



# RAPPORT

MEMBER COUNTIES

CALUMET  
MENOMINEE  
OUTAGAMIE  
SHAWANO  
WAUPACA  
WAUSHARA  
WINNEBAGO

VOLUME 41 NUMBER 1

SUMMER 2012

## Commissioner Changes for 2012

Local election results had a moderate effect on the Commission Board's makeup this past April. At the Annual Meeting, held on April 27, 2012, a total of six new Commissioners were welcomed and several short and long-time Commissioners were honored for their service:

**Ms. Donna Kalata** assumed the Waushara County Board Chair position, and thus a position on the Commission's Board. Ms. Kalata replaces outgoing Commissioner Norman Weiss, who had served as a Commissioner for 20 years;

**Ms. Judy Schuette**, the new Outagamie County Board Chair replaces outgoing Chair, Helen Nagler. Ms. Nagler served on the Commission for 6 total years. Ms. Schuette's alternate, Peter Stueck will likely be attending most Commission functions in her place;

**Mr. Kevin Sturn** joins the Commission as a new Outagamie County Board representative replacing Mr. Bob Weyenberg who served for two years as a Commissioner;

**Mr. Carl Anthony** was added as a second Outagamie County Board representative replacing Ms. Kathy Groat who also served a two year term with the Commission;

**Mr. Patrick Laughrin** returns as a representative of the Calumet County Board replacing Alice Connors who served with the Commission for two years;

**Mr. Gary Barrington** will serve as a Waupaca County Board representative replacing Mr. Duane Brown. Mr. Brown gave 21 years of service as a Commissioner.

The Commission's governing body is comprised 28 individuals representing the seven (of ten) member counties within the region. Each County has three representatives: the County Board Chair, a County Board Appointee (representing local government), and a Governor's Appointee. Those Counties which have a County Executive get an extra position; and furthermore, for every 50,000 persons of population within the County, an additional County Board Appointment position is created on the Board. The Board also serves the function of being the federally designated Metropolitan Planning Organization (MPO) with the responsibility and authority to approve the required long range transportation plans and transportation improvement programs for the Fox Cities and Oshkosh Urbanized Areas.

## Hermes and Kalata Take Over Leadership of Commission Board



Ken Capelle

The April 27th Annual meeting was also the scene of a leadership change for the Commission Board.

Mr. Ken Capelle (Shawano County) stepped down from the Chair position to make way for Mr. Robert Hermes, Menominee County Supervisor. This leadership change marks the first time in the Commission's 40 year history that Menominee County holds the Chair position.



Bob Hermes

Ms. Donna Kalata, Waushara County Board Chair, was elected as the Commission's new Vice-Chair in July. We welcome both to their new roles and look forward to their guidance and leadership.



Donna Kalata

The Commission also took action to make assignments for its six Standing Committees: Steering, Community Facilities, Economic Development, Open Space and Environmental Management, Regional Comprehensive Planning and Transportation. Committee assignments can be found on East Central's website at [www.eastcentralrpc.org](http://www.eastcentralrpc.org).

## Three Commissioners Retire With Over 20 Years of Service



Duane Brown



Norman Weiss



M. Eugene Zeuske

The Commission and staff would like to thank Mr. Brown, Mr. Weiss and Mr. Zeuske for their leadership and dedication for over twenty years. The continuing involvement, support, and guidance from county leadership is critical to the functions of the Commission.

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Mr. Duane Brown, Waupaca County, served 21 years as a Commissioner, thirteen years as County Chair and eight years as a County Board appointee.

Mr. Norman Weiss, Waushara County, served as a Commissioner for 20 years, serving half his tenure as a County Board appointee and half as County Board Chair.

Mr. M. Eugene Zeuske, Shawano County, resigned as a Commissioner at the end of July, 2012. Mr. Zeuske served as the Governor's Appointee for 21 years.

