New Commissioners Welcomed at Annual Meeting, “Toby” Paltzer Retires

Local election results had a minimal effect on the Commission Board's make-up this past April. At the Annual Meeting, held on April 29, 2011, two new Commissioners joined the agency leadership. New Outagamie County Executive, Mr. Thomas Nelson replaces outgoing Executive Robert “Toby” Paltzer, retiring after 12 years of supporting regionalism and service to the Commission. City of Oshkosh Mayor Burk Tower, replaced outgoing Mayor Paul Esslinger, appointing City Manager Mark Rohloff the permanent alternate on the Commission.

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) and has authority to approve local and statewide transportation plans of importance in either the Fox Cities or Oshkosh Urbanized Areas.

The April Annual Meeting is also the time when the Commission’s leadership positions are voted on, as well as Committee assignments.

The Commissioners unanimously supported the continuation of the Chair position by Mr. Ken Capelle (Shawano County) and Vice-Chair position by Mr. Robert Hermes (Menominee County). This will be their second consecutive one-year term in these positions. We look forward to their continued guidance and leadership. Committee assignments can be found on East Central's website at www.eastcentralrpc.org.

Commission Lowers 2012 Member Levy, Fourth Consecutive Year of Reduction

On July 29, 2011, the Commission met in New London, Wisconsin and took action to adopt its preliminary 2012 Budget and establish the annual levy to member counties and communities. For 2012, the levy rate was lowered to 0.000016977 which, when applied to the 2010 equalized property valuation of member counties and communities, results in a total levy amount of $697,910 - an overall 5.53% decrease.

This levy reduction was made by the Commission in response to ongoing county and municipal budget issues. However, even with four consecutive years of cuts, the Commission's staff continues to resourcefully leverage new program dollars from State and Federal sources in order to maintain its staffing levels and the amount of service we provide. It should be noted the 2012 levy is below those amounts assessed in 2001 and that this reduction trend does not make for a sustainable operation in the long-term. The Commission will be working on this issue as they continue to develop a strategic plan.

The Commission and its staff will be taking considerable time this fall to assess and prepare its 2012 Annual Work Program as well as its final budget, both of which will be considered in January, 2012. If you have any questions regarding the 2012 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-mailing him at efowle@eastcentralrpc.org.
At its July, 29th meeting, the Commission was addressed by a guest visitor, Mr. Fred Abousleman, Executive Director of the National Association of Regional Councils (NARC). For over 40 years, NARC has represented and served as the national voice for regionalism by advocating for regional cooperation as the most effective way to address a variety of community planning and development opportunities and issues. Mr. Abousleman spoke to the group for about half an hour with the goal of providing a new perspective on the importance of regional planning and the work that the Commission does. His experiences and exposure to a multitude of regional planning entities (RPCs, MPOs, COGs, EDDs and others) allowed Mr. Abousleman to provide a comparison of East Central with other, similar sized agencies across the United States.

Mr. Abousleman noted that East Central (and Wisconsin for that matter) had a unique role in providing long-range wastewater treatment plant (Sewer Service Area) planning as well as involvement in various environmental planning activities, such as the regional NR-135 Mine Reclamation Program and groundwater issues. He went on to further state that “the Commission is well ahead of the curve in that its basic program framework and structure (MPO, EDD, Regional Plan, etc.) are all in place" and that the Commission should promote these facts, as they provide essential coordination and cost savings across the region.

Looking toward the future, Mr. Abousleman encouraged the Commission to remain versatile as an organization and explore new areas for potential programs and services that also meet the needs of the region. Areas for consideration that were mentioned include public safety, food security planning, green jobs programs, joint purchasing programs, and energy planning. In closing, Mr. Abousleman spoke of the need to examine and understand population and demographic trends with respect to the future industries, their workers, and workplaces. “There will be a critical gap in demand and supply in the work force as baby boomers retire, and the elderly population increases and less skilled workers enter the work force", Abousleman said. Furthermore, “remember that Generation Y workers communicate much differently - texting, social websites, etc. - than their Gen X counterparts”. A copy of Mr. Abousleman's PowerPoint presentation, in .pdf format, can be viewed at www.eastcentralrpc.org - "NARC Presentation - 7/29/11".

