City of Milwaukee

Environmental Collaboration Office

Cavalier Johnson
Mayor

Preston D. Cole
Director of Administration

Erick Shambarger
Environmental Sustainability Director

TO: Lakefront Development Advisory Commission
FROM: City of Milwaukee Environmental Collaboration Office (ECO)
RE: Request for Review of Veteran's Park proposal for EV Charging Stations
DATE: July 15, 2025

Dear Lakefront Development Advisory Committee,

The City of Milwaukee's Environmental Collaboration Office (ECO), with support of Mayor Cavalier Johnson, US Senator Tammy Baldwin, US Representative Gwen Moore, Milwaukee County Parks Executive Director Guy Smith and others, received a $15 million Community Fueling Infrastructure (CFI) grant from the US Department of Transportation to build a public electric vehicle charging network throughout Milwaukee, consisting of chargers at approximately 53 sites. The project is one of the major strategies in the City of Milwaukee's Climate and Equity Plan and will encourage people to drive electric vehicles that pollute less. Additionally, we are working closely with Milwaukee County sustainability staff to implement County Board resolution 24-652 which directed Milwaukee County to collaborate with the City of Milwaukee on climate-related grants. Today, the Milwaukee Common Council unanimously approved us to advance the first 13 sites, including Veterans Park. **We also request your committee to review and find our proposal for chargers at Veterans Park agreeable.** Before any stations will be built, our team also needs to complete a NEPA review of the site and the US Department of Transportation will need to release the construction funds per the terms of our grant contract. Information on the overall project is available at Engage.Milwaukee.gov/EV.

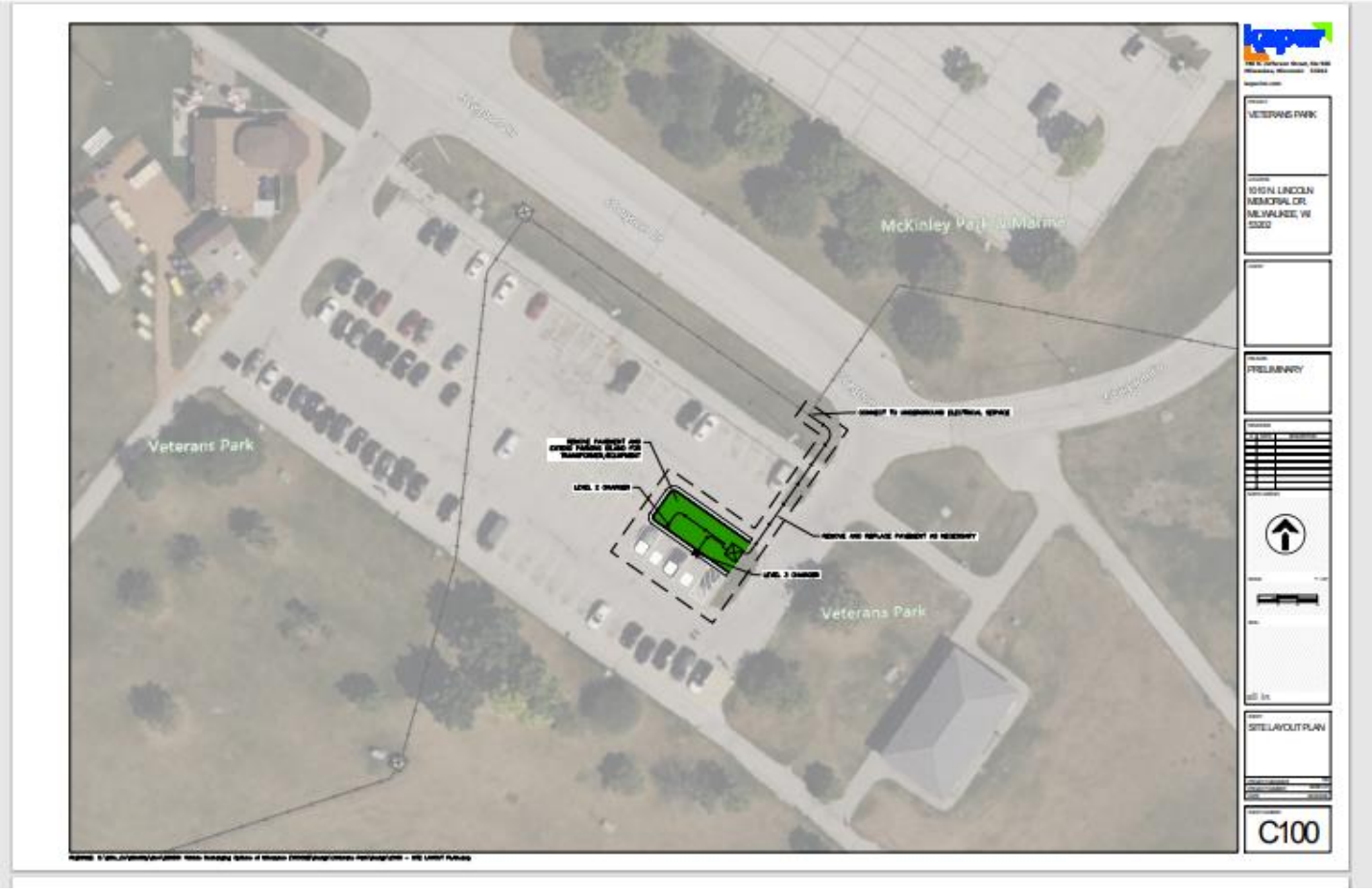
The primary purpose of this installation is to support the growing demand for accessible and reliable EV charging infrastructure while advancing national clean energy goals. Strategically located within Veterans Park—a well-trafficked public destination—this charger station will serve both local residents and visitors, facilitating clean transportation options along key travel routes and recreational corridors. We identified Veterans Park as one of Milwaukee's premier destinations that offers free public parking, consistent with the federal grant guidelines, although EV drivers will pay to use the stations

