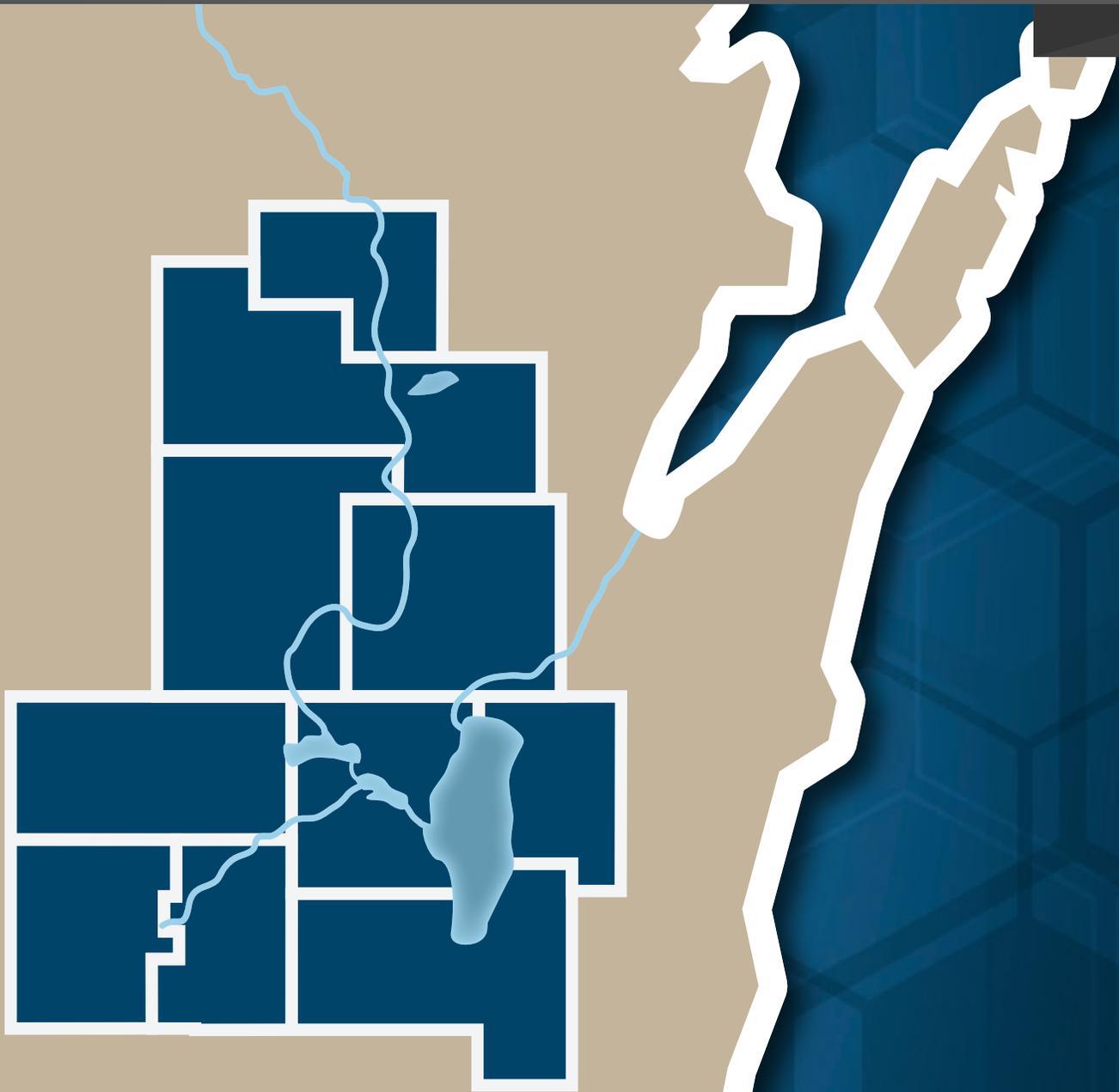




# East Central Wisconsin Regional Planning Commission

Annual Report 2018 - 2019



An Economic Development District  
and Metropolitan Planning Organization

# 2018 Roster of East Central Counties and Commissioners

## Menominee

**Elizabeth Moses**, County Board Chair  
(Perm. Alt. – **Jeremy Johnson**)  
**James Lowey**, County Board Supervisor  
**Ruth Winter**, Gubernatorial Appointee

## Shawano

**Jerry Erdmann**, County Board Chair  
**Tom Kautza**, County Board Supervisor  
**Chuck Dallas**, Gubernatorial Appointee

## Waupaca

**Dick Koeppen**, County Board Chair  
**Brian Smith**, Mayor, City of Waupaca  
**James Nygaard**, County Board Supervisor  
**DuWayne Federwitz**, Gubernatorial Appointee

## Outagamie

**Jeff Nooyen**, County Board Chair  
**Thomas Nelson**, County Executive  
**Timothy Hanna**, Mayor, City of Appleton  
**Daniel Rettler**, County Board Supervisor  
**Kevin Sturn**, County Board Supervisor  
**Michael Thomas**, Gubernatorial Appointee

### EX-OFFICIO MEMBERS

**Jill Michaelson**, WisDOT Northeast Region, State Representative  
**Ron McDonald**, General Manager Valley Transit, Public Transportation Representative

## Wausara

**Donna Kalata**, County Board Chair  
**Larry Timm**, County Board Supervisor  
**Neal Strehlow**, Gubernatorial Appointee

## Winnebago

**Shiloh Ramos**, County Board Chair  
(Perm. Alt. - **David Albrecht**)  
**Mark Harris**, County Executive  
**Steve Cummings**, Mayor, City of Oshkosh  
**Ken Robl**, County Board Supervisor  
**Ernie Bellin**, Gubernatorial Appointee  
**Robert Schmeichel**, Town of Neenah Chairman

## Calumet

**Alice Connors**, County Board Chair  
**Hope Karth**, County Board Supervisor  
**Rick Jaeckels**, Mayor, City of Chilton  
**Merlin Gentz**, Gubernatorial Appointee

## Marquette

Withdrew from participation January 1, 2002. No individual community members participate and no representation is provided on the Commission.

## Green Lake

Withdrew from participation January 1, 1975. No individual community members participate and no representation is provided on the Commission.

## Fond du Lac

**Allen J. Buechel**, County Executive  
**Martin Farrell**, County Board Chair  
**Brenda Schneider**, County Treasurer  
**Karyn Merkel**, C. Fond du Lac Council Pres.  
(Perm. Alt. – **Joseph Moore**)  
**Charles Hornung**, Gubernatorial Appointee

## Message From The Chairman

To the Citizens and Elected Officials of the East Central Region:

By now, the Commission is well into its plan of work for 2019, putting 2018 – and my first term as Chairman – a bit behind us. The past of course is important, but perhaps the future is even more so. Every year we gather up our agency's big news, moving stories, and other meaningful accomplishments for inclusion in this Annual Report. In any given year, it's a great list of things that were achieved, no doubt! But what does not get recognized (and continues to amaze me) is that many of these 'past' accomplishments will live on, and that they will have long-lasting positive impacts on our communities and the region as a whole.

As an example, 2018 marks the end of a nearly 6-year planning and implementation process for Initiative 41, a regional economic diversification initiative built upon the collective assets along Interstate 41. While the federal funding for this initiative has now ceased, I am pleased to see that the Commission and many of the grant partners have committed to sustain a number of important activities so as to build our resiliency and increase shared opportunities for our businesses and residents.

The same can be said for the future, long-lasting impacts of the transportation system planning that the Commission conducts in its role as a Metropolitan Planning Organization (MPO). Over \$921 million dollars of federal funds were allocated to Fox Cities, Oshkosh and Fond du Lac metropolitan area road projects over the past 10 years as a result of the Commission's planning and decision-making roles. The investments chosen now will certainly brighten the future for our region.

To envision the future impacts of our decisions today is not an easy thing to do. Nonetheless, I am proud to lead a team of dedicated staff and a passionate Board comprised of some of our region's best local elected officials and citizens whose charge is to make these important decisions. It is with their diverse perspectives, individual skills and experiences, and collective wisdom that the East Central Region has become a high-quality environment for living, working and raising families.

