

**CITY OF WHITEWATER
COMMON COUNCIL AGENDA**

Common Council Meeting
Tuesday, December 1, 2009 – 6:30 p.m.
City of Whitewater Municipal Building Community Room
312 W. Whitewater Street Whitewater, Wisconsin

CALL TO ORDER, ROLL CALL, AND PLEDGE OF ALLEGIANCE.

CONSENT AGENDA:

CA-A	Approval of Council Minutes of 11/3/09.
CA-B	Acknowledgment of Receipt and Filing of : *Whitewater University Technology Park Board Minutes of 11/13/09.
CA-C	Approval of Payment of Invoices processed through November 24, 2009.
CA-D	Expedited approval of the following items, per city staff recommendation: C-3, C-4.

REPORTS:

City Manager	1) State Legislative Issues.
School Supt.	1) Introduction of School District Administrator, Dr. Suzanne Zentner & Report on School District matters.
Park and Rec. Director	1) Update of Facility Reservation Policies (new fees).

HEARING OF CITIZEN COMMENTS. No formal Common Council Action will be taken during this meeting although issues raised may become a part of a future agenda. Participants are allotted a 3-5 minute speaking period. Specific items listed on the agenda may not be discussed at this time; however citizens are invited to speak to those specific issues at the time the Council discusses that particular item.

COMMON COUNCIL ANNOUNCEMENTS.

RESOLUTIONS:

R-1	Adoption of Resolution in Support of Wisconsin Cable Consumer Repair Legislation (Cable Coordinator Request).
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ORDINANCES – First Reading

O-1	Repealing Tree Commission (City Manager Request).
O-2	Establishing Urban Forestry Commission (City Manager Request).

ORDINANCES – Second Reading - None

CONSIDERATIONS:

C-1	Presentation of 2009 Comprehensive Plan Community Surveys Report (City Manager Request).
C-2	Review of Common Council E-Mail Policy and Possible Action on Policy (Councilmember Binnie Request).
*C-3	Approval of 2010-2012 Ambulance Services Agreements with Towns of Cold Spring, Lima, Koshkonong, Whitewater, Johnstown, and Richmond (City Manager Request).
*C-4	Authorization for the disposal of surplus City-owned vehicles and subsequent sale by Sweeney Auction Associates (DPW Director Request)
C-5	Discussion and possible direction regarding general parking regulations (Councilmember Taylor Request).
C-6	Consideration and possible action of cancellation of January 5, 2010 Council Meeting.
C-7	Councilmember Requests for Future Agenda Items.
C-8	Adjournment.

Anyone requiring special arrangements is asked to call the Office of the City Manager / City Clerk at least 72 hours prior to the meeting.

- **Items denoted with asterisks will be approved on the Consent Agenda unless any council member requests that it be removed for individual discussion.**

**ABSTRACT/SYNOPSIS OF THE ESSENTIAL ELEMENTS OF THE OFFICIAL
ACTIONS OF THE COMMON COUNCIL OF THE CITY OF WHITEWATER,
WALWORTH AND JEFFERSON COUNTIES, WISCONSIN.**

November 3, 2009.

The regular meeting of the Common Council was called to order at 6:30 p.m. by Council President Singer. MEMBERS PRESENT: Olsen, Taylor, Winship, Binnie, Singer, Kienbaum, Stewart. MEMBERS ABSENT: None. LEGAL COUNSEL PRESENT: McDonell.

It was moved by Olsen and seconded by Taylor to acknowledge receipt and filing of the Landmarks Commission minutes of 8/5/09 and the CDA minutes of 9/28/09. AYES: Olsen, Taylor, Winship, Binnie, Singer, Kienbaum, Stewart. NOES: None. ABSENT: None.

APPROVAL OF PAYMENT OF INVOICES. It was moved by Olsen and seconded by Taylor to approve payment of city invoices in the total sum of \$177,891.74. AYES: Olsen, Taylor, Winship, Binnie, Singer, Kienbaum, Stewart. NOES: None. ABSENT: None.

CITIZEN COMMENTS: Kienbaum spoke on behalf of a resident who feels that there should be more signage allowed in the City for the benefit of those who are visiting. She stated that some of the regulations for signage should be relaxed. Caitlin Dobson, an intern with Career and Leadership Development on campus and a member of SEAL (Student Entertainment and Awareness League), asked for a community drop-off site to be designated for Whitewater Toys for Tots. Taylor commended the Lego League on their presentation to the Park Board. This grade school project researched the expansion of bike paths in the City.

**RESOLUTION AUTHORIZING SUBMITTAL OF ENERGY EFFICIENCY
COMMUNITY BLOCK GRANT.** City Manager Brunner stated that the City is in a good position to receive up to \$225,000 in Energy Efficiency and Conservation Block Grant funds for municipal building retrofits and energy efficient or LED light replacements. Potential projects are still being evaluated, although the list of proposed projects include the Young Memorial Library building VAV system and variable frequency drive blowers and hot water circulating pumps; the Downtown Armory hot water heater replacement; the White Memorial Building boiler replacement with two smaller boilers; the Municipal Building boiler replacement, variable frequency drives for hot water circulating pumps and hot water heater replacement; and the downtown lighting (Street, City parking lot and bollards). Not all of the proposed projects can be included in the grant application. The exact final project list would be determined by city staff in consultation with Focus on Energy. The grant requires a 20% match, so the projects would not exceed \$260,000.

RESOLUTION APPROVING SUBMITTAL OF ENERGY EFFICIENCY AND CONSERVATION BLOCK GRANT FOR MUNICIPAL BUILDING RETROFITS AND ENERGY EFFICIENT OR LED LIGHT REPLACEMENT

WHEREAS, the City of Whitewater, Walworth and Jefferson Counties, Wisconsin, and the Whitewater Common Council have taken numerous actions in recent years to have its facilities become more energy efficient; and

WHEREAS, the City of Whitewater has declared itself a partner with the State of Wisconsin in the pursuit of the State 25 x '25 goals for energy independence; and

WHEREAS, the State of Wisconsin has received funding from the American Recovery and Reinvestment Act (ARRA) through the Energy Efficiency and Conservation Block Grant (EECBG) Program of the U.S. Department of Energy; and

WHEREAS, approximately \$9.5 million of these funds will be awarded to local governments (non Community Development Block Grant entitlement municipalities) actively undertaking projects that improve energy efficiency and the reduction of energy use and fossil fuel emissions; and

WHEREAS, the city administration has identified a number of potential energy efficiency and reduction projects that qualify for potential EECBG projects;

NOW THEREFORE BE IT RESOLVED, by the Common Council of the City of Whitewater, Walworth and Jefferson Counties, Wisconsin that the City Manager be authorized to submit an application to the State of Wisconsin for EECBG funding up to the allowable grant maximum of \$225,000 with a commitment of 20% of the final grant amount to be matched by the City with funds to be appropriated from the Capital Improvement Fund with a final list of projects to be submitted to be based upon the best rate of return on investment as determined by city staff and Wisconsin Focus on Energy; and

BE IT FURTHER RESOLVED that the City Manager continue with efforts to work with Wisconsin Focus on Energy on funding available through its programs.

Resolution introduced by Councilmember Olsen, who moved its adoption. Seconded by Councilmember Taylor. AYES: Olsen, Taylor, Kienbaum, Winship, Binnie, Stewart, Singer. NOES: None. ADOPTED: November 3, 2009.

Kevin M. Brunner, City Manager

Michele R. Smith, City Clerk

APPROVING DEVELOPMENT AGREEMENT WITH QIAN VENTURES LLC RELATING TO 850 JANESVILLE STREET. Presented for approval is a Development Agreement for commercial redevelopment of property at 850 S. Janesville Street. The proposal is consistent with the TIF 6 project plan.

RESOLUTION APPROVING DEVELOPMENT AGREEMENT (CONTRACT FOR REDEVELOPMENT) WITH QIAN VENTURES LLC (RUSSELL WALTON) FOR PROPERTY AT 850 S. JANESVILLE STREET.

WHEREAS, the City of Whitewater, Walworth and Jefferson Counties, Wisconsin, supports orderly development of the community in accordance with adopted City plans and policies and the efficient provision of municipal services to serve such development, and

WHEREAS, Qian Ventures LLC (Russell Walton) has proposed a commercial redevelopment which is in conformance with adopted City plans, policies, and Titles 18 and 19 of the City Code of Ordinances of the City of Whitewater, and

WHEREAS this commercial redevelopment project is consistent with the Tax Incremental District No. 6 Project Plan and will serve to promote redevelopment within Whitewater TID No. 6 and eliminate blight within this area of the community; and

WHEREAS the City of Whitewater and Qian Ventures LLC have negotiated a development agreement (contract for redevelopment) to establish the responsibilities and timetables for the development, and Whitewater Community Development Authority has recommended its adoption,

NOW THEREFORE, BE IT RESOLVED, that the Common Council of the City of Whitewater authorizes the execution of a development agreement with Qian Ventures LLC for the redevelopment of the property located at 850 S. Janesville Street, and authorizes the City Manager and City Clerk to execute the agreements and documents necessary for said approvals.

BE IT FURTHER RESOLVED, that approval of this development agreement is conditioned upon final approval of the plans and specifications for this project by the Whitewater Plan and Architectural Review Commission, as required in the agreement.

Resolution introduced by Councilmember Olsen, who moved its adoption. Seconded by Councilmember Taylor. AYES: Olsen, Taylor, Winship, Binnie, Singer, Kienbaum, Stewart. NOES: None. ABSENT: None. ADOPTED: November 3, 2009.

Kevin M. Brunner, City Manager

Michele R. Smith, City Clerk

RESOLUTION AUTHORIZING SUBMISSION OF SITE ASSESSMENT GRANT APPLICATION FOR PROPERTY LOCATED AT 202 E. MAIN STREET.

City Manager Brunner said that CDA took action to enter into a contract with Ayres Associates for the submittal of three DNR Site Assessment Grants. The Brownfield Assessment grant helps local governments conduct initial activities and investigations at properties with known or suspected environmental contamination. The CDA has recommended approval of submittal of the grant applications for three properties.

RESOLUTION AUTHORIZING THE SUBMITTAL OF A ROUND 10 STATE GRANT APPLICATION FOR THE 202 E. MAIN STREET, WHITEWATER, WI 53190 PROPERTY BY KEVIN BRUNNER, CITY MANAGER, AND THE SUBSEQUENT APPROPRIATION OF CITY OF WHITEWATER TAX INCREMENT FINANCE DISTRICT 4 FUNDS FOR A BROWNFIELD SITE ASSESSMENT GRANT

WHEREAS, the City of Whitewater recognizes that the remediation and redevelopment of Brownfields is an important part of protecting Wisconsin's resources; and

WHEREAS, in this action the City of Whitewater Common Council has declared its intent to complete the Brownfield Site Assessment Grant activities described in the application if awarded funds; and

WHEREAS, the City of Whitewater will maintain records documenting all expenditures made during the Brownfield Site Assessment Grant period; and

WHEREAS, the City of Whitewater will allow employees from the Department of Natural Resources access to inspect the grant site or facility and grant records; and

WHEREAS, the City of Whitewater will submit a final report to the Department which will accompany the final payment request.

IT IS, THEREFORE RESOLVED THAT:

The City of Whitewater Common Council requests funds and assistance available from the Wisconsin Department of Natural Resources under the Brownfield Site Assessment Grant Program for 202 E. Main Street, Whitewater, WI 53190, and will comply with state rules for the program; and

HEREBY AUTHORIZES Kevin Brunner, City Manager, to act on the behalf of the City of Whitewater to: submit an application to the State of Wisconsin for financial aid for Brownfield Site Assessment Grant purposes, sign documents, and take necessary action to undertake, direct, and complete approved grant activities.

Resolution introduced by Councilmember Olsen, who moved its adoption. Seconded by Councilmember Taylor. AYES: Olsen, Taylor, Winship, Binnie, Singer, Kienbaum, Stewart. NOES: None. ABSENT: None. ADOPTED: November 3, 2009.

Kevin M. Brunner, City Manager

Michele R. Smith, City Clerk

RESOLUTION AUTHORIZING SUBMISSION OF SITE ASSESSMENT GRANT APPLICATION FOR PROPERTY LOCATED AT 212 E. MAIN STREET. City Manager Brunner said that CDA took action to enter into a contract with Ayres Associates for the submittal of three DNR Site Assessment Grants. The Brownfield Assessment grant helps local governments conduct initial activities and investigations at properties with known or suspected

environmental contamination. The CDA has recommended approval of submittal of the grant applications for three properties.

RESOLUTION AUTHORIZING THE SUBMITTAL OF A ROUND 10 STATE GRANT APPLICATION FOR THE 212 E. MAIN STREET, WHITEWATER, WI 53190 PROPERTY BY KEVIN BRUNNER, CITY MANAGER, AND THE SUBSEQUENT APPROPRIATION OF CITY OF WHITEWATER TAX INCREMENT FINANCE DISTRICT 4 FUNDS FOR A BROWNFIELD SITE ASSESSMENT GRANT

WHEREAS, the City of Whitewater recognizes that the remediation and redevelopment of Brownfields is an important part of protecting Wisconsin's resources; and

WHEREAS, in this action the City of Whitewater Common Council has declared its intent to complete the Brownfield Site Assessment Grant activities described in the application if awarded funds; and

WHEREAS, the City of Whitewater will maintain records documenting all expenditures made during the Brownfield Site Assessment Grant period; and

WHEREAS, the City of Whitewater will allow employees from the Department of Natural Resources access to inspect the grant site or facility and grant records; and

WHEREAS, the City of Whitewater will submit a final report to the Department which will accompany the final payment request.

IT IS, THEREFORE RESOLVED THAT:

The City of Whitewater Common Council requests funds and assistance available from the Wisconsin Department of Natural Resources under the Brownfield Site Assessment Grant Program for 212 E. Main Street, Whitewater, WI 53190, and will comply with state rules for the program; and

HEREBY AUTHORIZES Kevin Brunner, City Manager, to act on the behalf of the City of Whitewater to: submit an application to the State of Wisconsin for financial aid for Brownfield Site Assessment Grant purposes, sign documents, and take necessary action to undertake, direct, and complete approved grant activities.

Resolution introduced by Councilmember Olsen, who moved its adoption. Seconded by Councilmember Taylor. AYES: Olsen, Taylor, Winship, Binnie, Singer, Kienbaum, Stewart. NOES: None. ABSENT: None. ADOPTED: November 3, 2009.

Kevin M. Brunner, City Manager

Michele R. Smith, City Clerk

RESOLUTION AUTHORIZING SUBMISSION OF SITE ASSESSMENT GRANT APPLICATION FOR PROPERTY LOCATED AT 503 S. JANESVILLE STREET. City Manager Brunner said that CDA took action to enter into a contract with Ayres Associates for

the submittal of three DNR Site Assessment Grants. The Brownfield Assessment grant helps local governments conduct initial activities and investigations at properties with known or suspected environmental contamination. The CDA has recommended approval of submittal of the grant applications for three properties.

RESOLUTION AUTHORIZING THE SUBMITTAL OF A ROUND 10 STATE GRANT APPLICATION FOR THE 503 S. JANESVILLE STREET, WHITEWATER, WI 53190 PROPERTY BY MARY NIMM, COMMUNITY DEVELOPMENT AUTHORITY COORDINATOR, AND THE SUBSEQUENT APPROPRIATION OF CITY OF WHITEWATER TAX INCREMENT FINANCE DISTRICT 6 FUNDS FOR A BROWNFIELD SITE ASSESSMENT GRANT

WHEREAS, the Whitewater Community Development Authority recognizes that the remediation and redevelopment of Brownfields is an important part of protecting Wisconsin's resources; and

WHEREAS, in this action the Whitewater Community Development Authority Board of Directors has declared its intent to complete the Brownfield Site Assessment Grant activities described in the application if awarded funds; and

WHEREAS, the Whitewater Community Development Authority will maintain records documenting all expenditures made during the Brownfield Site Assessment Grant period; and

WHEREAS, the Whitewater Community Development Authority will allow employees from the Department of Natural Resources access to inspect the grant site or facility and grant records; and

WHEREAS, the Whitewater Community Development Authority will submit a final report to the Department which will accompany the final payment request.

IT IS, THEREFORE RESOLVED THAT:

The Whitewater Community Development Authority requests funds and assistance available from the Wisconsin Department of Natural Resources under the Brownfield Site Assessment Grant Program for 503 S. Janesville Street, Whitewater, WI 53190, and will comply with state rules for the program; and

HEREBY AUTHORIZES Mary Nimm, Community Development Authority Coordinator, to act on the behalf of the City of Whitewater to: submit an application to the State of Wisconsin for financial aid for Brownfield Site Assessment Grant purposes, sign documents, and take necessary action to undertake, direct, and complete approved grant activities.

Resolution introduced by Councilmember Olsen, who moved its adoption. Seconded by Councilmember Taylor. AYES: Olsen, Taylor, Winship, Binnie, Singer, Kienbaum, Stewart. NOES: None. ABSENT: None. ADOPTED: November 3, 2009.

Kevin M. Brunner, City Manager

Michele R. Smith, City Clerk

APPROVAL OF STRAND ASSOCIATES PROPOSAL TO COMPLETE FIVE POINTS INTERSECTION PRELIMINARY ENGINEERING STUDY. City Manager Brunner stated that there is interest in redevelopment of the Five Points area. DPW Director Fischer stated that the City has been asked several times to improve the Five Points intersection (Janesville, Walworth, and Summit intersection). Fischer explained that since the creation of TIF 6, the City now has a funding source for the project. It was moved by Olsen and seconded by Winship to approve a proposal with Strand Associates to complete a preliminary Engineering study for the Five Points intersection. AYES: Olsen, Taylor, Winship, Binnie, Singer, Kienbaum, Stewart. NOES: None. ABSENT: None.

REPORT ON MAIN STREET CORRIDOR SAFETY IMPROVEMENTS. In response to a request from Councilmember Kienbaum, City Manager Brunner indicated that he has been contacted with Councilmember concerns about lack of lighting on W. Main Street, between Prairie Street and Whiton Street. DPW Director Fischer stated that the contract for engineering of the traffic signals has been sent to the State for execution. Upon approval, the State will advertise for bids for the project. Although the City has been trying to move the process along quickly, there are numerous approvals needed through various departments, and the process has been slow. Fischer stated that the existing pedestrian crossing equipment will be removed from Whiton and Main once the traffic signal installation starts. The Cottage and Main equipment does not have indicators for the pedestrians to know whether the lights are flashing for the vehicles, and does not have the eye-level flashing signage for the vehicles. These indicator lights and flashing signs will be moved from Whiton to Cottage once the traffic signal project starts. Increased lighting on Main Street will result from the installation of the traffic signal.

APPROVAL OF REQUEST FROM WHITEWATER SNO-SEEKERS SNOWMOBILE CLUB TO TRAVERSE CERTAIN CITY STREETS. It was moved by Olsen and seconded by Winship to approve the annual request from the Sno-Seekers Snowmobile Club to traverse certain city streets. AYES: Olsen, Taylor, Winship, Binnie, Singer, Kienbaum, Stewart. NOES: None. ABSENT: None.

REVIEW OF PROPOSED 2010 BUDGET AND POSSIBLE DIRECTION(S) REGARDING BUDGET, INCLUDING DISCUSSION OF OPTIONS REGARDING REORGANIZATION OF CITY EMPLOYEE AND OFFICER POSITIONS AND SALARIES. **Library** Library Director Lunsford informed Council that library visits, circulation and attendance at children's programs have all increased considerably. One particularly notable increase is in the use of computers by patrons and requests for computer related reference assistance. Wireless access has also increased the number of patrons using computers in the building. There is a fund-raising feasibility study in process for the library addition which is not yet complete. **Cable TV.** Cable Coordinator Luckett provided information relating to employee expenses as well as upcoming changes in equipment and programming. **CDA.** CDA Coordinator Nimm presented a budget that has been approved by the CDA board, and is \$17,000 less than the previous year's budget. **Police.** Chief Coan stated that the Police Department has made every effort to trim the budget to keep it in line with Council's request for a 0% increase. Coan stated that the Police Department will fill the open

Records Technician position in January. Brunner added that, although there has been a general hiring freeze, some positions must be filled because of legal and operational needs. The City has applied for and received funding from a joint grant in conjunction with Delevan and Lake Geneva to support an on-board computer system enabling officers to write tickets and write accident reports in the field for a total of around \$36,000. The City also has also received a grant to aid with costs of replacement of bullet proof vests. Fire/Rescue. Fire Chief Gregoire indicated the State is mandating narrow-band communications to start in 2011, which will mean that all pagers will have to be changed out and portable radios will need replacement or reprogramming. Saubert and Gregoire noted that there are user fees for fire and rescue calls, most of which are paid for by insurance companies. Roy Rockwell noted additional capital expenses for crash crew turnout gear, replacement of portable section units in the fire trucks and an ethernet switch for use in the training room.

In order to reach the zero percent increase requested by Council, City Manager Brunner explained that he made the following cuts to the budget: 1) \$15,000 decrease in the animal contract for a new total of \$7,000, 2) decrease in Library Services of \$2,919; 3) Reduction in Police capital equipment and overtime budgets in the total sum of \$10,419; 4) reduced ambulance operating supplies by \$5,000; 5) deleting Alliance of Cities dues of \$1,772; 6) reduce contingencies to relect 1% of total operating budget; 7) \$2,000 savings on professional development for non-existent City Planner; 8) reductions in car allowances, and; 9) CDA transfer reduction of \$1,882. Saubert stated that the changes total a \$46,055 reduction.

It was moved by Winship and seconded by Stewart to approve the budget as presented by City Manager Brunner.

It was the moved by Winship and seconded by Stewart to amend the budget, with the intent to strike the Alliance of Cities reduction of \$1772 from the main amendment (thereby adding that expenditure back into the budget). AYES: Olsen, Taylor, Winship, Binnie, Singer, Kienbaum, Stewart. NOES: None. ABSENT: None. Amendment passes.

It was moved by Taylor and seconded by Olsen to amend the budget to allow for the purchase of three portable radios for the Police Department at a cost of \$2,500. AYES: Olsen, Taylor, Singer. NOES: Winship, Binnie, Kienbaum, Stewart. ABSENT: None. AMENDMENT FAILS.

A vote was then taken on the amended motion to approve the budget, with the understanding that the Alliance of Cities dues will be put back into the budget (\$1772). AYES: Olsen, Taylor, Winship, Binnie, Singer, Kienbaum, Stewart. NOES: None. ABSENT: None.

It was moved by Singer and seconded by Winship to cut the Human Resources Coordinator position and the half-time clerical position in the Wastewater budget, and to provide for a City Manager Assistant. Singer stated that the City Manager has expressed support for the new position, with the understanding that the position will also be responsible for Human Resources coordination. Singer recommended that the position be funded with the \$92,000 in salary savings, as well as a \$6,700 savings to the General Fund/Wastewater.

Brunner indicated the Human Resources Coordinator position is meant to include special projects which assist the City Manager and department heads. A City Manager Assistant would have human resource duties, as well as grant writing, project management, and general administrative responsibilities, including supervision. After discussion, the motion was withdrawn. The City Manager was directed to come back with a proposal concerning reorganization and assistance to his position. Brunner stated that he would prefer to stay within the existing budget.

It was then moved by Olsen and seconded by Kienbaum to return the Human Resources Coordinator position to a 50% position. AYES: Olsen, Kienbaum. NOES: Taylor, Winship, Binnie, Singer, Stewart. ABSENT: None.

COUNCILMEMBER REQUESTS FOR FUTURE AGENDA ITEMS. Taylor requested a detailed listing of money the City spends on food.

ADJOURNMENT. Being no further business to come before the meeting it was moved by Olsen and seconded by Taylor to adjourn the meeting at 9:05 pm. AYES: Olsen, Taylor, Winship, Binnie, Singer, Kienbaum, Stewart. NOES: None.

Respectfully Submitted,

Michele R. Smith,
City Clerk

Whitewater University Technology Park Board
Lakefront Conference Room, City Municipal Building
312 W Whitewater Street
Minutes for November 13, 2009

1. **Call to Order.**

The meeting was called to order at 1:00 PM by President Telfer. Members present: Jeff Knight, John Chenoweth, Jim Stewart, Kevin Brunner, Richard Telfer, Ronald Gayhart, and Peter Zaballos (left meeting at approx. 2 p.m.). Absent: None. Others present: Dan Swanson and Scott Lewellin(J.P. Cullen & Sons), Jim Caldwell, Denise Ehlen, Derek Erlitz, Cliff Goodhart (Eppstein Uhen), Mary Nimm and Mike Van Den Bosch (WCEDA).

2. **Approval of Minutes.**

It was moved by Chenoweth and seconded by Gayhart to approve the minutes of the November 2, 2009 meeting. The motion was approved.

3. **Review Tech Park Director position description.**

The Board briefly reviewed the proposed job description for the Tech Park Executive Director position. After discussion, it was requested that Ehlen revise the position description and bring it back for additional board review and approval.

4. **Discussion and Approval of Innovation Center Design.**

Cliff Goodhart, Dan Swanson and Scott Llwelyn presented the schematic design and the cost options / value engineering for the Innovation Center building project. A series of possible cost reductions were reviewed by the board. There was general consensus that the second floor should be reduced by approximately 1300 square feet and adding a clerestory and relocating the stairwell to the main building. A final decision will be made at the next meeting of the board after Eppstein Uhen has the opportunity to develop this further. The goal of keeping total building construction costs of approximately \$5 million is to be maintained.

The cost options / value engineering items that were reviewed are attached as part of the minutes.

5. **Closed Session.**

It was moved by Chenoweth and seconded by Stewart to adjourn to Closed Session pursuant to Wisconsin State Statutes 19/85 (1)(e) "Deliberating or negotiating the purchasing of public funds, or conducting other specified public business, whenever competitive or bargaining reasons require a closed session." Ayes: Brunner, Telfer, Chenoweth, Stewart, Gayhart, Knight. The meeting was convened to closed session at approximately 2:30 p.m. During the closed session the Source and Use document for the Innovation Center was reviewed as well as an update on potential anchor tenants. Moved by Gayhart, seconded by Stewart to reconvene to open session. Ayes: Chenoweth, Stewart, Gayhart, Telfer, Brunner, Knight. Meeting reconvened to open session at approximately 2:50 p.m.

6. **EDA Updates.**

Brunner indicated that the city staff had a telephone conversation last week with Muhammad Sayeed of the EDA regarding the grant project check list as well as what was necessary to get initial approvals to go forward on the three projects. Brunner also indicated that the contracts for Architectural Services / Design Development Services (Eppstein Uhen) and Construction

Management Services (J.P. Cullen & Sons) for the Whitewater Innovation Center as well as the Engineering Services Contract (Strand and Associates) for both the Starin Road extension and Tech Park Improvement Projects have been submitted for expedited approval by the EDA. As soon as EDA approval has been secured for all three contracts, these contracts will be let.

7. Furniture for Innovation Center.

Ehlen distributed a summary of furniture and equipment from the College of Business and Economics that is suitable for relocation /sale to the Innovation Center. This furniture will be kept in storage until such time as it might be used at the Innovation Center.