Key objectives of the project include:

- **Expanding public access to EV charging** in a visible, high-utility location to increase EV adoption and convenience.
- **Promoting environmental sustainability** by reducing vehicle emissions and supporting the transition to cleaner modes of transportation.
- **Ensuring broad access to EV charging throughout the community**, ensuring that publicly funded resources are distributed in a manner that supports a broad range of users, including those in underserved communities.
- **Economic development**, by encouraging increased visitation to the area and supporting the local tourism and hospitality economy through modern transportation amenities.
- **Selecting interesting sites** where the public will want to spend time while their vehicle charges….

This installation is part of a broader federal initiative to create a reliable, nationwide EV charging network that supports the needs of drivers today and prepares for future growth in electric vehicle usage. The Veterans Park Lakefront location was selected to maximize visibility, accessibility, and community benefit.

SITE PLANS



The proposed location for the electric vehicle charging station is the parking lot next to the kite shop, pictured above. The installation of the chargers will result in the designation of **four existing parking spaces** for EV charging use, including **two dual-port chargers** and an adjacent **access lane to accommodate ADA accessibility**. While this represents a minor reduction in general parking availability, plenty of sites remain for conventional vehicles. The project has been designed to minimize disruption and enhance the park's amenities by supporting sustainable transportation and providing equitable access to EV infrastructure.

Traffic

The installation of the CFI-funded Electric Vehicle Charging Station at Veterans Park is **not expected to impact existing traffic flow or patterns** within the park or surrounding roadways. The station will be located within the existing parking area and will not alter vehicle circulation routes, entry/exit points, or pedestrian access. All construction and installation activities will be managed to minimize temporary disruptions, ensuring continued safe and efficient movement for park visitors and nearby traffic.

Anticipated impacts of the CFI-funded Electric Vehicle Charging Station installation at Veterans Park on the specified environmental and community factors:

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1. Promotion of Clean Water:
While the EV charging station installation does not directly treat or manage water resources, it **indirectly supports clean water initiatives.** Electric vehicles do not use oil or gasoline and hence, which help reduce oil leaks, fuel runoff, and other pollutants commonly associated with gasoline-powered vehicles. Over time, reduced vehicle emissions and fluid discharges may lessen contamination risks to local stormwater systems and nearby Lake Michigan.

2. Reduction of Air Pollution:
This is one of the **most significant positive impacts** of the project. By providing infrastructure that supports electric vehicle use, the station helps reduce reliance on internal combustion engines, leading to **lower emissions of nitrogen oxides, particulate matter, and greenhouse gases**. This contributes directly to improved air quality in and around Veterans Park and the broader Milwaukee area.

3. Noise Levels:
Electric vehicles are **notably quieter** than traditional vehicles, especially at low speeds. As EV adoption increases, supported by this charging station, there may be a **modest reduction in overall noise levels** in the park, contributing to a more peaceful recreational environment.

4. Traffic Congestion:
The station is not expected to cause any change in traffic congestion. By utilizing existing parking spaces and maintaining current circulation patterns, the installation has been designed to **avoid disruptions to traffic flow** within the park.

5. Litter Reduction:
The charging station itself does not directly affect littering behaviors; however, the presence of clean, modern infrastructure often encourages greater **public stewardship of shared spaces**. The addition of signage, lighting, and regular maintenance may contribute to a **cleaner and more orderly environment**, indirectly supporting litter reduction efforts.