## 2013 Technical Assistance Request Forms Available In August

The Commission's 2013 Technical Assistance Program kicks off with our annual mailing of Project Request Forms in August of this year. The Commission's Technical Assistance Program has been a long-standing service of our agency and is available only to our member counties and communities. This program provides the opportunity to receive professional planning assistance on small-scale plans or projects at no cost. Please note that the Commission does not provide engineering services and that typically such projects need to be completed with a maximum of three to five days of staff time. Project ideas normally fall within one of the following categories:

- ♦ General Planning (Comprehensive Planning, Plan Implementation Strategies, etc.)
- ♦ Economic Development (project development/grant assistance and funding identification, industrial park planning/site layouts, etc.)
- ♦ Transportation (Local road and street issues, traffic forecasts, etc.)
- ♦ Community Facilities / Infrastructure (Sewer, water, stormwater, utilities, etc.)
- ♦ Parks, Open Space & Recreation (Recreation plans, trail plans, park site planning, etc.)
- ♦ Environmental Management (Wetland, floodplain, farmland, conservation, etc.)
- ♦ Demographic Services (Census data, trend analysis/interpretation, housing studies/assessments)
- ♦ Geographic Information Systems (Data development, custom mapping, map updates, business profiles, and tourism/marketing materials)

**Project Request Forms are due back at East Central's offices no later than 4:00 p.m. on Friday, November 16, 2012.** The Commission's Steering Committee will review, evaluate, and rank all requests in December, 2012 for possible inclusion in our 2013 Work Program. Communities which are selected will be notified upon approval of the Work Program in January, 2013. Please note that, as much as the Commission wishes that it could meet every request, it is virtually impossible to do so given our current level of staffing and our obligations to existing contract projects and federal

and state programs. However, please remember that Commission staff is ALWAYS available for quick phone (or e-mail) questions, verbal or written guidance, letters of support for projects that conform with the goals of our Regional Comprehensive Plan and possibly public meeting attendance / presentations if required. If you have any questions about the Technical Assistance Program, please contact our offices at (920) 751-4770.

## Commission Lowers 2013 Member Levy Amount for 5th Consecutive Year

On July 27, 2012, the Commission met in New London, Wisconsin and took action to adopt its preliminary 2013 Budget and establish its annual levy to member counties and communities. For 2013, the levy rate was lowered to 0.000016959 which, when applied to the 2011 equalized property valuation of member counties and communities, results in a total levy amount of \$689,790 - an overall 1.16% decrease.

This levy reduction was made by the Commission in response to ongoing county and municipal budget issues, but with acknowledgement that the levy cannot continue to decrease year after year, as these dollars are critical for the operation of the Commission. The 2013 levy amount represents about 29% of the Commission's total expected 2013 budget.

The Commission and its staff will be taking considerable time this fall to assess and prepare its 2013 Annual Work Program as well as its final budget, both of which will be considered in January, 2013. If you have any questions regarding the 2013 preliminary budget, the levy establishment processes, or membership opportunities with the Commission, please do not hesitate to contact Executive Director, Eric Fowle at (920) 751-4770 or by e-mail at [efowle@eastcentralrpc.org](mailto:efowle@eastcentralrpc.org).

## Reminder to Sign Up for Our "E-Newsletters"!



In an effort to share information on a more timely basis, East Central started offering a new series of more focused 'e-newsletters' in April, 2011 which anyone (who has e-mail) can subscribe to. These informative and more regular (every 6-8 weeks) e-mails will provide detailed and relevant information on Commission programs, projects, and activities as well as planning-related news, event listings, funding opportunities, and other tips, tricks, and opinions from our knowledgeable and dedicated staff who literally 'live this stuff'! You will have your pick of nine (9) planning/project subjects, as well as the traditional quarterly newsletter. Sign up for our resource friendly e-newsletters by visiting our website at [www.eastcentralrpc.org](http://www.eastcentralrpc.org) and click the "E-Newsletter - Sign Me Up" button in the upper right corner of the homepage. This link will take you through the simple sign up process in a few short steps.