Sincerely,



Martin Farrell, Chair  
Fond du Lac County Board Chair

# Commission Overview

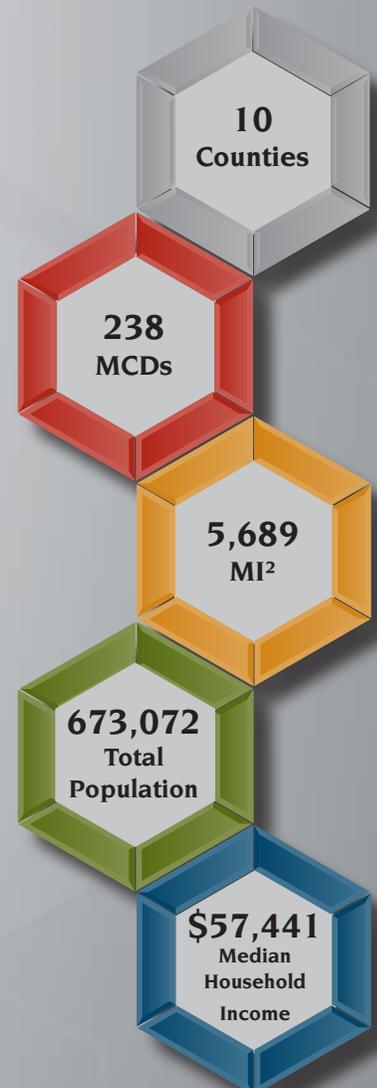
## Agency History

The East Central Wisconsin Regional Planning Commission (ECWRPC) was created under Executive Order No. 41, issued by Governor Patrick J. Lucey, dated June 29, 1972. This action was taken after the submittal of petitions by the ten counties within the East Central Region pursuant to SS. 66.945 (now SS. 66.0309), the existing regional planning enabling statute. The ECWRPC was preceded by two areawide planning agencies: the Fox Valley Council of Governments (FVCOG) formed in 1956 and was composed of 15 governmental units in the Appleton-Neenah and Oshkosh Urbanized Areas; the Northeastern Wisconsin Regional Planning

Commission (NEWRPC) formed in 1962 and was composed of nine counties encompassing the Wolf River Basin. With the issuance of the U.S. Department of Housing and Urban Development's (HUD) Areawide Planning Organization (APO) and Areawide Principal Jurisdiction (APJ) certification requirements in July 1970, these two agencies were dissolved and replaced by ECWRPC which was roughly aligned with uniform state administrative districts. The three northernmost counties of NEWRPC were removed from the region and Calumet, Fond du Lac, Green Lake, and Marquette counties were added to the south.

## East Central Wisconsin Regional Planning Commission Membership 2019

-  Member County \ Municipality 2019
-  Non-Member County \ Municipality 2019



Source: 2018 ESRI Business Analyst

## Agency Functions

The Commission is established as an advisory planning agency with eight of its ten counties as dues paying members. Much of its work is focused within the three designated urbanized areas that lie along the Interstate 41 corridor; however, many rural communities are assisted on a regular basis as well. A major role for the Commission is to ensure that the region's urbanized areas are in compliance with federally mandated transportation planning requirements. The Commission serves the function of being the Policy Board for the Appleton and Oshkosh Metropolitan Planning Organizations (MPOs) which were authorized by the governor in December 1973. It also staffs the Fond du Lac MPO which was designated in May 2002 when the urbanized area population

exceeded 50,000. Due to population growth exceeding 200,000 in the Appleton MSA, this MPO received Transportation Management Agency (TMA) status in 2012 (with Federal Highway Administration (FHWA) certification in 2016). These transportation planning efforts also include the implementation of a regional Safe Routes to School program. Additionally, the Commission is also a designated Economic Development District by the U.S. Department of Commerce-Economic Development Administration (EDA) and provides a water quality planning function under arrangements with the Wisconsin Department of Natural Resources. The remainder of its programs are primarily funded through the local levy charges to member counties.

### Audited Statement of Net Position as of 12/31/18

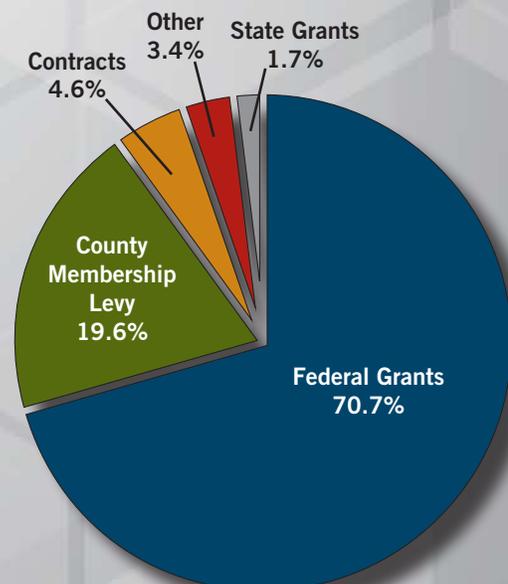
Total Assets .....	\$1,588,845
Deferred Outflows (Pension and OPEB) .....	\$454,261
Total Liabilities .....	\$1,136,813
Deferred Inflows (Pension and OPEB) .....	\$497,620
Total Net Position.....	\$408,673

### Audited Statement of Revenues, Expenses, and Changes in Net Postion, 12/31/18

Total Operating Revenues .....	\$3,943,468
Total Operating Expenses .....	\$4,015,100
Operating Loss .....	(\$71,632)
Total Non-Operating Revenue .....	\$1,715
Net Position - Jan. 1, 2018 (restated) ...	\$478,590
Net Position - Dec. 31, 2018.....	\$408,673
Change in Net Position.....	(\$69,917)

### 2018 Operating Revenue Sources

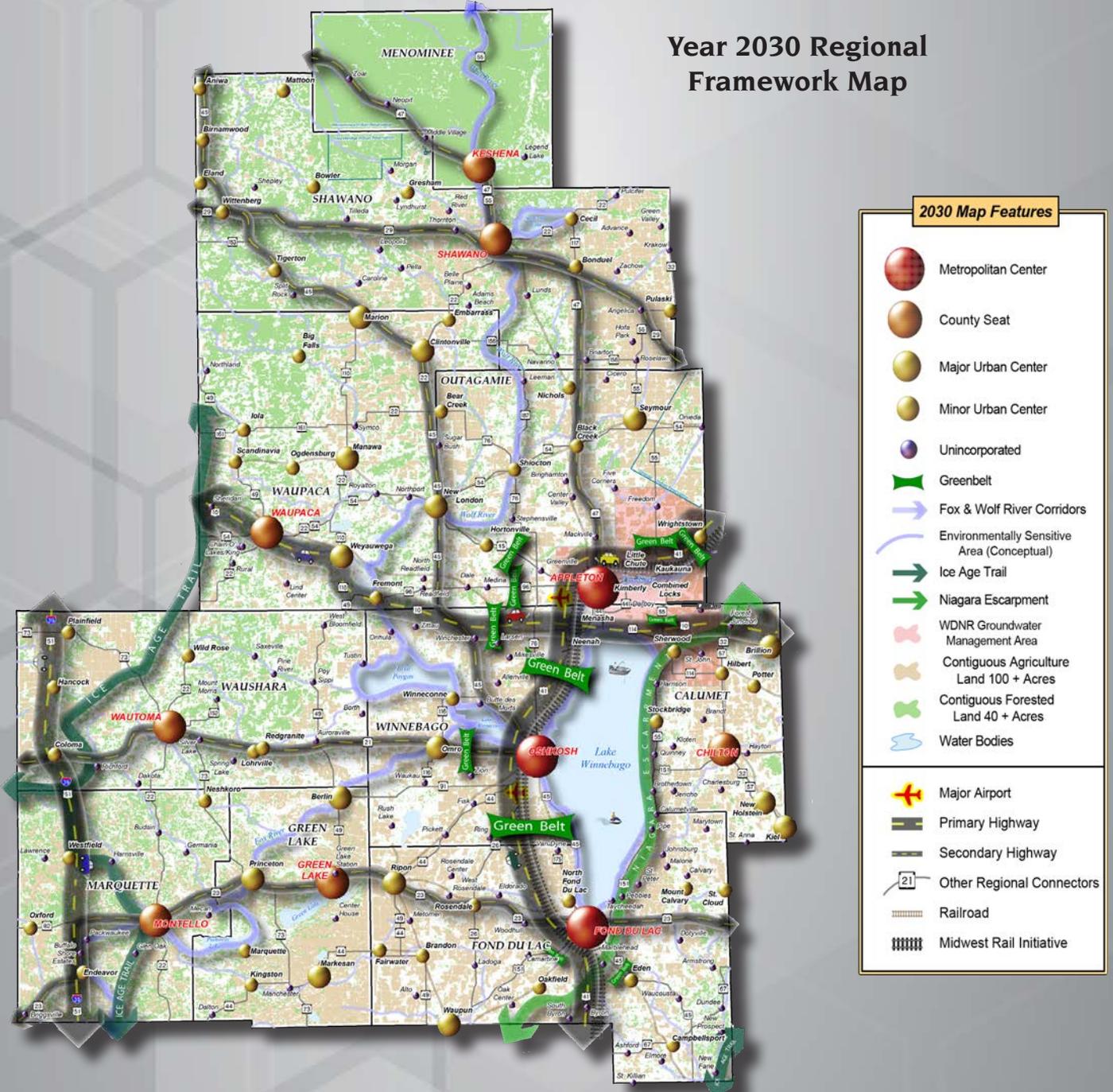
Federal Grants.....	\$2,788,221
County Membership Levy .....	\$771,715
Contracts .....	\$180,950
Other.....	\$134,995
State Grants .....	\$67,587



# Comprehensive Planning

In the fall of 1999, new statewide comprehensive planning requirements were signed into law as part of the governor's budget bill. SS 66.1001 requires that, starting in 2010, land use decisions must be based on an adopted comprehensive plan as defined in the law. This applies to any and all levels of government within the State of Wisconsin that wish to exercise any land use regulatory powers. The legislation also requires the development of a regional comprehensive plan, which was accomplished by the Commission in 2008 and is shown below. This comprehensive plan is now in the process of being updated and is expected to be completed in early 2020. The Commission also assists many communities on an annual basis to meet these requirements. In 2018 and 2019, the Commission helped thirteen (13) local jurisdictions with the process of updating their comprehensive plans under contractual arrangements as shown on the next page.