Description of the Surrounding Area at Veterans Park (Milwaukee Lakefront)

The proposed Electric Vehicle Charging Station will be located within **Veteran's Park**, a prominent public space situated along Milwaukee's Lakefront, adjacent to **Lake Michigan**. The surrounding area is a diverse and heavily utilized recreational environment that includes the following features:

1. Parking Lot (Project Location)

- **Current Use:** The charging station will be sited in an existing parking lot used by park visitors, including boaters, joggers, and lakefront event attendees.
- **Project Impact:** Four parking spaces will be re-designated for EV charging, including ADA-accessible access. Overall parking capacity will be minimally affected, and the remainder of the lot will remain available for general use.

2. Oak Leaf Trail and Pedestrian Pathways

- **Current Use:** This popular trail runs along the lakefront and is used daily for walking, jogging, and biking.
- **Project Impact:** No changes will be made to trail alignments or pedestrian access. Construction activities will be managed to avoid interruption to trail users.

3. Open Green Space & Picnic Areas

- **Current Use:** These areas are used for picnicking, leisure, sports, and gatherings. They also host seasonal festivals and public events.
- **Project Impact:** The EV station will be confined to the existing paved area and **will not impact open green space** or interfere with scheduled events or casual use of the lawns and picnic zones.

4. Lagoon and Fishing Areas

- **Current Use:** Located near the eastern edge of the park, this area is used for paddle boating, catch-and-release fishing, and water-based activities.
- **Project Impact:** The EV station is located well away from these features, with **no anticipated impact** on recreational water use or views of the lake or lagoon.

5. War Memorial Center and Art Museum (Nearby Cultural Sites)

- **Current Use:** These cultural and historical landmarks attract daily visitors and support educational and civic activities.
- **Project Impact:** No disruption is expected. Improved EV access may **enhance visitor experience** by offering more transportation options to these destinations.

6. Seasonal Event and Festival Grounds

- **Current Use:** Veterans Park hosts seasonal festivals, including air and water shows, cultural festivals, and concerts.
- **Project Impact:** Because the station occupies a permanent, fixed location in the lot, **no interference with festival grounds** or event staging areas is anticipated. Coordination during installation will ensure no construction overlaps with major events.

Summary of Overall Impact on Surrounding Area Use

- **Minimal disruption** to existing recreational, pedestrian, or cultural uses.
- **Improved accessibility** for EV drivers visiting the park and surrounding attractions.
- **Enhanced sustainability profile** for the park by supporting clean transportation infrastructure.
- **No alteration** to green space, trail systems, water features, or public event operations.

Sight line impact:

The installation of the CFI-funded Electric Vehicle Charging Station at Veterans Park is expected to have **minimal to no impact on sightlines or vistas of Lake Michigan**.

The station will be located within an existing paved parking area, set back from the shoreline and lower than the park's primary viewing areas. The EV charging equipment, consisting of **two chargers with four ports and a small ADA access lane**, is relatively low-profile in design—typically no taller than standard light posts or parking signage—and will be positioned to avoid obstructing any direct views of the lake from key vantage points such as walking trails, open green spaces, and picnic areas.

Careful siting ensures that the station will:

- **Not intrude upon or block** panoramic lakefront views from popular areas used by pedestrians, cyclists, or parkgoers.
- Be integrated into the existing landscape in a **visually unobtrusive** manner.
- Preserve the natural and open character of the park's lakefront, which is a valued public amenity.

Overall, the installation supports modern infrastructure needs **without compromising the visual experience** of Milwaukee's iconic lakefront setting.

Impact on Access to the Lakefront and Water's Edge:

The installation of the CFI-funded Electric Vehicle Charging Station at Veterans Park will have **no adverse impact** on general public access to the lakefront or to the water's edge.

General Lakefront Access:

- The EV charging station will be installed within an **existing paved parking lot** near the park's main access routes.
- The project will **not restrict entry points, walking paths, or driveways** into the park or surrounding public spaces.

- The charging station is intended to **enhance access** for electric vehicle users by providing reliable, sustainable infrastructure for those visiting the lakefront.

Access to the Water's Edge:

- The station is located **well inland** from the shoreline and does **not encroach on grassy areas, trails, or waterfront walkways** that lead to Lake Michigan.
- There will be **no blockage or redirection** of pathways that connect visitors to the water's edge, including access for pedestrians, cyclists, and individuals with mobility needs.
- Scenic views, recreational access, and open space along the lake will remain **fully available and unchanged** by this installation.

Summary

The EV charging station will be a **low-impact, infrastructure improvement** that supports cleaner transportation without altering or limiting public access to any part of the lakefront, including the shoreline and waterfront amenities.

