Final 2013 Work Program Adopted

The final 2013 Budget and Work Program was adopted by the Commission at its January 25, 2013 Quarterly Meeting. The updated document contains a detailed listing of program areas and specific projects, as well as the expected revenues and expenditures associated with FY 2013. The document amends and replaces the July, 2012 preliminary budget which was developed and approved for the sole purpose of establishing the 2013 tax levy.

Highlights of the 2013 Budget includes an increase in federal and state grants of 16.1 percent which brings the Commission's projected revenues to $2.492 million for 2013. Only 30.1 percent of these revenues are derived from the 2013 charges levied to our member units of government. Meanwhile expenditures are expected to increase by approximately 5.3% to $2.299 million in 2013. Overall the Commission's finances are stable, and funds that have been accumulated in a 'cash reserve' account over the past eight years will help the agency adjust to any unexpected changes in the years to come. A copy of the 2013 Work Program and Budget is available for review on the Commission's website at www.eastcentralrpc.org

Waupaca County's DuWayne Federwitz Reappointed to Commission by Governor

The Commission is pleased to announce the continuance of Commissioner DuWayne Federwitz's appointment to our board by Governor Walker. Mr. Federwitz has served in this position for 4 years and his new appointment will extend his involvement for another four year term. Mr. Federwitz has been very active as part of the Commission's Open Space & Recreation Standing Committee and also plays critical roles at the local level; being both the Town of Matteson Chairman and serving on the Waupaca County Planning & Zoning Committee. These experiences have contributed to Mr. Federwitz's interest in planning and in serving on the Regional Planning Commission. We look forward to working with him on various initiatives and planning activities throughout the region.

Trish Nau and Mike Zuege Promoted

The Commission recently announced two staff promotions within the agency to not only recognize outstanding work ethic and leadership, but also to provide increased levels of service in our Recreation and Open Space Planning Program.

Trish Nau who has been with the Commission for 17 years, most recently as the GIS Coordinator, was promoted to Principal Recreation Planner to acknowledge her increased role and responsibility associated with helping our region's communities with local park and open space planning issues.

Trish will continue to be involved in some minor activities associated with the GIS field, however; a majority of this function will now be taken over by Mike Zuege.

As alluded to, Mike Zuege, was promoted to the GIS Coordinator position to take over Trish's responsibilities. Mike has been with the Commission for 12 years, most recently serving as GIS Specialist II. Mike has increasingly become involved in numerous regional GIS projects and related data issues and has all the skills necessary to transition into the GIS Coordinator position.

The Commission appreciates the hard work and dedication of Trish and Mike in their respective fields. Be sure to congratulate them next time your paths cross!

Commission to Assist the Village of Hortonville in Comprehensive Plan Update

In February, the Commission began assisting the Village of Hortonville in the update of its existing comprehensive plan that was adopted in 2003. As part of this update, revisions based on current U.S. Census information will be made, and other background information will be reviewed and revised as necessary. The planning effort is intended to build upon the Village's recently completed strategic planning effort. For more information, please contact Kathy Thunes, P.E. Principal Community Development Planner at kthunes@eastcentralrpc.org
2013 Technical Assistance Project Awards Approved

In the fall of 2012, the Commission solicited member units of government (counties, towns, villages, and cities) for potential 2013 Technical Assistance Projects. A total of 41 project requests were received and ranked by staff for review by our Steering Committee. In December, 2012 thirty-two of the projects were selected for assistance as listed in the table below.

These new projects will be initiated during the course of 2013 while work continues on approximately 15 additional local projects which are still in progress from the pool of projects selected in 2011 and 2012.

If you did not request a project, or for some reason, your request failed to make the selection process, please be aware that Commission staff can still provide your community with additional limited assistance throughout the year in the areas of transportation, economic development, demographic data services, and sewer service planning. These programs areas are funded separately from the Technical Assistance Program, and therefore limited staff time can be used on an ‘as needed’ basis throughout the year.

If your community has additional needs throughout the year in these areas, please call the appropriate staff person, or Eric Fowle, Executive Director at (920) 751-4770 to discuss them in more detail.