8. Project Management.

It was moved by Gayhart and seconded by Brunner to comply with the EDA request that the CDA be designated as the lead agency on the EDA grant and that Mary Nimm be named the Project Manager with the provision that she will work closely with Denise Ehlen on meeting any and all grant requirements. Approved.

9. Next Meeting.

A meeting will held in early December to meet with Eppstein Uhen and J.P. Cullen to finalize the Innovation Center building plans. Brunner also announced that a joint meeting of the Community Development Authority and the Tech Park Board of Directors has been scheduled for Monday, December 14, 2009 at 4:30 p.m. to discuss the financing of the Whitewater Innovation Center building project with representatives from Robert W. Baird & Company. Following this meeting, final financing plans will need to be presented to the Whitewater Common Council for its review and approval.

10. Adjournment.

It was then moved by Knight and seconded by Chenoweth to adjourn.

Ayes: Chenoweth, Knight, Brunner, Gayhart, Stewart, Telfer. Noes: None. Meeting was adjourned at 3:03 p.m.

Respectfully Submitted,

Kevin Brunner, Secretary

Report Criteria:

- Detail report.
- Invoices with totals above \$0.00 included.
- Paid and unpaid invoices included.

Vendor	Vendor Name	Invoice Number	Description	Invoice Date	Net Invoice Amount	GL Account Number
ADVANCE PRINTING INC						
1295	ADVANCE PRINTING INC	99071	WATER/ENVELOPES	12/01/2009	225.00	610-61921-310
1295	ADVANCE PRINTING INC	99071	WASTEWATER/ENVELOPES	12/01/2009	225.00	620-62820-310
1295	ADVANCE PRINTING INC	99071	FINANCE/ENVELOPES	12/01/2009	225.00	100-51500-310
Total ADVANCE PRINTING INC:					675.00	
ADVANTAGE SAFETY PLUS						
4998	ADVANTAGE SAFETY PLUS	1668	GEN BLDG/BLDG MAINTENANC	12/01/2009	336.00	100-51600-355
4998	ADVANTAGE SAFETY PLUS	1682	GEN BLDG/BLDG MAINTENANC	12/01/2009	160.56	100-51600-355
Total ADVANTAGE SAFETY PLUS:					496.56	
AIRGAS NORTH CENTRAL						
4760	AIRGAS NORTH CENTRAL	105006901	WASTEWATER/OPERATING SU	12/01/2009	39.19	620-62840-340
Total AIRGAS NORTH CENTRAL:					39.19	
ALL PEST CONTROL						
4613	ALL PEST CONTROL	2009-1965	COMMUNITY BLDG/ PEST CON	12/01/2009	52.00	100-51600-840
Total ALL PEST CONTROL:					52.00	
ANDERSON, BRIAN						
4862	ANDERSON, BRIAN	WINCHESTER	RESCUE/1283 HOOK	12/01/2009	5.27	100-52300-241
Total ANDERSON, BRIAN:					5.27	
ANICH LUMBER & HARDWAR CO, AJ						
1601	ANICH LUMBER & HARDWAR C	18155S	SAFETY BLDG/BLDG MAINTEN	12/01/2009	26.00	100-51600-355
Total ANICH LUMBER & HARDWAR CO, AJ:					26.00	
APPLIED ECOLOGICAL SERVICE INC						
4827	APPLIED ECOLOGICAL SERVIC	19621	TID 4/2009 MONITORING	12/01/2009	1,250.00	440-57663-219
Total APPLIED ECOLOGICAL SERVICE INC:					1,250.00	
AT&T						
3917	AT&T	3917-1201200	GEN BLDG/PHONE	12/01/2009	762.89	100-51600-225
3917	AT&T	3917-1201200	WATER/INTERNET	12/01/2009	60.00	610-61921-310
Total AT&T:					822.89	
AT&T LONG DISTANCE						
4746	AT&T LONG DISTANCE	4746-120109	SAFETY BLDG/PHONE	12/01/2009	103.79	100-51600-225
4746	AT&T LONG DISTANCE	4746-120109	CABLE/PHONE	12/01/2009	.07	200-55110-225
Total AT&T LONG DISTANCE:					103.86	
B&M TECHNICAL SERVICES						
5149	B&M TECHNICAL SERVICES	1072	WASTEWATER/LIFT STATION R	12/01/2009	251.26	620-62830-353

Vendor	Vendor Name	Invoice Number	Description	Invoice Date	Net Invoice Amount	GL Account Number
Total B&M TECHNICAL SERVICES:					251.26	
BROWN CAB SERVICE						
47	BROWN CAB SERVICE	OCT09	CAB SERVICE/OCTOBER	12/01/2009	12,074.75	235-51350-295
Total BROWN CAB SERVICE:					12,074.75	
DAN'S MEAT MARKET						
4580	DAN'S MEAT MARKET	594525	RESCUE/OPERATING SUPPLIE	12/01/2009	38.66	100-52300-340
Total DAN'S MEAT MARKET:					38.66	
EMERGENCY MEDICAL PRODUCTS						
115	EMERGENCY MEDICAL PRODU	1223043	RESCUE/OPERATING SUPPLIE	12/01/2009	434.12	100-52300-340
115	EMERGENCY MEDICAL PRODU	1227189	RESCUE/OPERATING SUPPLIE	12/01/2009	495.92	100-52300-340
115	EMERGENCY MEDICAL PRODU	1227472	RESCUE/OPERATING SUPPLIE	12/01/2009	123.98	100-52300-340
Total EMERGENCY MEDICAL PRODUCTS:					1,054.02	
FEDERAL SIGNAL CORP						
465	FEDERAL SIGNAL CORP	93847991	WASTEWATER/OPERATING SU	12/01/2009	57.89	620-62840-340
Total FEDERAL SIGNAL CORP:					57.89	
FERO'S AUTO & TOWING SERVICE						
243	FERO'S AUTO & TOWING SERV	648379	FIRE/VEHICLE REPAIRS	12/01/2009	30.95	100-52200-241
Total FERO'S AUTO & TOWING SERVICE:					30.95	
FIRE-RESCUE SUPPLY LLC						
3886	FIRE-RESCUE SUPPLY LLC	2368	FIRE/EQUIPMENT REPAIRS	12/01/2009	279.00	100-52200-242
3886	FIRE-RESCUE SUPPLY LLC	2368	FIRE/CAPITAL EQUIPMENT	12/01/2009	260.00	100-52200-810
3886	FIRE-RESCUE SUPPLY LLC	2388	FIRE/EQUIPMENT REPAIRS	12/01/2009	65.00	100-52200-242
Total FIRE-RESCUE SUPPLY LLC:					604.00	
FOREST LANDSCAPING & CONSTR INC						
5589	FOREST LANDSCAPING & CON	PAY EST #3	TID 4/NORTH & FIRST ST	12/01/2009	214,165.40	440-57663-832
Total FOREST LANDSCAPING & CONSTR INC:					214,165.40	
FORT HEALTHCARE						
151	FORT HEALTHCARE	11/05/09	RESCUE/OPERATING SUPPLIE	12/01/2009	320.00	100-52300-340
Total FORT HEALTHCARE:					320.00	
FULL COMPASS SYSTEMS LTD						
724	FULL COMPASS SYSTEMS LTD	3431363	CABLE/CAPITAL EQUIPMENT	12/01/2009	501.43	200-55110-810
724	FULL COMPASS SYSTEMS LTD	3437993	CABLE/CAPITAL EQUIPMENT	12/01/2009	422.70	200-55110-810
724	FULL COMPASS SYSTEMS LTD	3439658	CABLE/CAPITAL EQUIPMENT	12/01/2009	147.49	200-55110-810
Total FULL COMPASS SYSTEMS LTD:					1,071.62	
HARMS, KELSEY						
4409	HARMS, KELSEY	REIMBURSE	REC/WORK PERMIT	12/01/2009	10.00	100-55210-310

Vendor	Vendor Name	Invoice Number	Description	Invoice Date	Net Invoice Amount	GL Account Number
Total HARMS, KELSEY:					10.00	
HIGGINS, HOWARD						
3067	HIGGINS, HOWARD	FUEL	CRASH CREW/OPERATING SU	12/01/2009	66.10	100-52210-340
Total HIGGINS, HOWARD:					66.10	
INNOVATIVE BUSINESS PRODUCTS INC						
5459	INNOVATIVE BUSINESS PROD	61589	CABLE/OPERATING SUPPLIES	12/01/2009	365.68	200-55110-340
5459	INNOVATIVE BUSINESS PROD	61627	CABLE/OPERATING SUPPLIES	12/01/2009	88.18	200-55110-340
Total INNOVATIVE BUSINESS PRODUCTS INC:					453.86	
JAMES IMAGING SYSTEMS INC						
4617	JAMES IMAGING SYSTEMS INC	9086228	GEN ADMN/COPIER	12/01/2009	383.13	100-51450-244
4617	JAMES IMAGING SYSTEMS INC	9086228	GEN ADMN/COPIES	12/01/2009	114.40	100-51400-310
4617	JAMES IMAGING SYSTEMS INC	9086228	COUNCIL/COPIES	12/01/2009	171.60	100-51100-310
Total JAMES IMAGING SYSTEMS INC:					669.13	
JOHNSON BLOCK & CO INC						
4258	JOHNSON BLOCK & CO INC	00111929	TID 3/AUDIT	12/01/2009	1,828.00	430-57662-219
Total JOHNSON BLOCK & CO INC:					1,828.00	
MENARDS						
494	MENARDS	78808443	CABLE/SET DESIGN	12/01/2009	192.38	200-55110-362
Total MENARDS:					192.38	
MESSNER INC						
508	MESSNER INC	367350-00	LIBRARY/BLDG MAINTENANCE	12/01/2009	11.54	100-55111-355
508	MESSNER INC	367350-00	GEN BLDG/BLDG MAINTENANC	12/01/2009	95.08	100-51600-355
Total MESSNER INC:					106.62	
MILLER, LAUREN						
900	MILLER, LAUREN	LICENSE	WATER/CDL RENEWAL	12/01/2009	40.00	610-61921-310
Total MILLER, LAUREN:					40.00	
MILPORT ENTERPRISES INC						
1408	MILPORT ENTERPRISES INC	191287	WASTEWATER/CHEMICALS	12/01/2009	5,276.62	620-62840-341
Total MILPORT ENTERPRISES INC:					5,276.62	
NORTH WOODS SUPERIOR CHEMICAL						
1947	NORTH WOODS SUPERIOR CH	9297	WASTEWATER/OPERATING SU	12/01/2009	221.42	620-62840-340
Total NORTH WOODS SUPERIOR CHEMICAL:					221.42	
OFFICE DEPOT						
4146	OFFICE DEPOT	494989999001	RESCUE/OFFICE SUPPLIES	12/01/2009	61.96	100-52300-310
Total OFFICE DEPOT:					61.96	

Vendor	Vendor Name	Invoice Number	Description	Invoice Date	Net Invoice Amount	GL Account Number
OLSEN SAFETY EQUIPMENT CORP (Cont.)						
4450	OLSEN SAFETY EQUIPMENT C	0230121-IN	WASTEWATER/OPERATING SU	12/01/2009	209.75	620-62840-340
Total OLSEN SAFETY EQUIPMENT CORP:					209.75	
PAUL CONWAY SHIELDS						
5394	PAUL CONWAY SHIELDS	0258541-IN	FIRE/CAPITAL EQUIPMENT	12/01/2009	210.50	100-52200-810
5394	PAUL CONWAY SHIELDS	0259068-IN	CRASH CREW/OPERATING SU	12/01/2009	42.52	100-52210-340
Total PAUL CONWAY SHIELDS:					253.02	
PMI						
5492	PMI	0201055	RESCUE/OPERATING SUPPLIE	12/01/2009	17.70	100-52300-340
5492	PMI	0201455	RESCUE/OPERATING SUPPLIE	12/01/2009	559.49	100-52300-340
5492	PMI	0202381	RESCUE/OPERATING SUPPLIE	12/01/2009	689.80	100-52300-340
Total PMI:					1,266.99	
QUILL CORPORATION						
445	QUILL CORPORATION	C3041564	GEN ADMN/CD BOXES	12/01/2009	44.95	100-51400-310
Total QUILL CORPORATION:					44.95	
RAYMOND P CATTELL INC						
5498	RAYMOND P CATTELL INC	FINAL PMT	TID 4/WHITEWATER ST	12/01/2009	11,634.54	440-57663-834
Total RAYMOND P CATTELL INC:					11,634.54	
SCHENK-HUEGEL CO						
72	SCHENK-HUEGEL CO	197433	CRASH CREW/OPERATING SU	12/01/2009	45.05	100-52210-340
Total SCHENK-HUEGEL CO:					45.05	
STRAND ASSOCIATES INC						
358	STRAND ASSOCIATES INC	0075386	WASTEWATER/EQUIPMENT RE	12/01/2009	573.17	620-62820-219
358	STRAND ASSOCIATES INC	0075512	TID 4/NORTH & 1ST ST	12/01/2009	5,582.57	440-57663-832
358	STRAND ASSOCIATES INC	0075513	WASTEWATER/IMPROVEMENT	12/01/2009	8,992.47	620-62820-219
358	STRAND ASSOCIATES INC	0075582	TID 4/TECHNOLOGY PARK	12/01/2009	4,043.59	440-57663-841
358	STRAND ASSOCIATES INC	0075583	TID 4/TECHNOLOGY PARK	12/01/2009	680.00	440-57663-841
358	STRAND ASSOCIATES INC	0075584	TID 4/STARIN RD	12/01/2009	4,530.81	440-57663-840
358	STRAND ASSOCIATES INC	0075585	TID 4/STARIN RD	12/01/2009	6,774.95	440-57663-840
Total STRAND ASSOCIATES INC:					31,177.56	
UNDERWRITERS LABS INC						
1290	UNDERWRITERS LABS INC	710150391555	FIRE/VEHICLE REPAIRS	12/01/2009	125.00	100-52200-241
Total UNDERWRITERS LABS INC:					125.00	
UNITED PARCEL SERVICE						
19	UNITED PARCEL SERVICE	00000X36X846	WATER/STATE LAB	12/01/2009	11.76	610-61630-340
19	UNITED PARCEL SERVICE	00000X36X846	POLICE ADMN/STANARD & ASS	12/01/2009	14.87	100-52100-310
19	UNITED PARCEL SERVICE	00000X36X846	FINANCE/WEGNER	12/01/2009	9.93	100-51500-310
Total UNITED PARCEL SERVICE:					36.56	
VORPAGEL SERVICE INC						
41	VORPAGEL SERVICE INC	25113	SAFETY BLDG/HEAT & AIR	12/01/2009	1,607.17	100-51600-244

Vendor	Vendor Name	Invoice Number	Description	Invoice Date	Net Invoice Amount	GL Account Number
41	VORPAGEL SERVICE INC	25115	WHITE BLDG/HEAT & AIR	12/01/2009	1,453.86	100-51600-244
41	VORPAGEL SERVICE INC	25117	ARMORY/BLDG HEAT & AIR	12/01/2009	2,065.77	100-51600-244
Total VORPAGEL SERVICE INC:					5,126.80	
WAUSAU TILE INC						
3935	WAUSAU TILE INC	367954	PARKLAND DEVELOPMENT/BE	12/01/2009	5,180.00	245-56120-822
3935	WAUSAU TILE INC	367954	TID 4/NEW PLAZA PLANTERS	12/01/2009	1,934.12	440-57663-834
Total WAUSAU TILE INC:					7,114.12	
WHITEWATER CHAMBER OF COMMERCE						
628	WHITEWATER CHAMBER OF C	CHAMBER LU	CDA/KNIGHT	12/01/2009	10.00	900-56500-341
Total WHITEWATER CHAMBER OF COMMERCE:					10.00	
WHITEWATER FIRE DEPT						
284	WHITEWATER FIRE DEPT	12/01/2009	FIRE/EMPLOYEE ED & TRNG	12/01/2009	440.00	100-52200-154
284	WHITEWATER FIRE DEPT	12/01/2009	FIRE/OFFICE SUPPLIES	12/01/2009	30.00	100-52200-310
Total WHITEWATER FIRE DEPT:					470.00	
WI EMPLOYMENT RELATIONS						
187	WI EMPLOYMENT RELATIONS	14406 RP	LEGAL/GRIEVANCE ARBITRATI	12/01/2009	400.00	100-51300-219
Total WI EMPLOYMENT RELATIONS:					400.00	
WIS DEPT OF TRANSPORTATION						
1236	WIS DEPT OF TRANSPORTATI	2010 USE AGR	GEN BLDG/WI RAILROAD RIGH	12/01/2009	65.00	100-51600-340
Total WIS DEPT OF TRANSPORTATION:					65.00	
Grand Totals:					300,044.75	

Dated: November 24, 2009

Finance Director: *[Signature]*

Report Criteria:
Detail report.
Invoices with totals above \$0.00 included.
Paid and unpaid invoices included.

CITY OF WHITEWATER POLICY		TITLE: Facility Rental & Reservation
POLICY SOURCE: Parks and Recreation Department	Parks and Recreation Board Approval Date: 11/10/08 Revised: 11/02/09	TEXT NAME: G:\Park & Rec\Policy\ Facility Rental & Reservation Policy

I. PURPOSE

The Whitewater Parks and Recreation Department schedules, maintains, rents, and reserves indoor facilities, park shelters, and outdoor athletic facilities to the general Whitewater community and surrounding area. These facilities, which include the Downtown Armory, Starin Community Building, Cravath Lakefront Community Center, ball diamonds, soccer fields and tennis courts, are located in City parks and also on city property. The Parks and Recreation Department will schedule these athletic facilities for its own programs, the Whitewater Unified School District, the University of Wisconsin-Whitewater and other private and not-for-profit groups and organizations. These other groups and organizations include, but are not limited to: Traveling Basketball, Traveling Baseball, and the Whitewater Soccer Club. The following policies and procedures have been developed to facilitate the scheduling of athletic facilities by all organizations.

II. SCHEDULING PRIORITIES

The Whitewater Parks and Recreation Department will determine capacity limits for all facilities consistent with established and accepted standards to maintain facilities for continued use. These capacities will be utilized when scheduling activities and may impact the availability of facilities for reservations.

The Whitewater Parks and Recreation Department schedules and reserves facilities according to the following priorities:

1. All Whitewater Parks and Recreation programs (games, scheduled practices, matches, camps, and instructional programs) will be the first programs scheduled at facilities that are managed/maintained by the Parks and Recreation Department.
2. Whitewater Unified School District programs/athletic events will be the second programs scheduled at facilities managed/maintained by the City.
3. Whitewater Unified School District programs/athletic events will be the first programs scheduled at facilities owned by the District.
4. Whitewater Parks and Recreation programs will be the second programs scheduled at facilities owned by the Whitewater Unified School District.
5. Private and/or not-for-profit groups and organizations which reserved facilities managed/maintained by the City will have their programs and events scheduled after all Parks and Recreation and School District programs have been scheduled.

III. GROUP CLASSIFICATIONS

Group 1 No Charge

Partner Organizations will not be charged a facility rental fee for their facility usage provided that their facility use is for the purposes of holding an organization meeting, practice, game, etc. Partner organizations provide a charitable good to the Whitewater community and have had a history of receiving free rentals for facility space.

Exception: Partner List members holding an event serving food or drink will require paying the entire rental fee. Exclusions: Optimist Breakfast w/ Santa & Kiwanis Pancake Breakfast
Any event serving alcohol will be required to pay 100 % of rental fee.

Partner List:

Tax Funded Organizations:

City of Whitewater
Whitewater Unified School District
Chamber of Commerce
Downtown Whitewater
Whitewater Tourism Council
Whitewater Arts Alliance
Whitewater Historical Society

Local Civic/Charitable Groups:

Kiwanis Club (Breakfast, Noon, Circle K)
Knights of Columbus
League of Women Voters
Optimists
Lions Club

Local Community Program Providers:

National Multiple Sclerosis Society
Special Olympics
Relay for Life (ACS)
4th of July Committee
Local Registered Political Parties
Walworth County Health Services
Whitewater 4H
Boy Scouts
Girl Scouts
Stone Mill Quilters
AWANA

Youth Sports Organizations:

Whitewater Traveling Basketball
Whitewater Traveling Baseball
J-Hawks
Whitewater Youth Soccer

Note: To be added or considered as a partner organization, please submit a letter of request to the Parks & Recreation Director. Decisions will be based on charitable contribution to the community and/or services provided to youth in our local community.

Group 2 25% of Listed Fee

Non-partner civic or charitable group holding an event, meeting, or practice without food & beverage that is free to the public to attend

Group 3 50% of Listed Fee

University of Wisconsin-Whitewater Recognized Organizations, Groups, Schools, Athletics
Private Events not serving food or beverages that are free to the public

Group 4 100% of Listed Fee

Private Event serving food and/or alcohol
Private Event charging admission

The Whitewater Parks and Recreation Department reserves the right to deny programs and/or special events which conflict with existing programs, use facilities for an event the facilities were not intended, or cause undue hardship on the facility and/or surrounding area. The availability of facilities for Class 1 may be limited based on requests and other rentals. Groups in Class 1-3 can provide the damage deposit or sign a "financial responsibility and damage deposit" form.

IV. FEES & CHARGES

	Facility	Capacity	4 Hours or Less Fee		Per Hour Fee Over 4 Hours	
			Resident	Non-Resident	Resident	Non-Resident
	Cravath Lake Community Center	100	\$220.00	\$275.00	\$40.00	\$50.00
	Starin Community Building	100	\$150.00	\$190.00	\$30.00	\$40.00
	Armory Gym w/ kitchen	300	\$150.00	\$190.00	\$30.00	\$40.00
	Armory Dance Studio	25	\$150.00	\$190.00	\$30.00	\$40.00
	Armory Activity/Meeting Room	25	\$75.00	\$95.00	\$15.00	\$20.00

	Facility	Capacity	Daily Fee	
			Resident	Non-Resident
	Cravath Lake Picnic Shelter	100	\$60.00	\$75.00
NEW	Trippe Lake Shelter (beach)	100	\$70.00	\$90.00
	Trippe Lake Picnic Shelter	100	\$50.00	\$65.00
	Starin Picnic Shelter	100	\$50.00	\$65.00
	Starin Kiwanis Picnic Shelter	100	\$50.00	\$65.00

	Facility	Capacity	Daily Fee		Field Location
			Resident	Non-Resident	
	Starin Ball Diamond	N/A	\$80.00	\$100.00	() Softball () North () South
	w/ lights	N/A	\$150.00	\$190.00	() Softball () North () South

A minimum of 50% "down payment" must be made at the time of building reservation; balance due at time of key pick up.

Rental Damage Deposit

A \$500 damage deposit is required with any facility reservation, \$100 for picnic shelter reservations. These deposits can be paid in one of two ways. The first option is to provide a valid MasterCard or Visa Card; this card will be charged for any damage that occurs. The second option is to write a check to the City of Whitewater for the amount of the required deposit. This check will be cashed the day it is submitted and the damage deposit will be returned within two weeks if no damage is incurred.

Long Term Rental Discount

Group 4 Rental Groups interested in special rates based on continuous use must enter request 10 days prior to the month they are requesting use to the Parks and Recreation Director, who shall present an agreement to the Parks and Recreation Board for their approval at the next scheduled monthly meeting.

Proposed rates would become effective January 1, 2010.

V. RULES & REGULATIONS

- All facility reservations must be made and completed in full a minimum of 10 days prior to the event.
- Remember to check the site when you arrive! If there are any damages/problems please call 262-473-0122 immediately and leave a detailed message. The exact time of your call and your concerns will be documented.
- Separate permits are required for renters that are serving alcohol, using amplified sound systems, or anyone selling merchandise or booth space. These permits can be obtained from the City Clerk's office.
- All park regulations shall be observed. Municipal Buildings open at 8:00 am and close by 11:00 pm unless approved by the City Clerk at the time the contract is signed. Parks are open at 6:00 am and close at 12:00 am (midnight). The renter will forfeit \$100 of the damage deposit if they are in violation of the park curfew ordinance.
- Payment for the reservation is due in full before the facility is reserved. Photo ID is required with completed facility request form AND payment of damage deposit, as renter you are responsible for damages.
- Keys are not distributed on weekend days. You must stop by City Hall before your event, Monday – Friday between 8 am and 5 pm. Failure to pick up a key will result in a \$50 charge from your security deposit. Failure to return the keys within 5 days of the rental or lost keys the renter will forfeit \$500 of the damage deposit.
- Consumption of alcohol is by permit only and in compliance with applicable ordinances and regulations. Permits/requests to have alcohol in a city facility should be submitted with payment at least 2 weeks prior to the event date. Only the applicant may request an alcohol permit, and photo ID is required with the application. Failure to obtain the proper permits the renter will forfeit \$500 of the damage deposit.
- Applicant shall be liable for any loss, damage or injury sustained by virtue of the activity conducted. Damages fees are as follows: replace rectangular table \$150, replace folding chair \$50, replace stackable chair \$150, replace 60" round table \$350. Building maintenance will be estimated at a rate of \$50/hour. Carpet cleaning will result in a \$300 charge and any floor refinishing or resurfacing will range in cost from \$300-\$550.
- Handicapped accessible entrance doors are not allowed or able to be propped open. Please do not try and force the doors to stay open. Any damage done to the doors by keeping them open will be assessed to your damage deposit.
- No smoking is allowed in the City of Whitewater Buildings. Failure to comply the renter will forfeit \$500 of the damage deposit.
- Decorations are not to be attached in any way to the suspended ceiling at the Community Building. An eye-bolt is available in the ceiling of the West Room for hanging decorations. In all City facilities renters should avoid placing tape on the walls, if tape is needed the Parks and Recreation Department will supply special tape to be used on the walls. No crepe paper is allowed in any rental facility.
- Please keep our facilities clean. It is the renter's responsibility to: bring your own dishtowels/cloths, wipe down tables and chairs and restore to the original locations, wipe down counters, appliances, and other surfaces, vacuum/clean floors and walls of any spills, clean any garbage from around the outside of the facility that your group may have caused, take all garbage with you after your event. Failure to remove garbage from the site is a \$100 charge against the damage deposit.
- Tent structures must be approved by the Parks and Recreation Director at time of facility request and comply with Diggers Hotline, Building Code and Fire Code requirements. No approval will be given and installation denied if compliance is not met.
- A minimum of 50% "down payment" is required at time of reservation. Refunds for reservation fees will be given up to 30 days before the event. Cancellations within 30 days of the rental will not be refunded.
- Photo ID Required with facility request AND payment of damage deposit.

City of Whitewater, Wisconsin
RESOLUTION # _____
In Support of Wisconsin Cable Consumer Repair Legislation

WHEREAS, ACT 42 (The Video Competition Bill) was enacted into law in January of 2008, and

WHEREAS, Act 42 abrogated all local cable TV franchises and established statewide licensing under the Department of Financial Institutions, and

WHEREAS, Act 42 reduced local authority over cable operator access to Rights of Way and consumer protections without increasing state enforcement capabilities in the area of consumer protection, and

WHEREAS, Act 42 has done great harm to Wisconsin's public, education, and government access (PEG) community television channels by

- Eliminating in 2011, PEG fees paid to local municipalities,
- Imposing costs for transmission equipment upon local municipalities that were traditionally the responsibility of the cable operator,
- Allowing video providers to move community channels out of the basic channel lineup (channels 2-23) and into the 90's and digital 900's for no apparent reason,
- Allowing video providers to reduce the quality, functionality and accessibility of community channels particularly by carrying community channels as websites under a series of menus.