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The Commission's 2012 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.)
- Park, Open Space & Recreation (Recreation plan, trail plan, 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, tourism/marketing materials)

Project Request Forms will be due back at East Central's offices no later than 4:00 p.m. on Friday, November 18, 2011. The Commission's Steering Committee will review, evaluate and rank all requests in December, 2011 for possible inclusion in our 2012 Work Program. Communities which are selected will be notified upon approval of the Work Program in January, 2012. Please note that, as much as the Commission wishes that it could meet every request, it is virtually impossible 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.
**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 focused ‘e-newsletters’ in April, 2011 which anyone (who has email) 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) initial 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 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 signup process in a few short steps.

**Southeast Fox Cities/ WIS 441 Transportation Study Update**

East Central Wisconsin Regional Planning Commission, the Metropolitan Planning Organization (MPO) for the Fox Cities Urbanized Area is continuing to work with the Wisconsin Department of Transportation (WisDOT) and communities to study the WIS 441/CTH KK area of the Fox Cities. Due to traffic congestion and safety issues at interchanges with USH 10, CTH KK, and CTH CE, WisDOT is looking for short and long-term traffic management and design options for these facilities.

The study will take into account data from recently adopted comprehensive plans from the communities within the study area. This will be done through an analysis of planned land uses and the proposed construction of planned state, county, and local road facilities. Also, a look at the existing conditions in the area reveals that there are significant access issues, traffic operation deficiencies and crash histories at many intersections along the CTH KE and CTH KK corridors.

A PARAMICS traffic model will be used to simulate existing traffic conditions and study short-term design options to improve traffic flow throughout the study area. The Northeast Region Travel Demand Model will be used to estimate impacts to the existing transportation infrastructure based on proposed land use. The study outcome will determine what long-term improvements will need to be made to existing highways and interchanges, as well as propose changes to the local road system, multi-modal improvements, and access issues to alleviate traffic congestion. ECWRPC will continue to work with the stakeholders including local officials and staff to develop data and options that can be shown at a future public information meeting this fall.

For more information on this project you can contact Dave Moesch, Associate Transportation Planner, at dmoesch@eastcentralrpc.org or (920) 751-4770.

**Fox-Wisconsin Heritage Parkway Introduces www.heritageparkway.org**

This online portal is designed to help visitors learn about the Fox-Wisconsin Heritage Parkway history, explore cultural and recreational destinations and discover special events and programs occurring throughout the region.

Features of the Parkway website include:

- A site and event database, searchable by city, river segment, historic theme and interest, to help you plan your Parkway experience;
- Historical information about this nationally significant area;
- Latest FWHP news, including National Heritage Area legislation updates and the latest newsletters;
- Blog;
- Extensive photo gallery and;
- Calendar of Events.

It is our goal to create a website that is dynamic, interesting, informative and fun. With the help of volunteers, we will continue to update and enhance the site and its capabilities.

If you have any questions or comments relating to the Fox-Wisconsin Heritage Parkway please contact Tom Baron at tbaron@eastcentralrpc.org or (920)751-4770.

**Northeast Wisconsin Global Trade Strategy in Development**

In partnership with Bay Lake RPC, and Newmark Knight Frank (NKF, our consultant) East Central initiated the development of the Northeast Wisconsin Global Trade Strategy in June, with anticipated completion by early 2012. The purpose for developing this strategy is to determine business clusters within Northeast Wisconsin that have not fully capitalized on their opportunities for global trade as a way to continue competing in the new economy, and determine international markets that will provide the best export opportunities for these industries. This will be achieved by determining existing conditions for global trade, interviewing and meeting with businesses and stakeholders within the study area to determine potential for global trade and needs for strategic global trade assistance; conducting global market research related to global trade; and developing strategies to assist these businesses to engage in global trade activities.

This project is funded, in part, by a grant from the U.S. Department of Commerce - Economic Development Administration. For more information please contact Kara Homan, Principal Planner, at khoman@eastcentralrpc.org or (920)751-4770 x 6817.
Triennial Review of State’s Water Quality Standards in Progress