And lastly, remember that our staff is always available for quick phone calls or e-mail questions from member communities regarding planning related issues, guidance, and directing you to the resources you need.

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<tr>
<th>County</th>
<th>Requesting Entity</th>
<th>Project Description</th>
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<td>Marketing Analysis (City-Wide)</td>
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<td>Calumet</td>
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<td>V. Hortonville</td>
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<tr>
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<td>Outagamie</td>
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<td>T. Clayton</td>
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**Wisconsin Center for Commercialization Resources is Ready for Your Ideas**

In 2011 the Economic Development Administration (EDA) awarded the Wisconsin Center for Commercialization Resources (WCCR) a Federal University Center grant. The WCCR is now up and running and is comprised of five regional universities: Marquette University, Milwaukee School of Engineering, University of Wisconsin-Milwaukee, University of Wisconsin-Parkside, and University of Wisconsin-Whitewater.

This unique collaboration of resources is positioned to assist economic development by focusing primarily on product commercialization efforts and opportunities within Wisconsin. The WCCR is a valuable resource for individuals and businesses located throughout Wisconsin to access business development/product development assistance.

The center is open for the first time entrepreneur, or an existing business. The primary objective of the WCCR is to facilitate the entire commercialization process, by providing resources and services for moving a project through various stages from idea, to proof of concept, to prototyping, to launch. This is another great service that can assist area businesses to help create jobs in East Central Wisconsin. More information on services offered by WCCR can be found on their website at: www.wi-wcccr.org

**Shawano Pathways Teams Up with Transform WI**

East Central staff has teamed up with Shawano Pathways and the Shawano-Menominee Counties Health Department to implement the Transform Wisconsin Active Communities Grant. The $160,000 grant was awarded in July 2012 and focuses on the development of joint-use agreements and policies in the Shawano School District area over the next two and a half years. Work to date has included developing an inventory of existing active opportunities, public outreach, project branding, and training from Transform WI staff.

Staff has greatly benefited from existing work from project partners. Shawano Pathways, a local non-profit, focuses on creating an environment where everyone can be active and has promoted and developed many opportunities. The Shawano-Menominee Counties Health Department has provided outstanding background data and provides the needed connections to further project work. Both organizations assistance is critical as research shows that making recreational facilities more accessible to the public significantly increases a person’s ability to be physically active.

For more information on this project please contact Tom Baron, ECWRPC Planner, at (920) 751-4770 or tbaron@eastcentralrpc.org

**Fond du Lac Convention & Visitors Bureau Launches New Brand!**

The Fond du Lac Convention & Visitors Bureau (FVB) recently hosted a Brand Reveal event at Fond du Lac’s beautiful Windhover Center to present its new destination brand, logo and tagline.

The FVB is a Destination Marketing Organization whose mission is to market the Fond du Lac area as a travel destination. The FVB’s goal is to convince travelers (tourists, tournaments, corporate retreats and association meetings) to visit more frequently and stay longer so as to bring more tourism dollars into the community.

Fond du Lac’s new destination brand was research-driven and built around the community’s affordability, accessibility, abundant activities and location on Lake Winnebago. In fact, the brand’s logo alludes to the area’s most important resource, Lake Winnebago, and its associated outdoor activities. The tagline, born out of FVB’s research, indicates a particularly welcoming community and simply invites travelers to C’mon in.

During the Brand Reveal event, Stephanie Klett, Wisconsin’s Secretary of Tourism, highlighted Fond du Lac County as having the largest percentage increase in tourism dollars spent in Wisconsin in 2011 (over $100 million). Unfortunately, Fond du Lac lags behind many Wisconsin destinations in tourism revenue. The Commission hopes that the Fond du Lac Visitor’s Bureau is successful with this new initiative as it is a key component in all of our Counties’ attempts to increase economic development through the power of tourism.