Here's a thoughtful and well-rounded response addressing how the **CFI-funded Electric Vehicle Charging Station installation at Veterans Park** connects to Great Lakes history, preserves Lake Michigan heritage, and contributes to a lasting legacy:

Honoring Our Great Lakes History

The installation of the CFI-funded Electric Vehicle Charging Station at Veterans Park reflects a **modern continuation of the spirit of innovation, stewardship, and connectivity** that has long defined the Great Lakes region. For centuries, the Great Lakes—including Lake Michigan—have served as vital corridors for commerce, transportation, and community life. This project builds on that legacy by supporting a **cleaner, more sustainable form of mobility** in a place historically shaped by the movement of people and goods across the water.

Preserving Lake Michigan Heritage

Veterans Park is more than just green space—it is a living part of Milwaukee's lakefront identity, situated alongside the shores of Lake Michigan. Installing electric vehicle infrastructure in this setting:

- **Demonstrates environmental responsibility**, aligning with Lake Michigan's significance as a natural and cultural treasure.
- Helps **protect the lake's water quality and shoreline ecosystems** by reducing emissions and stormwater pollutants linked to gasoline-powered transportation.
- Encourages **responsible visitation and public engagement** with the lakefront by offering infrastructure that matches the values of conservation and access.

By locating the station in a minimal-footprint, existing paved area, the project **respects the natural aesthetics and historic openness** of the lakefront while preparing the site for future environmental needs.

Leaving a Legacy for the Future

This project is not just about charging vehicles—it is about charging **forward into a cleaner, more environmentally sustainable future**. The station will:

- Serve as a **visible and practical symbol of Milwaukee's commitment to climate action and innovation.**
- **Inspire future generations** to think critically about how infrastructure can balance progress with preservation.
- Support the **transition to a low-carbon transportation future**, reducing long-term environmental impacts on Lake Michigan and the surrounding ecosystem.

By investing in sustainable infrastructure today, we are ensuring that future residents and visitors can enjoy **the same clean air, scenic views, and vibrant natural heritage** that generations before us have cherished along the Great Lakes.

Overview of Physical Additions at the Project Site

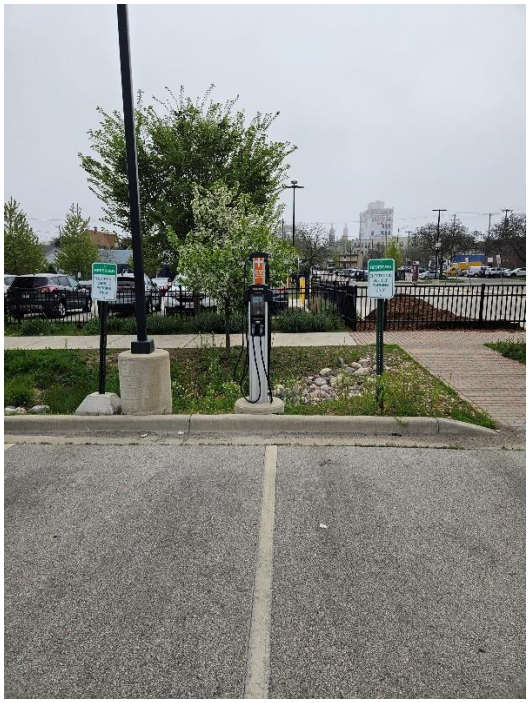
The Veterans Park CFI EV Charging Station project involves **minor construction within an existing paved parking area** and does not include construction of new buildings or permanent large structures. The project will involve the following physical additions and installations:

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1. Electric Vehicle Charging Units (2 Dual-Port Chargers)

- **Proposed Use:**
  Each unit will serve two parking spaces, allowing for simultaneous charging of four electric vehicles. These chargers will support Level 2 or DC fast charging, depending on final specifications.
- **Design & Construction:**
  - Each unit will be **pedestal-mounted**, approximately 4 to 5 feet tall, and designed to be weather-resistant, tamper-resistant, and ADA-compliant.
  - Units will include **digital display screens, card/payment readers, and indicator lights**.
  - Chargers will be installed on newly poured **concrete pads** to ensure stable and level footing.
- **Aesthetic Design:**
  - The chargers will have a **modern, compact design**, typically in neutral or dark colors to blend with surrounding infrastructure.
  - Branding and signage will reflect compliance with **CFI funding visibility requirements** (e.g., federal program logos, instructional decals). The photos below are an example, but a specific charger brand has not yet been selected.





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2. Electrical Utility Cabinet and Transformer (If Required)

- **Proposed Use:**
  To house electrical components such as circuit breakers, meters, and transformers necessary to power the charging units safely and efficiently.
- **Design & Construction:**
  - A **metal utility cabinet or pedestal box**, typically 3–4 feet tall, mounted on a concrete pad.