Year 2030 Regional Framework Map



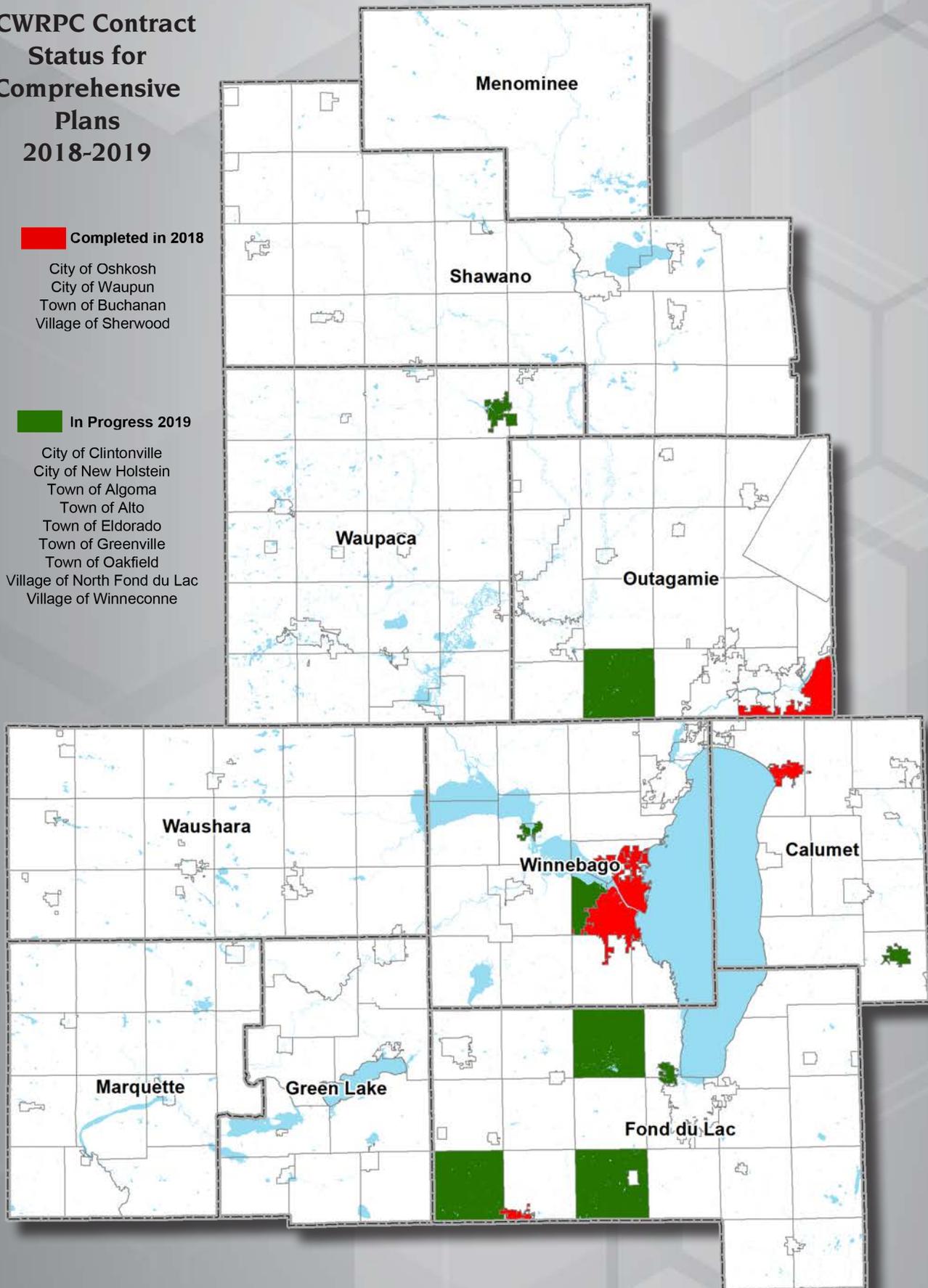
**ECWRPC Contract  
Status for  
Comprehensive  
Plans  
2018-2019**

**Completed in 2018**

- City of Oshkosh
- City of Waupun
- Town of Buchanan
- Village of Sherwood

**In Progress 2019**

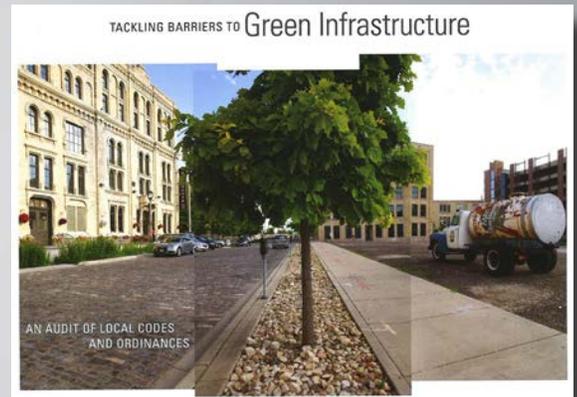
- City of Clintonville
- City of New Holstein
- Town of Algoma
- Town of Alto
- Town of Eldorado
- Town of Greenville
- Town of Oakfield
- Village of North Fond du Lac
- Village of Winneconne



# Community Facilities

The viability of the region, in terms of economics and quality of life, is dependent on a highly developed infrastructure of basic community and public facilities. Existing and new developments require municipal services that are often administered at a regional scale, including the efficient removal and permanent storage of waste and recyclables; a dependable supply and efficient transmission of natural gas and electric; a fast reliable telecommunications network that employs the latest technology; a reliable system that quickly responds to fire, police and other emergency situations; and an accessible and affordable healthcare system. The Commission serves a number of roles within the management of local and regional level community facilities as shown below and on the next page.

During 2018, the Commission assisted and provided support to the Sustainable Leaders Network. The purpose of the Network is to provide opportunities for education of items of joint interest, collaboration on ordinances and other mutual concerns; and information sharing regarding projects, events and discussions that are going on in the individual communities. The Sustainable Leaders Network is comprised of local municipal boards/committees including the Sustainability Board of Menasha, Village of Fox Crossing Sustainability Committee, Sustainable Neenah, Sustainable Advisory Board of Oshkosh, Outagamie County Sustainability Committee and Sustain Greenville. Others that have been regularly attending the meetings include a representative from the Oneida Nation, the Village of Hortonville, Evergreen Credit Union. Recent topics of discussion have included barriers to green infrastructure and the communities experiences with the green infrastructure audit, renewable energy technologies and policies, invasive species management and the benefits of urban forestry.



Communities within the area are doing a number of initiatives to reduce energy consumption and increase the use of renewable energies; increase the use of green infrastructure; promote backyard composting, waste reduction and farm markets; and develop ordinances that allow residents to keep bees and chickens.



**10%**

**of all electricity sales  
in Wisconsin came from  
renewable resources in  
2016.**

## Wisconsin Renewable Electricity Generated, 2016

- Hydro (4.4%)
- Wind (2.3%)
- Biomass Non-Gaseous (1.3%)
- Biomass Gaseous (1.1%)
- Refuse Derived Fuels (<1%)
- Solar (<1%)

Source: Final - Strategic Energy Assessment, 2024



# Economic Development

The Commission's Economic Development Program is partially funded through the Federal Department of Commerce, Economic Development Administration (EDA). As such, a Comprehensive Economic Development Strategy (CEDS) is prepared annually for the region. The Commission also seeks to assist communities and sub-regions in obtaining EDA grant funding for economic development related projects that meet funding criteria. A variety of activities and assistance is provided every year through this program. Highlights for 2018-2019 include:

- Started work on a 3-year, \$210,000 EDA Planning Grant which supports the Commission's staff and activities in this arena.
- ECWRPC staff along with the CEDS Committee developed the 2018 Comprehensive Economic Development Strategy (CEDS) 5-Year Update (<https://www.ecwrpc.org/wp-content/uploads/2014/03/2018-CEDS-5-Year-Update.pdf>).
- In partnership with the Wisconsin Economic Development Corporation (WEDC), provided economic analysis services using EMSI and ESRI Business Analyst. 148 separate reports were generated based on internal projects and requests from the region's communities.
- ECWRPC staff continued to be a part of the Global New North team. The team implements goals from the Northeast Wisconsin Global Trade Strategy and works with an International Trade Consultant from the Small Business Development Center at the University of Wisconsin Oshkosh.