WHEREAS, Act 42 promised "lower rates" in return for the above noted additional expenses, reduced revenues, reduced community programming accessibility and quality, and reduced local authority,

WHEREAS, Act 42 failed to deliver "lower rates" for the City of Whitewater cable TV subscribers,

NOW, THEREFORE, BE IT RESOLVED, that the City of Whitewater endorses the provisions of LRB 0945/7, the Cable Consumer Repair Bill, which seek to

- Rescind the sunset of PEG fees and allow municipalities to reinstate them up to 1%,
- Move oversight from the Department of Financial Institutions to the Public Service Commission,
- Mandate that video providers be required to pay for any change to the format of the community programming signal, transmission equipment, and the first 200 feet of a moved transmission line (clarification),
- Provide community access channels near to and with the same accessibility, functionality and quality as that provided to local broadcast television stations on the basic tier,
- Require that community access channels be viewable by every subscriber without additional service or equipment charges and without material degradation.

BE IT FINALLY RESOLVED, that a copy of this Resolution be transmitted to the Speaker of the Assembly Michael Sheridan, Leader of the Senate Russ Decker, Representative Gary Hebl (author), Representative Kim Hixson and Senator Judy Robson.

ADOPTED this 1st day of December 2009.

, City Manager

ATTEST:

City Clerk

Michele Smith

From: Wally McDonell [wkm@hmattys.com]
Sent: Monday, November 23, 2009 11:14 AM
To: Alan Lockett; Michele Smith
Subject: RE: Cable Consumer Repair Bill Resolution for Council

Alan,

The resolution looks good. Michele will remove the Treasurer designation under her name.

Wally

This electronic mail transmission and any attachments are confidential and may be privileged. They should be read or retained only by the intended recipient. If you have received this transmission in error, please notify the sender immediately and delete the transmission from your system.

Wallace K. McDonell
Harrison, Williams, McDonell, & Swatek, LLP
452 W. Main Street
P.O. Box 59
Whitewater, WI 53190
phone: 262-473-7900
fax: 262-473-7906
e-mail: wkm@hmattys.com

From: Alan Lockett [mailto:station13@ameritech.net]
Sent: Monday, November 23, 2009 9:20 AM
To: Michele Smith; Wally McDonell
Subject: Cable Consumer Repair Bill Resolution for Council

Wally,

Attached is a resolution for the Common Council Meeting on December 1st. Would you please look it over and give your approval. Michele requested that we send her a copy by Tuesday at noon.

This resolution was passed by City of Hudson, the Village of North Hudson, the City of Sturgeon Bay, and the City of Rice Lake.

Happy Thanks,

R. Alan Lockett

Cable TV Coordinator
City of Whitewater
312 W. Whitewater St.
Whitewater WI 53190

--- On Fri, 11/20/09, Michele Smith <MSmith@ci.whitewater.wi.us> wrote:

From: Michele Smith <MSmith@ci.whitewater.wi.us>
Subject: FW: Cable Consumer Repair Bill
To: "Alan Lockett" <station13@ameritech.net>
Date: Friday, November 20, 2009, 2:31 PM

Hi Alan,

I will need this by Tuesday noon. If you want to work with Wally on it, I am fine with that as I do not know anything about this. If you can provide a prototype, we can certainly update it.

R-1

Michele

From: Kevin Brunner
Sent: Friday, November 20, 2009 2:30 PM
To: Michele Smith
Cc: 'Alan Lockett'
Subject: RE: Cable Consumer Repair Bill

Michele-Alan has asked for this resolution to be on the next CC agenda...see no reason to not have the CC adopt. Please work with Alan on drafting the final resolution for CC consideration.

Kevin

Kevin M. Brunner

City Manager

City of Whitewater

312 W. Whitewater Street

Whitewater, WI 53190

262-473-0500 ext. 200

From: Alan Lockett [mailto:station13@ameritech.net]
Sent: Wednesday, November 18, 2009 11:40 AM
To: Kevin Brunner
Subject: Cable Consumer Repair Bill

Kevin,

State Representative Gary Hebl is bringing a Bill to the capital to fix the problems of the Video Competition Bill, Act 42. Yesterday there was a public hearing at the capital regarding it. Attached is a report from Mary Cardona of the WAPC and a Resolution in support of the repair bill. Can we put this resolution on the next council agenda? I can meet with you if you would like more information.

Thanks,

R. Alan Luckett

Cable TV Coordinator
City of Whitewater
312 W. Whitewater St.
Whitewater WI 53190

R-1

--- On Wed, 11/18/09, Mary Cardona, WAPC <wapc@tds.net> wrote:

From: Mary Cardona, WAPC <wapc@tds.net>
Subject: SAMPLE RESOLUTION re the Cable Consumer Repair Bill
To: WAPC.Members@nlpi109.prodigy.net
Cc: "Curt Witynski" <witynski@lwm-info.org>
Date: Wednesday, November 18, 2009, 11:21 AM

WAPC Members:

I've reviewed the resolutions passed by the City of Hudson, the Village of North Hudson, the City of Sturgeon Bay, and the City of Rice Lake. Attached please find a TEMPLATE based on these specific documents. I have made some minor changes.

I will be sure to post this on our website, so that you can also find it there, along with PDF's of the resolutions that have already been passed. Please approach your city officials about passing a resolution in support of the Cable Consumer Repair Bill.

Mary

Mary Cardona
Executive Director
Wisconsin Association of PEG Channels
ph: 608-215-5594
fax: 608-233-6148
wapc@tds.net

ORDINANCE NO. _____

ORDINANCE REPEALING CHAPTER 2.62 TREE COMMISSION

The Common Council of the City of Whitewater, Walworth and Jefferson Counties, Wisconsin, do hereby ordain as follows:

Section 1. Whitewater Municipal Code Chapter 2.62 Tree Commission is hereby repealed.

Ordinance introduced by Councilmember _____, who moved its adoption. Seconded by Councilmember _____.

AYES:

NOES:

ABSENT:

DATED:

Kevin Brunner, City Manager

Michele R. Smith, City Clerk

ORDINANCE NO. _____

ORDINANCE ESTABLISHING AN URBAN FORESTRY COMMISSION

(11/17/2009 – 2:15 p.m.)

The Common Council of the City of Whitewater, Walworth and Jefferson Counties, Wisconsin, do hereby ordain as follows:

Section 1. Whitewater Municipal Code Section 2.52.090 is hereby created to read as follows:

2.52.090 Urban Forestry Commission.

(1) **CREATION AND MEMBERSHIP.** The Urban Forestry Commission is hereby established as a permanent committee of the Park and Recreation Board. There shall be seven members on the Whitewater Urban Forestry Commission. Membership shall be as follows:

(a) Five citizen members shall be appointed under the procedures set forth in Whitewater Municipal Code, Chapter 2.12, each serving three year terms, staggered annually.

(b) One member of the Plan and Architectural Review Commission shall be appointed to the Whitewater Urban Forestry Commission.

(c) One member of the Park and Recreation Board shall be appointed to the Urban Forestry Commission.

(d) The City Forester or his/her designee shall serve as the nonvoting staff liaison to the Whitewater Urban Forestry Commission.

(2) **POWERS AND DUTIES.** The Urban Forestry Commission shall:

(a) Make recommendations to the City Forester and Park and Recreation Board concerning the care of all trees and shrubs planted in the rights-of-way of all streets or highways, or in any park or other public areas of the city;

(b) Prepare, and recommend for adoption by the Park and Recreation Board and the City Council, an Urban Forestry Management Plan, which shall include provisions for the planting, maintenance and protection of all public trees and shrubs, and make recommendations for amendments thereto as the Urban Forestry Commission shall determine appropriate from time to time. The Urban Forestry Management Plan may contain any or all of the following elements:

1. **Street Tree and Shrub Planting Plan.** A proposed plan for the orderly and systematic planting of new or replacement trees and shrubs in the terraces or

boulevards along city streets in a manner which minimizes conflicts between trees and shrubs and other public use of streets, facilitates care of the trees and shrubs, and enhances the aesthetics of the city streetscapes. The plan shall designate the appropriate species of tree(s) and shrub(s) for each street segment and shall take into consideration the mature size and requirements of the species, the width of the terrace or boulevard, depth of building setbacks, location of street lights, safety signals and signs, the location of overhead or underground public utility facilities, the location of existing desirable trees and any other relevant site factors.

2. Tree and Shrub Maintenance. Plans for the maintenance of trees and shrubs located in public places to preserve the function or beauty of such public places in accordance with the applicable city maintenance standards. The plan shall provide plans for the trimming, removal, pruning, spraying, fertilizing or other treatment of any tree or shrub on any public place when necessary or appropriate to promote the general welfare, improve the city's appearance or alleviate any unsafe condition.

(c) Serve in an advisory capacity to the City Council on all issues relating to trees and shrubs located within street right-of-ways, parks, and other public places in the city; and to any other matter involving trees and shrubs that affect, or may affect, public areas;

(d) Prepare and maintain an inventory of trees and shrubs located in public areas within the city and an inventory of areas along streets where street trees cannot be planted due to site limiting factors;

(e) Prepare and recommend for adoption by the Park and Recreation Board and the City Council rules and regulations for the protection and maintenance of trees and shrubs located on public property, and to protect the public health, safety and welfare against dangers resulting from any trees and shrubs, including any regulations deemed necessary to protect against injury or damage caused by the spread of disease, insects or fungus.

(f) Identify and maintain a list of tree and shrub species deemed to be nuisances due to their propensity to harbor pests or transmit diseases which endanger other trees or shrubs or the public health, safety and welfare.

(g) Subject to the approval of the City Manager, apply for county, state, federal and private grant funds for the city's urban forestry program;

(h) Recommend such persons or firms who are qualified in urban forestry to assist with the city's urban forestry program;

(i) Provide a forum for and encourage public comments on city tree and shrub projects and the urban forestry program;

(j) Encourage public participation in urban forestry practices and projects within the city and the surrounding extraterritorial area;

(k) Conduct an Arbor Day observance each year;

(l) Inform and educate city residents about the care of natural areas in their neighborhoods;

(m) Undertake programs for education of the public with regard to the benefits of urban trees, the proper selection, planting and care of urban trees and other matters relating to urban forestry as it deems appropriate.

(n) Maintain the "Tree City USA" status of the city.

(o) Provide, upon request, on such terms and conditions as determined by the requesting body, plan review and technical assistance to the Planning & Zoning Commission and any other board, committee or commission of the City and provide technical advice and assistance with respect to matters affecting the urban forest to the public.

(p) Provide at each Park and Recreation Board meeting a report of the Commission's activities since its last report to the Board.

(q) The Park and Recreation Board shall receive and review all reports, whether written or oral, provided to them by the Urban Forestry Commission.

(3) LIMITATION ON POWERS.

(a) The Urban Forestry Commission shall not have any power to direct or manage any city employee, officer, or agent in their day-to-day work activities.

Ordinance introduced by Councilmember _____, who moved its adoption. Seconded by Councilmember _____.

AYES:

NOES:

ABSENT:

DATED:

Kevin Brunner, City Manager

Michele R. Smith, City Clerk

**City of Whitewater
2009 Comprehensive Plan
Community Survey**

December 1, 2009

**Presentation and Data Analysis Prepared by:
UW-Whitewater Center for Political Science and Public Policy Research**

**Susan M. Johnson, Ph.D. and Jolly A. Emrey, Ph.D., Directors
Alyssa Penna, Research Assistant
(johnsons@uww.edu; emreyj@uww.edu)**

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INTRODUCTION

As part of its comprehensive planning process, the City of Whitewater conducted a survey of its residents. The purpose of the survey was to allow residents to participate in the planning process by providing feedback on a number of different items. This report summarizes residents' perceptions of the overall quality of life in Whitewater, their evaluation of facilities, services, and safety in Whitewater, and their preferences for future development in Whitewater.

Part 1 of the report addresses the overall quality of life in Whitewater. In regard to overall quality of life issues, respondents were asked to select the three most important reasons they chose to live in Whitewater and indicate how the city and their neighborhood have changed over the past five years. They were also asked to evaluate Whitewater as a place to live, raise children and retire. This final item is also compared to the 2005 National Citizen Survey.

Part 2 of the report includes resident evaluations of various services and facilities in Whitewater as well as their perceptions of safety. Residents were asked to rate 27 different facilities and services in Whitewater. These ranged from fire services to recycling, to drinking water and to schools. Additionally, respondents were asked to indicate to what extent several issues including crime, growth and taxes were problems in Whitewater. Finally, residents were asked to report on how safe they felt in Whitewater from violent crime, property crime and fire. This part of the report also includes a comparison with the results of the 2005 National Citizen Survey.

Part 3 of the report analyzes resident preferences for future retail/commercial, industrial, and residential development. The items on future development cover several issues including where future development should take place, what that development should include, and what standards and features should be incorporated into that development. This part of the report also seeks to make linkages between the results of the survey and the recommendations in the comprehensive plan.

METHODOLOGY

Sampling Method

The City of Whitewater Comprehensive Plan Community Survey was designed and administered by City personnel. Questionnaires were mailed at the end of June, 2009, to all property owners and business owners who received water bills. Access to the survey was also made available on the City's website, and residents who did not receive utility bills could complete the survey by coming to the municipal building, or to the public library and filling one out in person.

In total, 3050 surveys were mailed. Residents were asked to complete and return the surveys by July 20, 2009. An incentive was provided to encourage survey participation. The introduction to the questionnaire included this inducement which stated that ten respondents would be selected at random to receive \$25.00 gift certificates from the City of Whitewater Chamber of Commerce. Responses to the survey were returned to the City as noted above, and the data entry was performed by a City intern (and recent UW-Whitewater political science graduate). The UW-Whitewater Center for Political Science and Public Policy Research (CPSPPR) was contracted by the City after the questionnaire was constructed to train the City intern to enter the survey data, and to perform the data analysis. Analyses of the responses included in this presentation and handout were conducted and published at the CPSPPR.

The City chose to conduct its survey using a non-random sample selection of 3050 property and business owners as mentioned above. Thus, the survey includes a population rather than any random or stratified sample. Of the 3050 surveys mailed, 360 were returned. An additional survey was completed via the City website and emailed to the City intern. This brings the total number of completed questionnaires to 361. Thus, the response rate for this survey was approximately 12 percent. On average, the response rate for surveys conducted through the mails is between five and twenty-one percent; therefore, this response rate is within a normal range for this methodology.

Question Format

The survey instrument included a total of 27 questions which were all closed-ended in format except for one. Most of the closed-ended questions were presented in a matrix and required respondents to record their attitudes and opinions using a modified Likert scale or an index, question format.

Demographics

The method for mailing the instrument as well as the timing of the survey completion (mid-Summer), likely affected the demographic profile of respondents. For example, five percent of the survey respondents were between the ages of 18-24, 20 percent were between the ages of 25-44, 38 percent were between the ages of 45-64, and 37 percent were age 65 or older. As such, the data are skewed toward a much older age group within the actual population of the City. With respect to race and ethnicity, the data were less skewed and fairly representative when compared with U.S. Census data with 94 percent of the respondents identifying as White/Caucasian and the remaining six percent of the respondents fairly evenly distributed across the other five racial/ethnic response categories. With respect to education and income, the respondents were more educated

and reported higher household incomes than that indicated in the U.S. Census Bureau data. However, like race and ethnicity, the gender of respondents was comparable to the census with 52 percent of the respondents identifying as female, and 48 percent of respondents identifying as male. Although the data are not representative with respect to age, education, or income, explanations for this include not only the method and timing of the survey administration, but also are likely a reflection of a general trend: older persons, and educated persons with higher incomes than average often feel most invested in where they live, and as such, are more likely to participate in survey research. The opinions and attitudes presented in these findings may not be generalizable to the City's population as a whole. Yet, it should be considered that these data likely represent the opinions and attitudes of persons who are most interested in the comprehensive plan and the City of Whitewater's future.

PART 1: OVERALL QUALITY OF LIFE IN WHITEWATER**What are the THREE most important reasons you or your family chose to live in Whitewater?**

Residents were asked to select their top three reasons for choosing to live in Whitewater from a list of 23 items. The list included location, service, safety and community-related options. From the list of items, there were seven that received considerably more support than the others. (Please see Figure and Table 1 for full results.)

One theme that emerged in these data had to do with Whitewater's location and proximity to family and employment. Fifty percent of respondents indicated that they chose to live in Whitewater because it was near their jobs. Moreover, 30 percent within this group also identified proximity to work as the most important reason for living in Whitewater. Thirty-nine percent stated that Whitewater's proximity to friends and relatives was one of the three most important reasons they chose to live in Whitewater, while 36 percent responded that the presence of UW-Whitewater was one of the three most important reasons for living here. A related item, Whitewater's convenient location, was one of the top three reasons cited for living in Whitewater for 21 percent of residents responding to the survey.

Three additional items related to quality of life in Whitewater were found to be within the top seven choices selected by respondents. Forty five percent of those responding indicated that Whitewater's small town atmosphere was one of the three most important reasons for choosing to live in this city. In fact, small town atmosphere was the second most commonly identified reason given for choosing to live in Whitewater. While it was not the top choice for the greatest number of people, over one-fifth of respondents said that the small town atmosphere was the second most important reason they chose to live in Whitewater. The two other items that were identified by residents as important reasons were good schools (19 percent), followed by low crime (16 percent).

Clearly, Whitewater's proximity to employment, friends and relatives, and UW-Whitewater are the most important reasons why residents have chosen to live in the City, but in addition to these factors, respondents indicated that quality of life factors such as Whitewater's small town atmosphere, low crime, and good schools are important as well.

Figure 1.

What are the THREE most important reasons you or your family chose to live in Whitewater?

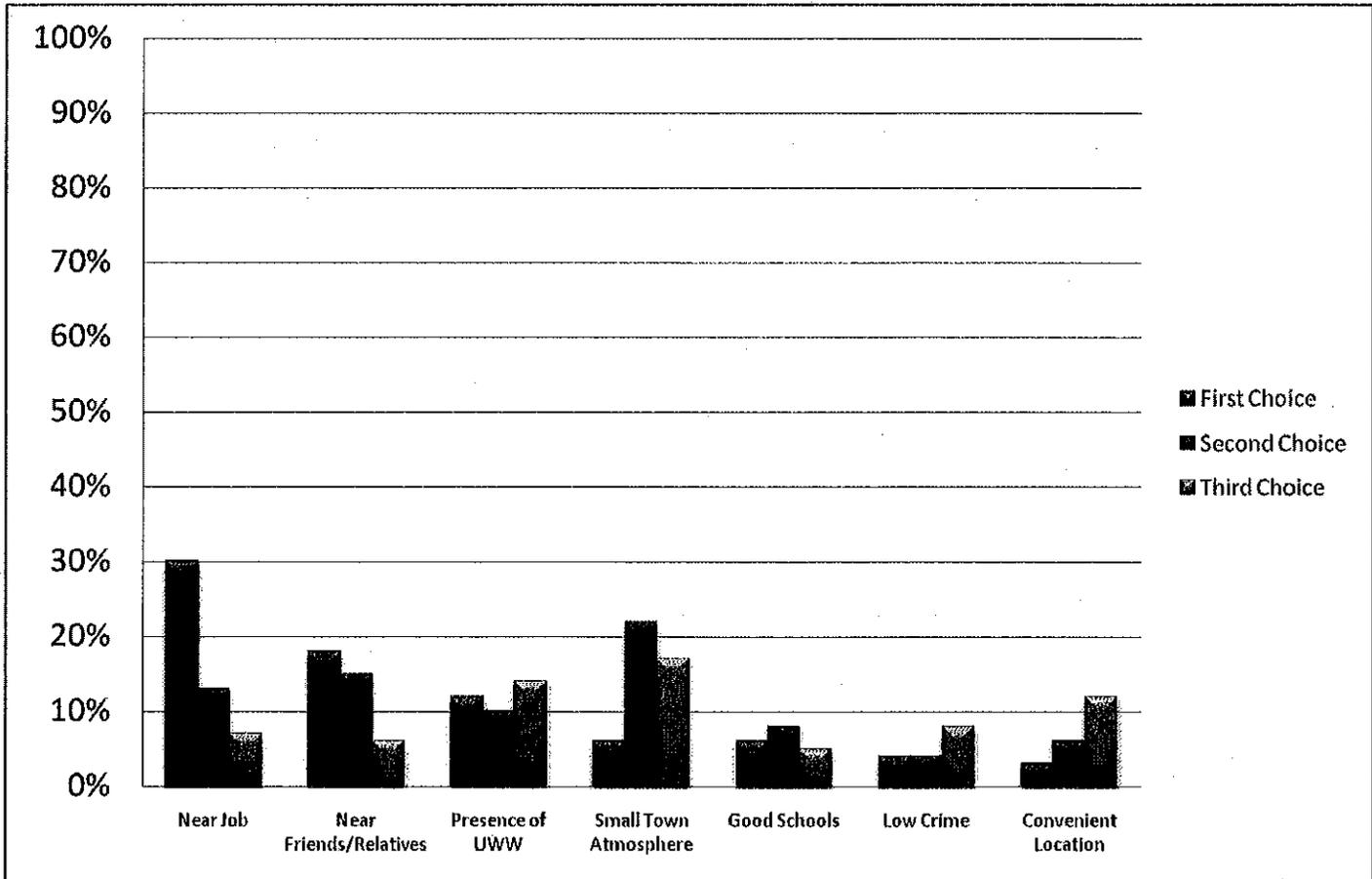


Table 1: Reasons for Living in Whitewater

Most Important Reason	First Choice	Second Choice	Third Choice
Near Job	30%	13%	7%
Near Friends/Relatives	18%	15%	6%
Presence of UWW	12%	10%	14%
Small Town Atmosphere	6%	22%	17%
Good Schools	6%	8%	5%
Low Crime	4%	4%	8%
Convenient Location	3%	6%	12%

Note: The data in Figure 1 and Table 1 include the top seven reasons respondents identified as their "first", "second", or "third" choices for living in the City of Whitewater. The survey instrument included a total of 23 possible reasons.

How would you rate the following characteristics about Whitewater?**How has Whitewater changed compared to five years ago?**

Residents were asked to rate the overall quality of life in Whitewater, evaluate Whitewater as a place to live, raise children, and retire and to indicate whether they believe the city has stayed the same, improved, or worsened compared to five years ago. Overall, residents were very positive in their evaluation of the overall quality of life in Whitewater, and similarly positive with respect to several characteristics tied to overall quality of life. (Please see Figure and Table 2 for full results.) Respondents were also positive when it came to changes in the city and quality of life compared to five years ago. (Please see Figures and Tables 3 and 4 for full results.)

Eighty-four percent of respondents stated that Whitewater was a good or excellent place to live, with one third of residents describing it as excellent. When we compare respondents' perceptions of quality of life in the city and how long they have resided in Whitewater, we find that eighty-four percent of respondents who have lived in Whitewater for more than 20 years rated it as either an excellent or good place to live. Those who have lived in the city for six to 20 years gave it slightly higher marks with 38 percent rating it excellent, and another 49 percent rating it good. Finally, eighty-five percent of respondents who have lived in the city for five years or less stated that they think Whitewater is an excellent or good place to live. Similarly, when asked to evaluate their neighborhood, 86 percent referred to it as good or excellent, with 38 percent stating that their neighborhood was an excellent place to live. In both cases, only a very small percent of respondents felt that the city (three percent) or their neighborhood (two percent) were poor places to live. In fact, examining these responses across neighborhoods we found: 99 percent living in the city's subdivisions stated that their neighborhood was either excellent or good, 82 percent living downtown responded the same, and 81 percent living near the UW-W campus indicated that they believe their neighborhood to be either excellent or good. Seventy-eight percent of those living on the Eastside indicated that they believed their neighborhood to be excellent or good. These positive evaluations extended to other characteristics as well with significant percentages of residents stating that Whitewater was a good or excellent place to raise children (79 percent) and to retire (67 percent). It should be noted that while Whitewater as a place to retire was positively evaluated by two-thirds of residents overall, it also had the greatest percentage of respondents rating it as poor (nine percent), or fair (18 percent). However, when we exclude persons over 65, we find that the percentage who rate it as fair or poor decreases by 13 percent. In regard to overall quality of life, 86 percent responded that Whitewater's overall quality of life was good or excellent, and only two percent stated that it was poor. In fact, for each of the quality of life characteristics, two-thirds or more of residents rated Whitewater as either good or excellent. This clearly shows a high level of satisfaction among Whitewater residents.

These same quality of life measures discussed in Figure and Table 2 were evaluated in the 2005 National Citizens Survey.¹ When comparing the results of the 2005 National Citizen Survey and the 2009 Community Survey on these items, there are considerable differences between the two years. While a majority of respondents in both years rated Whitewater's quality of life (as measured by the five items discussed above) as good or excellent (with the exception of Whitewater as a place to retire in the 2005 survey), the percents of residents who did so was much higher in 2009 than in 2005. In some cases, the differences were close to 30 percent (overall quality of life) or over 30 percent (Whitewater as a place to retire). The average divergence from 2005 to 2009 on the other three items was 19 percent. One must be cautious when interpreting these findings. As was stated in the footnote below, the sample in 2005 is quite different from the sample in 2009. The 2005 data were weighted to represent the U.S. Census Bureau population estimates of 70 percent of the population being between the ages of 18 and 34. The 2009 data, on the other hand, are more representative of full-time residents of Whitewater.

When asked whether the quality of the city overall, and their neighborhood specifically, had stayed the same, improved, or worsened compared to five years ago, approximately two-thirds of respondents indicated that the city improved or stayed the same. Forty-four percent believed that the city has improved compared to five years ago, and 24 percent indicated that it has remained the same. Only 16 percent stated that they believe it has worsened. It should be noted that for this item, 16 percent of respondents did not live in Whitewater five years ago. This makes the finding that 45 percent felt that the city has improved, even more meaningful because over half of respondents who lived in Whitewater five years ago stated that things in the city have improved. In regard to respondent's own neighborhood, 42 percent stated that things had remained the same, and 20 percent felt the neighborhood had improved. Approximately one-fifth indicated that their quality of life in their neighborhood has worsened in the past five years, and another one fifth did not live in the neighborhood five years ago. While the level of neighborhood improvement was much lower than for the city as a whole, it is important to remember that 86 percent of residents responded in a previous question that their neighborhood was a good or excellent place to live. Clearly then, the findings presented in Figures and Tables 2-4 suggest a general satisfaction with the city of Whitewater and a sense that residents feel the city has improved in the last several years.

¹ It is important to note that (1) the sampling methods used in the 2005 and 2009 surveys were different and that (2) the weighting scheme applied to the 2005 data make the demographic profile of the samples very different from the 2009 sample. The 2005 data were 'normed' to match population estimates for the city of Whitewater and as a result the sample is heavily weighted to represent a young population (70 percent between the ages of 18-34). Given the number of responses to the 2009 data it was not possible to apply a similar weighting scheme and therefore this sample is more reflective of full-time residents of Whitewater. Comparisons between the results of the two surveys must be considered with these facts in mind.

Figure 2.

How would you rate the following characteristics?