## East Central to Begin Fox Cities & Oshkosh Urbanized Area Bicycle and Pedestrian Plan

Recently, the East Central Wisconsin Regional Planning Commission finalized a contract with the Wisconsin Department of Transportation to begin work on a bicycle and pedestrian plan for the Fox Cities and Oshkosh Urbanized Areas. The plan focus is to address regional connectivity of bicycle and pedestrian facilities throughout and between the Fox Cities and Oshkosh Urbanized Areas. This plan will not only identify existing and planned facilities, but identify gaps, barriers, and needed connections to enhance a safe, accessible, and efficient regional bicycle and pedestrian network throughout and between the two urbanized areas. Connectivity with Valley Transit and Oshkosh Transit System buses, which include bicycle racks, will also be addressed.

On July 19th, East Central hosted a plan kickoff summit in which over 300 local officials, municipal staff, and other key bicycle and pedestrian stakeholders throughout the study area were invited to attend. The intent of the summit was to review the anticipated planning process and to examine and ensure accuracy of East Central's inventory of existing and planned bicycle/pedestrian facilities throughout the study area. East Central intends to hold a series of public information meetings/workshops this fall to begin identifying gaps, barriers, and needed connections.

Other upcoming planning components will include: analyzing bicycle and pedestrian crashes throughout the study area, work with communities to identify areas where bicycle/pedestrian counts should be taken, and implementation of a bicycle/pedestrian origin and destination survey as well as other useful user data.

Further details will continue in future newsletters. If you would like more information or are interested in participating in this exciting planning effort, please contact Jason Kakatsch, Principal Transportation Planner at [jkakatsch@eastcentralrpc.org](mailto:jkakatsch@eastcentralrpc.org) or (920) 751-4770.

## East Central Renews Agreement with Outagamie County to Assist with the 85.21 Elderly and Disabled Transportation Assistance Program

At the request of Outagamie County, the East Central Wisconsin Regional Planning Commission has renewed its part-time staffing contract for assistance with the 85.21 County Elderly and Disabled Transportation Assistance Program in 2012. Principal Transportation Planner, Jason Kakatsch will continue these services with Outagamie County. This is the sixth year East Central has assisted Outagamie County with this program.

The scope of work to be undertaken by the Commission will continue to include: writing the 85.21 grant for calendar year 2013 (gather department input,

create budgets, draft text, hold public hearings, publish the grant application) and attend other county or regional transportation meetings needed to successfully write and monitor the 85.21 grant.

This contract could continue to be renewed annually thereafter following a review of the provisions of this contract and performance of staffing. The renewed contract was approved by both the East Central Wisconsin Regional Planning Commission and Outagamie County. For further information, please contact Jason Kakatsch via e-mail at [jkakatsch@eastcentralrpc.org](mailto:jkakatsch@eastcentralrpc.org) or by phone at (920) 751-4770.

## SRTS Staff Earn League Cycling Instructor In-Training Designation

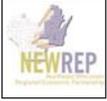
East Central staff members Melissa Kraemer Badtke, Mike Patza, and Dave Kress recently completed their League Cycling Instructor (LCI) training. Over the course of the three-day LCI Seminar, held at East Central's office, they demonstrated proficiency in cycling and teaching through practical (on the road) and written examination. As a result, Melissa, Mike, and Dave are now certified to teach the League of American Bicyclists' Smart Cycling program (further information available at <http://www.bikeleague.org/programs/education/courses.php>). Their additional knowledge and recognition will also help enhance Safe Routes to School (SRTS) and other bicycle/pedestrian planning efforts throughout the region. If you are interested in setting up a bicycle safety education course or simply learning more, please contact Dave Kress at [dkress@eastcentralrpc.org](mailto:dkress@eastcentralrpc.org) or (920) 751-4770.



## Regional Safe Routes to School Program Honored with Outstanding Coalition Award

Because of its commitment to building a healthier Wisconsin, the East Central Wisconsin Regional Planning Commission's Safe Routes to School (SRTS) Program was selected as the recipient of this year's Outstanding Prevention Coalition award from the Wisconsin Clearinghouse for Prevention Resources. The honor for Outstanding Prevention Coalition recognizes a coalition or partnership that has made significant contributions to creating and reinforcing conditions at the local, regional or state level that promote healthy behaviors and lifestyles. The Regional SRTS program works year-round to improve childhood health, reduce traffic congestion and pollution while creating more livable communities. The East Central Regional SRTS Program was recognized during a special luncheon at the 2012 Wisconsin State Prevention Conference.