In order to fulfill the Clean Water Act, WDNR staff undertake a review of water quality standards once every three years. The Triennial Standards Review (TSR) identifies WDNR and customer needs to modify, update, or create water quality standard-related rules, policy and guidance. This is not only a requirement of the federal Clean Water Act, but an essential component to ensure that the public and various organizations have input into the work effort to keep Wisconsin’s waters swimmable, fishable, drinkable and suitable for use by the public as well as Wisconsin’s private business-related interests. The public is invited to provide feedback on priorities for Wisconsin’s surface water quality standards and related guidance that may be considered for revision or development during the 2011 to 2014 TSR cycle. The WDNR would like perspectives on where efforts should be focused to protect surface water quality in Wisconsin over the next three years. **Public comments are being accepted between July 7 and August 25, 2011** through an online survey tool which can be accessed at: [http://dnr.wi.gov/organ/water/wmq/tsr/2011TSRCycle.htm](http://dnr.wi.gov/organ/water/wmq/tsr/2011TSRCycle.htm). The goal of the survey is to determine what regulations the public feels most strongly need to be reviewed or developed in the next three years. Using feedback obtained from the survey, as well as rankings within the Department, staff will prepare a final list of topics for the 2011-2014 TSR cycle. Upon receiving approval of the Department Administration, staff will use that resulting final priority list to plan its work over the ensuing three years addressing topics as resources allow. Topics that are not selected for the upcoming triennial cycle will be reconsidered if resources allow or during the next TSR cycle. Questions or comments on the Triennial Standards Review process should be directed to Amanda Boyce at (608) 264-9223.

New Zoning Guidance for Wetland Protection Publication Available

This May, in celebration of American Wetlands Month, the non-profit 501(c)(3) organization Wisconsin Wetlands Association (WWA) has released a new publication, **Land Use and Wetlands: Zoning Opportunities to Improve Wetland Protection**. The publication provides detailed recommendations on how Wisconsin’s local governments can use zoning and other land use ordinances to improve local wetland protections. Various ordinance revision processes provide local governments the opportunity to evaluate current wetland provisions and amend their land use regulations to be more consistent with, or even more effective than, federal and state wetlands laws. Citizens, environmental groups, and consultants

(continued on next page)
can also use the publication in their efforts to evaluate and improve local land use and wetland policies. The publication also includes tips to help local governments more efficiently administer local wetland protection policies and address longstanding local wetland protection challenges.

The recommendations are based on findings from recent research where WWA reviewed the zoning and subdivision ordinances of Wisconsin’s 15 coastal counties and evaluated how these counties use land use policies to facilitate wetland protection. Though the research focused on coastal counties, the findings and recommendations have applications for counties, cities, villages and towns across the state.

Land Use and Wetlands: Zoning Opportunities to Improve Wetland Protection can be viewed or downloaded for free from WWA’s Land Use and Wetlands webpage at: www.wisconsinwetlands.org/localgovs.htm. Questions about the recommendations or how Wisconsin Wetlands Association can help your community protect local wetlands should be directed to Policy Specialist, Kyle Magyera at (608) 250-9971 or kyle.magyera@wisconsinwetlands.org.

Commission Pursues HUD Sustainable Communities Regional Planning Grant

East Central Wisconsin RPC, Bay-Lake RPC and the Center for Land Use Education (CLUE) are requesting your assistance in developing a successful grant application, and if awarded a regional sustainability plan for the counties and municipalities along the USH 41 corridor (see map). The HUD Sustainable Communities Regional Planning Grant Program will provide funding for a serious regional conversation about housing, transportation, water infrastructure, environment and economic development issues that are being faced by our Commission. The planned conversion of USH 41 to interstate highway standards is expected to provide a unique opportunity for businesses along the corridor. While bringing new businesses into our region and providing the impetus to make existing businesses stronger is a positive outcome, increases in associated development may negatively impact our natural resources and put increased pressure on our current housing stock, transportation system and public infrastructure. The time to have this discussion is now, before conversion of USH 41 is complete. Your involvement is critical in this process.

The Comprehensive Regional Plan for Sustainable Development will serve as a guide for local, regional, and state government policies and investment that will integrate housing, transportation planning, economic development, and environmental planning. As part of the planning process, we will be providing municipalities, agencies, non-profits, counties and others with the tools (data, mapping, assessments and educational resources) necessary to further the goals, strategies and recommendations that have been identified during the planning process. We hope to engage our local municipalities, counties, non-profits, agencies, the general public and others through this process. The pre-application deadline for this grant is August 25, 2011. The full application will be due 30-45 days after the pre-application deadline. If you would like more information on how you can become involved please contact Eric Fowle at efowle@eastcentralrpc.org or Kathy Thunes at kthunes@eastcentralrpc.org.

Announcing HUD Preferred Sustainability Status

Through the rest of 2011, any community or organization applying for a U.S. Department of Housing and Urban Development (HUD) grant within the counties of Outagamie, Winnebago, Calumet, Fond du Lac, Oconto, Kewaunee and Brown counties (see map) may be eligible for two bonus points on their application score under the new HUD Preferred Sustainability Status (PSS). Applicants must work in consultation with the East Central Wisconsin Regional Planning Commission and/or Bay-Lake Regional Planning Commission and be involved in our Sustainable Communities Regional Plan proposal either in action or through shared goals. Please contact Kathy Thunes at kthunes@eastcentralrpc.org if your organization or community is interested in this opportunity.
Wisconsin’s new Agricultural Enterprise Area (AEA) program, which serves to connect blocks of mainly agricultural lands that are targeted for agricultural preservation and agricultural development by local communities, has selected five additional AEAs, totaling 140,000 acres, for designation in 2012. These five will join the previous twelve AEAs (200,000 acres) which were designated in 2010. Overall, the state has authority to designate one million acres as agricultural enterprise areas.