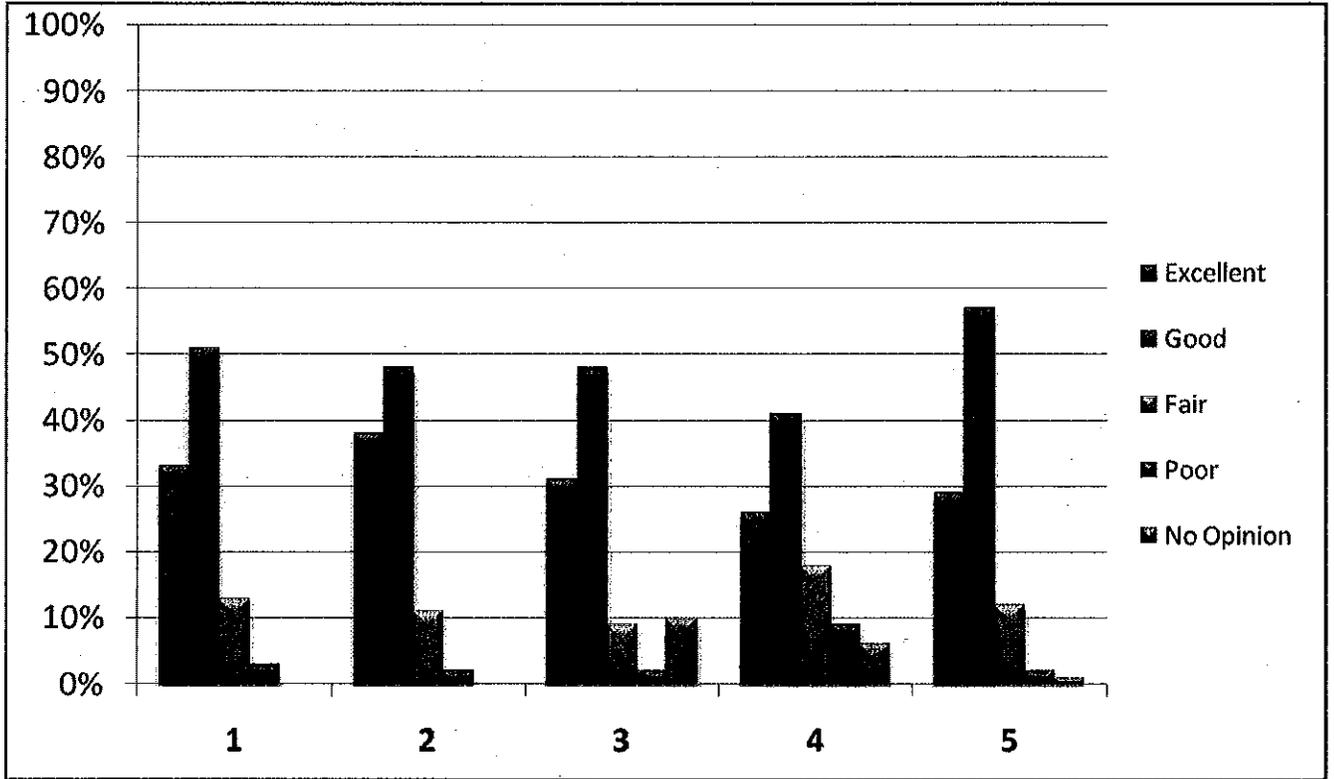


Table 2: Characteristics of Whitewater

	Reasons	Excellent	Good	Fair	Poor	No Opinion
1	Whitewater as a place to live	33%	51%	13%	3%	<1%
2	Your neighborhood as a place to live	38%	48%	11%	2%	<1%
3	Whitewater as a place to raise children	31%	48%	9%	2%	10%
4	Whitewater as a place to retire	26%	41%	18%	9%	6%
5	Overall quality of life in Whitewater	29%	57%	12%	2%	1%

Figure 3.

As you think about the *City* as a whole compared to five years ago, do you think things have stayed about the same, improved, or worsened?

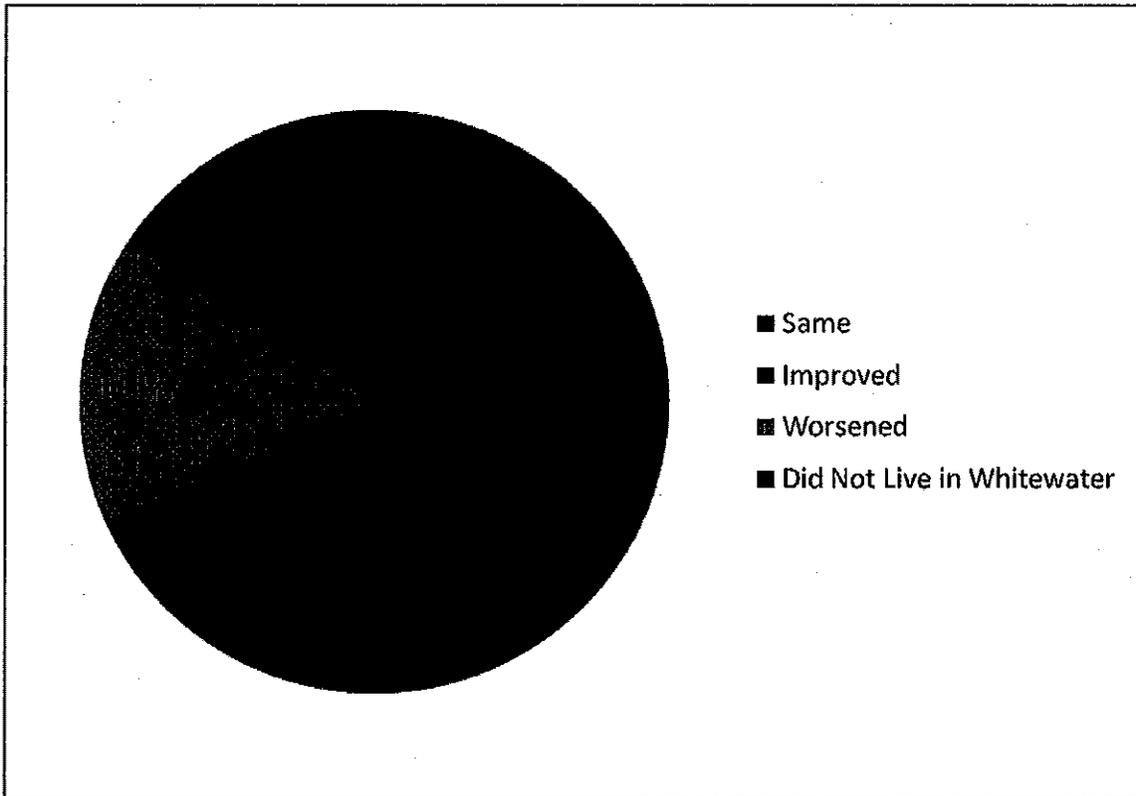


Table 3: Quality of the City

Compared to Five Years Ago	Percent
Same	24%
Improved	44%
Worsened	16%
Did Not Live in Whitewater	16%

Figure 4.

As you think about your *neighborhood* as a whole compared to five years ago, do you think that things have stayed about the same, improved, or worsened?

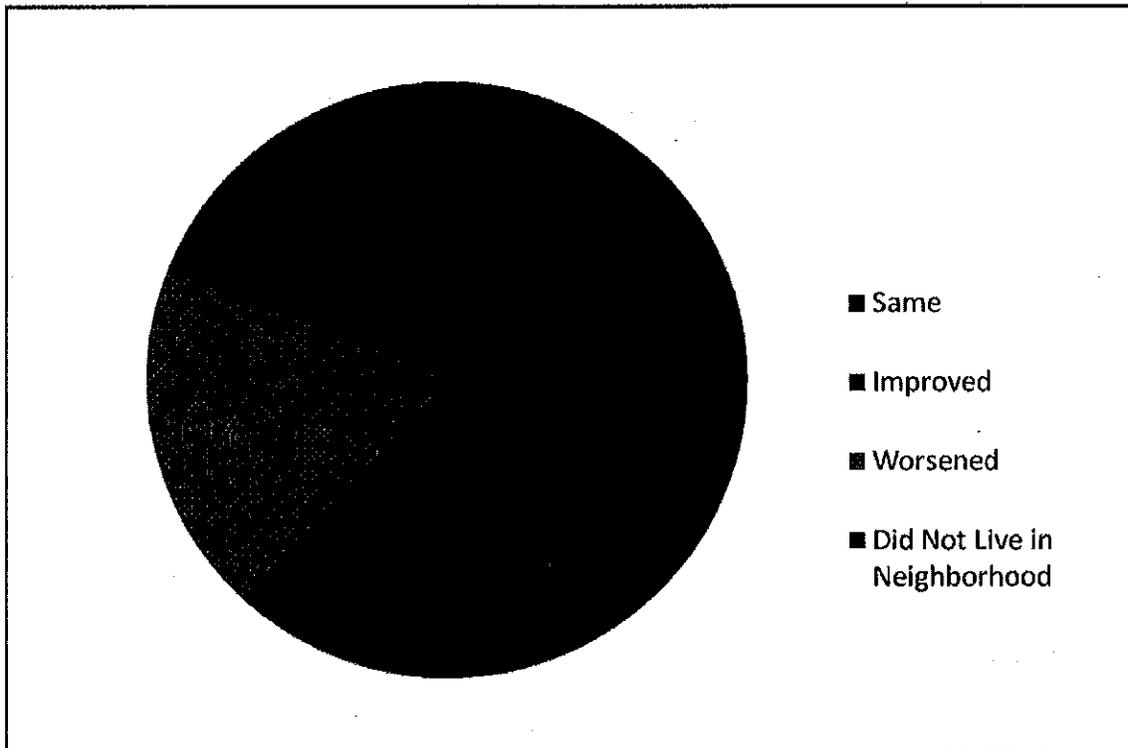


Table 4: Quality of Neighborhoods

Compared to Five Years Ago	Percent
Same	42%
Improved	20%
Worsened	19%
Did Not Live in Neighborhood	19%

PART 2: EVALUATION OF FACILITIES AND SERVICES IN WHITEWATER

Facilities and Services in the Community: Police, Fire, Ambulance, etc.

Residents were asked to rate 27 different facilities and services in Whitewater. These range from police services to snow removal, to drinking water and to schools. For the purposes of this discussion, the 27 facilities and services were divided into groups of related items. These same services and facilities were evaluated in the 2005 National Citizens Survey and comparisons between the two are included below.²

The first group included police services, fire services, ambulance/EMT services, traffic enforcement, the municipal court and code enforcement. (Please see Figure and Table 5a for full results.) Respondents evaluated police services, fire services and ambulance/EMT services very positively. Eighty-two percent of residents stated that police services were either good or excellent, 86 percent and 84 percent respectively, indicated the same for fire services and ambulance/EMT services. Close to half (47 and 49 percent) rated fire and ambulance/EMT services as excellent and just over one-third (36 percents) indicated the same for police services. The percent that rated these services as fair or poor was quite low at 12 percent for police services and five percent for ambulance/EMT services. While two-thirds of residents felt that traffic enforcement was excellent or good another 27 percent rated it as fair or poor. For the municipal court, close to half of respondents (46 percent) had no opinion, 43 percent indicated that the services were good or excellent and 11 percent rated it as fair or poor.

When we examine citizen satisfaction with police services across residential neighborhoods we find strong consensus. Residents living in the City's subdivisions reported the highest level of satisfaction for police services (86 percent, excellent and good combined). Eighty-four percent of respondents living downtown, and the same percentage of residents living around the UW-W campus, also gave police services high marks. Finally, 75 percent of residents living on the Eastside of the City ranked police services as excellent or good. There was also significant agreement across age groups with 86 percent (65 or older), 81 percent (25-44, and 45-64), and 78 percent (18-24) rating the City's police services as excellent or good. Fire services were also rated excellent or good by respondents across all neighborhoods. Eighty-eight percent living in subdivisions reported fire services to be excellent or good, as did 85 percent living near the UW-W campus, and 83 percent living on the Eastside reported the same, while a slightly lower percentage (77 percent) of the city's downtown residents viewed fire services as excellent or good. High levels of satisfaction were also found when we looked at age. Ninety percent of respondents 65 or older rated Whitewater's fire services as excellent or good; 88 percent of respondents 45 to 64 said the same; and 76 percent of respondents aged 25 to 44 also found fire services to be excellent or good. Finally, sixty-six percent of residents aged 18 to 24 reported that they believed Whitewater fire services to be excellent or good. With respect to ambulance and EMT services, seventy-eight percent of residents living in Whitewater subdivisions rated these services as excellent or good. Most respondents living

² It is important to note that (1) the sampling methods used in the 2005 and 2009 surveys were different and that (2) the weighting scheme applied to the 2005 data make the demographic profile of the samples very different from the 2009 sample. The 2005 data were 'normed' to match population estimates for the city of Whitewater and as a result the sample is heavily weighted to represent a young population (70 percent between the ages of 18-34). Given the number of responses to the 2009 data it was not possible to apply a similar weighting scheme and therefore this sample is more reflective of full-time residents of Whitewater. Comparisons between the results of the two surveys must be considered with these facts in mind.

downtown, on the Eastside, and near the UW-W campus also rated Whitewater's ambulance and EMT services as excellent or good (85 percent, 86 percent, and 88 percent respectively). With respect to age, 92 percent of respondents 65 or older found ambulance and EMT services to be excellent or good; 85 percent of respondents 45 to 64 reported the same, and a lower percentage of respondents aged 18 to 24, and 25 to 44 indicated that they believe these services to be excellent or good (78 percent and 75 percent respectively). When we examined citizen attitudes about the municipal courts and looked more closely at age, we found that a majority of respondents between the ages of 18 to 24, and 25 to 44, had no opinion about the courts (56 percent and 51 percent respectively). A significant number of respondents between the ages 45 to 64, and 65 or older also expressed indifference with 42 percent of the former holding no opinion about municipal courts, and 47 percent of the latter indicating the same.

The one item in this group that received a relatively poor evaluation was code enforcement. Only 33 percent of residents indicated that code enforcement services were good or excellent with 29 percent of that number rating them as good. Twenty-eight percent stated that these services were fair and another 20 percent rated them as poor. Finally, 19 percent had no opinion. Looking across residential neighborhoods we found that 45 percent of respondents living in subdivisions, and on the Eastside, believed code enforcement to be fair or poor, and 54 percent of respondents living near the UW-Whitewater campus indicated the same. However, 46 percent of residents living in the downtown area stated that they thought code enforcement was good. In addition, a majority of respondents between the ages of 45 and 64 said that code enforcement was either fair or poor (54 percent), and 44 percent of residents between the ages of 25 and 44, and 65 or older, responded the same. What is not clear is what it is about code enforcement people find unsatisfactory. Conceivably, residents could be indicating that code enforcement is too strict. On the other hand, the negative evaluation could be the result of a sense that there is not a strict enough code enforcement program.

Overall then, large majorities of respondent evaluated police services, fire services, ambulance/EMT services and traffic enforcement favorably while a smaller percent were positive about the municipal court. Code enforcement was the item that had the least favorable evaluation and greatest percent of respondents (48 percent) who rated it as fair or poor.

When comparing the 2009 results to the 2005 National Citizen Survey, the same general pattern of evaluation exists. Residents in both surveys favorably evaluated police services and ambulance/EMT services positively. The number of respondents that rated these as good or excellent increased 15 and 19 percent respectively, from the 2005 survey but given the differences in the sampling and data weighting drawing definitive conclusions is not possible. The responses related to traffic enforcement and code enforcement were relatively consistent over both surveys. In regard to the municipal courts, the "don't know"/"no opinion" choice was the most common selection for both years.

Figure 5a.

How would you rate the following facilities and services in the community?

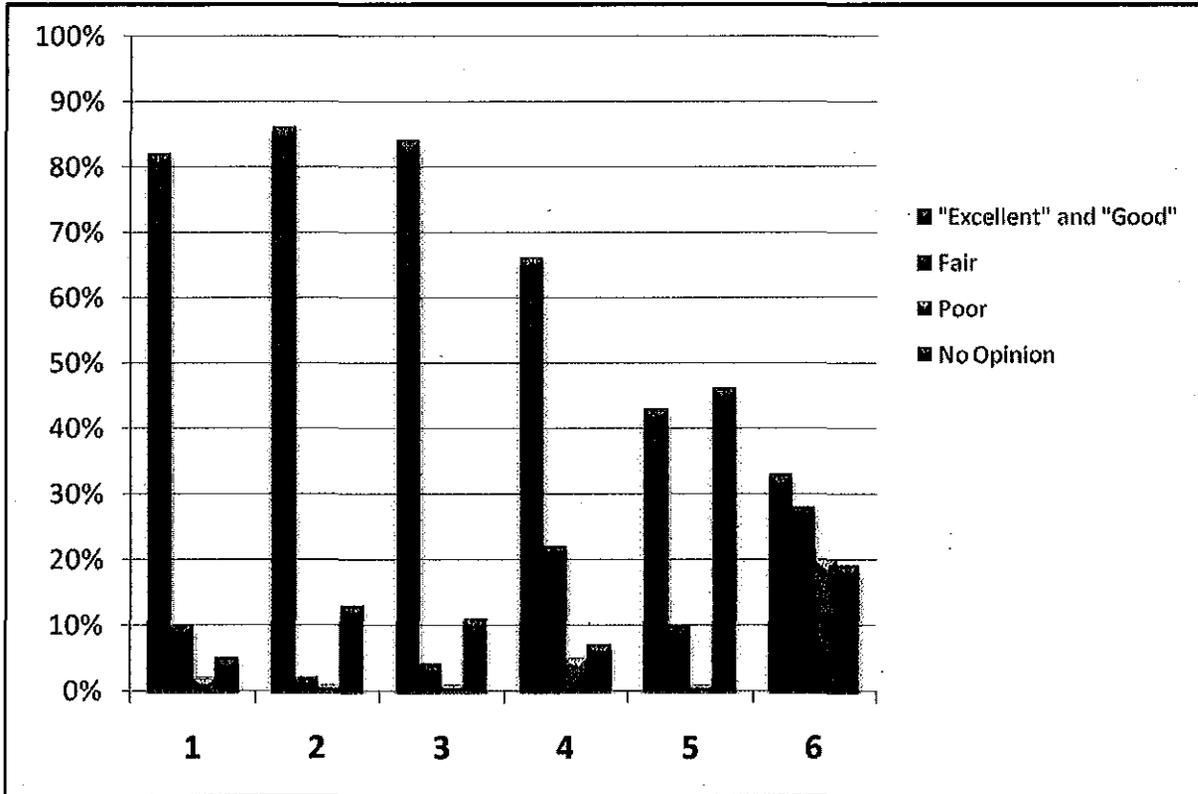


Table 5a: Facilities and Services in Whitewater: Police, Fire, Ambulance, etc.

	Services/Facilities	Excellent	Good	Fair	Poor	No Opinion
1	Police Services	36%	46%	10%	2%	5%
2	Fire Services	50%	36%	2%	1%	13%
3	Ambulance/EMT Services	47%	37%	4%	1%	11%
4	Traffic Enforcement	16%	50%	22%	5%	7%
5	Municipal Courts	9%	34%	10%	1%	46%
6	Code Enforcement	4%	29%	28%	20%	19%

Facilities and Services in the Community: Public Works-Related Services

A second grouping of city facilities and services included items related to public works (including services such as garbage pickup that are provided by private contractors). (Please see Figures and Tables 5b and 5c for full results.)

Of the ten public works related items, five were rated as excellent or good by over 75 percent of respondents. Garbage collection received both the highest overall percent of respondents rating it as good or excellent (90 percent) and the highest percent of residents rating a service excellent (47 percent). In fact, of the 27 items residents were asked to evaluate, garbage collection received the highest percent of good or excellent ratings. Furthermore, those respondents living in subdivisions reported the greatest satisfaction with 53 percent rating garbage collection service as excellent and 45 percent rating this service as good. Less than ten percent of respondents across all neighborhoods rated this service as fair or poor; moreover, garbage collection was rated as poor in only two of the four residential areas. It should be noted that the proportion of respondents within these two neighborhoods was quite small with four percent of residents living on the Eastside stating that they thought garbage collection was poor, and only two percent of those living near the UW-W campus stated that they believed this service to be poor. Over eighty percent of residents stated that the appearance and maintenance of city parks (86 percent) and recycling services (82 percent) were good or excellent with 39 percent rating recycling services as excellent. Appearance and maintenance of city parks received the second highest evaluation across all 27 items. Just over three quarters of residents felt that sewer services and street lighting (77 percent for both) were good or excellent. For both of these items, the percent rating them as excellent was considerably lower than the percent rating them as good (sewer services - 17 percent excellent, 60 percent good; street lighting 20 percent excellent, 57 percent good). Only one of these five services, street lighting, was evaluated as fair by one fifth or more of respondents. In fact, at least 20 percent or more respondents across all neighborhoods indicated that they thought street light was fair or poor. For example, 25 percent of residents living downtown stated that they thought street lighting was only fair; 19 percent living on the Eastside and 20 percent living in the city's subdivisions also rated street lighting as fair, with 22 percent of respondents living near the UW-W campus rating the city's street lighting as fair. For each of these five items, the percent of residents who indicated that service was poor was never higher than three percent.

Over 50 percent of respondents rated five other public works related services as good or excellent. These included snow removal (69 percent), drinking water (69 percent), sidewalk maintenance (65 percent), storm drainage (63 percent) and traffic signal timing (56 percent). The percent of residents who rated each of these as excellent did not exceed 20 percent on any item. Respondents were much more likely to evaluate these services as good than they were to indicate that they were excellent. Also, between 20 and 30 percent of residents rated these services as fair. The percent of residents that rated these five services as poor was under ten percent for four of the services. The fifth item, traffic signal timing, was rated as poor by 12 percent of residents. This was also the service with the greatest percent of residents rating it as fair (30 percent). Residents living downtown or near UW-W were most likely to report that traffic signal timing was fair or poor (46 percent and 45 percent respectively), compared with respondents living in Whitewater subdivisions (33 percent) and those respondents living on the Eastside of town (37 percent).

Three of these ten public works related items showed considerable improvement from the 2005 National Citizen Survey. In the 2005 survey, garbage collection and recycling were rated as good or excellent by 71 and 58 percent of respondents, respectively. As was stated above, in the 2009 survey garbage collection received the highest overall percent of respondents rating it as good or excellent (90 percent) and recycling services were rated as good or excellent by 82 percent of residents. These represent an approximately 20 percent improvement from the 2005 survey. The third item that received a much higher percent of good or excellent ratings was the quality of the drinking water. In 2005, 45 percent felt it was good or excellent, while in 2009 69 percent indicated the same. Again, it is important to note that the two samples are not perfectly comparable, but divergences such as these do suggest that the evaluations of these services are more positive than they were four years ago.

Figure 5b.

How would you rate the following facilities and services in the community?

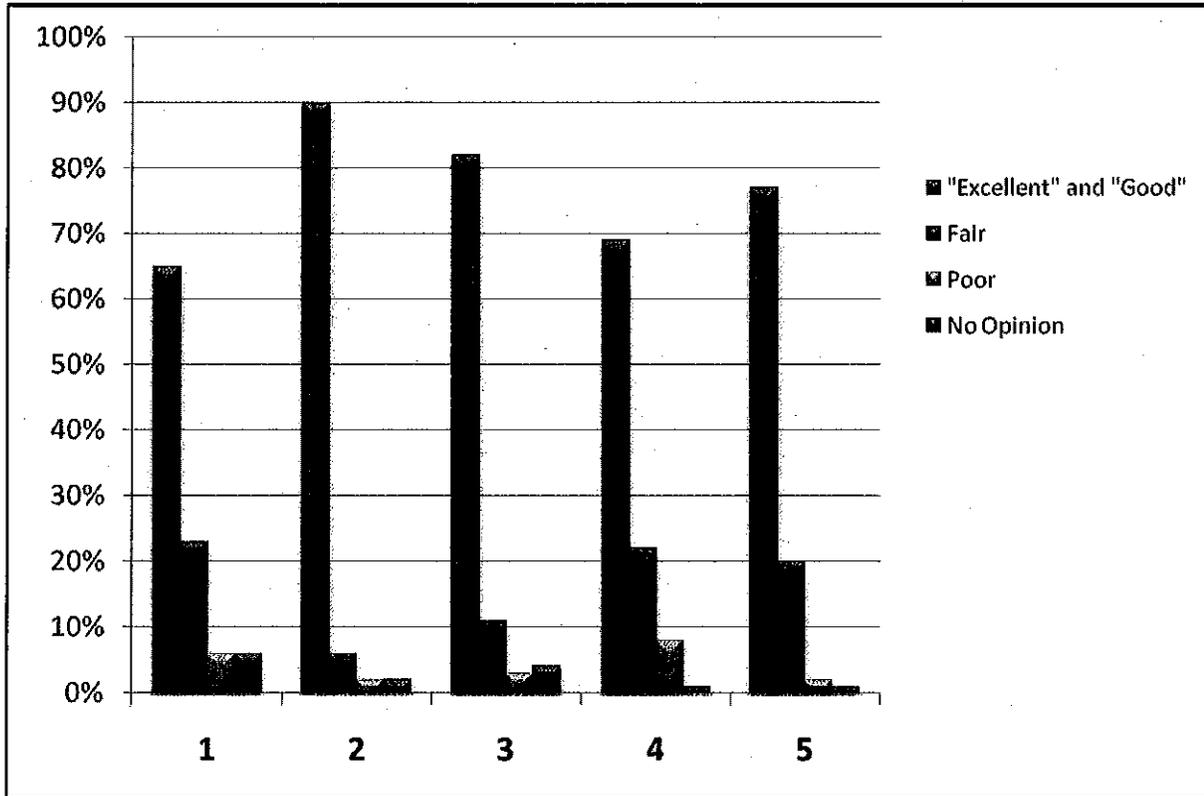


Table 5b: Facilities and Services in Whitewater: Public Works-Related Services

	Services/Facilities	Excellent	Good	Fair	Poor	No Opinion
1	Sidewalk Maintenance	14%	51%	23%	6%	6%
2	Garbage Collection	47%	43%	6%	2%	2%
3	Recycling	39%	43%	11%	3%	4%
4	Snow Removal	19%	50%	22%	8%	1%
5	Street Lighting	20%	57%	20%	2%	1%

Figure 5c.

How would you rate the following facilities and services in the community?