## 2012 Northeast Wisconsin Business Plan Contest Spurs Entrepreneurship



Do you have an idea for a great new business or are you expanding an existing business in Northeast Wisconsin? Interested in winning up to \$10,000 in cash to put towards that idea?

If you answered yes, plan on entering the 2012 Northeast Wisconsin Business Plan Contest before August 15. Organized by the Northeast Wisconsin Regional Economic Partnership, this year's competition is entirely on-line at the Kauffman Foundation's iStart.org website. For more details, see <http://newrep2012.istart.org>.

The contest opens for entries on July 15, and entrepreneurs are not required to have a completed business plan to participate in the contest. Initially, applicants simply need to submit a 250-word maximum Business Concept Statement that addresses four topics: product/service description, customer definition, market opportunity & sales strategy, and competition.

Before August 15, contestants will also be required to review their Business Concept Statement with a member of the Northeast Wisconsin Regional Economic Partnership (NEWREP). NEWREP is a network of economic development professionals that provide hands-on support for existing and prospective businesses in the 18 counties of Northeastern Wisconsin including Outagamie, Winnebago, Calumet, Waupaca, Brown, Shawano, Oconto, Marinette, Door, Kewaunee, Sheboygan, Manitowoc, Fond du Lac, Green Lake, Marquette, Florence, Menominee, and Waushara Counties (for more details, see <http://www.thenewnorth.com/the-newnorth/newrep>).

The first round of the business plan contest involves the submission of a 1,000-word Business Idea Abstract by Sept. 15, 2012 followed by a full business plan by November 1. For technical assistance in entering the contest or finding a local NEWREP member, contact Bob O'Donnell, director of the UW Oshkosh Center for Entrepreneurship and Innovation at (920) 424-1456 or e-mail [odonnelr@uwosh.edu](mailto:odonnelr@uwosh.edu).

## 2012 CEDS Update

The East Central Wisconsin Regional Planning Commission (ECWRPC) was designated as an Economic Development District (EDD) by the U.S. Department of Commerce, Economic Development Administration (EDA) in 1984 for the purpose of developing a Comprehensive Economic Development Strategy (CEDS). The CEDS document facilitates and promotes local and regional economic development within the ten-county region and is designed to assist in mitigating economic distress and unemployment.

The CEDS Committee is a critical part of this process, charged with helping to set regional economic development policy through the preparation of the CEDS document, helping prioritize public and private economic development

projects for EDA funding consideration, and assisting ECWRPC staff on other items, as warranted. The Committee functions through the CEDS document to enhance opportunities for the region's communities and other eligible entities to receive public works, and business loans and grants from the EDA.

The CEDS Committee is currently meeting to review and update the 2012 CEDS document and will begin ranking the economic development projects and activities within the region that have been submitted by local governments and economic developers to become part of the CEDS. Projects listed in the CEDS report satisfy the EDA requirement of inclusion in an approved CEDS to be eligible for funding consideration.

For more information on the CEDS update process or to attend the CEDS Committee Meetings, please contact Katherine Ahlquist at [kahlquist@eastcentralrpc.org](mailto:kahlquist@eastcentralrpc.org) or (920) 751-4770.

## Oshkosh Chamber and OAEDC Receive EDA Grant

The Oshkosh Chamber of Commerce and Oshkosh Area Economic Development Corporation (OAEDC) were awarded \$40,000 from the Economic Development Administration's (EDA) Local Technical Assistance Program for an Oshkosh Area Targeted Business and Industry Cluster Analysis.