## Market Profile

Drive Time: 3, 5, 7 minute radii

Prepared by Esri  
Latitude: 44.30412  
Longitude: -88.44370

	3 minutes	5 minutes	7 minutes
<b>Top 3 Tapestry Segments</b>			
1.	In Style (5B)	Bright Young Professionals	In Style (5B)
2.	Green Acres (6A)	Green Acres (6A)	Bright Young Professionals
3.	Savvy Suburbanites (1D)	In Style (5B)	Parks and Rec (5C)
<b>2017 Consumer Spending</b>			
Apparel & Services: Total \$	\$2,361,179	\$7,356,373	\$19,631,764
Average Spent	\$2,454.45	\$2,132.28	\$2,037.55
Spending Potential Index	114	99	94
Education: Total \$	\$1,678,382	\$5,191,609	\$13,802,378
Average Spent	\$1,744.68	\$1,504.81	\$1,432.52
Spending Potential Index	120	103	98
Entertainment/Recreation: Total \$	\$3,435,778	\$10,519,363	\$27,972,645
Average Spent	\$3,571.49	\$3,049.09	\$2,903.23
Spending Potential Index	114	98	93
Food at Home: Total \$	\$5,334,043	\$16,792,673	\$45,382,460
Average Spent	\$5,544.74	\$4,867.44	\$4,710.17
Spending Potential Index	110	97	94
Food Away from Home: Total \$	\$3,620,588	\$11,359,124	\$30,495,922
Average Spent	\$3,763.60	\$3,292.50	\$3,165.12
Spending Potential Index	113	99	95
Health Care: Total \$	\$6,171,423	\$18,599,355	\$49,290,587
Average Spent	\$6,415.20	\$5,391.12	\$5,115.78

Sample Market Profile Report from ESRI Business Analyst

## Initiative 41 Grant Partnerships Successfully Completed

In late 2018 and early 2019, the Commission and its partners wrapped up their final work on the 3-year Initiative 41 project. The \$2.7 million WEDC sub-grant originally obtained from the Department of Defense – Office of Economic Adjustment (DoD-OEA) was utilized to fund 13 separate efforts that were either part of, or derived from, the initial DoD-OEA Phase I planning grant received in 2012 for the Oshkosh Regional Industrial Diversification Initiative (ORDIDI). Initiative 41 focused its efforts towards the collective assets of the newly designated Interstate 41 corridor from Fond du Lac to Green Bay, with recognition of the influence and assets of the region’s many bedroom communities located along intersecting state highways. Overall, the project was large and complex with many partners and sub-contractors as shown below. See [www.initiative41.org](http://www.initiative41.org) for more information on this multi-year project and what lies in store for future years.



### **Economic Development Ecosystem (ECWRPC activities)**

Development of a guiding economic development strategy for the entire I-41 corridor communities and economic development organizations. Creation of an online GIS-based ESRI Storymap ([bit.ly/ecwrpc\\_assetmap](http://bit.ly/ecwrpc_assetmap)) that visually describes the myriad of entities involved in economic development throughout the 18-county New North region. Educated over 160 economic development stakeholders at two separate morning workshop events.

### **Aviation & Aerospace Industry Cluster Development (City of Oshkosh activities)**

Greater Oshkosh Economic Development Corporation (GOEDC) and UW Oshkosh implemented components of the Maintenance, Operation & Repair (MRO) and Additive Manufacturing (3-D printing) industry cluster strategies in order to connect, attract, retain, and grow aviation and aerospace related businesses and suppliers in the region. Angels on the Water, LLC created a new aviation and aerospace investment fund (AeroCatalyst) to increase capital investment to the area’s second-stage innovation businesses. The Oshkosh region is housing the first fund and templates exist to expand opportunities to the Fond du Lac, Fox Cities and Green Bay areas.

### **Start-Up Accelerator Program (UW-Oshkosh activities)**

Over 30 start-up businesses were sent through the AeroInnovate Accelerator, InVentureExcel (gBeta), and Growth Management Academy programs in an effort to grow innovative industries within the region. An on-line Mentor Match program was created to support the entrepreneurial and business start-up community along the corridor. Additional efforts were made to educate industries and suppliers on succession planning and agile strategies within the family business environment.

### **Regional Entrepreneurial Development System (Envision Greater Fond du Lac activities)**

Creation of on-line entrepreneurial Tracking & Assessment Tool for the I-41 corridor Economic Development Corporations (EDCs) to use which allows for expanded and improved intake and tracking of individual entrepreneurs that seek support or assistance from the region’s EDCs and other programs.



# Environmental Planning

The Environmental Management Program focuses mainly on surface and groundwater protection, but also it delves into areas such as habitat protection, aquatic invasive species control, stormwater management, and educational outreach. Assistance in the form of information, guidance, and perspective is provided through a number of regional initiatives and local projects. Highlights for 2018-19 include:

Continued leadership, support, and local assistance was provided for the following projects:

- Co-Chair of the Niagara Escarpment Resource Network (NERN) organization, which is part of the Lakeshore Natural Resource Partnership (LNRP) 501c(3) organization.
- Continued to support the Winnebago Waterways' efforts to update the *Winnebago Pool Lakes Management Plan* by participating on planning teams.
- Lake Michigan Stakeholders, a multi-jurisdictional, collaborative effort to improve this Great Lake through local stewardship and water quality improvement activities.
- Finalized the draft *White Clay Lake Management Plan*, located in Shawano County.

On January 25, 2019 the East Central Wisconsin Regional Planning Commission passed a resolution supporting the banning of tar-based pavement sealants containing polycyclic aromatic Hydrocarbon (PAHs). PAHs are toxic and accumulate in soils, local waterways, household dust, and carpets when partials of tar-based pavements wear down by foot traffic, tire traffic and weather.

The American Medical Association and other public health groups have urged local and state governments to ban tar-based sealants due to their harmful health effects. Researchers from Baylor University and the U.S. Geologic Survey **have found that children living in homes where parking lots are coated with tar-based pavement sealants from birth to 6 have a 14 times higher chance of lifetime cancer risk compared to those living next to unsealed lots.**



There is an alternative to the tar-based sealants. Asphalt-based pavement sealants have up to 1,000-times lower PAH levels. These asphalt-based sealants cost and perform almost identically to the tar-based sealants.

East Central's resolution encourages the region's counties and municipalities to adopt their own local ordinance banning the use of tar-based pavement sealants. Since the resolution's approval, a number of communities have reached out to East Central asking for an example ordinance. It is our hope that the region will become a leader in banning the use of tar-based sealants and in response to our leadership the State's leadership will soon follow to support legislation for a State-wide ban. More information can be found on Clean Wisconsin's website at: <https://www.cleanwisconsin.org/our-work/water/pah>.

# NR - 135 Non-Metallic Mining Reclamation Program

This multi-county administration program is the direct result of a state mandated rule (Chapter NR-135 Wis. Adm. Code) passed in December 2000. The overall goal of NR-135 is to provide a framework for statewide regulation of non-metallic mining reclamation. This was done by establishing uniform reclamation standards and requiring counties to adopt a reclamation plan ordinance capable of ensuring compliance with these standards. East Central, through a cooperative agreement signed in July 2001, administers these ordinances for four counties: Outagamie, Shawano, Waupaca, and Winnebago.