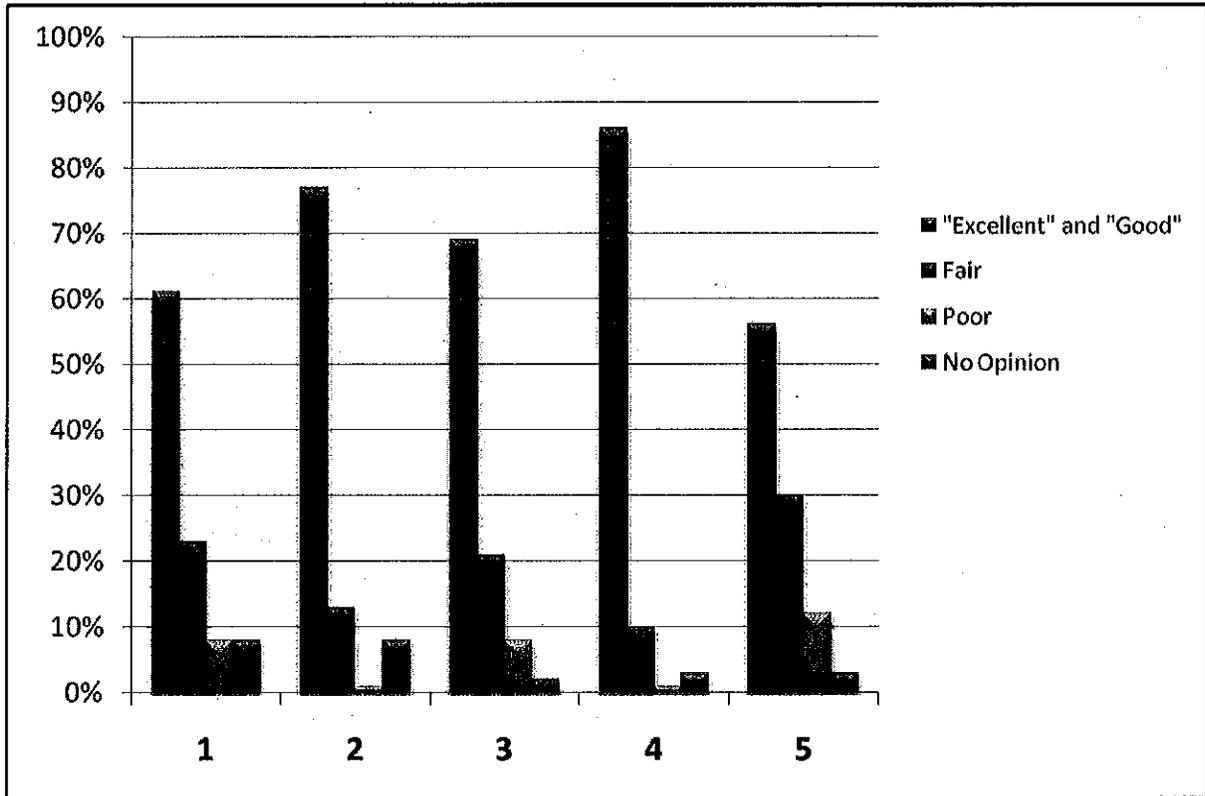


Table 5c: Facilities and Services in Whitewater: Public Works-Related Services

	Services/Facilities	Excellent	Good	Fair	Poor	No Opinion
1	Storm Drainage	9%	54%	23%	8%	8%
2	Sewer Services	17%	60%	13%	1%	8%
3	Drinking Water	20%	49%	21%	8%	2%
4	Appearance/Maintenance of Parks	29%	57%	10%	1%	3%
5	Traffic Signal Timing	8%	48%	30%	12%	3%

Facilities and Services in the Community: Economic Development and Culture-Related Services

Economic development and culture-related items comprised the third grouping of services and facilities that residents were asked to evaluate. These include downtown parking, land use, economic development, cultural opportunities and the community television station. (Please see Figure and Table 5d for full results.)

Respondent evaluations of these items were generally lower than the other groups with only two of the five items being rated as good or excellent by a majority of residents. Sixty-six percent of residents stated that cultural opportunities in Whitewater are excellent or good with one quarter feeling that they are excellent. When we examine these responses more closely, we do find some differences across age groups. Of those survey respondents who stated that Whitewater offers excellent cultural opportunities, 33 percent were 65 or older, 25 percent were between the ages of 45 and 64, and 14 percent were between the ages 25 to 44. Following this trend, only 11 percent of respondents 18 to 24 indicated that Whitewater has excellent cultural opportunities, but one third of this age group did rate them as good. Downtown parking was also rated as excellent or positive by a majority of residents with 63 percent stating that it was good or excellent. Of that 63 percent, however, only nine percent rated it as excellent. Also, a third of residents said that downtown parking was fair (24 percent) or poor (nine percent).

The three other items included in this grouping, land use (45 percent), economic development (40 percent) and the community television station (44 percent) were rated as good or excellent by less than 50 percent of residents with very low percents of respondents rating any of the three as excellent. Substantial percents of residents rated land use and economic development as fair or poor. In fact, close to 50 percent indicated that economic development was either fair (34 percent) or poor (14 percent) while just over 40 percent felt that land use was either fair (28 percent) or poor (12 percent). Looking across neighborhoods, we find that 50 percent of residents on the Eastside viewed Whitewater's land use planning and zoning fair or poor, 39 percent of respondents living near the UW-W campus indicated the same, while 35 percent of respondents stated that they believe land use to be fair or poor. Respondents living downtown were less likely than residents in other neighborhood areas to find land use planning and zoning to be fair or poor (22 percent). With respect to economic development and neighborhood area, 54 percent of respondents living on the Eastside stated that they thought the city's economic development was either fair (36 percent) or poor (18 percent). Forty-nine percent of residents living near the UW-W campus indicated they thought economic development was fair or poor and forty-one percent of residents living in subdivisions expressed the same. Again, respondents living downtown were more positive about the city's economic development with 35 percent rating it as fair or poor, however, an additional 46 percent of the residents downtown also rated economic development as good. In regard to the community television station, the greatest number of residents had no opinion (41 percent) suggesting that the television station may not be well known in the community. Of the people with an opinion on the community television station, the evaluations were quite positive and only two percent evaluated it as poor.

In considering these five items, evaluations were generally lower than for other groupings of facilities and services, but some of the items, such as downtown parking and cultural opportunities were still rated as good or excellent by over 60 percent of residents.

When comparing these findings to the 2005 National Citizen Survey, only two of the five may be discussed because three (downtown parking, the community television station and cultural opportunities) were not included in identical formats. In regard to land use and economic development, the percent rating these as good or excellent was on average 12 percent higher in 2009 than in 2005. However, given the differences in the sampling and data weighting drawing definitive conclusions about these differences is not possible.

Figure 5d.

How would you rate the following facilities and services in the community?

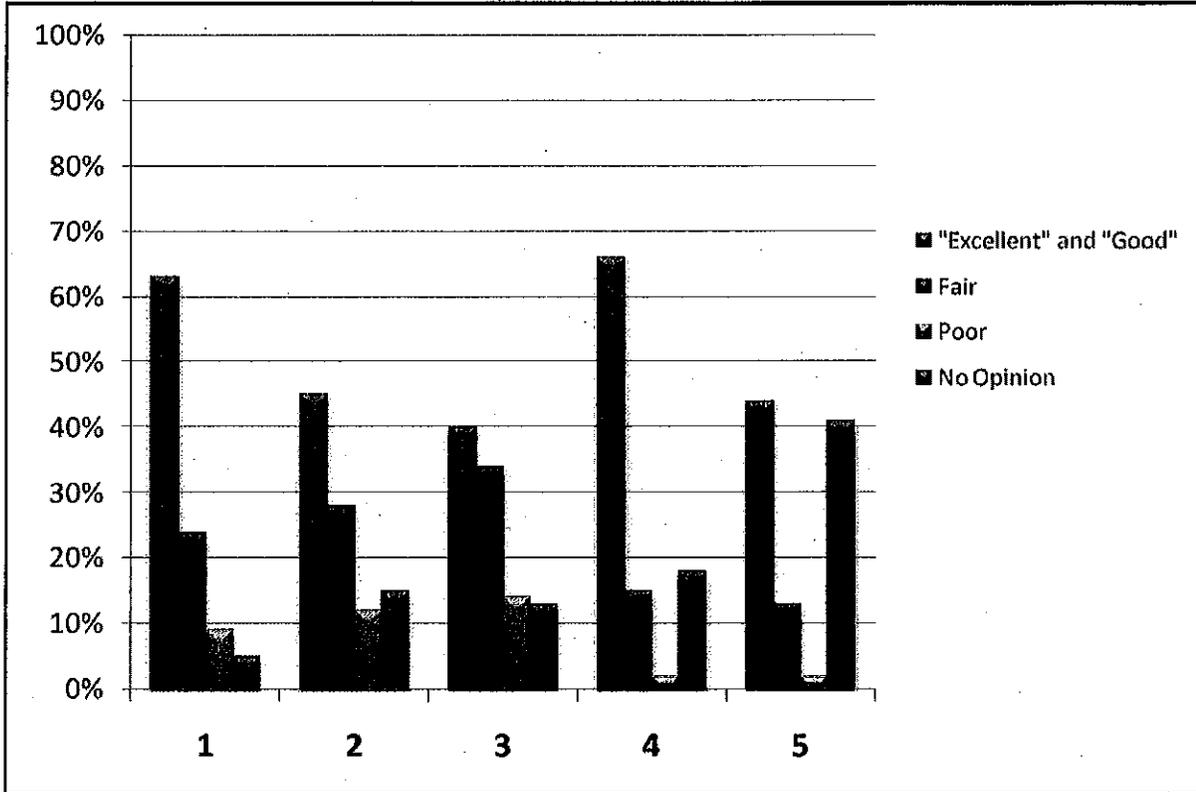


Table 5d: Facilities and Services in Whitewater:
Economic Development and Culture-Related Services

Facilities/Services	Excellent	Good	Fair	Poor	No Opinion
1 Downtown Parking	9%	54%	24%	9%	5%
2 Land Use	6%	39%	28%	12%	15%
3 Economic Development	6%	34%	34%	14%	13%
4 Cultural Opportunities	25%	41%	15%	2%	18%
5 Community TV	9%	35%	13%	2%	41%

Facilities and Services in the Community: Services to Groups in Whitewater

A final grouping of items included services offered by the city to various groups including seniors, young people and low income residents as well as recreational programs, public schools and the public library. (Please see Figure and Table 5e for full results.)

Of the six items included in this group, two services, public library services (85 percent) and recreational programs (77 percent) were rated as good or excellent by over three-quarters of residents. Public library services ranked third overall of the 27 total items residents were asked to evaluate. Only small percents of respondents evaluated these services as fair (recreational programs – 11 percent; public library services – seven percent) or poor (recreational programs – two percent; public library services – one percent).

Public schools and services to seniors were also evaluated positively. Sixty-nine percent of respondents stated that the public schools were good or excellent, while only 13 percent felt that they were fair (11 percent) or poor (two percent). Examining responses across neighborhoods we found that 67 percent of residents living in subdivisions or near the UW-Whitewater campus believed the city's public schools to be excellent or good. Sixty-nine percent of residents living on the Eastside indicated the same, while 82 percent of residents living downtown responded that the city's public schools are good or excellent. Eighteen percent of residents had no opinion on the public schools suggesting that they may not have children in the schools or have not been involved with the public schools. Services to seniors were evaluated as good or excellent by 61 percent of respondents. While a relatively small percent rated these services as fair (11 percent) or poor (less than one percent), 27 percent did express no opinion. It should be noted that with respect to age older residents were more likely to rate these services as excellent or good. For example, 29 percent of persons 65 or older found the city's services to seniors to be excellent, and an additional 47 percent responded that they thought senior services were good. Fifty-nine percent of respondents ages 45 to 64 also rated services to seniors as excellent or good. Not surprisingly, younger residents were highly likely to respond that they had no opinion with respect to the quality of senior services (72 percent of persons 18 to 24, and 49 percent of persons 25 to 44). Just over half of residents stated that services for young people were excellent or good while 17 percent rated them as fair and four percent as poor. A large percent, 28 percent, had no opinion. Thirty-four percent of respondents felt that services to low income residents were good or excellent. Fifteen percent felt these services were fair and seven percent thought they were poor. A very large percent, 44 percent, had no opinion. The high percent with no opinion on this item as well as services for young people and seniors shows that residents may not necessarily be familiar with all of the services offered in Whitewater.

For all of the items above except public library services, over 15 percent of respondents had no opinion. This suggests that there may need to be greater efforts to educate residents about the services offered by the city. Since the item that was rated by far the highest in this grouping, public library services, also had the lowest percent of no opinion responses, it may be that the library is more successful at getting its message out to residents and when residents take advantage of its services they are very satisfied with the services it provides.

The lack of information/opinion on many of these services was also found in the 2005 National Citizen Survey. From a third to a half of respondents to that survey had no knowledge of programs for seniors, youths and low income people. The two programs receiving the highest evaluations in 2009, the public library and recreational

programs, also received the highest ratings of good or excellent in 2005 although the percents rating them as good or excellent were higher in 2009. In 2005, less than 50 percent felt that the public schools and services to seniors, youths and low income people were good or excellent. In 2009 the only item to fall below 50 percent was services to low income people. While it is positive to note the increases in evaluations for each set of services, it is important to note that the lack of comparability of the two samples makes drawing definitive conclusions difficult.

Figure 5e.

How would you rate the following facilities and services in the community?

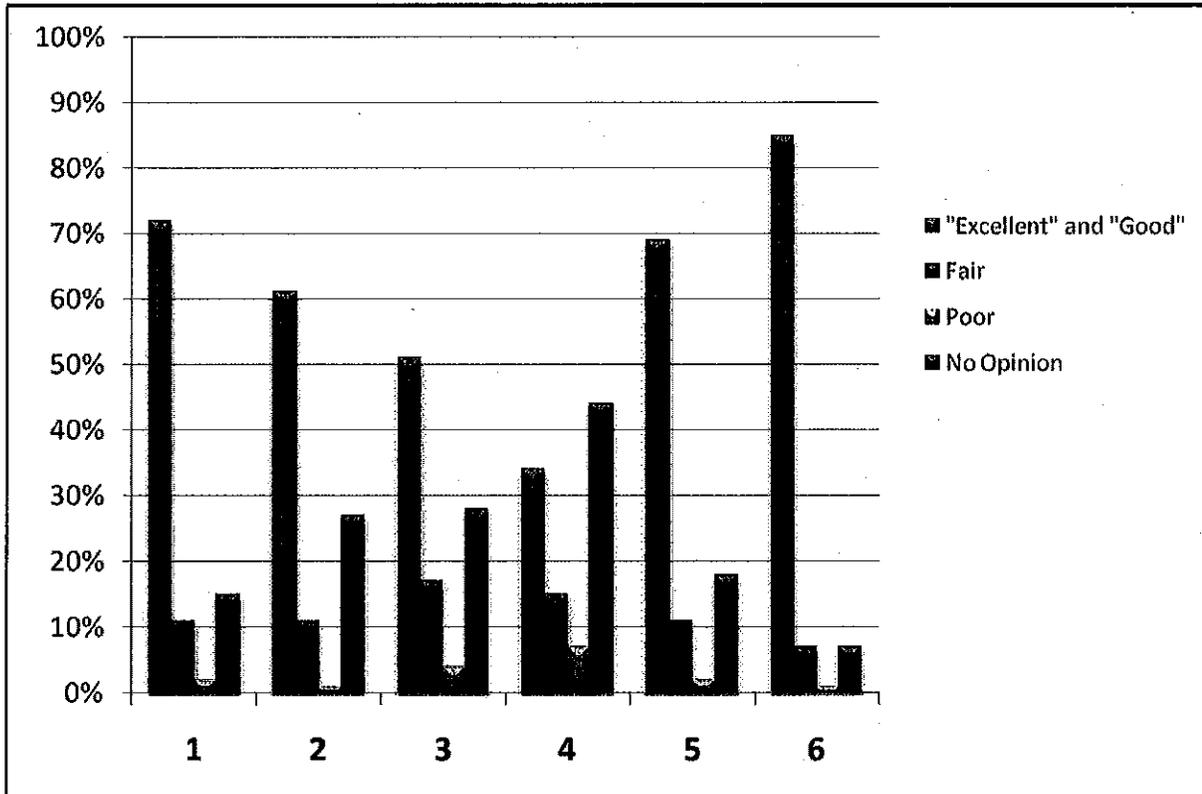


Table 5e: Facilities and Services in Whitewater: Services to Groups in Whitewater

	Facilities/Services	Excellent	Good	Fair	Poor	No Opinion
1	Recreational Programs	22%	50%	11%	2%	15%
2	Services to Seniors	21%	40%	11%	1%	27%
3	Services to Youth	11%	40%	17%	4%	28%
4	Services to Low Income	5%	29%	15%	7%	44%
5	Public Schools	19%	50%	11%	2%	18%
6	Public Library Services	40%	45%	7%	1%	7%

To what degree are certain things problems in Whitewater?

Respondents were asked to indicate to what extent several issues were problems in Whitewater. These issues included items related to crime, quality of life, growth and taxes. Specifically, residents were provided with an issue such as drugs and asked to what extent it was not a problem, a minor problem, a moderate problem or a major problem in Whitewater. (Please see Figure and Table 6 for full results.) These same questions were asked on the 2005 National Citizens Survey and comparisons between the two years are included below.³

The only item rated by more than half of the respondents as a moderate or major problem was taxes. Fifty-three percent stated this to be the case. Respondents 65 and older, and aged 25 to 44 were most likely to find taxes to be a moderate or major problem (58 percent and 57 percent respectively), while respondents 45 to 64 years of age were somewhat less likely to hold this attitude (49 percent). The fact is, however, that respondents could very well be commenting on taxes not levied by the city of Whitewater and providing an evaluation of taxes in general.

Responses on the other items were mixed. On the items associated with criminal or delinquent behavior, drugs were identified as a moderate (31 percent) or major (10 percent) problem by just over 40 percent of respondents. Another 31 percent stated that drugs were a minor problem. In regard to crime in general, only one percent stated it was a major problem, while 18 percent felt it was a moderate problem and 58 percent stated it was a minor problem. For each of these three items, those who felt it was a problem were most likely to identify it as a minor problem. For crime in general, this holds true regardless of how long a respondent has lived in Whitewater. For example, almost 67 percent of respondents who have lived in the city for more than 20 years stated that they believed crime to either not be a problem or a minor problem. Moreover, seventy-six percent of respondents living in this city for five years or less, or six to twenty years indicated that they believe crime to either not be a problem or a minor problem. The only exception was drugs with the same percents (31 percent) stating they were a minor problem and a moderate problem. Older residents were more likely than younger residents to find drugs to be a moderate or major problem. Forty-six percent of respondents over 65 stated that they believed drugs to be a moderate or major problem; in fact, 16 percent of this subgroup identified drugs as a major problem which was substantially higher than any other age group. Forty-four percent of respondents between the ages of 45 and 64 said that drugs were a moderate or major problem compared with 31 percent of respondents between 25 and 44, and, finally, 28 percent of respondents between the ages of 18 to 24 cited drugs as a moderate or major problem. Over three-quarters of respondents indicated that things like junk cars and weed lots were problems in Whitewater. Of this 76 percent, 11 percent felt it was a major problem, one-quarter stated it was a moderate problem and 40 percent indicated it was a minor problem.

³ It is important to note that (1) the sampling methods used in the 2005 and 2009 surveys were different and that (2) the weighting scheme applied to the 2005 data make the demographic profile of the samples very different from the 2009 sample. The 2005 data were 'normed' to match population estimates for the city of Whitewater and as a result the sample is heavily weighted to represent a young population (70 percent between the ages of 18-34). Given the number of responses to the 2009 data it was not possible to apply a similar weighting scheme and therefore this sample is more reflective of full-time residents of Whitewater. Comparisons between the results of the two surveys must be considered with these facts in mind.

Two other items, too much growth and lack of growth, were also included in this grouping. Half of respondents stated that too much growth was not a problem. Only five percent stated that too much growth was a major problem. Of the remaining residents, 15 percent referred to it as a moderate problem and 18 percent as a major problem. However, drawing conclusions on these items is difficult given that similar percents indicated that both too much growth and a lack of growth were moderate and minor problems.

Overall, aside from taxes, no item was identified as a major problem by more than 15 percent of respondents. Also, aside from taxes and drugs no item was considered a major or moderate problem by more than 40 percent of residents.

When comparing the results of the 2005 National Citizen Survey and the 2009 Community Survey on these items, there is significant consistency between the two years. Excluding the question on taxes because it is difficult to assess what taxes people are evaluating, there is very little difference from 2005 to 2009 on the extent to which all of the remaining items are problems in Whitewater. In fact, aside from a seven percent difference in responses about noise not being a problem, there is no other category where the divergence from 2005 to 2009 is greater than five percent in either direction.

Figure 6.

To what degree, if at all, are the following problems in Whitewater?

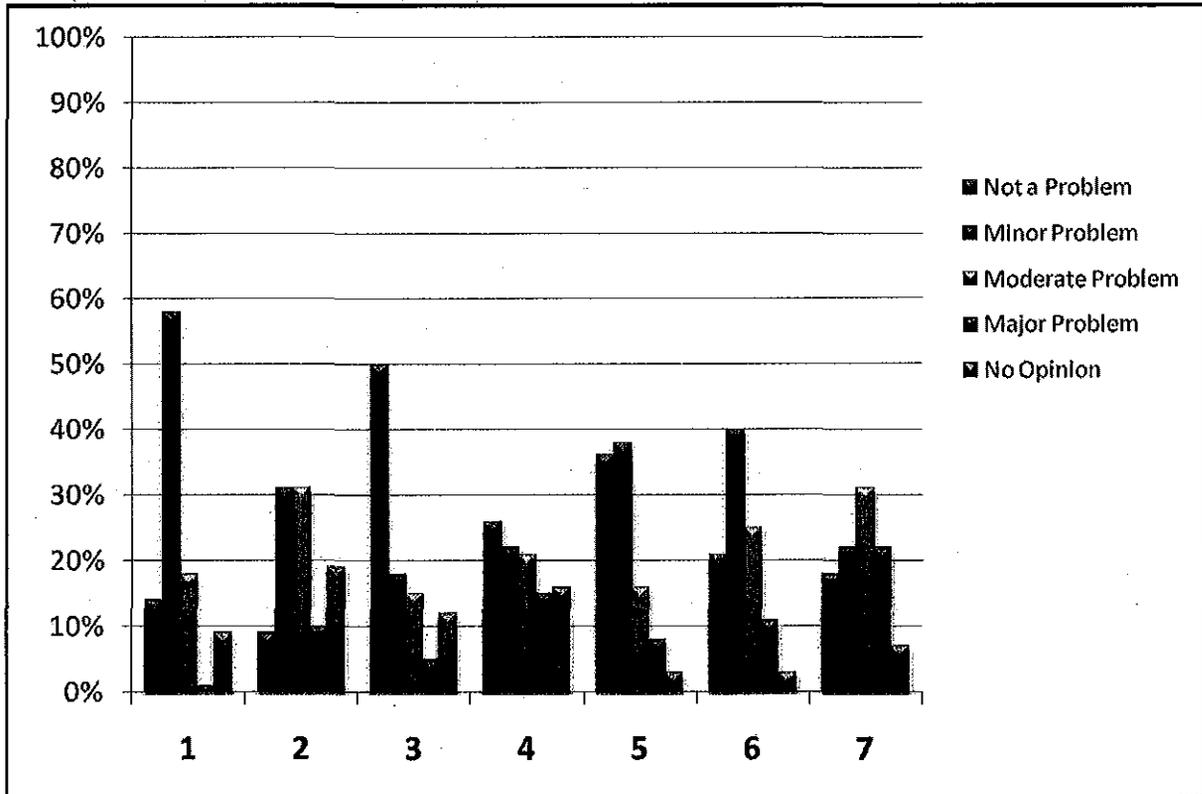


Table 6: Problems in Whitewater

Problems	Not a Problem	Minor Problem	Moderate Problem	Major Problem	No Opinion
1 Crime	14%	58%	18%	1%	9%
2 Drugs	9%	31%	31%	10%	19%
3 Too Much Growth	50%	18%	15%	5%	12%
4 Lack of Growth	26%	22%	21%	15%	16%
5 Noise	36%	38%	16%	8%	3%
6 Junk cars, weed lots, etc.	21%	40%	25%	11%	3%
7 Taxes	18%	22%	31%	22%	7%

Safety in Whitewater

In regard to safety, respondents were asked to indicate how safe they felt in Whitewater from violent crime, property crime and fire. (Please see Figure and Table 7 for full results.) These same questions regarding safety were asked on the 2005 National Citizens Survey and comparisons between the two years are included below.⁴

On each item, a significant majority of residents reported feeling safe or very safe. In regard to violent crime, 87 percent felt somewhat safe or very safe with over half (54 percent) stating they felt very safe. Eighty-two percent indicated that they felt somewhat or very safe with 53 percent feeling very safe. While 78 percent felt somewhat safe or very safe from property crimes, the percent that felt very safe was lower than for the other two (29 percent). Only small percents stated that they felt somewhat or very unsafe. For violent crime and fire, the percent that stated they felt somewhat or very unsafe was less than four percent and nine percent indicated the same for property crimes. Respondents who have lived in the city for more than 20 years were most likely to state that they felt somewhat unsafe or very unsafe with respect to property crimes (33 percent), while only 16 percent of respondents who have lived in the city for 6 to 20 years indicated that they felt this way, and only 10 percent of respondents living in Whitewater for five years or less indicated they felt somewhat unsafe or very unsafe from this type of crime. A substantial majority of respondents, regardless of how long they have resided in the city, indicated that they felt safe or very safe with respect to fire. For example, 85 percent of respondents who have lived in Whitewater for more than 20 years stated that they felt either very safe or safe, 78 percent of respondents who have lived in the city for 6 to 20 years responded the same, followed by 80 percent of respondents who have lived in the city for five years or less.

Overall, residents in Whitewater felt very safe when it came to violent crime and fire and relatively safe when asked about property crimes. When comparing the 2009 Community Survey to the 2005 National Citizen Survey, there is consistency. Respondents in 2005 were also more likely to feel safe or somewhat safe from violent crime and fire and relatively safe from property crimes.

⁴ It is important to note that (1) the sampling methods used in the 2005 and 2009 surveys were different and that (2) the weighting scheme applied to the 2005 data make the demographic profile of the samples very different from the 2009 sample. The 2005 data were 'normed' to match population estimates for the city of Whitewater and as a result the sample is heavily weighted to represent a young population (70 percent between the ages of 18-34). Given the number of responses to the 2009 data it was not possible to apply a similar weighting scheme and therefore this sample is more reflective of full-time residents of Whitewater. Comparisons between the results of the two surveys must be considered with these facts in mind.

Figure 7.

Please rate how safe you feel from the following occurring to you in Whitewater?