The Oshkosh Area Targeted Business & Industry Cluster Analysis will research and identify components of company and industry specific issues, scenarios, strategies and actions to be taken to address potential contributions and/or losses within the local economy. This analysis will focus on the City of Oshkosh and benefit communities in Winnebago County as well as the surrounding communities that are economically connected to the Oshkosh Urbanized Area. The goal of this cluster analysis is to not only benefit the major industries in the City of Oshkosh, but is to benefit all of the interconnected firms within the neighboring communities. This will strengthen the network of local connections to the skilled workforce and the availability of strong local suppliers in the Oshkosh Area.

For more information on this award please contact Katherine Ahlquist at [kahlquist@eastcentralrpc.org](mailto:kahlquist@eastcentralrpc.org) or (920) 751-4770.

## Freedom 2030 Sewer Service Area Plan Approved by WDNR

The 2030 Freedom Sewer Service Area Plan is now available after the Department of Natural Resources certified the document on January 25, 2012. This plan affects the Town of Freedom, the unincorporated place of Freedom and the Freedom Sanitary District. The Freedom 2030 SSA Plan and related mapping elements may be viewed on East Central's webpage, <http://www.eastcentralrpc.org/planning/community>, or for a hardcopy please contact us at (920) 751-4770.

## NE Wisconsin Global Trade Strategy Completed

In partnership with Bay Lake RPC, and Newmark Knight Frank (NKF, economic consultant) East Central recently completed planning work for the Northeast Wisconsin Global Trade Strategy. This project focuses on how Northeast Wisconsin can leverage our core assets and overcome weaknesses to increase exporting capabilities to key foreign markets. To view the plans please visit [www.eastcentralrpc.org](http://www.eastcentralrpc.org) and look for the Global Trade Strategy Reports link on the right side of the page.

ECWRPC's current work involves plan implementation. A Global Trade Taskforce has been launched, along with the creation of a Stakeholder Committee, and planned outreach activities. This work is being supported by staff from Bay Lake RPC, the Small Business Development Center (SBDC), New North, and NEWREP.

The project is funded, in part, by a grant from the U.S. Department of Commerce - Economic Development Administration. For more information please contact Tom Baron, Associate Planner at [tbaron@eastcentralrpc.org](mailto:tbaron@eastcentralrpc.org) or 920-751-4770.

## Portion of Former New Page Mill Site Targeted for Residential Re-development

East Central staff recently provided assistance to the Village of Kimberly (Outagamie County) to prepare and process a formal Comprehensive Plan Amendment which will facilitate the re-use of a portion of the former New Page Mill site. The mill closed permanently in 2008 and was subsequently purchased by the Montreal-based AIM Demolition who immediately began work on various parts of the site. The western-most portion of the site, where the mill's wastewater treatment facility was located, was targeted for re-development into a variety of single-family, townhouses and apartment uses by AIM Development, a new subsidiary of AIM Demolition. These uses were consistent with the Village's 'alternative' long-term vision assuming that the mill was not re-opened or re-used. Commission and Village staff prepared the required documents, maps, and public notices and then assisted various Village committees in the public review/public hearing process. The amendment work began in April of 2012 and it was adopted in its final form in late June, 2012.

New Page mill was the top producer of coated freesheet paper in North America and New Page Corp., when it announced on July 30, 2008 that it was permanently closing the mill at the end of August which employed about 475 workers. East Central staff will continue to assist the Village on a series of "neighborhood workshops" during late August and September, 2012. These workshops will provide residents an opportunity to share ideas on major physical and design parameters which should be considered by the Village during the planning and re-development of the remaining areas.

## ECWRPC Assists in Expanding Local/Regional Food Markets

In February of 2012, a small group of local food entrepreneurs and enthusiasts merged together as the Fox Valley Local Food Marketing Coalition. Oren Jakobson, the Riverview Gardens Manager, launched the idea of creating a marketing coalition at the Wisconsin Local Food Summit in January of this year. The intent of the Coalition is to increase the capacity of local producers, processors, retailers, restaurants, and distributors by pooling time and resources for marketing efforts and thus create a wider market impact. Kangaroostaurant, Gourmet Grassfed Beef, Trust Local Food and the Sustainable Lawrence University Gardens (SLUG) were the first to join. Currently the Coalition is going through a transition process through inviting other local food actors and trying out new meeting formats that will enable insightful outcomes.