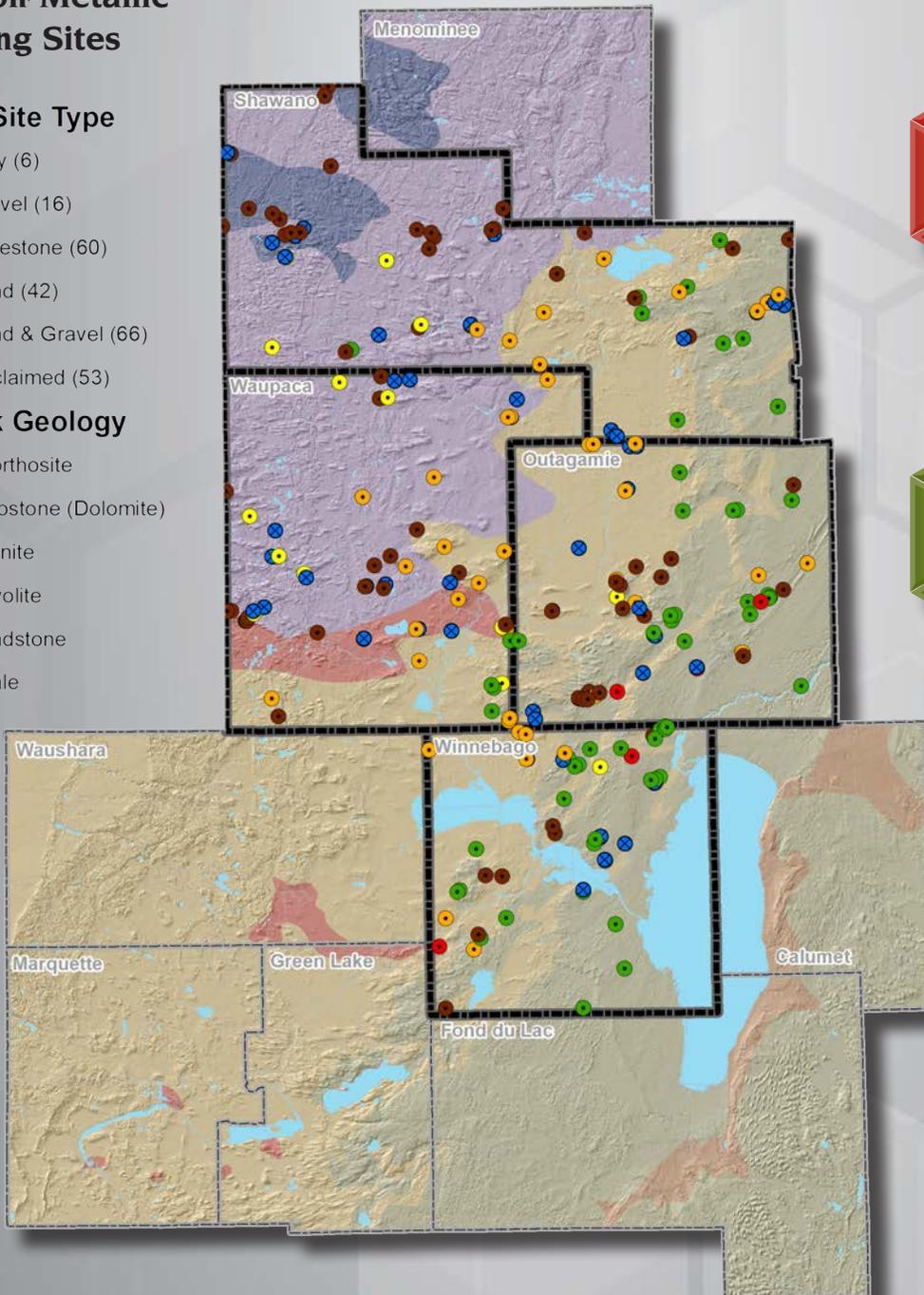
## 2018 Non-Metallic Mining Sites

### Mining Site Type

- Clay (6)
- Gravel (16)
- Limestone (60)
- Sand (42)
- Sand & Gravel (66)
- ⊗ Reclaimed (53)

### Bedrock Geology

- Anorthosite
- Dolostone (Dolomite)
- Granite
- Rhyolite
- Sandstone
- Shale



# Housing

East Central has served as a resource for addressing housing-related issues within the region for many years. This is typically done by providing housing-related data to various organizations and identifying and discussing housing needs and potential solutions with communities and non-profits. Staff assists local housing authorities with strategic plans; facilitates the development of local comprehensive plans; and provides assistance and guidance to local governments, developers, and other entities as they address the region's housing issues.

## Neighborhood Partners Network

Continued engagement with the Neighborhood Partners Network (NPN) initiative led by Goodwill Inc. Neighborhood Partners works with neighborhood leaders to achieve effective, sustainable neighborhoods through grassroots, bottom up methods. By offering training, tools, coaching and support to neighborhood leaders, relationships are being forged in neighborhoods that can have transformational effects. In 2019, neighborhood leaders from 7 different neighborhoods located in Appleton, Menasha and Oshkosh sought training and assistance through this program.



## The Gappers Network

The Gappers Network parallels the neighborhood work being done by the NPN and is working to create a network of government, non-profit and institutional staff, and leaders who can better support citizens as co-producers of change in their neighborhoods. The Commission has played a lead role in working with stakeholders to develop and share resources that build the capacity of those individuals who interact with or support neighborhoods. Three well-attended “Strong Neighborhoods” Lunch n’ Learn sessions were held during 2018 and early 2019 to provide educational and networking opportunities for people working in the “gap” between neighborhoods and institutions. Lunch n’ Learn topics included: Habitat’s “Rock the Block” (April 2018), Starting a Municipal Neighborhood Program (October 2018), and Neighborhood Plans & Resident Engagement (January 2019). In addition, the Commission presented at the statewide “A Home for Everyone” conference in July of 2018 to share beneficial experiences and best practices in this arena.



The Gappers Network



# Health in Planning

## Healthy Wisconsin Leadership Institute – COACH Program

In 2018, the East Central staff completed the Healthy Wisconsin Leadership Institute–COACH Program. The COACH (Collaborating, Organizing, and Advocating for Community Health) program is a 3-year program that provides coaching and technical assistance to continue to strengthen skills and implement policy, systems, and environmental changes that improve health in Wisconsin Communities. The Health in Planning team, through this program, created a health charter document that outlines opportunities within the comprehensive planning, open space and recreation, and the transportation programs to align efforts with public health initiatives.

HEALTHY WISCONSIN  
LEADERSHIP INSTITUTE

## Health in Planning Work Plan

In 2018, East Central staff worked with the Healthy Wisconsin Leadership Institute (HWLI) staff to finalize a draft of the Health in Planning Work Plan. The goal of the plan is to improve health and health equity in the East Central Region by considering potential health impacts in community planning efforts at the regional, county and local levels.

### Vision

An equitable community that has access to healthy, engaging and active lifestyles supported by planning and partnerships through creating policy, systems and environmental change.

### Objectives

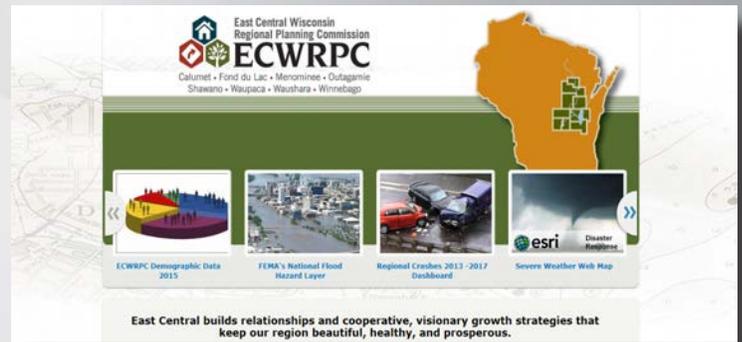
1. Active Communities staff will proactively communicate with internal and external stakeholders.
2. Staff will develop and include a health element into East Central's Regional Comprehensive Plan and three local comprehensive plans by 2023.
3. Active Communities staff will develop a toolkit for incorporating planning into Community Health Assessments and Community Health Improvement Plans.
4. Staff will continue to include a health chapter within the Comprehensive Outdoor Recreation Plans.
5. Transportation staff will build upon existing health chapter in the Long Range Land Use Transportation Plans (LRTP) for Metropolitan Planning Organizations within the East Central Region by 2019.
6. Transportation staff will review and update Transportation Improvement Plan (TIP) application and evaluation process to further identify and include health.
7. ECWRPC will utilize GIS resources to visualize our health in planning work.
8. Active Communities staff will develop and implement a sustainability plan for the health in planning program.

# Geographic Information Systems

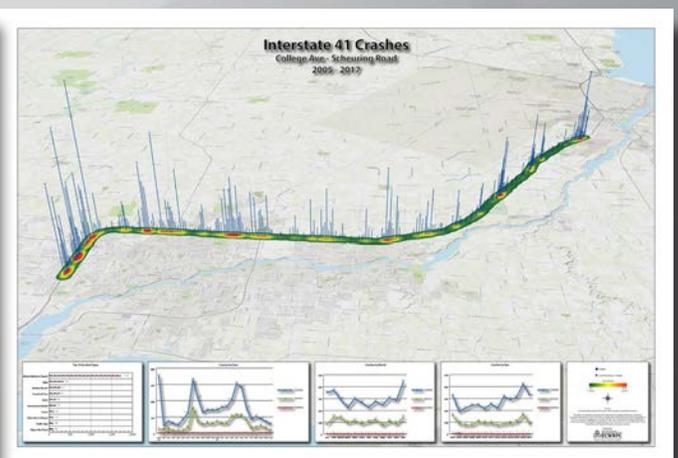
Geographic Information Systems (GIS) is defined as an advanced computer system capable of collecting, storing, viewing, and analyzing geographically referenced or spatial information. 'Geographically referenced' or 'spatial' simply means that the information can be viewed on a map and analyzed based on location and proximity. Examples of mapped places can include an address, a property or parcel, a named place such as a park or neighborhood, a census block, a zip code, or a city. By taking information stored in spreadsheets and tabular databases and displaying and analyzing it on a map, GIS becomes a powerful tool that directly supports the specialized needs of practitioners engaged in, among many others, the following fields:

- Regional Comprehensive Planning
- Community Facilities Planning
- Transportation
- Open Space and Recreation
- Economic Development
- Environmental Management
- Education
- Emergency Management

The GIS Department has taken advantage of new online mapping technology by hosting interactive web maps and web applications that can be viewed in a browser, desktop, or mobile devices. The maps can be shared on blogs, via email, or embedded into a website. Examples of interactive web maps and web applications are below. The ECWRPC ArcGIS Online website address is <https://ecwrpc.maps.arcgis.com>.