    - A **step-down transformer** may be included depending on site-specific voltage requirements and utility provider design.
    - Coordination with the local utility company (e.g., We Energies) will dictate final specifications.
- **Aesthetic Design:**
    - Cabinet will be **non-reflective and neutral in color** (gray or green) and positioned to minimize visual impact.
    - May be **screened by landscaping or fencing** if needed for visual integration with the park environment.

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3. Pavement Markings and Signage

- **Proposed Use:**
  To clearly designate four parking spaces for electric vehicle charging, support ADA accessibility, and communicate proper usage.
- **Design & Construction:**
    - Installation of **painted pavement markings** (e.g., green hatching or EV symbols).
    - Mounting of **EV Charging Only** signage on metal posts or existing infrastructure.
    - **Directional arrows or curb stencils** may also be added for wayfinding.
- **Aesthetic Design:**
    - Signage will conform to **federal and local signage standards**, using simple icons and reflective materials.
    - Pavement markings will use durable, non-slip coatings for visibility and safety.

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4. ADA Access Lane and Compliance Elements

- **Proposed Use:**
  To provide accessible access for individuals with disabilities to reach and use the EV chargers.
- **Design & Construction:**
    - Addition of a **striped, van-accessible access aisle** next to one of the designated charging spaces.
    - Placement of **ADA signage** and a **curb ramp** (if needed) to connect to nearby sidewalks or trails.
- **Aesthetic Design:**
    - Standard high-visibility ADA striping and signage.
    - Integrated into the existing parking lot layout without expanding the paved footprint.

No New Buildings or Large Structures

- This project does **not include construction of buildings, restrooms, shelters, or permanent enclosures**.
- All additions are limited to **utility-scale infrastructure and site enhancements** necessary for charger operation and public usability.

Minimal Modification to Existing Structures

- The only modifications involve **surface-level trenching or conduit installation** to connect power from existing utility lines to the new chargers.
- No existing buildings, recreational structures, or trails will be modified or removed

The **CFI-funded Electric Vehicle Charging Station installation at Veterans Park** is designed to **support**—not disrupt—the traditional open space and recreational function of Milwaukee's cherished lakefront parkland. Here's a detailed explanation of how the project will impact this role:

Impact on the Traditional Open Space and Recreational Role of Veterans Park

Preservation of Open Green Space

- The project is **entirely confined to an existing paved parking lot** and does **not require the use, removal, or alteration of any grassy fields, picnic areas, or natural spaces**.
- Veterans Park's wide expanses of open land used for kite flying, walking, informal sports, and festivals will remain **fully intact and accessible**.

No Interference with Recreational Paths or Facilities

- The installation will **not impact bike paths, the Oak Leaf Trail, walking routes, shoreline access, or playgrounds**.
- Users will continue to enjoy unobstructed access to the lakefront and all existing recreational facilities.

Enhancement of Visitor Access and Park Usability

- By providing **EV charging on-site**, the project helps **diversify transportation options**, making the park more accessible to electric vehicle users.
- This supports greater year-round visitation and helps align the park with modern mobility and sustainability expectations—**attracting a broader range of users** while accommodating environmental goals.

Minimal Visual and Physical Footprint

- The charging units and associated equipment are **low-profile** and will be placed to **minimize visual intrusion**.
- No fencing or enclosures are required, and the overall appearance of the park's open landscape will remain **largely unchanged**.

Support for Long-Term Stewardship

- By encouraging cleaner transportation choices, the project **aligns with the long-standing conservation values** of Milwaukee's lakefront, helping preserve air and water quality, reduce emissions, and protect the character of the park for future generations.

Summary

The installation of EV charging infrastructure at Veterans Park will have **no negative impact** on the traditional open space or recreational uses of the park. Instead, it represents a **forward-thinking enhancement**—one that supports sustainability, improves access, and preserves the integrity and usability of Milwaukee's iconic lakefront for years to come.

Location of Proposed Project

The proposed CFI-funded Electric Vehicle Charging Station will be located **within an existing paved parking area at Veterans Park**, which is part of Milwaukee's **public lakefront parkland** adjacent to **Lake Michigan**. While the location is near the lake, the installation site itself is **set back from the water's edge** and does not interfere with open shoreline access, trails, or natural landscapes.

Can the Proposed Use Be Located Away from the Lakefront?

In theory, EV charging infrastructure can and will be located throughout Milwaukee. However, in this specific case, **Veterans Park was intentionally selected as one preferred location due to its unique value and function**, which directly supports the project's public interest goals under the CFI grant program. Additionally, ECO cannot place phase 1 chargers in downtown lots with paid access. We are awaiting future guideline updates to allow us to put chargers in paid parking lots or structures.