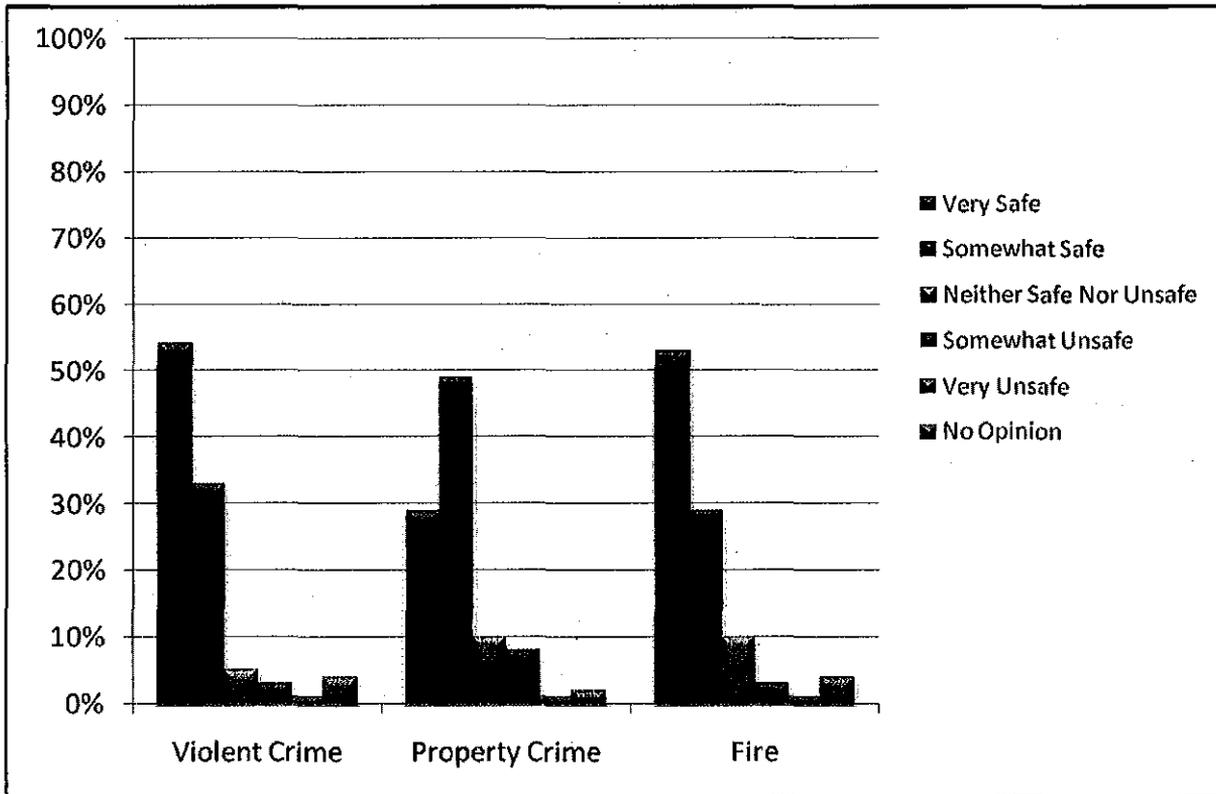


Table 7: Safety in Whitewater

Occurrence	Very Safe	Somewhat Safe	Neither Safe Nor Unsafe	Somewhat Unsafe	Very Unsafe	No Opinion
Violent Crime	54%	33%	5%	3%	<1%	4%
Property Crimes	29%	49%	10%	8%	1%	2%
Fire	53%	29%	10%	3%	<1%	4%

PART 3: PLANNING FOR THE FUTURE OF WHITEWATER**Where should the City encourage future commercial/retail development?**

Given that commercial and retail establishments are found throughout the city, residents were asked to identify locations where they thought the city should encourage further growth and development. The survey provided residents with a list of locations, and respondents were asked to indicate where they would like to see future commercial and retail development. Residents were able to choose as many locations from those provided as they wished. (Please see Figure and Table 8 for full results.)

Of the six locations listed, the levels of support varied from 71 percent to 22 percent and clustered into three pairings. The two areas selected by most residents were Downtown (71 percent), and the East Side/Elkhorn Road Area (66 percent). These areas clearly had the greatest support for future commercial and retail development. There was considerable drop-off to the next level of support with Highway 59 N (Industrial Park) (42 percent) and West Side/W. Main Street (37 percent) being chosen by far fewer residents. Finally, the areas receiving the least support from residents for future commercial and retail development were the Walworth Avenue/U.S. 12 Bypass Intersection (23 percent) and Hwy 59/89 intersection (22 percent).

On this question a clear preference was shown for commercial and retail development downtown and on the East Side/Elkhorn Road Area with over two-thirds of respondents indicating support for development in these locations. No other area received support from a majority of residents responding, and two areas (Walworth Avenue/U.S. 12 Bypass Intersection and Hwy 59/89 intersection) received support from less than one-quarter of all respondents.

The City's Comprehensive Plan proposes varying levels of development at each location. Elkhorn Road and downtown development are priorities for residents and are also featured prominently in the Plan's policy recommendations. The Plan also promotes development at the two locations where resident support was very low, the U.S. 12 Bypass Intersection, and the Highway 59/89 intersection. Overall then, resident preferences for development are not always consistent with the Plan.

Figure 8.

Where should the City encourage future commercial/retail development?

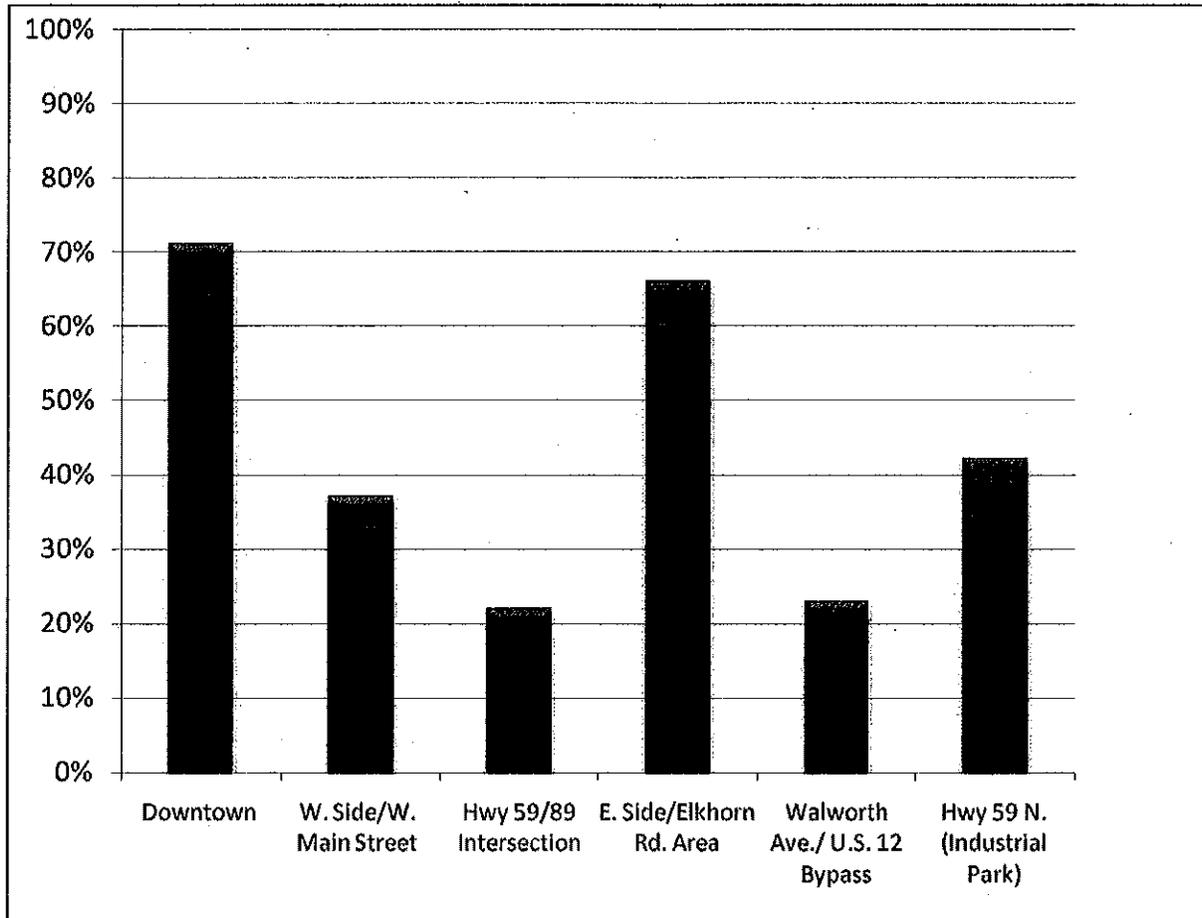


Table 8: Future Commercial/Retail Development

Area/Location	Percent
Downtown	71%
W. Side/W. Main Street	37%
Hwy 59/89 Intersection	22%
E. Side/Elkhorn Rd. Area	66%
Walworth Ave./ U.S. 12 Bypass	23%
Hwy 59 N. (Industrial Park)	42%

Which additional forms of non-residential development should the City encourage?

In addition to asking residents where they would like to see additional commercial and retail development, the survey measured respondent preferences for additional forms of non-residential development. A list of six different forms of non-residential (and non-retail/commercial) development were provided in this survey question and respondents were asked to indicate which type of development they believed the city should encourage. (Please see Figure and Table 9 for full results.)

Two forms of non-residential development, research and technology (80 percent), and light industrial (78 percent), were identified by considerably more residents as areas where they would like to see the city encourage greater development. Another area garnering significant support was health care facilities (64 percent), while small-scale offices and corporate or other larger-scale offices received the support of just over half of respondents (51 percent). Finally, the only item that received less than majority support was heavier industrial development with only 20 percent of respondents supporting its expansion in the city.

Clearly, residents are in favor of development with a majority of respondents encouraging all forms of non-residential and non-retail/commercial development with the exception of heavy industry. There is also a very strong preference for research and technology, and light industrial development. In addition, residents indicated that additional health care facilities would enhance the city. Relatively low-impact development in the form of small and large office complexes was also favored by a majority of residents. When taken with the findings discussed earlier in Figure and Table 8, a trend is evident. Residents are generally in favor of attracting economic development opportunities to Whitewater in many forms including retail/commercial, light industrial, corporate, and research and technology-oriented. The recommendations in the City's Comprehensive Plan for non-residential development are in line with resident preferences.

Figure 9.

Which of the following additional forms of non-residential development should the City encourage?

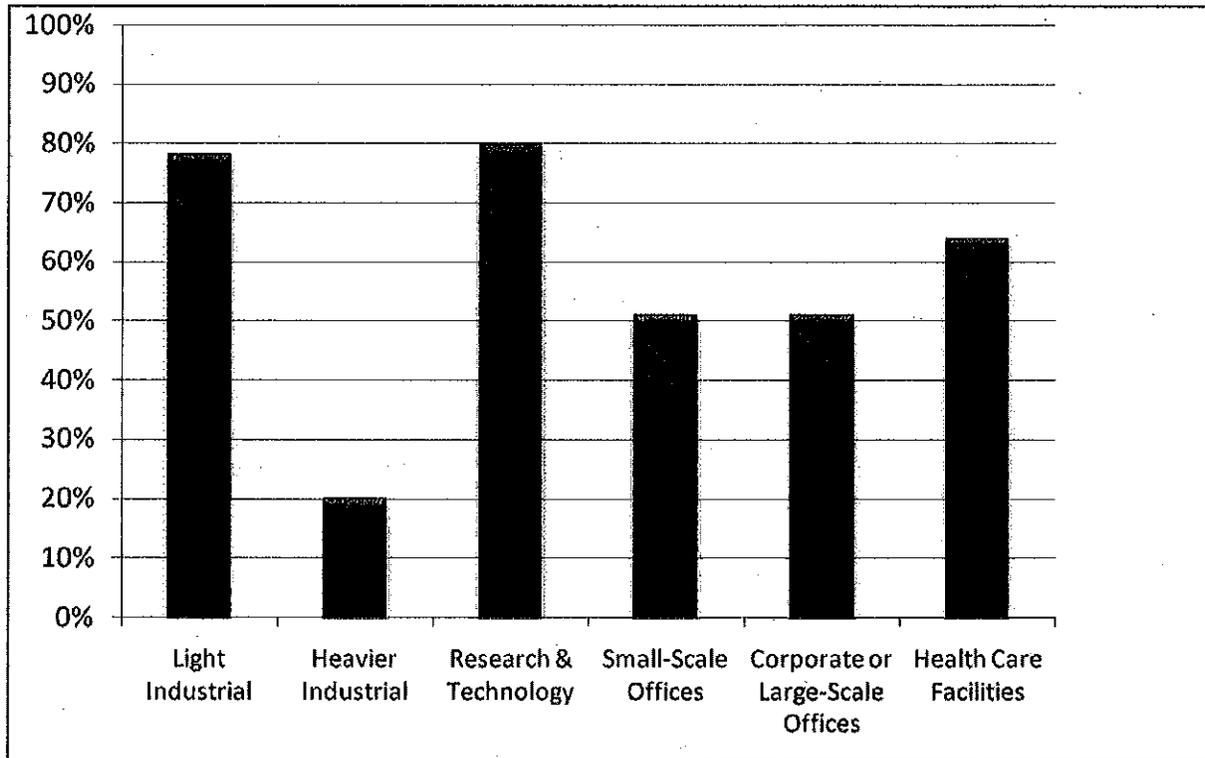


Table 9: Non-Residential Development

Additional Forms	Percent
Light Industrial	78%
Heavier Industrial	20%
Research & Technology	80%
Small-Scale Offices	51%
Corporate or Large-Scale Offices	51%
Health Care Facilities	64%

What are your long-range planning preferences for the City of Whitewater?

Business/Cultural Development

Respondents were asked to indicate to what extent they agree or disagree with a number of potential long-range development objectives for the city. The thirteen items were dividing into two categories: business/cultural development and infrastructure/green space related development. (Please see Figure and Table 10a for full results.)

In regard to business/cultural development, the greatest support was for downtown revitalization and expansion of the business park. Eighty-three percent of respondents strongly agreed or somewhat agreed that downtown revitalization should be part of the City's long-term planning with 55 percent of those respondents agreeing strongly.

The support shown here for downtown revitalization, and an expansion of the business park, is consistent with findings discussed earlier in this report and with the City's Comprehensive Plan recommendations. Both downtown revitalization and expansion of the business park are prominently featured in the Plan's policy suggestions for economic development.

A clear majority of respondents also agreed that two other business/cultural development items, the arts (69 percent), and the library addition (62 percent), should be part of the City's long-range planning and are in fact included in the City's Comprehensive Plan. Some differences across income levels were noted when examining whether respondents strongly agreed or somewhat agreed that the arts should be part of the city's long-range plan. Respondents making \$100,000 or more per year were the most supportive (75 percent), followed by respondents making \$50,000 to 99,000 per year (72 percent). Over a majority (60 percent) of respondents with an income of \$49,000 or less also strongly or somewhat agreed that the arts should be included in the Plan, but at a lower rate than the other two groups. With respect to a library addition, respondents who had some college or a college degree were much more likely to strongly agree or somewhat agree that a library addition should be in Whitewater's future plans (68 percent and 65 percent respectively) than respondents who had a high school diploma or less (45 percent). It should also be noted that respondents with children ages 17 and under were more likely to strongly agree or somewhat agree that the library addition should be part of the city's future plan than were respondents who did not have children under 17 (71 percent to 60 percent respectively). However, it is clear that a substantial majority within both groups supported its inclusion. Promotion of the arts through existing activities, partnerships, and new initiatives is prominent in the Plan. Also, a Plan recommendation is to continue to look into ways to expand the library to meet community needs.

Only one business/cultural development item, a tourist/visitor information center, received less than 50 percent support (44 percent). It also had the highest percent of respondents indicate a neutral stance (36 percent) and disagreement with its inclusion in long-term planning (21 percent).

For the most part, there is congruence with the Comprehensive Plan and resident's long-range planning preferences for business and cultural development.

Figure 10a.

The City of Whitewater will be conducting long-range planning for the future of our community. Please indicate to the degree to which you agree or disagree with the future development of the following:

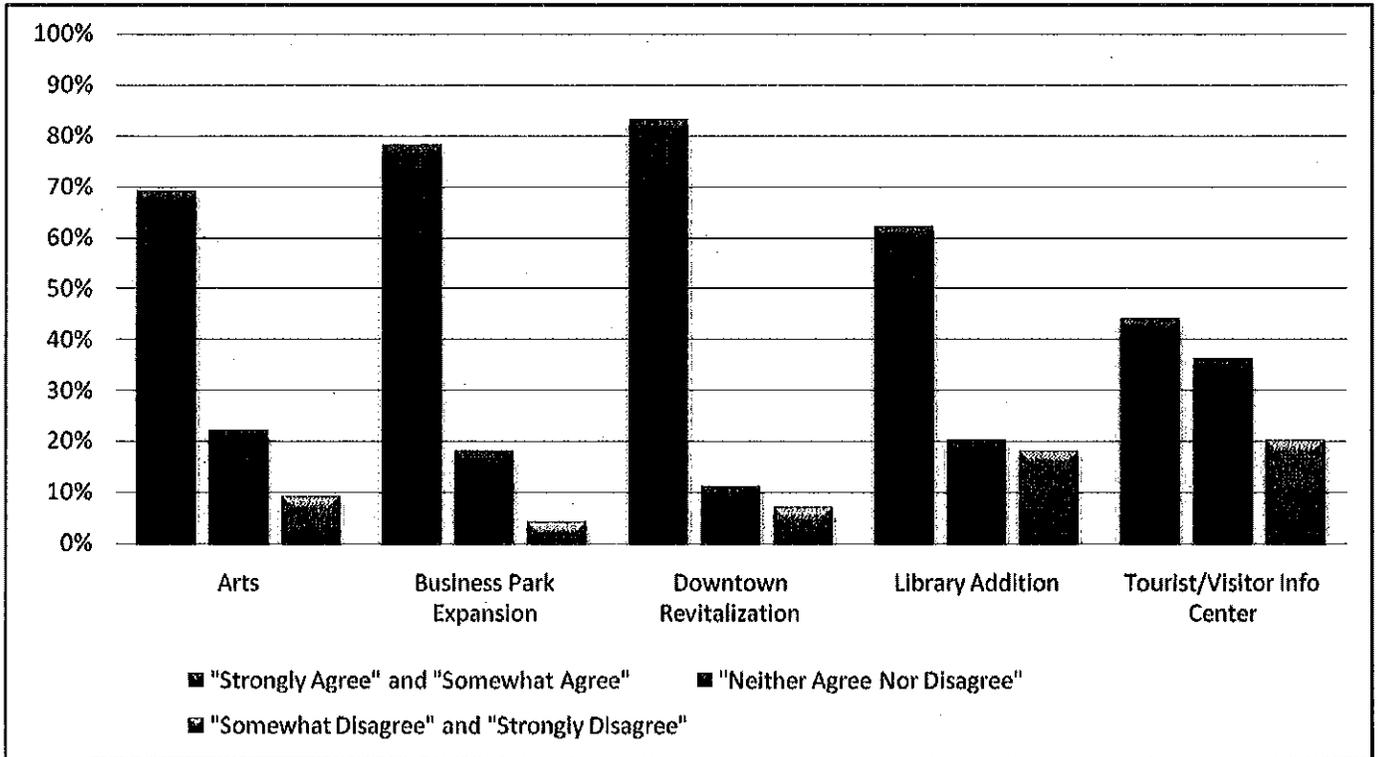


Table 10a: Long-Range Planning Preferences

Business & Cultural Development	Strongly Agree	Somewhat Agree	Neither Agree/ Nor Disagree	Somewhat Disagree	Strongly Disagree
Arts	37%	32%	22%	6%	3%
Business Park Expansion	42%	36%	18%	3%	1%
Downtown Revitalization	55%	28%	11%	4%	3%
Library Addition	35%	27%	20%	13%	5%
Tourist/Visitor Info Center	17%	27%	36%	13%	7%

What are your long-range planning preferences for the City of Whitewater?

Infrastructure/Green Space Development

Respondents were asked to indicate to what extent they agree or disagree with a number of potential long-range development objectives for the city. The thirteen items were dividing into two categories: business/cultural development and infrastructure/green space related development. (Please see Figure and Table 10b for full results.)

Another area where residents were asked about their long-range planning preferences was infrastructure and green space-related issues. Respondents indicated strong support for green-space related development with significant percentages of residents agreeing that pedestrian/bike trail development (73 percent), park and open space acquisition (64 percent), and park and open space development (64 percent) were all things the city should pursue in the future. The City's Comprehensive Plan includes a number of policy recommendations related to green-space issues that are consistent with the preferences of city residents stated above.

In regard to infrastructure, majorities of respondents agreed that the city should include neighborhood sidewalks (70 percent), Main Street pedestrian improvements (65 percent), and downtown parking (59 percent) in its long-range planning. These items are addressed in the Plan.

The two items that received the least support, and also had the strongest opposition, were the Indian Mound parkway extension and the Starin Road extension. Only 41 percent of residents agreed that these should be part of the City's future planning while approximately one-fifth (21 percent for Indian Mound and 18 percent for Starin Road) disagreed. Respondents expressing the highest level of disagreement (somewhat disagree or strongly disagree) for the Starin Road extension resided in the subdivisions and near the UW-W campus (19 percent and 18 percent respectively). The greatest opposition to the Indian Mound road extension came from respondents living on the Eastside (19 percent) and in subdivisions (21 percent). Both of these road extensions are recommended in the City's Plan.

The consensus that emerged in these data was strong support for green space acquisition and development and infrastructure improvements and a much lower support for the Indian Mound parkway and Starin Road extensions. The latter represents a divergence from the Comprehensive Plan.

Figure 10b.

The City of Whitewater will be conducting long-range planning for the future of our community. Please indicate to the degree to which you agree or disagree with the future development of the following:

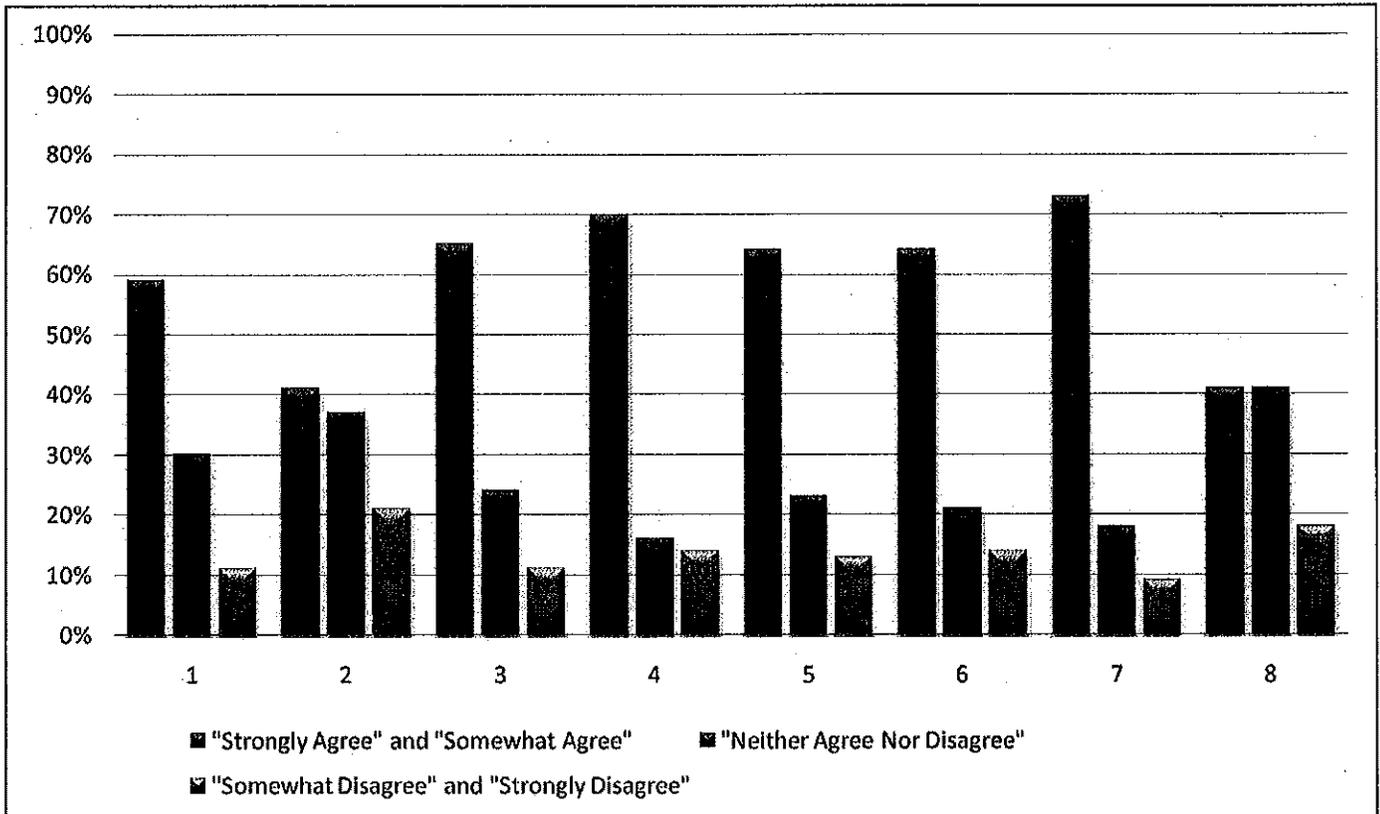


Table 10b: Long-Range Planning Preferences

	Infrastructure & Greenspace Development	Strongly Agree	Somewhat Agree	Neither Agree/ Nor Disagree	Somewhat Disagree	Strongly Disagree
1	Downtown Parking	27%	32%	30%	9%	2%
2	Indian Md. Pkwy. Ext.	12%	29%	37%	11%	10%
3	Main St. Ped. Improvement	33%	32%	24%	9%	2%
4	Neighborhood Sidewalks	38%	32%	16%	8%	6%
5	Park and Open Space Acquisition	34%	30%	23%	9%	4%
6	Park and Open Space Development	31%	33%	21%	9%	5%
7	Ped./Bike Trail Development	43%	30%	18%	4%	5%
8	Starin Rd. Extension	18%	23%	41%	9%	9%

What design standards should the City of Whitewater use for future commercial/retail and industrial development?

Several design standards for future commercial/retail and industrial development were included in the survey to gauge resident attitudes regarding requirements for such development. Overall, residents support the implementation of design standards for future development with some standards receiving more support than others. (Please see Figure and Table 11 for full results.)

In keeping with the strong support found earlier in the report for consideration of green-related issues, residents most strongly supported sustainable building/construction requirements that reduce the impact on the natural environment (73 percent), and landscaping requirements (72 percent). The City's Comprehensive Plan is replete with recommendations regarding sustainability and resource protection, and in this regard is very much in line with resident preferences. Limits on signage and lighting also had strong support from respondents (70 percent) and is found in the Plan.

Residents indicated support for other design standards as well, but the support was less strong than it was for the items discussed above. Fifty-eight percent of respondents supported payment for off-site impacts (e.g. roads or sewers), and improved architectural design standards for new buildings. Half of the residents supported maximum building size limitations and building material requirements (49 percent). The Plan addresses these and other design standards issues in its recommendations for economic development and land use.

Overall, residents support the implementation of design standards for future development that are consistent with the recommendations found in the Comprehensive Plan. Further, standards related to sustainability and green space received the greatest support.

Figure 11.

Which of the following design standards for future commercial/retail and industrial development do you support?