During the ESRI User Conference plenary session in San Diego, California, Jack Dangermond (co-founder of ESRI) personally selected East Central's GIS Coordinator's (Mike Zuege) map of the I-41 Crash Analysis to use as an example of creative data visualization. Thousands of maps are entered prior to the conference and Mike's was one of several selected to be shared with the conference's estimated 18,000 attendees.



The GIS Department has access to ESRI's ArcGIS Business Analyst Online, which allows ECWRPC to provide location-based intelligence for planning, site selection, and customer segmentation. Combine demographic, lifestyle, and spending data with map-based analytics for accurate reports and dynamic presentations. Below is an example of the demographic data displayed as a custom built infographic.

## 2018 ECWRPC State of the Region



Source: 2018 ESRI Business Analyst

# Recreation

The Commission's Recreation Planning Program is intended to improve the quality of life and provide a sense of place for all residents and visitors to the region. Numerous researchers have attempted and succeeded in presenting scientific evidence that parks and open space have a great number of benefits including community, individual, economic, and environmental implications. Community benefits can be considered those that bring a positive result to a group of people. Individual benefits are the exact opposite, providing a direct result to a single person. ECWRPC promotes all of these benefits within its recreation planning efforts.

The Comprehensive Outdoor Recreation Plans (CORPs) are critical planning documents that typically include geography and demographics, goals and visioning, recreation inventories, needs assessments (land and facility based), health assessments and comparisons, recommendations, and action plans. CORPs are to be completed every five years in order to be eligible for grant funding through the Wisconsin DNR and other entities. The Commission has been involved in planning park strategies at local and regional levels for over the past 45 years. Highlights of work in 2018-19 include:

- Comprehensive Outdoor Recreation Plans (CORPs) – Completed or In Progress
  - City of Clintonville (Waupaca County) 15 parks, 91 acres
  - Village of Oakfield (Fond du Lac County) 6 parks, 18.70 acres
  - Winnebago County 16 Facilities, 788 acres
  - City of Menasha (Winnebago County) 20 parks and green spaces, 246.8 acres
  - City of Kiel (Calumet and Manitowoc Counties) 17 parks, 84.53 acres
  - City of Shawano (Shawano County) 26 parks, 104 acres
  - Shawano County 7 parks and facilities, 511 acres, county recreation land 1,162 acres
- Park Site Plan Concepts:
  - Bonduel Village Park (Village of Bonduel, Shawano County) 2.25 acres
  - Hilbert Civic Park (Village of Hilbert, Calumet County) 3.87 acres
  - Watermann Park (Village of Plainfield, Waushara County) 1.66 acres
- Economic Park Impact Studies:
  - A on-line survey was conducted by the Commission for Winnebago County's Sunnyview Exposition Center in 2018. A survey of 748 visitors to the area (a sampling of over 200,000 people who attended events at the Expo) was conducted, which calculated approximately \$270,477 being generated into the local economy as a result of their events.



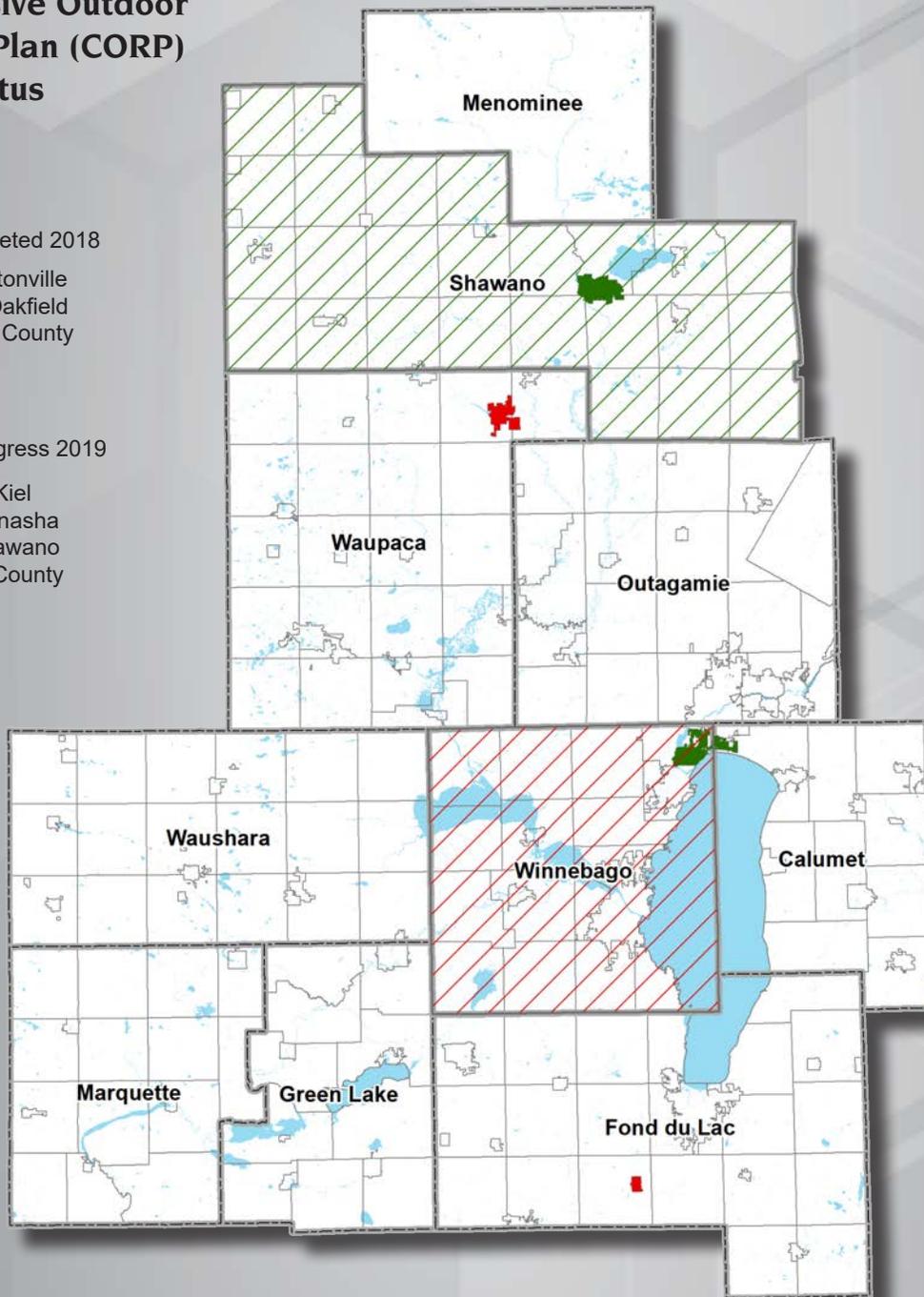
## Comprehensive Outdoor Recreation Plan (CORP) Status

 Completed 2018

City of Clintonville  
Village of Oakfield  
Winnebago County

 In Progress 2019

City of Kiel  
City of Menasha  
City of Shawano  
Shawano County



### Park Planning At Local Levels

Over \$5.1 Million in state recreational grants were awarded to 22 communities since 2007

2018  
40 Parks  
900 Acres

2019  
70 Parks  
947 Acres

# Transportation

## Urban Transportation Planning

The Commission acts as the Metropolitan Planning Organization (MPO) for the Appleton (Fox Cities) TMA and Oshkosh Urbanized Areas and serves as staff of the Fond du Lac MPO Urbanized Area. A myriad of activities were conducted in 2018-19 associated with this program, including:

- Preparation of updates to the Long Range Transportation/Land Use Plans for each MPO through collaborative processes.
- Implementation of a Congestion Management Plan (Appleton TMA only).
- Development of the 2018 Transportation Improvement Programs (TIP) for the Appleton (Fox Cities), Oshkosh, and Fond du Lac Urbanized Areas. This program allocates federal and state funding to road and street improvement projects within the MPOs, such as reaffirming STP-Urban projects for:
  - Town of Buchanan (Appleton MPO) – Emons Road from Pinecrest Blvd. to CTH N – Federal funding amount of \$2,084,806.
  - Town of Algoma (Oshkosh MPO) – Omro Road from Leonard Point Rd. to Brooks Lane – Federal funding amount of \$2,510,072.
  - City of Fond du Lac (Fond du Lac MPO) – Military Road from Hickory Street to Western Avenue – Federal funding amount of \$1,849,864.
- USH 41 conversion to Interstate 41 and expansion.