To learn more about FVB’s new brand, or to see how it’s being utilized, see their website at www.fdl.com or contact their President, Craig Molitor at cmolitor@fdl.com

**Community Initiatives in Sustainable Agriculture (CISA) Conference - April 5-7**

The Community Initiatives in Sustainable Agriculture (CISA) Conference is aimed at young people who are interested in sustainable agriculture. CISA’s mission is to provide the necessary community, resources, and experience to establish and support new farmers. CISA is also the launching point of our Community Farm Incubator Program in the Appleton area. The 2013 CISA conference will take place on the Lawrence University campus April 5-7, 2013. Register and read more at www.communityfarmincubator.org/gather. For questions, please contact Mia Ljung via e-mail at mia@communityfarmincubator.org
Northeast Wisconsin Business Plan Competition Winners Announced

The 2012 Northeast Wisconsin Business Plan Competition opened for entries on July 15, 2012 and over 50 entrepreneurs initially submitted a Business Concept Statement. After being required to submit a 1,000-word Business Idea Abstract and a Full Business Plan, four finalists were selected to move on to the final round of judging for a chance to receive up to $10,000.

On Monday, December 17, 2012, four finalists made proposals to a panel of business and economic development professionals. The following results were announced:

- **First Place Prize of $10,000** - DealCoach.com of Green Bay, WI
- **Second Place Prize $5,000** - DroolWorks! of Hortonville, WI
- **Third Place Prize $3,000** - Heavy Pedal Bicycles LLC of Manitowoc, WI
- **Fourth Place Prize $2,000** - International Business Development Inc., of Chilton, WI


For additional information on the competition, visit the New North website (http://www.thenewnorth.com/newrep), or contact Katherine Ahlquist, Economic Development Planner at kahlquist@eastcentralrpc.org.

Comprehensive Outdoor and Recreation Planning Updates

As part of East Central’s Technical Assistance Program, staff has been aiding Winnebago County’s Park and Recreation Department in their Comprehensive Plan update process. Goals and objectives have been identified, background information completed, inventory maps printed, initiation of a public survey, and 3 public informational meetings scheduled for additional feedback. Staff has been working diligently on a needs assessment and materials for the public information meetings being held throughout the County, Village of Winneconne (Jan 21, 2013), Town of Menasha (Feb. 4, 2013), City of Oshkosh (Feb. 18, 2013). Press releases were sent out via the newspaper and media outlets. Future meetings will cover preliminary recommendations from the survey and meetings and an Action Plan for implementation of future park areas. Final adoption should be in early spring of 2013.

There is still time to fill out the survey if you live in the County or use its facilities. Please visit https://www.surveymonkey.com/s/WinnebagoParks, we welcome your comments!

Other communities scheduled for the 2013 parks planning work program are the Town of Grand Chute (Outagamie County), the City of Neenah (Winnebago County), the City of Shawano (Shawano County) and Shawano County itself. These will be kicked off soon, as well as a few local park site projects within the region.

For more information on this plan or other park and recreational updates please contact Trish Nau, Principal Recreation Planner at tnau@eastcentralrpc.org.

ECWRPC Providing EMSI Analyst Data Upon Request

East Central Wisconsin Regional Planning Commission (ECWRPC) partnered with the Wisconsin Economic Development Corporation (WEDC) to obtain a one year license from the Economic Modeling Specialists, Inc. (EMSI) Analyst program. EMSI Analyst is used by ECWRPC to provide economic data to requesting economic development entities or municipalities in the East Central WI Region as a service of WEDC.

EMSI data is composed of comprehensive information on industries, occupations, demographics - as well as things like occupational skills, education, training, and even the names and size of companies in your region broken down by industry. EMSI links more than 90 data sources from federal agencies like the Bureau of Labor Statistics to state and private sources.

WHAT CAN EMSI ANALYST PROVIDE FOR YOUR COMMUNITY?

- General population & demographic data
- Economic data for site selectors and business
- Workforce knowledge & skill concentration information based on NAICS/SOC codes
- Education program completions and training gap data
- Potential business expansion/contraction modeling

For questions, comments or to submit an EMSI Analyst data request please contact Katherine Ahlquist, Economic Development Planner at kahlquist@eastcentralrpc.org or Adam Pfefferle, GIS Specialist II at apfefferle@eastcentralrpc.org.
Finding Creative Volunteering Partnerships

East Central’s aquatic invasive species coordinator (AISC) has recently partnered with the Outagamie County Restorative Justice (RJ) Program. The RJ participants provide community service hours that can be used as AIS volunteer grant match. The RJ program participants are currently assembling AIS related educational outreach packets that are filled with native and invasive species identification cards, stickers, and temporary tattoos. These packets will be used at large scale youth outreach events scheduled in early 2013.