Site Selection Process and Alternative Location Consideration

During planning, efforts were made to assess **alternative locations** both within and outside the immediate lakefront area. Key considerations included:

- **Proximity to high-use public destinations** – Veterans Park is one of the most visited open spaces in Milwaukee, making it a high-visibility, high-impact location for public infrastructure investment.
- **Availability of existing parking infrastructure** – The site has **paved surfaces and utility access** already in place, minimizing the need for new construction and avoiding disruption to natural features.
- **Equitable public access** – The park attracts a diverse cross-section of residents and visitors, ensuring that the benefits of federally funded EV infrastructure are broadly accessible.
- **Connectivity to multi-modal transportation** – Veterans Park is served by bike trails, pedestrian paths, and is near transit lines, which aligns with sustainable and multi-modal transportation objectives.
- **Other nearby parks or city-owned lots** were reviewed but lacked the same level of utility access, visitor volume, or spatial suitability without greater environmental or recreational impact.
- **ECO** inquired about the McKinley Marina parking lot as a potential location, but County capital budget planning considerations require that location to be postponed into the future.

Why the Project Should Remain at the Proposed Lakefront Site

We believe the proposed EV charging station **should remain at the Veterans Park lakefront location** for the following reasons:

1. **Maximizes Public Use and Visibility**
   The station will serve a high-traffic, well-used public destination, increasing awareness and use of EV infrastructure and maximizing federal investment impact.
2. **Minimizes Environmental Disruption**
   Because the installation is confined to existing pavement, there is **no encroachment on green space, habitat, or shoreline**. Moving it to a more natural or undeveloped site could create new, unnecessary environmental disturbances.
3. **Supports Long-Term Sustainability Goals**
   Locating chargers in central, visible, and symbolic public spaces like Veterans Park helps advance Milwaukee's climate action and clean transportation objectives in a way that aligns with both practical need and public messaging.
4. **Enhances Park Access Without Reducing Recreation Value**
   EV drivers gain reliable access to the lakefront, while no park amenities, open space, or trails are lost in the process. It is a **low-impact, high-benefit** addition.

Conclusion

While alternative sites were considered, **Veterans Park offers the most strategic, sustainable, and equitable location** for the installation of the CFI-funded EV charging station. The location allows the project to fulfill its purpose without compromising the environmental integrity, recreational value, or public enjoyment of Milwaukee's lakefront.

Removal

If the **CFI-funded Electric Vehicle Charging Station installation at Veterans Park** is determined to be no longer appropriate or becomes obsolete in the future, the project includes a clear plan for **decommissioning and site restoration** to ensure that the parkland and its recreational integrity are preserved.

Here is a breakdown of what will be required and how the site will be restored:

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1. Removal of Equipment and Infrastructure

- **Charging Units:**
  If the City and its selected EV network provider cannot agree on a plan for continued operation after the first five years, all EV chargers, pedestals, and associated components (including signage, bollards, and payment systems) can be **professionally removed**. These units are typically mounted with **bolted or anchored connections**, making them removable without heavy excavation.
- **Electrical Equipment:**
  Any **utility cabinets, transformers, and conduit** installed for the chargers will be disconnected and removed in coordination with the local utility provider. This will include termination of power feeds and safe removal of below-ground conduit if needed.

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2. Pavement Restoration

- Any **trenches or surface cuts** made in the parking lot during the original installation will be **patched or resurfaced** to match surrounding pavement.
- If the concrete pads for chargers or utility boxes are removed, the affected areas will be **repaved or re-striped** to restore full, general-purpose parking functionality.

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3. Signage and Marking Removal

- All **EV-specific signage and pavement markings** (e.g., painted stalls, ADA EV designations, directional symbols) will be removed or repainted to reflect standard parking use.
- Signposts can be reused for general park signage, or removed entirely if unnecessary.

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4. ADA Access Lane Reversion

- The ADA access aisle installed as part of the EV charger design can either be maintained for general use or **re-integrated into standard parking layouts**, depending on need and design guidelines.

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5. Environmental and Visual Restoration

- If any **landscaping, screening, or minor grading** was done during the installation, the area will be **regraded and reseeded** to blend with surrounding parkland aesthetics.
- Any visual barriers or fencing added for utility enclosures will be removed unless repurposed for park needs.

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6. Compliance and Public Notice

- Any restoration activities will comply with **local parks department guidelines** and may be subject to **review or permits**, depending on scope.
- If the project was decommissioned due to federal or grant-related changes, **appropriate reporting and documentation** will be provided to funding agencies.

Summary

If the EV charging station is no longer appropriate for the Veterans Park site, it can be **fully removed with minimal lasting impact**. The site will be **restored to its original condition**, returning the space to standard parking or other park uses, and maintaining the visual and recreational integrity of Milwaukee's lakefront.