Following an evaluation by DATCP, five areas were recommended to receive official designation as AEAs including the Hilbert Ag Land on Track application in Calumet County. The other four were the Burnett AEA, Dodge County; Fairfield AEA, Sauk County; Heart of America’s Dairyland, Clark County, and; Trenton AEA, Dodge County.

The Hilbert Land on Track project was developed in 2011 after a UW-Extension informational session was held in mid-December, 2010. Before the year ended, several farmers and landowners expressed their interest in forming the AEA. UW-Extension and several other County Departments worked to prepare the application during early 2011. This grass roots initiative is based on the many cooperative efforts that already exist within the area including joint marketing and purchasing plans for dairy feed and forage, and a new mill facility that pelletizes baled alfalfa. Strong partnerships between producers and the local technical college, dairy promotion board, and forage council also exist. AEA petitioners also wanted to preserve their rural character while guiding residential and non-agricultural uses to urban areas.

To become officially designated, the recommended areas must go through a public rule making process. Designations are anticipated to take effect January 1, 2012. Once designated, landowners within the area can choose to enter into a 15-year farmland preservation agreement with the state. Landowners with an agreement can claim an income tax credit worth $5 per acre, or $10 per acre if the land is also within a certified farmland preservation zoning district. In exchange for this tax credit, the landowner voluntarily commits to maintain their land in agricultural use for 15 years. The next round of AEA petitions will be available this fall. For more information about AEAs or Farmland Preservation Agreements, contact Coreen Fallat at: Coreen.Fallat@Wisconsin.gov.

East Central Wisconsin Regional Planning Commission Safe Routes to School Initiative Launches New Brand

The East Central Wisconsin Regional Planning Commission (ECWRPC) Safe Routes to School initiative announces a refreshed brand, featuring a new logo and campaign. The updated and innovative look reflects the initiative’s goal of getting children and parents engaged about creating healthier lifestyles and traveling safely to school.

“We wanted the energy of kids to be at the center of our brand,” said Melissa Kraemer Badtke, coordinator of Safe Routes to School. “Our new look is meant to create awareness and further engage parents and kids about making the choice to get active and start walking and biking to school.”

The new brand also is meant to distinguish ECWRPC from the national brand and other statewide initiatives. ECWRPC’s Regional Safe Routes program is a pilot site for the state of Wisconsin, and ECWRPC’s new brand will help to encourage other regional planning commissions to get involved with the initiative.

The brand was showcased at the National Safe Routes to School Convention in Minneapolis, Minn. on August 16-18. The new logo and campaign were created in partnership with Red Shoes PR, Inc. and A2Z Design.

Parents and community members will also be able to follow the ECWRPC Safe Routes to School program through recently launched social media platforms such as Facebook, Twitter, Flickr and YouTube. For more information, please visit www.eastcentralsrts.org.

Safe Routes to School (SRTS) programs encourage children ages K-8 to walk and bike to school by creating safer walking and biking routes. These programs are funded through the continuing federal transportation act - SAFETEA-LU - signed into law on August 10, 2005. This legislation provides funding to state departments of transportation to create and administer SRTS programs. SRTS programs improve walking and biking travel options, promote healthier lifestyles in children at an early age and decrease auto-related emissions near schools.
**East Central Schools among 31 Schools that Receive 2011 Wisconsin School Health Awards**

State Superintendent Tony Evers has announced the 2011 Wisconsin School Health Award winners, given to schools in recognition of their efforts to develop programs, policies, and resources that support students' academic achievement and long-term physical health.