East Central’s AIS Coordinator and the RJ Supervisors will continue to coordinate community service opportunities throughout the 2013 spring and summer. A few of the supervised community service projects planned are: assist recreational boaters remove aquatic vegetation from boat trailers; raking boat launch lanes clear of vegetation, and; boat launch and shoreline litter clean-up.

East Central is also coordinating with the Fox-Wolf Watershed Alliance and communities within Outagamie County for a possible RJ supervised community service project. This potential project will utilize the RJ program to install or re-paint the storm water gutter/drain stencils that communities use for storm water educational outreach. These RJ community service projects will provide much needed services to the region and will provide positive working experiences that build character skills for the RJ participants. Building successful partnerships and good service projects will not only help the Outagamie County Restorative Justice program succeed; they will help build strong communities, where local leaders give troubled youth a chance to become a positive member of our community. East Central is proud to be part of this program.

ECWRPC Population Projection Update

It is anticipated that East Central Wisconsin Regional Planning Commission will be updating population projections for the Region sometime in 2013. Updated population projections will be posted to the ECWRPC website as soon as they are completed. In the meantime, the 2005-2030 Population Projections for Communities in East Central Wisconsin can be found on the ECWRPC website: http://www.eastcentralrpc.org/data_center/demographic/files/Population%20Projection%20Methodology2005Plans%20final.pdf

The State of Wisconsin’s Department of Administration has posted their State Preliminary Population Projections, 2010-2040, based from the 2010 U.S. Census. Please visit the WI-DOA website for the State preliminary report: http://www.doa.state.wi.us/subcategory.asp?link=9

For more information on ECWRPC’s population projections contact Katherine Ahlquist at kahlquist@eastcentralrpc.org or (920) 751-4770 x 6821.

Global Trade Taskforce Wraps Up 2012 with New North Summit

As part of the implementation of the recently completed NE Wisconsin Global Trade Strategy final report, project staff hosted a breakout session at the New North Annual Summit. The session, “New North Global Trade: An Innovative pathway to increasing regional exports” attracted approximately 60 participants and included presentations by the Global Trade Strategy project consultant and business leaders in our region who spoke about their success in the exporting arena. The presentations were followed up with a question and answer session with a panel of export professionals.

Staff continues to work on goal implementation in 2013 that includes developing metrics for tracking export growth in the East Central Region and developing background information and maps that will assist local economic development professionals. These tasks were identified as part of the five major goals developed for the final report. The final report can be viewed by visiting www.eastcentralrpc.org and clicking on the Global Trade Strategy Reports. Please contact Tom Baron at (920) 751-4770 or tbaron@eastcentralrpc.org with questions or comments.

NR 135 Reclamation Program Roundtable Meeting Hosted by East Central

East Central staff teamed up with the WDNR to host a Reclamation Authority (RA’s) Roundtable Meeting at the East Central offices on January 24, 2013. Twenty seven people attended the meeting from counties in the Northeast, Eastern, Southern and Central Wisconsin. Some topics of discussion included:

- Mine site inspections - Frequency and documentation to ensure compliance with the approved reclamation plan and applicable regulations;
- Tom Portle (WDNR) reported on the results of the 2012 performance review audits he conducted with an emphasis on financial assurance issues;
- Financial assurance - accuracy, re-evaluation, keeping it current;
- Reclamation success criteria and evaluation approaches.

Feedback from these annual roundtable meetings have shown to be valuable to NR 135 Administrators. If you have any question on the reclamation program call Scott Konkle, ECWRPC Reclamation Specialist, at (920) 751-4770 or skonkle@eastcentralrpc.org
Lake Winnebago and its sister waterways, like the Fox River, Lake Butte des Morts and Lake Poygan, are the heart of our region. No matter which of the five surrounding counties you live in, these waterways are integral to our economy, way of life and family memories. For generations, they've defined our businesses and free-time. And, as a region, we are proud to be defined by them in return.

Lake Winnebago and its neighboring waterways are big. But being big can lead to big problems.