Here is a structured and comprehensive **Business Plan** for the **CFI-funded Electric Vehicle Charging Station Installation at Veterans Park**, integrating required elements such as projected revenues, expenses, long-term viability, and public-private partnership (P3) language:

Business Plan: Veterans Park EV Charging Station Project

Location: Veterans Park, Milwaukee Lakefront
Funding Program: U.S. Department of Transportation – Charging and Fueling Infrastructure (CFI) Grant
Lead Agency: City of Milwaukee- ECO
Project Type: Level 2 or DC Fast Charging Station – 2 Chargers, 4 Ports, 4 EV-Designated Parking Spaces
Partnership Model: Public-Private Partnership (P3)

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1. Executive Summary

The Veterans Park EV Charging Station project will install publicly accessible electric vehicle charging infrastructure within one of Milwaukee's most heavily visited public parks. This project supports the City's sustainability goals, helps meet growing demand for EV infrastructure, and ensures equitable access to federally funded clean transportation resources. Through a P3 model, the project will leverage public grant funding, city-owned land, and private-sector operational expertise.

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2. Project Goals

- Expand EV charging infrastructure access on public land.
- Reduce transportation-related emissions along the lakefront.
- Increase accessibility for park visitors using electric vehicles.
- Demonstrate scalable models for clean infrastructure deployment in urban parks.

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3. Project Scope

Component	Details
Chargers	2 dual-port chargers (Level 2 or DCFC)
Total Charging Ports	4
Designated Parking Spaces	4 EV-only spaces with 1 ADA-compliant access lane
Installation Area	Existing paved parking lot within Veterans Park
Site Modifications	Minimal trenching, signage, concrete pads, striping
Connectivity	Grid-connected via local utility (We Energies)

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4. Revenue Model

Source	Details	Estimated Annual Revenue
Charging Fees	Pay-per-use charging (rate TBD; dynamic pricing based on demand)	$7,000–$12,000
Idle Fees	Penalties for overstaying after charge complete (to increase turnover)	$500–$1,500
Advertising/Sponsorships	Optional screen-based ads or static signage by local businesses	$1,000–$3,000
Grants/Subsidies	Initial capital from **CFI program** (up to 80% of eligible costs)	$80,000–$120,000 (one-time)
Private Operator Contribution	Through profit-sharing or operational partnership	20% local match

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5. Expense Breakdown

Startup / One-Time Costs

Category	Estimated Cost
Equipment (chargers, cables)	$50,000–$60,000
Site Preparation & Construction	$20,000–$25,000
Utility Connection Fees	$10,000–$15,000
Design, Permitting, and Legal	$5,000–$8,000
Total Startup Costs	**$85,000–$108,000**

Note: Up to 80% of eligible costs will be covered by the **CFI grant**.

Annual Operating & Maintenance Costs

Category	Estimated Annual Cost
Electricity (utility costs)	$2,500–$4,000
Software/Network Subscription	$1,000–$1,500
Maintenance and Repairs	$1,500–$3,000
Insurance & Liability Coverage	$500–$1,000
Total Annual O&M	**$5,500–$9,500**

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6. Long-Term Viability and Sustainability

This project is designed to be **financially and environmentally sustainable**:

- The **revenue from user fees** and optional advertising is expected to cover most or all of the **annual operating costs** within the first 1–3 years.
- The **equipment lifespan is 10+ years**, with network and hardware warranties covering most early repairs.
- The project may expand as demand increases, with potential for adding more chargers in future phases.

The low-impact, small-footprint nature of the installation ensures **no loss of open green space** and aligns with the City's broader climate action plans.

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7. Public-Private Partnership (P3) Model

This project will operate under a **public-private partnership** model that combines:

- **Public ownership of the land and access** (City of Milwaukee or Milwaukee County Parks)
- **Federal capital support** through the **CFI grant**
- **Private operation and maintenance** from a qualified EV service provider, selected through an RFP or cooperative procurement contract

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8. Governmental Support

- The project is **primarily funded by the U.S. Department of Transportation's CFI Grant Program**.

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9. Conclusion

The Veterans Park EV Charging Station represents a responsible, forward-thinking use of lakefront public space—**serving today's needs while protecting tomorrow's resources**. This project will provide clean transportation access, support Milwaukee's climate goals, and operate on a financially viable foundation through a strong public-private partnership. The model developed here can be replicated throughout Milwaukee's public parks and lakefront areas in the future.