“These awards recognize the Wisconsin schools that are doing an outstanding job of creating healthier learning environments for their students, teachers, and communities as a whole,” said Evers. “These schools include parents and the community in efforts to improve the long-term health of all students, and they demonstrate leadership in developing and maintaining quality school health programs.” Schools that received awards within the East Central's region included: Platinum - Hortonville High School (Hortonville Area School District); Gold Awards - Edison Elementary School and Horizons Elementary School (Appleton Area School District), Riverside Elementary School (Fond du Lac School District); Silver - Berry Elementary School (Appleton Area School District), Clayton Elementary School (Neenah Joint School District), Longfellow Elementary School (Clintonville School District); Bronze - Hoover Elementary School (Neenah Joint School District), Keshena Primary School (Menominee Indian School District). For more information please see the DPI website [http://dpi.wi.gov/eis/pdf/dpinr2011_51.pdf](http://dpi.wi.gov/eis/pdf/dpinr2011_51.pdf).

**Traffic Sign Retroreflectivity Management Planning Completed for Town of Friendship**

In 2008, the Federal Register made maintenance of sign retroreflectivity a national standard; requiring public agencies or officials having jurisdiction to use an assessment or management method that is designed to maintain sign retroreflectivity at or above the minimum levels. The Manual on Uniform Traffic Control Devices (MUTCD) was revised to include specifics on the new national standard. The MUTCD defines the standards used by road managers nationwide to install and maintain traffic control devices on all public streets, highways, bikeways, and private roads open to public traffic. The new MUTCD sign retroreflectivity standards requires a traffic sign management plan to be in place by 2012. By 2015, all agencies must comply with the new retroreflectivity requirements for regulatory signs (such as STOP signs and Speed Limit signs), warning signs (yellow and black signs), and guide signs (ground-mounted green and white signs, except street name signs). By 2018, all agencies must comply with the new retroreflectivity requirements for overhead guide signs and all street name signs.

ECWRPC, as part of its technical assistance program, prepared a traffic sign inventory for the Town of Friendship, Fond du Lac County and is currently working on a five year management plan to meet the new MUTCD traffic sign retroreflectivity standards. The sign inventory was developed utilizing GIS and GPS to map and store attributes for each sign post. Each post can contain a number of signs and their attributes. The end result is a geo-database housing the entire Town of Friendship’s approximate 209 post locations and 247 signs. The inventory is being used to develop the five year management plan that will identify sign replacement, cost effective solutions to meet the MUTCD traffic sign retroreflectivity standards.

For more information on the MUTCD retroreflectivity requirements and sign management planning, please contact Nick Musson at (920) 751-4770, ext. 6819 or email at nmusson@eastcentralrpc.org.

**Outagamie CTH JJ Corridor Pedestrian/Bicycle Study Update**

East Central is in the process of studying CTH JJ from CTH A to STH 55 located in Outagamie County at the northern fringe of the Fox Cities to address the growing concern over pedestrian safety and quality of life. A Road Safety Audit (RSA) is being planned while Appleton North and Fox Valley Lutheran High Schools are in session, for September 26 and 27, 2011 to evaluate the entire corridor for safety deficiencies. The RSA is being coordinated with the Federal Highway Administration and will consist of a representative from Outagamie County Highway Department, Outagamie Law Enforcement, Safe Routes to School, Fox Cities Greenways and the Wisconsin Department of Transportation (WisDOT). The study will include the RSA with recommended solutions for deficiencies.

For more information on the CTH JJ Corridor Study, please contact Nick Musson at (920)751-4770, ext. 6819 or email at nmusson@eastcentralrpc.org.

**Work Continues on Waupaca County Comprehensive Plan Amendment Procedure**

In seeking compliance with Wisconsin’s Comprehensive Planning Law, Waupaca County continues to work with East Central to prepare a procedure for amending town and county comprehensive plans in a coordinated fashion. Current work involves preparing and reviewing applications, staff reports, and a guidebook for property owners and decision makers.

If you have any questions or comments relating to this project please contact Tom Baron at (920)751-4770 or tbaron@eastcentralrpc.org.
UPCOMING MEETINGS AND EVENTS

- **August 25, 2011**, 3:00 - 7:00 P.M., *The Science of Water and Agriculture Meeting/Field Tour*, Hancock Agricultural Research Station, N3909 County Road V, Hancock. Tour is free and open to the public, RSVP is required. Tour will focus on the proactive nature of the agricultural community. RSVP by August 22 to: UW-Extension Portage County, 715-346-1216.


- **September 14, 2011**, 1:00 P.M., *Community Facilities Meeting*, Grand Chute Town Hall.


- **October 4, 2011**, 1:30 P.M., *Transportation Committee Meeting*, ECWRPC Office.

- **October 11, 2011**, 3:00 P.M., *Open Space and Environmental Management Committee Meeting*, ECWRPC Office.


Check our website for additional upcoming meetings and events at: [http://www.eastcentralrpc.org](http://www.eastcentralrpc.org)