## Federal Highway Administration (FHWA) Funded Projects - Past 10 Years

### Appleton Area



\$534 M of FHWA Funds



336 project miles

#### Top FHWA Funds by Route

USH 10	\$306,940,346
I 41	\$99,011,919
Local Streets	\$37,220,166
STH 47	\$15,627,639
STH 96	\$13,571,306
STH 55	\$11,865,276
STH 441	\$10,277,146

#### Select FHWA Funds by Type

Majors	\$321,384,241
Community Design	\$91,964,526
Backbone	\$37,350,515
STP Urban	\$21,673,073
State 3R	\$21,452,429
Local Bridges	\$10,911,245
TAP	\$36,300

### Fond du Lac Area



\$65 M of FHWA Funds



104 project miles

#### Top FHWA Funds by Route

USH 151	\$19,540,137
CTH VV	\$17,300,504
USH 45	\$13,439,591
CTH WH	\$6,685,214
Local Streets	\$3,006,398
I 41	\$1,805,467
STH 23	\$1,207,455

#### Select FHWA Funds by Type

State 3R	\$31,165,252
STP Urban	\$15,460,039
Majors	\$6,896,741
Backbone	\$4,702,164
Local Bridges	\$3,929,116
TEA	\$1,517,890

### Oshkosh Area



\$322 M of FHWA Funds



102 project miles

#### Top FHWA Funds by Route

I 41	\$306,117,491
Local Streets	\$7,636,916
CTH Y	\$3,897,339
STH 21	\$1,847,046

#### Select FHWA Funds by Type

Majors	\$143,608,654
Safety	\$106,755,189
Community Design	\$60,499,307
STP Urban	\$4,288,882
State 3R	\$2,745,654
SHR Bridges	\$1,847,046
Backbone	\$1,297,146
TAP	\$10,250

## Rural Transportation Planning

The Commission assists numerous local governments within the rural portions of the region with both short-term and long-term transportation planning projects and infrastructure management tools. Highlights of this work in 2018-19 include:

- Actively participated in the Shawano County WIS 29 Intergovernmental Work Group which has been exploring the corridor's assets and developing a framework for future intergovernmental growth agreements between the City of Shawano and neighboring Towns. Much of this effort has been focused on the CTH B corridor and lands surrounding the 29/47/55 interchange in the Town of Waukechon.
- Completed a road sign inventory for the Town of Calumet in Fond du Lac County.
- Completed a culvert inventory for the Town of Calumet in Fond du Lac County.
- Completed a road sign inventory for the Town of Algoma in Winnebago County.
- Completed a county-wide culvert inventory for the Calumet County Highway Department.
- Finished a multi-year driveway access inventory for Fond du Lac County.

**Culvert Number: 4**





**Culvert Information**

**Culvert Material** Steel  
**Culvert Condition** Good  
**Culvert Size** 48"  
**Culvert Elevation** 795.6 feet



WISCONSIN STATE GIS DATA  
 East Central Wisconsin Regional Planning Commission  
 ECWRPC  
 Source: 2018 Base data provided by Calumet County  
 2018 imagery provided by Calumet County  
 2018 County Information provided by ECWRPC  
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Culvert Inventory for the Calumet County Highway Dept.

**Support Number: 3**



**Support Info:** Steel Tube, Good      **Number of Signs:** 2

**Comments:**

	Sign #1	Sign #2	Sign #3	Sign #4
Sign Code	03	03		
Sign Description	100	100		
Sign Condition	Poor	Poor		
Sheeting Type	Engineer Grade	Engineer Grade		
Sign Orientation	North, South	East, West		
Sign Legend Results	White, FAIL	White, FAIL		
Sign Background Results	Green, FAIL	Green, FAIL		



WISCONSIN STATE GIS DATA  
 East Central Wisconsin Regional Planning Commission  
 ECWRPC  
 Source: 2018 Base data provided by Winnebago County  
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Town of Algoma Sign Inventory

# Alternative Transportation

## Urban & Rural Transit Planning

The Commission's Urban and Rural Transit Planning Program is funded through state and federal programs and concentrates on providing service to cost-effectively meet the needs of communities. Valley Transit, the Oshkosh GO Transit System, and Fond du Lac Area Transit all surpassed the Americans with Disabilities Act (ADA) requirements by providing complementary paratransit services for more hours and at a higher service level than required for those individuals who are unable to use the fixed route systems. Specialized transportation services are also available at the county level throughout the region. Some examples of projects ECWRPC worked on in 2018 and 2019 include:

- Staff completed GO Transit's Transit Development Plan (TDP) in 2018 and was approved by City Council on December 11, 2018.
- Staff continued to work with Appleton (Valley Transit) to update its Transit Development Plan (TDP), a short-term strategic plan to guide Valley Transit into the future. The TDP is expected to be completed fall of 2019.

## Improving Mobility for All

In Winnebago County there are disadvantaged people who experience transportation barriers that affect the way they live their life from job opportunities to where they can buy groceries. In response to these barriers, Winnebago Catch-A-Ride (WCAR) was developed. WCAR relies on volunteer drivers to help fill existing gaps within the transportation system. Volunteer drivers receive \$0.58 per mile (federal reimbursement rate) and have a choice to keep the mileage reimbursement or donate their reimbursement to the WCAR program or to another local non-profit of choice. WCAR does not duplicate existing transportation services, but rather leverages the strengths of its partners to meet the needs of people who are not being served by existing services. East Central Staff in coordination with Lutheran Social Services – Make the Ride Happen and other partners developed the yearlong WCAR pilot program with the help of Feonix Mobility Rising.

Winnebago   
**CATCH-A-RIDE**



## Active & Healthy Transportation Program

East Central works with WisDOT, local governments, health partners, and bicycle/pedestrian advocacy groups to develop and coordinate multimodal road systems and activities. Local bicycle and pedestrian networks are critical to ensuring the transportation needs of all community members are met.

### Complete Streets

Complete Streets are designed for all roadway users, including bicyclists, pedestrians, transit riders, motorists, and freight haulers. These Complete Streets policies are to ensure that roadway design encompasses transportation modes for community members of all ages and abilities. Through the technical assistance with Smart Growth America, ECWRPC worked with local communities and partner organizations to create Complete Streets policies for the Appleton (Fox Cities) and Oshkosh Metropolitan Planning Organizations and for the Region. These policies were approved by the Commission Board April 2018 and October 2018, respectively.

### Wayfinding Implementation

In 2018, East Central partnered with City of Menasha, City of Neenah, Village of Fox Crossing and Future Neenah to develop bicycle and pedestrian wayfinding signage consistent with the East Central Wisconsin Trail Wayfinding Guidebook, which was adopted in 2017. East Central partnered with Ascension, Outagamie County and Winnebago County to develop bicycle and pedestrian wayfinding signage for the WIOUWASH State Trail.



# Safe Routes To School

In October 2009, ECWRPC launched a streamlined Regional Safe Routes to School (SRTS) Program to assist local SRTS coalitions to plan, develop and implement projects and activities. Safe Routes to School engages and empowers schools and communities to improve the health and well-being of children and families by advocating safe walking and bicycling.

**In 2009...**

it was anticipated that 40 schools would participate in the program and within six months of the program there were over 80 schools participating. Today there are over 184 schools participating in the program within the eight member counties. In 2019, the East Central Wisconsin Regional SRTS Program will be celebrating 10 years of the program.

