year. The plan above shows property "sold" or with current "Option to Buy."*

TIGER II funding will help fund both the completion of Wisconsin's planned expressway system and regional economic development strategies.