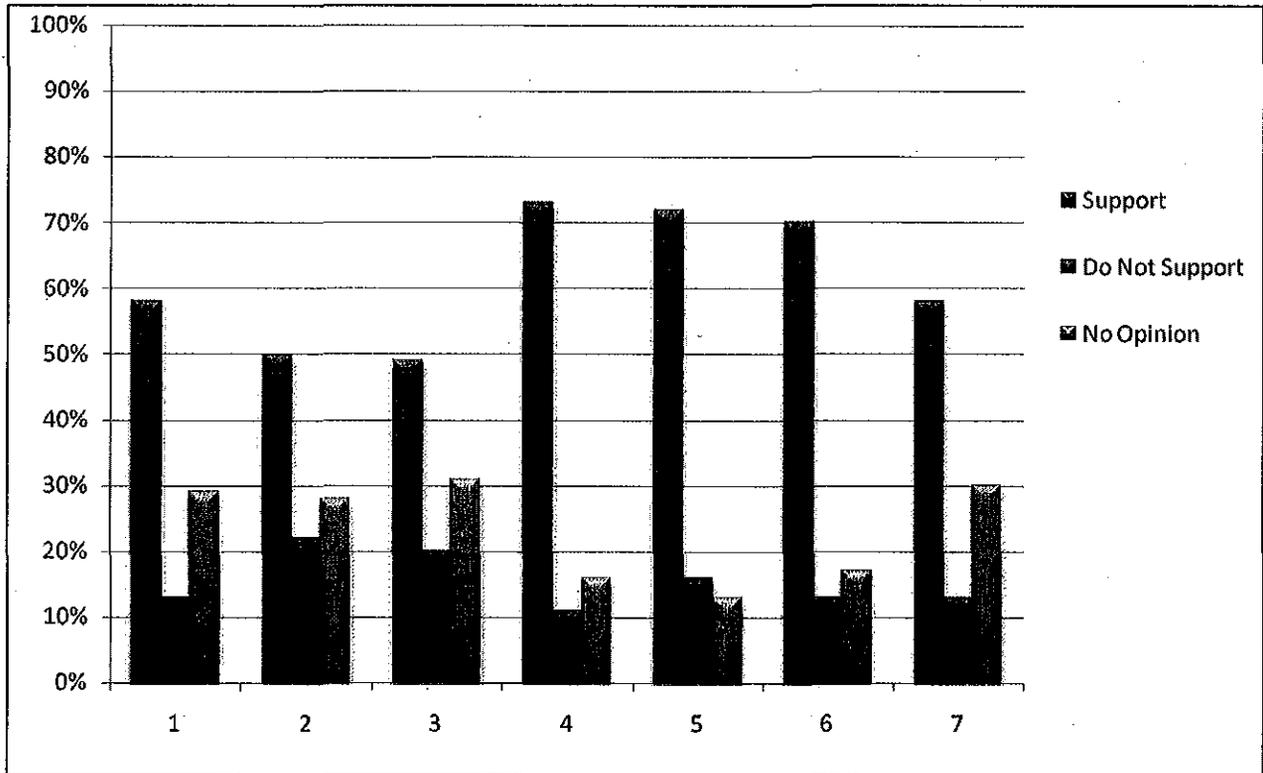


Table 11: Future Commercial/Retail and Industrial Development

	Design Standards	Support	Do Not Support	No Opinion
1	Improved architectural design standards for new buildings	58%	13%	29%
2	Maximum building size limitations	50%	22%	28%
3	Building material requirements	49%	20%	31%
4	Sustainable building/construction requirements that reduce the impact on the natural environment	73%	11%	16%
5	Landscaping requirements	72%	16%	13%
6	Signage limitations/Lighting limitations	70%	13%	17%
7	Payment for off-site impacts	58%	13%	30%

What design features should the City of Whitewater promote for future residential neighborhoods?

Residents were asked to indicate what design features they would like to see in future residential neighborhood development. Strong support was evident for some design features such as neighborhood parks and bicycle paths while other features like narrower streets and alleys had considerable opposition. (Please see Figures and Tables 12a and 12b for full results.)

In regard to planning for residential neighborhoods, respondents indicated the strongest support for street trees (83 percent), neighborhood parks (79 percent), sidewalks (76 percent), and off-street bicycle/pedestrian paths (76 percent). In addition, a majority of residents supported shopping within walking distance (62 percent), on-street bike lanes (56 percent), and greenway corridors (52 percent). About half of the respondents favored decorative street lighting (50 percent), architectural standards for houses (50 percent), and front porches (47 percent). Finally, only a very small percentage of residents supported alleys (19 percent), and narrower streets (11 percent), in future residential neighborhoods.

Some of the policy recommendations made in the City's Comprehensive Plan are consistent with the design features supported by residents. For example, the Plan recommends that neighborhoods be organized around community gathering places like schools and parks. As the survey results illustrate, residents support neighborhood parks and schools, as well as greenway corridors. Respondents also indicated strong support for sidewalks and bicycle/pedestrian paths, and the Plan calls for creating safe and comfortable places for residents to walk and bike. In regard to retail/commercial development in close proximity to new neighborhoods, 62 percent of residents support shopping that is within walking distance, and the Plan recommends that new neighborhoods include shops and services that residents may reach on foot.

The two items that residents were least supportive of for future residential neighborhoods, alleys and narrower streets, are also policy recommendations in the Plan. These items are recommended in the Plan as ways to reduce and calm traffic, and establish street activity.

Generally, resident opinions regarding future residential neighborhood development are consistent with the policy recommendations in the Comprehensive Plan.

Figure 12a.

Which of the following design features for future residential neighborhoods do you support?

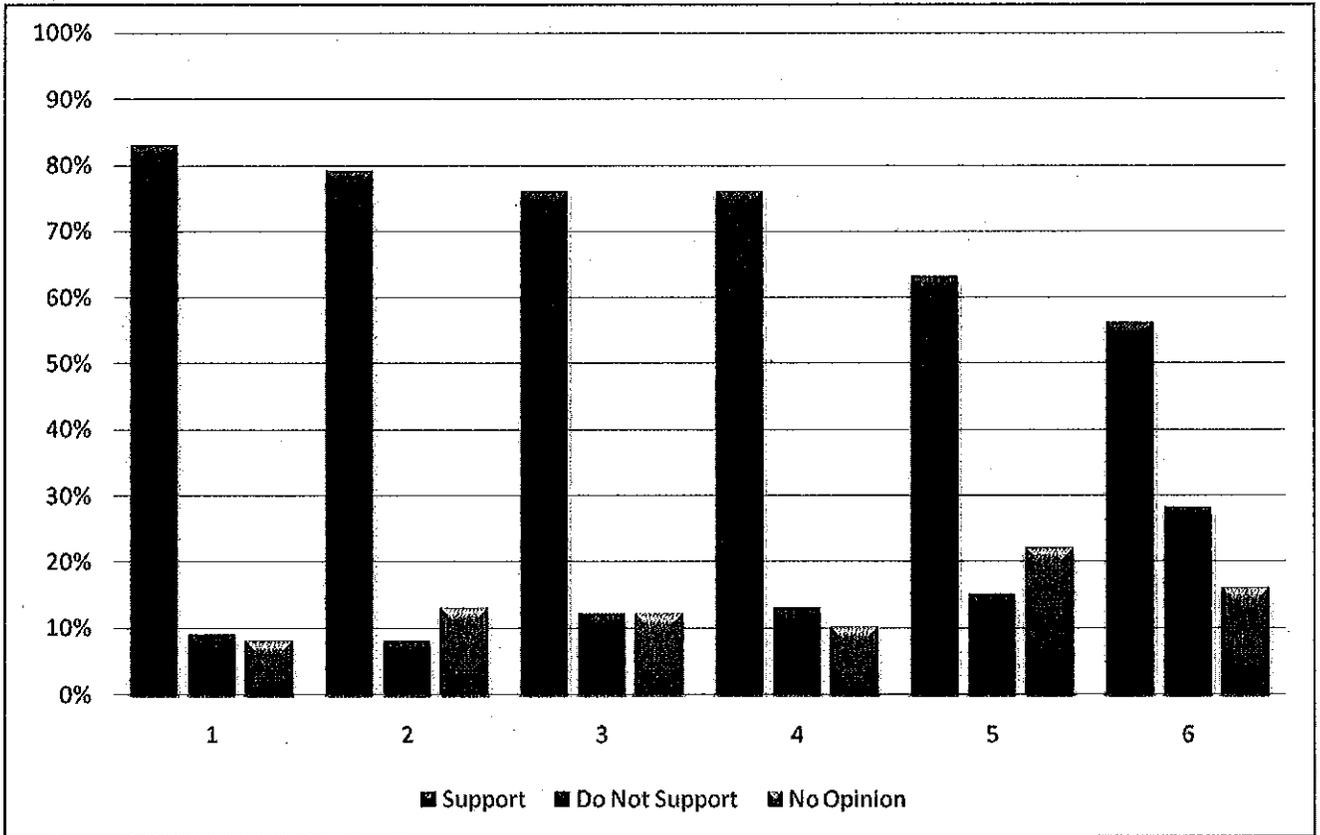


Table 12a: Future Residential Neighborhood Development

	Design Features	Support	Do Not Support	No Opinion
1	Street Trees	83%	9%	8%
2	Neighborhood Parks	79%	8%	13%
3	Sidewalks	76%	12%	12%
4	Off-Street Bike/Ped. Paths	76%	13%	10%
5	Neighborhood Schools	63%	15%	22%
6	Shopping w/i Walking Distance	62%	12%	26%
7	On-Street Bike Lanes	56%	28%	16%

Figure 12b.

Which of the following design features for future residential neighborhoods do you support?

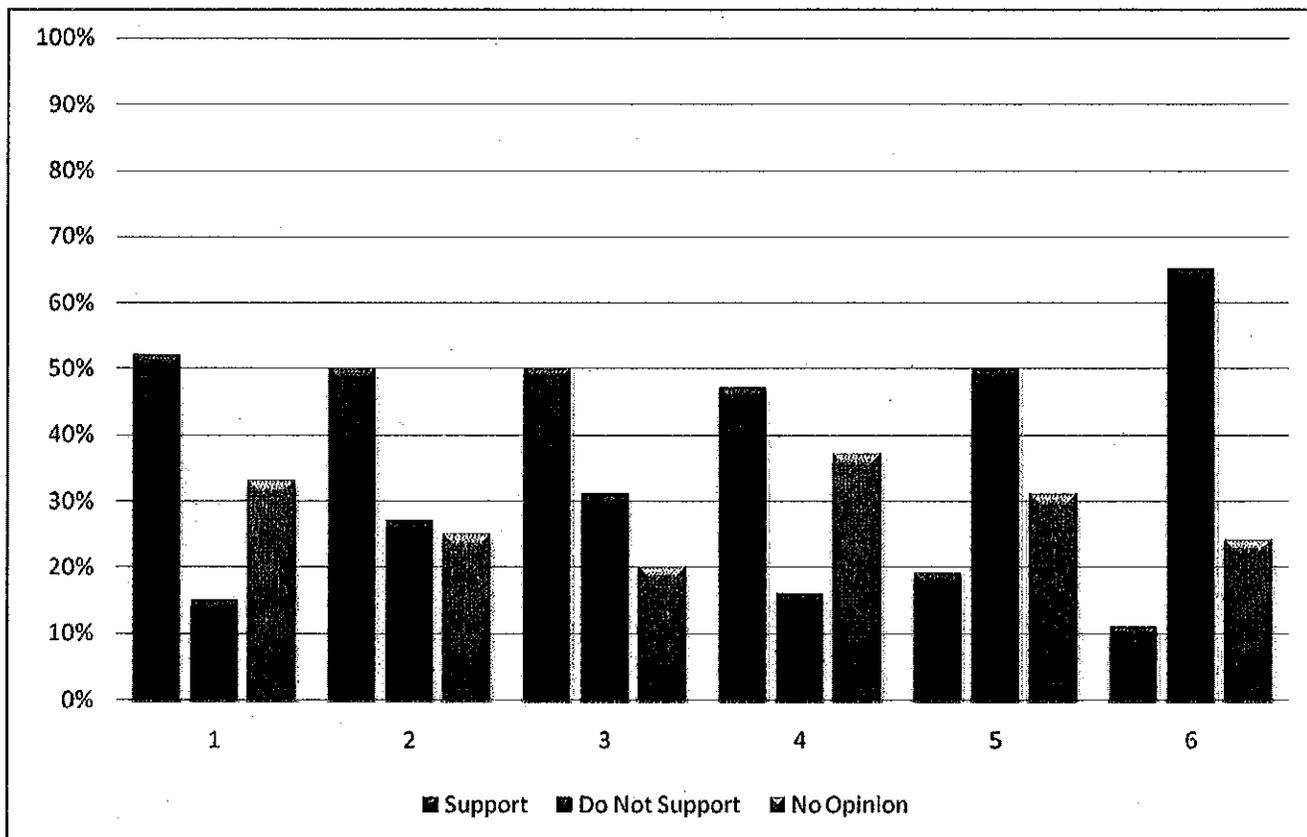


Table 12b: Future Residential Neighborhood Development

	Design Features	Support	Do Not Support	No Opinion
1	Greenway Corridors	52%	15%	33%
2	Decorative Street Lighting	50%	27%	23%
3	Architectural Standards for Houses	50%	31%	20%
4	Front Porches	47%	16%	37%
5	Alleys	19%	50%	31%
6	Narrower Streets	11%	65%	24%

CONCLUSION

The City of Whitewater Comprehensive Plan Community Survey sought to measure residents' perceptions of the overall quality of life in Whitewater, their evaluation of facilities, services and safety in Whitewater and their preference for future development in Whitewater. Additionally, the survey sought to measure resident preferences on a number of items being considered for inclusion in the City's Comprehensive Plan.

Quality of Life Issues

In regard to quality of life issues, residents were asked to rate the overall quality of life in Whitewater, evaluate Whitewater as a place to live, raise children, and retire and to indicate whether they believe the city has stayed the same, improved, or worsened compared to five years ago. Overall, residents were very positive in their evaluation of the overall quality of life in Whitewater, and similarly positive with respect to several characteristics tied to overall quality of life such as Whitewater as a place to raise children and retire. Respondents were also positive when it came to changes in the city and quality of life compared to five years ago. Further, Whitewater's proximity to employment, friends and relatives, and UW-Whitewater are the most important reasons why residents have chosen to live in the City. In addition to these factors, respondents indicated that quality of life factors such as Whitewater's small town atmosphere, low crime, and good schools are important as well.

Evaluation of Facilities, Services and Safety

In order to obtain resident evaluations of facilities and services in Whitewater, residents were asked to rate 27 different facilities and services in Whitewater. These range from ambulance services to recycling to snow removal and to services for low income people. In the area of police, fire and other-related services, large majorities of respondent evaluated police services, fire services, ambulance/EMT services and traffic enforcement favorably while a smaller percent were positive about the municipal court. Code enforcement was the item that had the least favorable evaluation and greatest percent of respondents who rated it as fair or poor. Several of the items residents were asked to evaluate were public works-related services including those provided by private contractors. Of the ten public works related items, five were rated as excellent or good by over 75 percent of respondents. Garbage collection received both the highest overall percent of respondents rating it as good or excellent and the highest percent of residents rating a service excellent. Other related items that received very positive evaluations were the appearance and maintenance of city parks and recycling services. Traffic signal timing was the item in this group that received the lowest evaluation. Economic development and culture-related items comprised the third grouping of services and facilities that residents were asked to evaluate. These include downtown parking, land use, economic development, cultural opportunities and the community television station. Respondent evaluations of these items were generally lower than the other groups with only two of the five items being rated as good or excellent by a majority of residents. A final grouping of items included services offered by the city to various groups including seniors, young people and low income residents as well as recreational programs, public schools and the public library. Of the six items included in this group, two services, public library services and recreational programs were rated as good or excellent by over three-quarters or residents. Public schools and services to seniors were also

evaluated positively. Just over half of residents stated that services for young people were excellent or good while a third felt that services to low income residents were good or excellent.

Respondents were asked to indicate to what extent several issues were problems in Whitewater. These issues included items related to crime, quality of life, growth and taxes. Specifically, residents were provided with an issue such as drugs and asked to what extent it was not a problem, a minor problem, a moderate problem or a major problem in Whitewater. The only item rated by more than half of the respondents as a moderate or major problem was taxes. Besides taxes, no item was identified as a major problem by more than 15 percent of respondents. Also, aside from taxes and drugs no item was considered a major or moderate problem by more than 40 percent of residents. In regard to safety, respondents were asked to indicate how safe they felt in Whitewater from violent crime, property crime and fire. Overall, residents in Whitewater felt very safe when it came to violent crime and fire and relatively safe when asked about property crimes.

Preferences for Future Development

Many of the questions in the survey were aimed at measuring resident attitudes toward items in being considered for the Whitewater Comprehensive Plan. Overall, there is significant congruence between resident preferences and the policy recommendations offered in the Plan.

The survey asked residents to indicate their opinions on a number of questions related to future planning and development in the City. When asked about future development, respondents were generally in favor of residential, retail/commercial, and other types of development with a few exceptions. A majority of respondents supported all forms of non-residential and non-retail/commercial development except heavy industry. The results also indicate a very strong preference for research and technology, and light industrial development. In regard to retail and commercial development, respondents showed a strong preference for further downtown revitalization and development efforts.

Support for the promotion of green-space and sustainability initiatives was found throughout the survey. When asked about long-range planning priorities, significant percentages of residents agreed that pedestrian/bike trail development, park and open space acquisition, and park and open space development were all things the city should pursue. Additionally, when asked about design standards for future development, respondents most strongly supported sustainable building/construction requirements that reduce the impact on the natural environment and landscaping requirements.

Overall, when comparing the policy recommendations of the Plan, and resident attitudes and preferences, there is considerable overlap between the two in regard to proposed initiatives and areas for future planning and development.

Appendix A. Survey Instrument

CITY OF WHITEWATER COMPREHENSIVE PLAN COMMUNITY SURVEY

Dear City of Whitewater Citizen:

WE NEED YOUR HELP! The City of Whitewater is preparing a comprehensive plan. The purposes of the plan are to:

- Develop a shared vision for the future of Whitewater and craft a means for achieving that consensus vision;
- Identify areas for development, redevelopment, and preservation;
- Help ensure that future development is of the type and quality desired by the City and its residents; and
- Provide strategies and identify priorities to implement plan recommendations.

This community survey is your chance to participate in the planning process without leaving your home. Please provide your opinion on existing and future development, community priorities, and community opportunities. Ten lucky respondents will be randomly selected to receive a \$25 Whitewater Chamber of Commerce Gift Certificate for returning a completed survey by July 20, 2009. Please contact Kayla Chadwick, City Manager Intern at (262) 473-0500 ext: 241 or E-mail CMIntern@ci.whitewater.wi.us if you have any questions on the survey. You can return the completed survey (1) by mail, (2) by fax at (262) 473-0509; (3) in person at the Whitewater Municipal Building or Whitewater Public Library, or (4) online at www.ci.whitewater.wi.us. You may answer anonymously and all answers will be kept confidential. To ensure privacy, individual survey responses will not be revealed. All statistics will be aggregated. The survey will take approximately 5 minutes to complete. **Please return the completed survey or respond online by July 20th.**

Your opinions and comments are extremely important for the future of our community!
Thank you for your time.

Kevin Brunner, City Manager

Please complete the form below to be included in the prize drawing for one of ten \$25 gift certificates that will be given away to thank you for your participation.

All answers will be kept confidential. If you would like to be entered in the drawing for a \$25 gift certificate, all survey questions must be answered. Please complete the form below:

Name (first & last): _____ Email: _____

Phone Number: _____ Address: _____

This survey has been mailed to all households and property owners in the City of Whitewater. Please have any and all adult members of your household complete the survey, additional copies available online at www.ci.whitewater.wi.us, at the Municipal Building, 2nd floor, or at the Whitewater Public Library. If you would like further information about Whitewater's Comprehensive Plan or the planning process, please visit the City's website at www.ci.whitewater.wi.us

Please do not use staples—the post office will not accept stapled surveys.

PART 1: OPINIONS ON EXISTING CONDITIONS

1. What are the **THREE (3)** most important reasons you or your family choose to live in the City of Whitewater? Please rank your top **THREE** choices (Place a "1" next to your most important reason, a "2" next to your second reason, and a "3" next to your third reason).

- | | |
|---------------------------------------|--|
| A ___ Affordable housing | L ___ Good schools |
| B ___ Close to Janesville/Beloit area | M ___ Near job |
| C ___ Close to Milwaukee metro area | N ___ Near relatives and friends |
| D ___ Close to Chicago metro area | O ___ Parks and recreational opportunities |
| E ___ Close to Madison area | P ___ Tax rate |
| F ___ Close to shopping opportunities | Q ___ Sense of community |
| G ___ Good health care facilities | R ___ Small town atmosphere |
| H ___ Good housing choices | S ___ Convenient location |
| I ___ Good transportation access | T ___ Resort & tourism amenities |
| J ___ Low crime | U ___ Presence of UW-Whitewater |
| K ___ Community services | V ___ Proximity to Kettle Moraine |
| | W ___ Other _____ |

2. How would you rate the following facilities and services in the community? Please put a check in the appropriate box for each of the services listed below.

Service/Facility	Excellent	Good	Fair	Poor	No Opinion
A Police services	<input type="checkbox"/>				
B Fire services	<input type="checkbox"/>				
C Ambulance/Emergency Medical Services	<input type="checkbox"/>				
D Traffic enforcement	<input type="checkbox"/>				
E Garbage collection	<input type="checkbox"/>				
F Recycling	<input type="checkbox"/>				
G Street lighting	<input type="checkbox"/>				
H Snow removal	<input type="checkbox"/>				
I Sidewalk maintenance	<input type="checkbox"/>				

Service/Facility		Excellent	Good	Fair	Poor	No Opinion
J	Traffic signal timing	<input type="checkbox"/>				
K	Amount of downtown public parking	<input type="checkbox"/>				
L	Storm drainage	<input type="checkbox"/>				
M	Drinking water	<input type="checkbox"/>				
N	Sewer services	<input type="checkbox"/>				
O	Recreational programs or classes	<input type="checkbox"/>				
P	Appearance/maintenance of parks	<input type="checkbox"/>				
Q	Land use planning and zoning	<input type="checkbox"/>				
R	Code enforcement	<input type="checkbox"/>				
S	Economic development	<input type="checkbox"/>				
T	Services to seniors	<input type="checkbox"/>				
U	Services to youth	<input type="checkbox"/>				
V	Services to low-income people	<input type="checkbox"/>				
W	Public library services	<input type="checkbox"/>				
X	Municipal court	<input type="checkbox"/>				
Y	Public schools	<input type="checkbox"/>				
Z	Community TV channel 98 & 990	<input type="checkbox"/>				
Aa	Cultural opportunities	<input type="checkbox"/>				

3. How would you rate each of the following characteristics:

	Characteristic	Excellent	Good	Fair	Poor	No Opinion
A	Whitewater as a place to live	<input type="checkbox"/>				
B	Your neighborhood as a place to live	<input type="checkbox"/>				
C	Whitewater as a place to raise children	<input type="checkbox"/>				
D	Whitewater as a place to retire	<input type="checkbox"/>				
E	Overall quality of life in Whitewater	<input type="checkbox"/>				

4. To what degree, if at all, are the following problems in Whitewater:

	Problem	Not a Problem	Minor Problem	Moderate Problem	Major Problem	No Opinion
A	Crime	<input type="checkbox"/>				
B	Drugs	<input type="checkbox"/>				
C	Too much growth	<input type="checkbox"/>				
D	Lack of growth	<input type="checkbox"/>				
E	Noise	<input type="checkbox"/>				
F	Run down buildings, weed lots, or junk	<input type="checkbox"/>				
G	Taxes	<input type="checkbox"/>				

5. Please rate how safe you feel from the following occurring to you in Whitewater:

	Occurrence	Very Safe	Somewhat Safe	Neither Safe nor Unsafe	Somewhat Unsafe	Very	No Opinion
A	Violent crime (e.g. rape, assault, robbery)	<input checked="" type="checkbox"/>					
B	Property crimes (e.g. burglary, theft)	<input type="checkbox"/>					
C	Fire	<input checked="" type="checkbox"/>					

PART 2: GROWTH AND DEVELOPMENT

6. Which of the following design standards for future commercial/retail and industrial development do you support?

	Design standard	Support	Do Not Support	No Opinion
A	Improved architectural design standards for new buildings	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
B	Maximum building size limitations	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
C	Building material requirements (brick, block, cedar, etc.)	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
D	Sustainable building/construction requirements that reduce the impact on the natural environment (natural and recycled building materials, energy efficient, water efficient, etc.)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
E	Landscaping requirements	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
F	Signage limitations/ Lighting limitations	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
G	Payment for off-site impacts (e.g. roads or sewers)	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>

7. Which of the following design features for future residential neighborhoods do you support?

	Design feature	Support	Do Not Support	No
A	Sidewalks	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
B	Street trees	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
C	Decorative street lighting	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
D	Neighborhood parks	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
E	Neighborhood schools	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
F	Off-street bicycle/pedestrian paths	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
G	On-street bike lanes	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
H	Greenway corridors	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I	Front porches	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
J	Narrower streets	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
K	Alleys	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
L	Architectural standards for houses	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
M	Shopping within walking distance	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>

8. Where should the City encourage future commercial/retail development? (Check all that apply)

- Downtown
- East Side/ Elkhorn Road Area
- West Side/ W. Main Street
- Walworth Ave/ US 12 Bypass Intersection
- Hwy 59/89 Intersection
- Hwy 59 N (Industrial Park)

9. Which of the following additional forms of non-residential development should the City encourage?

- Light industrial (i.e., minimal impact beyond property lines)
- Heavier industrial (i.e., potential noise, emission, or significant trucking impacts)
- Research and technology-based business
- Small-scale offices (e.g., insurance, real estate)
- Corporate or other larger-scale offices
- Health care facilities

10. The City of Whitewater will be conducting long-range planning for the future of our community. Please indicate to the degree to which you agree or disagree with the future development of the following:

Aspect	Strongly Agree	Somewhat Agree	Neither Agree nor Disagree	Somewhat Disagree	Strongly disagree
A Arts	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
B Business Park expansion	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
C Downtown parking	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
D Downtown revitalization	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
E Indian Mound parkway extension	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
F Library addition	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
G Main Street pedestrian improvements	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
H Neighborhood sidewalks	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I Park and open space acquisition	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
J Park and open space development	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
K Pedestrian/Bike trail development	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
L Starin Road extension	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
M Tourist/Visitor Information center	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Please comment as to what future development you would like to see:

11. As you think about your neighborhood as a whole compared to five years ago, do you think that things have stayed about the same, improved, or worsened?

- Same
 Improved
 Worsened
 Did not live here 5 years ago

12. As you think about the City as a whole compared to five years ago, do you think things have stayed about the same, improved, or worsened?

- Same
 Improved
 Worsened
 Did not live here 5 years ago

Our last questions are about you and your household. Again, all of your responses to this survey are completely anonymous and will be reported in group form only.

13. Are you currently employed?

- no [go to question #14] yes [go to question #13a]

13a. What one method of transportation do you *usually* use (for the longest distance of your commute) to travel to work?

- Motorized vehicle (e.g. car, truck, van, motorcycle etc...)
 Public transportation
 Walk Work at home Other

13b. If you checked the motorized vehicle (e.g. car, truck, van, motorcycle etc.) box in 12a, do other people (adults or children) *usually* ride with you to or from work?

- no yes

14. How many years have you lived in Whitewater?

- less than 2 years 11-20 years
 2-5 years more than 20 years
 6-10 years

15. Which best describes the building you live in...

- one family house detached from any other houses
 house attached to one or more houses (e.g. duplex or townhome)
 building with two or more apartments or condominiums
 mobile home
 other

16. Is this house, apartment, or mobile home...

- rented for cash or occupied without cash payment?
 owned by you or someone in this house with a mortgage or free and clear?