The health and economy of the Winnebago system faces challenges from inconsistent policies and practices among the many communities and jurisdictions that use and manage its resources. This contributes to water quality issues and affects the tourism and business industries. A work together, regional approach, should be enhanced so the Winnebago system can continue to play its vital role in our lives, as a source of drinking water, sport and economic opportunity.

Like the communities that surround the Winnebago Waterways, these potential problems are interconnected. The solutions are too.

Weigh-in on the Winnebago Waterways is a collaborative project of five counties including Calumet, Fond du Lac, Outagamie, Waushara and Winnebago with additional support coming from entities like UW-Extension. It is funded by a planning grant from the Wisconsin Department of Natural Resources. The group is dedicated to protecting our local lakes, rivers and economy and is looking to engage community groups, county staff, nonprofit organizations and other local interest groups. The diverse membership is working collaboratively to gather public opinion input and to turn that input into a plan.

Gathering public input is important.

The first phase of this project, currently underway, is a stakeholder engagement process during which the team will identify priority issues with help from public stakeholder groups such as anglers, boaters, conservationists, policy experts, tourism boards, homeowners, business owners and farmers. From mid-February through April 2013, people from these stakeholder groups and other members of the public will have the chance to participate in online surveys and public meetings. By understanding the needs and priorities of the system's users, the team can best identify ways to reduce inefficient spending and redundant policies. Future project phases will identify opportunities and strategies for initiating a cohesive management approach to the Lake Winnebago system.

The East Central Wisconsin Regional Planning Commission is proud to be involved in this collaborative process. The Commission's Open Space & Environmental Management Committee - while initially having reservations about the Commission leading this effort - are in full support of our staff's involvement due to the regional nature of the issues at hand. East Central also has a long history of doing planning work related to water quality (i.e. Sewer Service Area Planning, Aquatic Invasive Species Program, etc.) and many of the issues addressed in this project connect directly to recreation and economic development, both being steadfast elements of the Commission's work program.

Join the Effort

With shared input and collaboration, the communities and counties in the Lake Winnebago system can restore and preserve local waterways, while still considering the varied needs of all users. And it starts with input from stakeholders and the public. Anyone interested in more information on this project can sign up to receive 2-3 informational emails per month through May 2013 by visiting www.surveymonkey.com/s/WinnebagoUpdate
Wisconsin Department of Transportation Safe Routes to School Grants Awarded

On December 3, 2012, Governor Walker announced approval of approximately $3.3 million in Safe Routes to School (SRTS) awards, which will assist 17 Wisconsin communities with Safe Routes to School projects in 2013. Of the 17 projects, five are for planning purposes, while 12 are for infrastructure and non-infrastructure improvements to support existing Safe Routes to School programs. East Central was among the grant recipients of infrastructure/non-infrastructure funds in our region.

The East Central Regional SRTS Program received funds to continue work on the following initiatives:

- Regional SRTS Strategic Plan
- Local SRTS Action Plans
- Encouragement Activities Such as Walking School Bus Programs, Walk to School Day, and Bicycle Safety Month
- Continuation of the Media/Marketing Campaign
- Youth Engagement Program
- Development of Evidence Based Practices

City of Omro: Funding includes enhancements to crosswalk signage and flashing beacons for pedestrian crossings on State Highways 21 and 116 along with materials and equipment for the Bicycle Shoppe and Young Mechanics Program at Omro Middle School.

City of Green Lake: Funding for sidewalk along North Street which will greatly increase that safety of students using that corridor. This section of North Street is also utilized in the Green Lake Walking School Bus Program.

For more information on the Safe Routes to School grants and a complete list of grant recipients please visit the Wisconsin DOT SRTS website.

Most recently East Central held a series of public information/input meetings throughout the study area, receiving comments identifying gaps, barriers, and need connections. The first meeting was held at UW-Fox Valley on November 27th in which roughly 30 people were in attendance. This meeting was also covered by Fox 11 news and WHBY radio.

The second meeting was held at the Oshkosh City Hall on December 5th in which roughly 25 people were in attendance. This meeting was covered by Channel 5 news and WOSH radio.