**CURRENTLY SERVING**

**184**

schools in East  
Central Wisconsin

**MORE THAN**

**59,000**

students served  
annually through  
2018

**WORKING WITH**

**80%**

of school districts  
within the East Central  
Wisconsin region



More than  
190 bike & walk  
audits conducted



1,246 Walk and  
Bike to School  
events 2009-2018

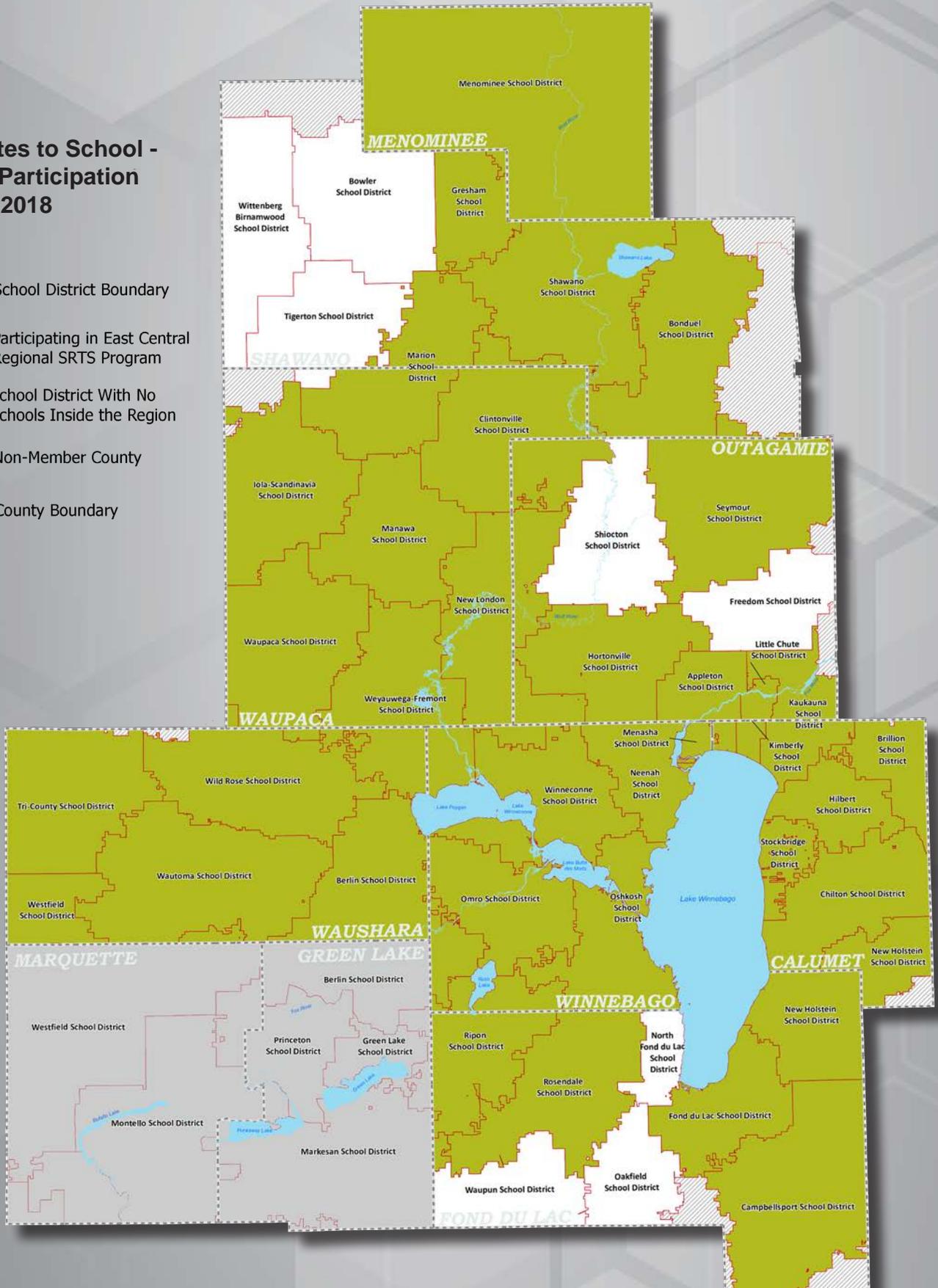


\$4,274,000 in  
federal funds leveraged  
into the region for SRTS  
programming since 2009



# Safe Routes to School - School Participation 2018

-  School District Boundary
-  Participating in East Central Regional SRTS Program
-  School District With No Schools Inside the Region
-  Non-Member County
-  County Boundary



# State Recognitions

The Commission has always taken great pride in its work. Trusted relationships with state and federal partners gave way to collaborative efforts amongst our various counties and communities which are often led or heavily supported by Commission staff. In 2018 the Commission was recognized twice for its leadership in fostering regional program models that integrate and benefit our counties and local units of government.

## Wisconsin Healthy Communities Designation and the Wisconsin Active Together

Two programs, the Wisconsin Healthy Communities Designation and the Wisconsin Active Together, recently recognized communities across the state for their efforts creating healthy communities. The Wisconsin Healthy Communities program recognizes communities that focus efforts across the multiple factors that influence health – including health behaviors, clinical care, social and economic factors, and the physical environment – with a focus on equity, multisector partnership and sustainable solutions. East Central was recognized as one of 31 healthiest communities at the 2018 Healthiest State Summit in Green Bay last September.

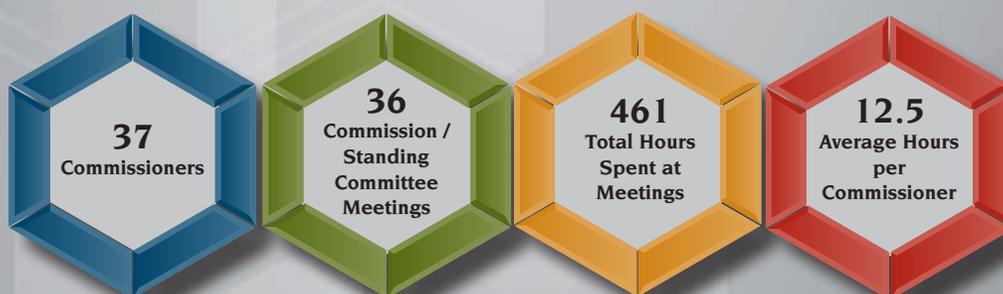


In January 2019, East Central was awarded the Wisconsin Active Together Award. The Wisconsin Active Community program recognizes a community's commitment and progress in advancing active strategies while working towards greater policy change. In both of these programs, East Central is recognized as a leader in creating healthy communities and a healthy region through programs like the Safe Routes to School Program, Active Transportation Program, health in planning program, and the incorporation of health into transportation and recreation programs.



# Commissioner Contributions

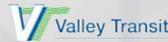
East Central's Board of Directors is comprised of 35 individuals from across our eight member counties, plus two ex-officio transportation members (WisDOT and Valley Transit). Commissioners have many responsibilities, one of which is being in attendance and actively participating in our regular (quarterly) commission meetings and standing committee meetings. While this may seem like a small task, it consumes a fair amount of personal time from our Commissioners. In reviewing attendance logs for 2018 we were able to come up with a few surprising statistics. Note that these figures do not include travel time to and from meetings.



# Giving Back...

You may not realize it, but your regional planning staff go well beyond the call of duty in many respects. Not only do they strive to excel in their professional environment, but many of them also give back to the communities they work with or live in using their own personal time and resources. While the Commission may provide some occasional support to, or receive some benefit from, these relationships, these activities enhance East Central's abilities to foster collaborative partnerships which address the region's challenges. Here's a quick list of how our staff are involved with community-based efforts and other good causes at a personal level across the region.

- Tom Baron- Board of Directors, Wisconsin Public Health Association
- Kim Biedermann – President, Fox Cities Greenways; Treasurer, Fearless Ladies of Cycling; Volunteer, Northeast Wisconsin Land Trust; Cycling Without Age Pilot; Volunteer, Riding on Insulin
- Tyler DeBruin – Town of Grand Chute Parks Commission Member (pending confirmation)
- Eric Fowle – Board of Directors, Lakeshore Natural Resource Partnership (and co-founder of the Niagara Escarpment Resource Network)
- Scott Konkle – Council Member, City of New Holstein (4th Aldermanic District, Ward 5)
- Melissa Kraemer-Badtke – Volunteer for the Readfield Elementary School Parent Teacher Organization (PTO)
- Dave Moesch - Coach, Shawano Area Youth Soccer
- Nick Musson – Board Member, Wisconsin Association of Mobility Managers (also recently acquired the Certified Mobility Manager credentials); Certified Drone Operator
- Trish Nau – Commissioner, Fox Valley Transit Commission
- Walt Raith – Volunteer, Casa Hispana; Volunteer, Fox-Wolf Watershed Alliance River Clean-Up
- Kathy Thunes - Volunteer, Spring & Fall Menasha Electronic Recycling Events
- Ashley Tracy - Neenah JV Basketball & Soccer Coach
- Todd Verboomen – Village of Little Chute Planning Commission Member; Little Chute Varsity Wrestling Head Coach





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### Executive Staff

**Eric Fowle, AICP** - Executive Director  
**Walt Raith** - Assistant Director & MPO Director

### Technical Staff

**Tim Badtke** - IT Coordinator  
**Mike Zuege** - GIS Coordinator  
**Adam Pfefferle** - GIS Specialist II  
**Tanner Russell** - GIS Assistant  
**Anna Hogan** - GIS Assistant

### Administrative Staff

**Pam Scheibe-Johnson** - Controller  
**Erin Bonnin** - Administrative Coordinator

### Planning Staff

**Kathy Thunes, P.E.** - Principal Planner  
**Trish Nau** - Principal Planner  
**Melissa Kraemer Badtke** - Principal Planner / Active Transportation  
**Tom Baron, AICP** - Principal Planner  
**Nick Musson** - Principal Transportation Planner  
**Dave Moesch** - Associate Planner  
**Todd Verboomen** - Associate Planner  
**Kim Biedermann** - Associate Planner / Bicycle & Pedestrian Coordinator  
**Scott Konkle** - Planning Specialist II / NR-135 Mine Reclamation  
**Kolin Erickson** - Planner  
**Ashley Tracy, CHES** - SRTS Planner  
**Tyler DeBruin** - SRTS Planner

#### 2018 Commission Officers

Martin Farrell, Fond du Lac  
Chair

Jeff Nooyen, Outagamie  
Vice-Chair

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