Mia Ljung, Planning Intern at the Commission, who has a longstanding interest in the development of local and regional food systems, was asked to help facilitate the group in writing a strategic marketing plan and assist in keeping the group evolving. The Commission saw the benefits of being involved with this effort to build stronger local and regional relationships. "Food systems planning" continues to be a newly emerging field in our area, although it was recognized in 2007 by the American Planning Association (APA), it is slowly being considered to be equally important as the more traditional topics within Community and Regional planning like transportation and housing.

Even though the Commission has not done a significant amount of food systems planning, there are many elements in the current Regional Comprehensive Plan (2008) that show intentions to do so especially pertaining to agricultural resources and economic development. For example, a strategy exists within the plan to: "Work to improve the accessibility of information about local growers and how consumers can purchase or produce seasonal, locally grown food".

The potential of expanding the local food market lies in many arenas such as creating jobs and increased access to healthy foods, but the untapped market is one that is startling; the direct sales of locally produced food for Calumet, Outagamie and Winnebago Counties were between 0.1-0.4 percent according to USDA data (2007). This marginal food market share indicates the potential of substituting long distance food for local food and that local food actors need to work together to build a sufficient infrastructure in order to succeed.

It is truly an exciting time right now to be involved with planning for local food and all the potential it holds for our communities! For more information please contact Mia Ljung at [MLjung@eastcentralrpc.org](mailto:MLjung@eastcentralrpc.org).



## School Age Aquatic Invasive Species (AIS) Educational Outreach

East Central's Aquatic Invasive Species Coordinator (AISC) Todd Verboomen provided educational outreach to 2,885 students in over 35 different schools within the Winnebago Pool Lakes' region during the 2011/12 school year. The 1st through 8th grade in-class outreach program provided an interactive hands-on presentation about the threats that aquatic invasive species (AIS) pose to Wisconsin's waters and the steps that need to be taken to stop the spread of AIS.

Each student was provided a take home packet with native and invasive wild cards, stickers, and temporary tattoos. The students were challenged to take the packet home and discuss with their family what he/she learned about AIS and the steps needed to prevent the spread of AIS. If the parents sent a signed note in the next day verifying that the student discussed AIS, they were eligible to win special prizes provided by donations from our wonderful sponsors, including:

- o Ken's Sports;
- o McDonalds;
- o Fox Cities YMCA;
- o Timber Rattlers;
- o Badger Sports Park;
- o Weis Earth Science Museum

Todd truly believes that one of the best ways of changing adult recreational boating habits (bad habits that allow the transfer of AIS) is to educate the adult's children and grandchildren. By energizing the region's youth to be good stewards of Wisconsin's waters, and encouraging them to be vocal about promoting the 'Stop Aquatic Hitchhikers' message, we will indirectly influence adults who may not fully understand the steps needed to prevent AIS from spreading.

The 2011/12 in-class educational outreach was very successful. Todd has received numerous letters from students that discussed how they will follow the prevention steps to protect Wisconsin's lakes and how they will help educate their parents about AIS. Two letters received were from parents who said:

- o *"Abby spent a lot of time last night teaching me about invasive species and how they affect the local ecosystem. I am very impressed with what Abby learned from the visiting DNR agent today and I am glad that our children are being taught how to protect our environment"; and*
- o *"Wow! So amazed at all the neat stuff Lilly learned".*

While the 5th grade student (first quote above) didn't quite catch that East Central's AISC is not a DNR employee, there is no doubt she and 2,884 other students within the Winnebago Pool Lakes' region were motivated to teach their parents about AIS and discuss what they can do to stop the spread of aquatic invasive species.

East Central will once again visit schools within the Winnebago Pool Lakes' region during the 2012/13 school year as part of East Central's WDNR AIS Prevention and Control Grant. The excitement and dedication displayed by students throughout the region during the 2011/12 school year is an encouraging sign that the younger generation will be great stewards of Wisconsin's waters. For more information regarding aquatic invasive species please contact Todd Verboomen at (920) 751-4770 or via e-mail at [tverboomen@eastcentralrpc.org](mailto:tverboomen@eastcentralrpc.org) or visit the WDNR's web site at: <http://dnr.wi.gov/topic/Invasives/>.