The third and final meeting was held at the Little Chute Village Hall on December 11th in which roughly 15 people were in attendance. This meeting was also covered by WHBY radio.

Staff continues to review and process all public comment received to date on the project. In addition, the project’s steering committee met on January 29, 2013 to review and discuss all of the public comment and next steps in the planning process. Please visit the project’s webpage for more information and take a moment to complete the biking and walking surveys (links in the orange tab at the top of the webpage): www.fcompo.org/planning-activities/bicycle-and-pedestrian-planning

If you would like more information on this exciting planning effort, please contact Jason Kakatsch, Principal Transportation Planner at jkakatsch@eastcentralrpc.org or (920) 751-4770.

Winnebago County to Complete of a County Specialized Transportation Study

Recently, the Winnebago County Aging and Disability Resource Center (ADRC) was awarded a specialized transportation planning grant through the Wisconsin Department of Transportation to produce a Specialized Transportation Plan to identify services gaps, needs, and barriers for residents primarily in rural Winnebago County. The total project cost is $70,000 in which the grant share of $56,000 will cover 80 percent, while the local match of $14,000, provided by the Winnebago County ADRC, will cover 20 percent. With a rapidly growing aging and disabled population, the plan will also offer recommendations to improve and address future demand of specialized transportation services.

As a member of the East Central Wisconsin Regional Planning Commission, Winnebago County has contracted with East Central to manage and facilitate the planning process. As part of this planning process, a Steering Committee composed of consumers and key specialized transportation stakeholders will begin meeting in February to assist in guiding the planning process. The plan is expected to be completed in late summer/early fall of 2013 when the plan recommendations will be showcased at a Winnebago County Specialized Transportation Summit. If you would like more information, please contact Jason Kakatsch, Principal Transportation Planner at jkakatsch@eastcentralrpc.org or (920) 751-4770.
COMMISSION OFFICERS

Bob Hermes, Menominee County
Chair
Donna Kalata, Waushara County
Vice-Chair

... Eric W. Fowle AICP
Executive Director
Walt Raith
Vicky Johnson
Editors

The East Central Wisconsin Regional Planning Commission’s CY 2012 planning program is supported by state and federal assistance. A portion of the funding for this publication was provided by the Federal Highway Administration, Federal Transit Administration, the Wisconsin Department of Transportation, the Economic Development Administration, and the Wisconsin Department of Natural Resources. The contents of this document do not necessarily reflect the official views and policies of the U.S. Department of Transportation, Federal Highway Administration.

UPCOMING MEETINGS AND EVENTS

- **February 26-27, 2013**, Midwest Manure Summit, Radisson Hotel & Conference Center, Green Bay. For more info and registration visit [www.midwestmanure.com](http://www.midwestmanure.com)

- **March 5-6, 2013**, Fox Wolf Watershed Alliance Conference, Bridgewood Resort and Conference Center, Neenah. Visit [www.fsra.org](http://www.fsra.org)

- **March 6, 2013**, 8:00 A.M. - 4:00 P.M., Lawn to Lake - Sustainable Lawn & Landscape Care Workshop, Milwaukee Area Technical College, Main Building, Milwaukee. For complete seminar info and registration visit [www.spcweb.org/training](http://www.spcweb.org/training) or call 773-878-7378, Ext. 202


- **March 13, 2013**, 1:00 P.M., Community Facilities Committee Meeting, Grand Chute Town Hall


- **April 6, 2013**, Milwaukee Audubon Society Annual Conference, Concordia College

- **April 9 2013**, 9:00 A.M., Open Space and Environmental Management Committee Meeting, ECWRPC Offices

- **April 9, 2013**, 1:30 P.M., Transportation Committee Meeting, ECWRPC Offices

- **April 10, 2013**, 1:30 P.M., Economic Development Committee Meeting, ECWRPC Offices

- **April 12, 2013**, 10:00 A.M., Regional Comprehensive Planning Committee Meeting, ECWRPC Offices

- **April 13-17, 2013**, American Planning Association Annual Conference, Chicago, IL. Check [http://planning.org/conference](http://planning.org/conference) for more information

- **April 26, 2013**, ECWRPC Quarterly/Annual Meeting, Time and Location TBD


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