Team Experience & Expertise

Erick Shambarger – Director, Environmental Collaboration Office (ECO)

- Leads Milwaukee's **Climate & Equity Plan** implementation and all ECO programs, including large-scale green infrastructure, energy efficiency, and EV readiness.
- Previously spearheaded the City's **largest solar installation** (2.25 MW on a landfill) and launched Wisconsin's first Commercial PACE program, managing **$40 M in clean-energy projects.**
- Recently guided a **$15 M federal EV-infrastructure grant**, including planning for 50+ public charging sites like Veterans Park.

Nathan Coe – Environmental Sustainability Program Coordinator

- Directs EV and low-emission vehicle deployment in Milwaukee's municipal fleet, plus public charging network expansion.
- Holds dual degrees in political science and urban planning, with 7+ years in government service and nearly a decade in grant-supported project management.

Engineering: Kapur and Associates.

Relevant Project Experience

- **EV Charging Network Development**
  Under their leadership, ECO secured nearly **$15 M** from the U.S. DOT for EV infrastructure across **53 public sites**, including Veterans Park.
- **Public-Private Partnerships (P3s)**
  ECO is actively pursuing P3 arrangements, drafting RFPs to select private operators for installation, management, and revenue sharing.
- **Large-Scale Renewable Projects**
  Infrastructure experience includes overseeing multimillion-dollar solar and green infrastructure projects and city-wide fleet electrification with state cooperative procurement.

Funds & Resources in Hand

- **CFI Federal Grant Funding**
  The City has secured federal capital through the USDOT's **Charging and Fueling Infrastructure program**, totaling nearly **$15 million** for an initial cohort of 13 public sites.
- **Local Matching Funds & In-Kind Support**
  Roughly **$3.7 M** in local matches have been pledged, including site preparation, permitting, labor, utility coordination, and waived fees—reflecting a strong P3 framework.
- **Utility & Operational Partnerships**
  ECO is coordinating with We Energies for connections to the grid.

Adequacy of Resources

Given the combination of federal funding, local matches, in-kind contributions, procurement efficiencies, and institutional know-how from ECO leadership, the project is **fully resourced and ready for deployment**. The team's prior success with infrastructure, grants management, and P3 execution ensures strong foundation and capacity to deliver this and future EV stations.

Public-Private Partnership (P3) Model

This initiative operates under a **P3 model**:

- **Public sector** (City/ECO) provides grant capital, land access, utilities, permitting, and site coordination.
- **Private sector partner** selected via RFP to **design-build-finance-operate-maintain** the stations under a revenue-share contract.
- **In-kind contributions** such as utility coordination, equipment discounts, and staff support further optimize costs and program impact.

Conclusion

Backed by seasoned ECO leadership, federal and local funding, utility partnerships, cooperative contracts, and a robust P3 framework, the project is strategically positioned for success. We have the **experience, authority, and resources necessary to implement and sustain the Veterans Park EV Charging Station** and future expansion across the city's lakefront and public parks.

Governmental Improvements and Support

We expect the project to be fully funded by the federal grant and private capital through the P3 partner.

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1. Governmental Body Involved

- **City of Milwaukee – Environmental Collaboration Office (ECO) with support from Kapur and Associates**
  - Project leadership, grant administration, and coordination with vendors.
  - Permitting assistance and interdepartmental coordination.
- **Milwaukee County Parks Department**
  - Oversight of Veterans Park land use, site access, and design review.
- **We Energies (Local Utility, via Public-Private Coordination)**
  - Electrical service extension or meter upgrades, where needed.

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2. Anticipated Improvements and Estimated Costs

Improvement	Responsible Body	Estimated Cost
Electrical utility connection/upgrades	We Energies (via coordination with ECO)	$10,000–$15,000
Permitting and site plan review	City of Milwaukee (ECO/DPW)	In-kind (waived fees or absorbed in ECO budget)
Pavement marking, signage, ADA access	Milwaukee County Parks	$5,000–$10,000
Inspection and compliance services	City of Milwaukee	Minimal, internal

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3. Future Public Investment

- **Routine maintenance** of chargers is expected to be covered by the **private operator** under a public-private partnership (P3) model for at least the first five years.
- ECO does **not anticipate additional public capital investment** will be needed unless:
  - Equipment is expanded to meet future demand.
  - Technology upgrades (e.g., for faster charging) are pursued.
- If demand increases significantly, additional federal or state grants may be pursued to **scale the infrastructure**, but **future public investment is not required to sustain the initial project**.

Conclusion

The CFI-funded EV Charging Station at Veterans Park does not require investment from Milwaukee County. These improvements will enable a fully functional, publicly accessible EV station without major new federal expenditures and a P3 partner selected through a competitive RFP process. Ongoing operations will be sustained through a **P3 model**, ensuring long-term viability **without relying on future public capital investment**. Please contact us with any questions or if you would like to discuss this exciting project.

Sincerely,



Erick Shambarger
Director of Environmental Sustainability
City of Milwaukee