## 2012 Comprehensive Outdoor Recreation Plans (CORP) Updates

The summer is in full swing and so are the updates to the Comprehensive Outdoor Recreation Plans (CORP). These are awarded through the Commission's Technical Assistance Program, which provide an approximate "5-7 day" timeframe. CORP's are updated every 5 years to be eligible for recreational grants and other funding opportunities such as the WDNR's Stewardship program. Those member communities whose plans are being updated this year are the Town of Buchanan, City of Clintonville, and Winnebago County.

The Town of Buchanan had a kick off meeting with the Plan and Park Commissions on June 11, 2012. The preliminary draft was presented. Goals, objectives and current facilities were discussed as well as conducting an online needs assessment survey to see what residents would like to see. The next step is to get a survey out on the Town's website so residents can give feedback.

The City of Clintonville's plan has been on hold since the retirement of Park Director Dick Witt. Mr. Witt has been with the City for over 30 years and his experience and knowledge will surely be missed. ECWRPC staff has been in touch with the new Parks Director, Justin McAuly to review the current plan and discuss the technical assistance program that ECWRPC offers to prepare the draft plan document. This project may be a carryover into 2013 as Mr. McAuly's time allows.

In Winnebago County, staff has also been in contact with Parks Director, Rob Way with the initial work on the draft plan and mapping of facilities in process. Staff will have a kickoff meeting this fall with the Parks Committee to discuss preliminary recommendations and to create a question survey poll to residents.

For more information on the Open Space and Recreation planning process please contact Trish Nau, [tnau@eastcentralrpc.org](mailto:tnau@eastcentralrpc.org).

## Commission Holds “Diversity in Planning” Workshop

On April 27, 2012, individuals from throughout the region gathered to learn more about cultural diversity and how to incorporate diversity in local planning efforts. UW-Fox Valley, in partnership with the Commission, was instrumental in making this workshop possible. Dr. Martin Rudd, Campus Dean and CEO of UW-Fox provided opening remarks and welcomed everyone.



Dr. Andrew Shears, Assistant Professor of Geography at UW-Fox spoke about the changing demographics of the East Central Region. He looked at race and ethnicity, age, education and poverty. Dr. Shears pointed out that while our region is predominantly white, most of the population growth that occurred between 2000 and 2010 was due to increases in the minority portion of the population. In fact, the fastest growing segment of the population was Hmong which is included in the Asian component. Americans are aging and our region (county median age ranges from 31.4 years in Menominee to 47.4 years in Marquette) is aging faster than both the state (38.5) and nation (37.2). In terms of educational attainment, the region lags behind the state, in both the percent of population age 25 years and older who have attained a high school diploma and bachelor's degree or higher. Based on the 2010 American Community Survey (ACS) within the region, urban residents are better educated than their rural counterparts. Furthermore, minority populations (in the region) are more likely to live below the poverty level than caucasians.

Mr. Lo Lee, Executive Director for the Hmong American Partnership, Mr. Norm Leatherwood, Office Director for World Relief Fox Cities, Ms. Lola Smith, Coordinator/Advocate Native American Program for Reach Services, Dr. Michael Fonkem, Assistant Professor UW-Oshkosh, and Mr. Ernesto Gonzales, President of Casa Hispania,



took part in a panel discussion about cultural issues that have been encountered within the region and recommendations to engage diverse populations in the planning process. Dr. Fonkem mentioned that while people are essentially friendly, neighbors generally keep to themselves and very little interaction occurs, this runs contrary to what he is used to in his country. He recommended that as a way to engage diverse populations, communities reach out to places of worship. Mr. Gonzales commented that the Hispanic community enjoys multiple large celebrations and that transportation is an issue for undocumented people. Ms. Smith said that communities must recognize individual tribes instead of grouping all

Native Americans together. Mr. Leatherwood talked about the need for bus shelters for cultures that come from warmer climates and said that Wisconsin winters can be harsh. He also suggested that communities establish a point person such as the City of Appleton's Diversity Coordinator as a way to create relationships with diverse cultures. Finally, Mr. Lee mentioned that it's important to embrace diversity and the breadth that it enriches our communities.

Ms. Kathy Flores, Diversity Coordinator for the City of Appleton, Ms. Rachel Holloway, Community Planner with Capital Area Regional Planning Commission and Ms. Janet Nodorft, Program and Planning Analyst for the Wisconsin Department of Transportation talked about examples their organizations were currently doing to include diversity in planning related activities. Ms. Flores stated that communities should engage community leaders early in the planning process. She said that it is essential



that communities are proactive and not reactive and that individuals and businesses impacted by the project should be included in the process. Ms. Holloway mentioned that different organizations operate differently and to incorporate various outreach strategies to engage your audience. Ms. Nodorft said that in terms of public outreach, content does matter, be creative in your approach, learn from past experiences, provide a variety of educational opportunities and communicate effectively. Public input should be taken very seriously.

During the last session of the day, attendees had an opportunity to discuss what they had learned. Generally attendees need to engage a wide group of stakeholders on a variety of topics. These topics range from housing, health, employment, education, transit, incarceration, Safe Routes to School, language and safety to list a few. Targeted groups include diverse/vulnerable populations that have no platform to speak up or advocate for their interests, youth groups, educators, elected officials, legislators, and organizations that represent the interest of minorities. Ideas for reaching different audiences involved participation in coalition/community meetings, social media, workshops, email, phone, mail, advertisements, word of mouth, and holding meetings in different environments and locations. While we are in the time of high technology, we should not assume that everyone has access to the internet.

East Central's Executive Director, Mr. Eric Fowle, provided closing remarks and said that the Commission will be looking at new methods that can be used to engage diverse audiences in future planning efforts. Additional information is available on the Commission's website at [www.eastcentralrpc.org](http://www.eastcentralrpc.org).



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Walt Raith  
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Editors

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### UPCOMING MEETINGS AND EVENTS

- ♦ **August 15, 2012**, 1:00 P.M., *Fox Valley GIS User Group Meeting (FVGISUG)*, Coughlin Center, Oshkosh. For more info see <http://www.omni.com/fvgisusergroup/>
- ♦ **August 23, 2012**, 9:00 A.M., *Open Space and Environmental Management Committee Meeting*, ECWRPC Offices.
- ♦ **Sept. 12, 2012**, 1:00 P.M. *Community Facilities Committee Meeting, Grand Chute Town Hall.*
- ♦ **Sept. 20-21, 2012**, *Niagara Escarpment Symposium: Cultivating a Sense of Place*, UW-Green Bay. See [www.escarpmentnetwork.org](http://www.escarpmentnetwork.org) for more details.
- ♦ **Sept. 23-25, 2012**, *Wisconsin Counties Association Annual Conference*, La Crosse Center & Radisson Hotel, La Crosse, WI. For more info [www.wicounties.org](http://www.wicounties.org).
- ♦ **Sept. 26-27, 2012**, *American Planning Association*
- ♦ **October 9, 2012**, 1:30 P.M., *Transportation Committee Meeting*, ECWRPC Offices.
- ♦ **October 10, 2012**, 1:30 P.M., *Economic Development Committee Meeting*, ECWRPC Offices.
- ♦ **October 23-24, 2012**, *WLIA Fall Regional Meeting "The Challenges of Change in Land Records"*, Paper Valley Radisson Conference Center, Appleton. Please see <http://www.wlia.org> for more details and registration.
- ♦ **October 25-26, 2012**, *ESRI Wisconsin User Group*, Paper Valley Radisson Conference Center, Appleton. Please visit <http://www.ewug.org> for agenda and details.
- ♦ **October 26, 2012**, 10:00 A.M., *ECWRPC Quarterly Meeting*, ECWRPC Offices.

Check our website for additional upcoming meetings and events at: <http://www.eastcentralrpc.org>