17. Please describe the neighborhood you live in...

- Downtown Around the UW-W Campus
 East Side Subdivision (Name of Subdivision : _____)

18. Do any children 12 or under live in your household?

- no yes

19. Do any teenagers aged between 13 and 17 live in your household?

- no yes

20. Are you or any members of your household a student(s) at UW-Whitewater?

- no yes

21. Are you or any other member of your household aged 65 or older?

- no yes

22. Does any member of your household have a physical handicap or is anyone disabled?

- no yes

23. What is the highest degree or level of school you have completed? (mark one box)

- | | |
|---|---|
| <input type="checkbox"/> 12 th grade or less, no diploma | <input type="checkbox"/> high school diploma |
| <input type="checkbox"/> some college, no degree | <input type="checkbox"/> associate's degree (e.g. AA, AS) |
| <input type="checkbox"/> bachelors degree (e.g. BA, BS) | <input type="checkbox"/> graduate degree or professional degree |

24. How much was your 2008 total income before taxes including all sources of income for all members of your household?

- less than \$24,999 \$25,000-\$49,999 \$50,000-\$99,999 \$100,000 or more

25. What is your race? (Mark one or more races to indicate what race you consider yourself to be.)

- | | |
|--|--|
| <input type="checkbox"/> American Indian or Alaskan Native | <input type="checkbox"/> Asian or Pacific Islander |
| <input type="checkbox"/> Black, African American | <input type="checkbox"/> Hispanic/Latino |
| <input type="checkbox"/> White/Caucasian | <input type="checkbox"/> Other |

26. In which category is your age?

- | | | | |
|--------------------------------------|--------------------------------------|--|--------------------------------------|
| <input type="checkbox"/> 18-24 years | <input type="checkbox"/> 25-34 years | <input type="checkbox"/> 25-44 years | <input type="checkbox"/> 45-54 years |
| <input type="checkbox"/> 55-64 years | <input type="checkbox"/> 65-74 years | <input type="checkbox"/> 75 years or older | |

27. What is your sex?

- female male

Thank you very much for completing the survey!

City of Whitewater
312 W. Whitewater St.
Whitewater, WI 53190

City of Whitewater
312 W. Whitewater St
Whitewater, WI 53190

Fold on dotted line. Please TAPE the top of the survey closed.

The Post Office will NOT ACCEPT stapled surveys

Appendix B. Demographic Profile of Survey Respondents

Demographic Profile of Survey Respondents						
Gender	Female	Male				
	52%	48%				
Age	18 – 24	25 -44	45-64	65 & Older		
	5%	20%	38%	37%		
Income	\$49,000 or less	\$50,000 to 99,000	\$100,000 or More			
	41%	40%	19%			
Education	H.S. Diploma Or Less	Some College	Bachelor's Degree or Greater			
	18%	22%	60%			
Race	Native American	African American	Caucasian	Asian/ Pacific Is.	Hispanic/ Latino	Other
	1%	1%	94%	1%	1%	2%
Years in Whitewater	5 years or Less	6 to 20 years	20 years or More			
	26%	24%	50%			
Neighborhood	Downtown	Eastside	Near UW-W	Subdivision		
	9%	28%	27%	36%		
Children 17 and Under	Yes	No				
	18%	82%				

8/5/08

Ordinance introduced by Councilmember Nosek, who moved its adoption. Seconded by Councilmember Binnie. AYES: Nosek, Binnie, Singer, Kienbaum, Stewart. NOES: Taylor. ABSENT: Stauffer. ADOPTED: August 5, 2008.

Kevin M. Brunner, City Manager

Michele R. Smith, City Clerk

COUNCILMEMBER E-MAIL POLICY. IT Director Nobling presented an e-mail policy for Councilmembers. Councilmembers will now receive their e-mail through the City's system. Using this method will retain e-mails in compliance with open records retention laws and eliminate the need for Councilmembers to store data on their personal systems for lengthy periods. It was moved by Taylor and seconded by Binnie to approve the Councilmember e-mail policy as presented by IT Director Nobling. AYES: Taylor, Nosek, Binnie, Singer, Kienbaum, Stewart. NOES: None. ABSENT: Stauffer.

VACATION OF HARMONY LANE. City Manager Brunner stated that this matter was being removed from the agenda as not all property owners were interested in vacating the Street.

DISCUSSION REGARDING STREET CLOSURES / BLOCK PARTIES. Councilmember Taylor had asked that the subject of Street closures / block parties be brought before Council. Based on City Attorney opinion, the Common Council has authority to give permission to close streets for parties or festivals. The Council could, by resolution or ordinance, designate that authority to the City Manager or some other official.

DUMPSTER ENCLOSURE ORDINANCE. Councilmember Nosek requested that the existing ordinance be redrafted. It was moved by Nosek and seconded by Binnie to ask the City Attorney to draft an ordinance regarding dumpster screening, dumpsters in the city right of way, and removing the building inspector's ability to waive the ordinance requirement and make each dumpster in violation subject to fine (no double standards). AYES: Taylor, Nosek, Binnie, Singer, Kienbaum, Stewart. NOES: None. ABSENT: Stauffer.

DISCUSSION REGARDING SECURITY STAFFING FOR MUNICIPAL FACILITY RENTALS. Councilmember Kienbaum expressed concern over the fact that there is not a city staff member checking facilities between rentals or supervising rentals. She stated that problems occur when no one supervises or checks on the buildings once the rental period has ended. It was stated that this subject will be further discussed at budget time and through the Park & Recreation Department.

APPROVAL OF SETTLEMENT AGREEMENT WITH MANN BROTHERS. DPW Director Fischer presented another Settlement Agreement and Release with Mann Brothers. Fischer stated that the Agreement is to satisfy the City's displeasure with the concrete work for Contract 3-2007, Elkhorn Road Roundabout and Bluff Road, plus Contract 4-2007 for the James and Taft Street project. It was moved by Binnie and seconded by Kienbaum to approve the Settlement Agreement as presented. AYES: Taylor, Nosek, Binnie, Singer, Kienbaum, Stewart. NOES: None. ABSENT: Stauffer.

DISCUSSION REGARDING RELOCATION OF VOTING WARD 10. Councilmember Singer indicated that he has been speaking with City Clerk Smith regarding the possibility of moving Ward 10 voting station to the Hamilton Center on the UWW campus. Ward 10 is a subunit of Aldermanic District 5 that encompasses Wells, Wellers, Knilans and Tutt Halls. Smith stated that she was not aware of any full-time city residents residing in Ward 10. Singer's proposal is intended to make voting easier for UWW students. Singer stated that he was bringing this forth to be considered in the budget process, since additional voting machines would have to be purchased. Since Jefferson County Board will be reviewing the County Clerk's request to purchase new equipment, Smith asked that the request be discussed in further

Harrison, Williams,
McDonell & Swatek, LLP
ATTORNEYS AT LAW

MARTIN W. HARRISON
WALLACE K. MCDONELL

452 W. Main Street
P.O. Box 59
Whitewater, WI 53190

262-473-7900

FACSIMILE
262-473-7906

ANDREW FARR ALLEN
(1946-2003)
DAVID C. WILLIAMS
TIMOTHY P. SWATEK

martinh@hmattys.com
wkm@hmattys.com

Offices also in:
Lake Geneva

October 27, 2009

Mr. Kevin Brunner
City Manager
P. O. Box 178
Whitewater, WI 53190

Dear Kevin:

This letter provides my legal opinion concerning Jim Stewart's request to have his personal e-mail address substituted for his city supplied e-mail address on the city's website.

BACKGROUND

The city's e-mail policy (attached) provides that "upon election to public office, city email accounts will be established for each council member" and "City email accounts shall be the primary email account used and promoted by Whitewater elected officials for conducting city-related business." Pursuant to the policy, the city has supplied each council member with an e-mail address which is included on the city's website. Because council member Kienbaum does not have a personal computer, her e-mails are sent to Michele Smith's e-mail address. Michele Smith then provides Marilyn Kienbaum with the e-mails she receives for her.

The two countervailing considerations are:

- 1) Substantial weight should be given to the council's policy which provides a standardized method for communicating with council members and, more importantly, a controlled method for storage and retrieval of e-mail messages.

Mr. Kevin Brunner
October 27, 2009
Page 2

2) Substantial weight also must be given to council member Stewart's belief that he is better able to manage, receive and respond to city-related e-mails if he uses his own e-mail address as opposed to the e-mail address supplied by the city. He feels strongly that the use of his own address allows him to be a more effective representative of the citizens of the city of Whitewater.

ISSUE

If council member Stewart insists that his e-mail address on the city web site be changed from his city address to his personal address, and if the council takes the position that it will not allow the substitution of his personal address on the city website for his city address because it is contrary to the council's policy, which position should prevail on a legal basis?

ANSWER

It is my opinion that the city cannot require council member Stewart to use, against his wishes, the city-supplied e-mail address as his primary e-mail address for conducting city-related business, and therefore, he has the right to have the city supplied e-mail address eliminated from the city website. A council member has an inherent right to decide not to use the city website address as the primary basis for receiving city related communication and doing city related business. The basis of this opinion is the council member's first amendment rights of communication and a city council member's obligation to conduct his or her own activities in a manner which best serves his or her constituents.

It is also my opinion that the city council has the legal right, based on its policy, to refuse to allow council member Stewart to have his personal e-mail published on the city website. An individual council member has the right to opt out of having the city-supplied address on the website, but does not have the right to substitute a non-city e-mail on the site contrary to the council's policy.

RECOMMENDATION

It is my recommendation that Jim Stewart be allowed to substitute his personal e-mail address for the city provided e-mail address. He has acknowledged that he understands that city related messages he sends and receives at his private e-mail address will be subject to open records disclosure and retention laws.

The basis for this recommendation is my belief that Jim Stewart's opinion that he is better able to communicate with his constituents through the use of his personal e-mail address, outweighs the City Council's interest in having a standardized e-mail address for him.

The secondary basis for this recommendation is that the city has accommodated the personal circumstances of council member Kienbaum because applying the exact requirements of the e-mail

Mr. Kevin Brunner
October 27, 2009
Page 3

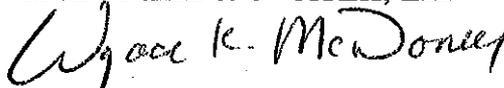
policy to Marilyn's personal circumstances would not be in her or the citizens of Whitewater's best interest. The city has made a reasonable departure from the exact terms of the policy for council member Kienbaum's personal circumstances, and I think it's reasonable for the city to make a reasonable departure from the exact terms of the e-mail policy to accommodate council member Stewart's request.

I suggest that you share this opinion and recommendation with the City Council and advise them that you intend to direct Tim Nobling to substitute Jim Stewart's personal e-mail address for his city e-mail address on the city web site in 30 days if no council member requests that this matter be brought on for council consideration at a council meeting. If within that 30-day period a council member requests that the matter be brought on for council consideration, I believe it would be best to hold off on having Tim make the change until the council considers the matter. At a future meeting the council could, of course, decide to amend the policy in order to accommodate Mr. Stewart's request.

If you have any questions in regard to this, feel free to contact me at any time.

Yours truly,

HARRISON, WILLIAMS,
MCDONELL & SWATEK, LLP



Wallace K. McDonell
(State Bar No. 01008713)

WKM:slm
Enclosure

Use of Electronic Email by the Common Council- City of Whitewater**A. Purpose**

The purpose of this section is to define the use and retention of electronic mail for the members of the Common Council.

B. Policy

1. Upon election to public office, city email accounts will be established for each Council member. The email address assigned to the elected official will be as follows: firstinitiallastname@ci.whitewater.wi.us (Ex: John Smith- jsmith@ci.whitewater.wi.us)
2. Email accounts for elected officials will be accessible via the internet only. Procedures for remote access to those accounts can be obtained by contacting the Information Technology Administrator.
3. City email accounts shall be the primary email account used and promoted by Whitewater elected officials for conducting city-related business.
4. City email accounts shall not be used by elected officials for any personal or other candidate's campaigning, electioneering or partisan political advocacy.
5. City email accounts may be used by elected officials to report on city business to their district's constituents.
6. All email written and received by elected officials "at their city email account or in their official capacity" are presumably public records under Wisconsin public records laws. However, some email may be exempt from disclosure under statute or common law. See the guidelines in Section C below.
7. The privacy of email on the city account will not be guaranteed nor should there be any expectation of privacy for any messages.
8. The rules governing Wisconsin open meeting laws also apply to the use of email. Accordingly, email communications by, between and/or to City Council members shall not be used as a forum to substantively discuss policy issues or deliberate issues of concern to the City Council and its standing committees.
9. In the course of their work, the Information Technology Administrator or other authorized users may monitor the network or Email system for Antivirus patterns, SPAM behavior, or a number of other practices utilized to maintain communication stability and accurateness. It should be assumed that the content of Email messages may be seen by these authorized individuals during the performance of their duties.

C. Guidelines

1. **Emails are public records. The preservation of email should be treated in a similar matter as other communications (and in other formats) received by an elected official.**
 - a. **"Record" is broadly defined by the State of Wisconsin to mean "any material on which written, drawn, printed, spoken, visual or electromagnetic information is recorded or preserved, regardless of physical form or characteristics, which has been created by, or is being kept by, an authority." An "authority" is the city's legal custodian of a record or an elected official. It includes records not required to be maintained if they are in the officer's possession. "Record" includes, but is not limited to, handwritten, typed or printed pages, maps, charts, photographs, films, recordings, tapes (including computer tapes), computer printouts and optical disks.**
 - b. **"Record" specifically excludes drafts, notes, preliminary computations and like materials prepared for the originator's personal use or prepared by the originator in the name of a person for whom the originator is working. The definition also excludes materials that are purely the personal property of the custodian and have no relation to his/her office.**
 - c. **The definition of "record" excludes materials to which access is limited by copyright, patent or bequest and published materials in the possession of an authority other than a public library which are available for sale, or which are available for inspection at a public library.**
2. **Elected officials do not need to archive material that is generally kept by the city clerk and/or other city staff. For example, agendas, meeting minutes and city staff-generated reports will be archived by the Information Technology Administrator.**
3. **Elected officials do not need to archive received advertisements or email unrelated to the elected official or City of Whitewater.**
4. **Email that is considered "common records" deemed as containing little continuing value once its purpose has been served can be disposed pursuant to the schedule created by the Wisconsin Department of Administration Records Management Section and approved by the Public Records Board. The City Attorney will assist elected officials in determining the appropriate disposal schedule.**
5. **Personal data and communications, which are unrelated to the function of the official or the authority, are not public records. The test for whether data or communication is a "public record" is the degree of connection to the official business or function of the authority. Communications need to have a significant connection to the governmental business or function of the authority in order to be considered a public record.**
6. **Should an elected official receive a city business email through his/her personal email account, the email should be forwarded and responded to via the elected official's city email account.**
7. **All emails that enter the City of Whitewater's system are archived using an Email archiving appliance, and recorded to an unalterable, removable media. In the event of an accidental deletion from a user mailbox, this record can be restored from this appliance. The disposal schedule of this removable media (and records) follows Wisconsin State Law.**
8. **It is the responsibility of the user (Council Member) to have all appropriate patches, security updates, spyware removal software, and antivirus software in place on their personal computer or device in which they access their web-based email account. The city is not responsible for accounts compromised**

as a result of negligence or breach on a computer from which the email account is being utilized. If a user feels that his/her account has been compromised, they must report it to the Information Technology Administrator immediately.

D. Maintenance & General Rules

Users must manage e-mail boxes so that e-mails that do not serve a purpose are deleted. Use folders to save important information, but make it a regular habit to review all folders and delete old or out-dated material.

It is important to follow these General Rules & Maintenance Guidelines:

- Do not save multiple copies of threads. When you send a message and get a response with your original message attached, there is only a need to save the last one.
- Sending non-work related attachment is prohibited.
- Work related attachments should be deleted when the e-mail is deleted or retained in its original form (i.e. Word, Excel, etc.).
- Accessing, retrieving or reading e-mail messages sent to other individuals or permitting unauthorized individuals to access the City's e-mail system is prohibited.
- Do not open e-mails of unknown origin and/or content. Delete and empty them from your mailbox immediately.
- Do not configure personal web-based email (Hotmail, Yahoo, etc.) to automatically forward to work e-mail accounts (or vice versa).
- Encryption is prohibited on all e-mail communication
- City email addresses are not to be used to sign up for any subscriptions, newsletters, memberships, contests, etc. They are to be used for communication only.
- Upon departure of a council member's position with City Council, his/her account will be deactivated immediately and then deleted after 30 days.

E. Miscellaneous

Amendments and revisions. This Policy may be amended or revised from time to time as the need arises. Users will be provided with copies of all amendments and revisions.

I have read and agree to comply with the terms of this Policy governing use of the City of Whitewater's Email System. I understand that a violation of this Policy may result in disciplinary action, including possible termination of email account, as well as civil or criminal liability.

Date _____ Signature _____

Printed Name _____

**WHITEWATER VOLUNTEER FIRE DEPARTMENT
AMBULANCE SERVICES AGREEMENT**

THIS AGREEMENT, made effective the 1st day of January, 2010, by and between **THE CITY OF WHITEWATER**, a municipal corporation, of the State of Wisconsin (hereinafter referred to as the "City"), party of the first part, and the **TOWNSHIP OF COLD SPRING**, a Township in the State of Wisconsin, County of Jefferson, State of Wisconsin (hereinafter referred to as the "Town"), party of the second part:

WITNESSETH:

WHEREAS, the parties declare and acknowledge that the Town is in need of ambulance and emergency response services for Town residents, for persons using town roads, and for persons otherwise in the Town; and

WHEREAS, the City has the equipment and personnel to provide the Town with ambulance and emergency response services; and;

WHEREAS, the parties understand and agree that the feasibility of providing ambulance and emergency response services is dependent upon said service being financially self-sustaining; and

WHEREAS, the City and Town, acting through their respective governing bodies, have endorsed the establishment of said ambulance and emergency response service and have duly adopted an ordinance or resolution committing each of them to the obligations provided hereinafter to be assumed and performed by the City and Town respectively.

NOW THEREFORE, the parties do covenant and agree as follows:

1. The City agrees to provide ambulance and emergency response service to all persons from the Town requiring emergency care and/or transportation. In providing this service for the Town, the City shall provide such ambulance and emergency response services as are provided to the City of Whitewater and it is expressly understood by and between the parties hereto that prior to entering into this contract, the parties have discussed the equipment and manpower available to furnish this service is limited by the equipment and manpower on call; the parties agree that the City will provide ambulance and emergency response service normally on a first call first served basis wherever the call may emanate from, the City, Town or other municipality.
2. The City agrees to provide all equipment and manpower necessary for ambulance and emergency response services and to provide adequate insurance to cover emergency services equipment, drivers, assistants and patrons. The City's liability shall be limited to that covered by insurance hereinbefore described.

The Town agrees to pay the City \$4,618 a year as a standby charge; the City agrees to bill all Town patrons for ambulance and emergency response services pursuant to the schedule for ambulance and emergency response service charges established by the City Manager. The City agrees to use its best efforts to collect all bills for such services, but it is expressly understood and

agreed that the City will not be required to commence legal action to collect any such bills, and should said ambulance bills be unpaid for four (4) months from the original date of the billing, said bill shall be tendered to the Town and the Town expressly hereby agrees to reimburse the City the total amount of any such bills outstanding. If the Town does not receive the delinquent bill within four (4) months, the Town is not responsible for collection or liable for payment of the bill.

It is also expressly agreed and understood between the parties that the standby charge shall be due in two installments: \$4,618 by February 15, 2010 and \$4,618 by February 15, 2011.

- 3. The term of this Contract shall commence effective the 1st day of January, 2010, and terminate on the 31st day of December, 2011. However, either party may terminate this contract by a two (2) month written notice to the other party.

IT IS FURTHER HEREIN AGREED AND UNDERSTOOD, that if this contract does not cover the entire Township; it is the responsibility of the party of the second part to advise party of the first part the exact service area to be covered.

Dated effective the 1st day of January, 2010.

CITY OF WHITEWATER

By: _____
Kevin M. Brunner, City Manager

Attest:

Michele R. Smith, City Clerk

TOWN OF COLD SPRING

By: Mark Hoff
Town Chairman

Attest:

[Signature]

Clerk

**WHITEWATER VOLUNTEER FIRE DEPARTMENT
AMBULANCE SERVICES AGREEMENT**

THIS AGREEMENT, made effective the 1st day of January, 2010, by and between **THE CITY OF WHITEWATER**, a municipal corporation, of the State of Wisconsin (hereinafter referred to as the "City"), party of the first part, and the **TOWNSHIP OF JOHNSTOWN**, a Township in the State of Wisconsin, County of Jefferson, State of Wisconsin (hereinafter referred to as the "Town"), party of the second part:

WITNESSETH:

WHEREAS, the parties declare and acknowledge that the Town is in need of ambulance and emergency response services for Town residents, for persons using town roads, and for persons otherwise in the Town; and

WHEREAS, the City has the equipment and personnel to provide the Town with ambulance and emergency response services; and;

WHEREAS, the parties understand and agree that the feasibility of providing ambulance and emergency response services is dependent upon said service being financially self-sustaining; and

WHEREAS, the City and Town, acting through their respective governing bodies, have endorsed the establishment of said ambulance and emergency response service and have duly adopted an ordinance or resolution committing each of them to the obligations provided hereinafter to be assumed and performed by the City and Town respectively.

NOW THEREFORE, the parties do covenant and agree as follows:

1. The City agrees to provide ambulance and emergency response service to all persons from the Town requiring emergency care and/or transportation. In providing this service for the Town, the City shall provide such ambulance and emergency response services as are provided to the City of Whitewater and it is expressly understood by and between the parties hereto that prior to entering into this contract, the parties have discussed the equipment and manpower available to furnish this service is limited by the equipment and manpower on call; the parties agree that the City will provide ambulance and emergency response service normally on a first call first served basis wherever the call may emanate from, the City, Town or other municipality.
2. The City agrees to provide all equipment and manpower necessary for ambulance and emergency response services and to provide adequate insurance to cover emergency services equipment, drivers, assistants and patrons. The City's liability shall be limited to that covered by insurance hereinbefore described.

The Town agrees to pay the City \$2,106 a year as a standby charge; the City agrees to bill all Town patrons for ambulance and emergency response services pursuant to the schedule for ambulance and emergency response service charges established by the City Manager. The City agrees to use its best efforts to collect all bills for such services, but it is expressly understood and

agreed that the City will not be required to commence legal action to collect any such bills, and should said ambulance bills be unpaid for four (4) months from the original date of the billing, said bill shall be tendered to the Town and the Town expressly hereby agrees to reimburse the City the total amount of any such bills outstanding. If the Town does not receive the delinquent bill within four (4) months, the Town is not responsible for collection or liable for payment of the bill.

It is also expressly agreed and understood between the parties that the standby charge shall be due in two installments: \$2,106 by February 15, 2010 and \$2,106 by February 15, 2011.

- 3. The term of this Contract shall commence effective the 1st day of January, 2010, and terminate on the 31st day of December, 2011. However, either party may terminate this contract by a two (2) month written notice to the other party.

IT IS FURTHER HEREIN AGREED AND UNDERSTOOD, that if this contract does not cover the entire Township; it is the responsibility of the party of the second part to advise party of the first part the exact service area to be covered.

Dated effective the 1st day of January, 2010.

CITY OF WHITEWATER

By: _____
Kevin M. Brunner, City Manager

Attest:

Michele R. Smith, City Clerk

TOWN OF JOHNSTOWN

By: _____
Town Chairman

Attest:

Clerk

**WHITEWATER VOLUNTEER FIRE DEPARTMENT
AMBULANCE SERVICES AGREEMENT**

THIS AGREEMENT, made effective the 1st day of January, 2010, by and between **THE CITY OF WHITEWATER**, a municipal corporation, of the State of Wisconsin (hereinafter referred to as the "City"), party of the first part, and the **TOWNSHIP OF KOSHKONONG**, a Township in the State of Wisconsin, County of Jefferson, State of Wisconsin (hereinafter referred to as the "Town"), party of the second part:

WITNESSETH:

WHEREAS, the parties declare and acknowledge that the Town is in need of ambulance and emergency response services for Town residents, for persons using town roads, and for persons otherwise in the Town; and

WHEREAS, the City has the equipment and personnel to provide the Town with ambulance and emergency response services; and;

WHEREAS, the parties understand and agree that the feasibility of providing ambulance and emergency response services is dependent upon said service being financially self-sustaining; and

WHEREAS, the City and Town, acting through their respective governing bodies, have endorsed the establishment of said ambulance and emergency response service and have duly adopted an ordinance or resolution committing each of them to the obligations provided hereinafter to be assumed and performed by the City and Town respectively.

NOW THEREFORE, the parties do covenant and agree as follows:

1. The City agrees to provide ambulance and emergency response service to all persons from the Town requiring emergency care and/or transportation. In providing this service for the Town, the City shall provide such ambulance and emergency response services as are provided to the City of Whitewater and it is expressly understood by and between the parties hereto that prior to entering into this contract, the parties have discussed the equipment and manpower available to furnish this service is limited by the equipment and manpower on call; the parties agree that the City will provide ambulance and emergency response service normally on a first call first served basis wherever the call may emanate from, the City, Town or other municipality.
2. The City agrees to provide all equipment and manpower necessary for ambulance and emergency response services and to provide adequate insurance to cover emergency services equipment, drivers, assistants and patrons. The City's liability shall be limited to that covered by insurance hereinbefore described.

The Town agrees to pay the City \$1,494 a year as a standby charge; the City agrees to bill all Town patrons for ambulance and emergency response services pursuant to the schedule for ambulance and emergency response service charges established by the City Manager. The City agrees to use its best efforts to collect all bills for such services, but it is expressly understood and

agreed that the City will not be required to commence legal action to collect any such bills, and should said ambulance bills be unpaid for four (4) months from the original date of the billing, said bill shall be tendered to the Town and the Town expressly hereby agrees to reimburse the City the total amount of any such bills outstanding. If the Town does not receive the delinquent bill within four (4) months, the Town is not responsible for collection or liable for payment of the bill.

It is also expressly agreed and understood between the parties that the standby charge shall be due in two installments: \$1,494 by February 15, 2010 and \$1,494 by February 15, 2011.

- 3. The term of this Contract shall commence effective the 1st day of January, 2010, and terminate on the 31st day of December, 2011. However, either party may terminate this contract by a two (2) month written notice to the other party.

IT IS FURTHER HEREIN AGREED AND UNDERSTOOD, that if this contract does not cover the entire Township; it is the responsibility of the party of the second part to advise party of the first part the exact service area to be covered.

Dated effective the 1st day of January, 2010.

CITY OF WHITEWATER

By: _____
Kevin M. Brunner, City Manager

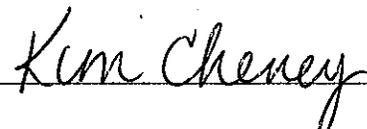
Attest:

Michele R. Smith, City Clerk

TOWN OF KOSHKONONG

By:  _____
Town Chairman

Attest:

 _____
Clerk

**WHITEWATER VOLUNTEER FIRE DEPARTMENT
AMBULANCE SERVICES AGREEMENT**

THIS AGREEMENT, made effective the 1st day of January, 2010, by and between **THE CITY OF WHITEWATER**, a municipal corporation, of the State of Wisconsin (hereinafter referred to as the "City"), party of the first part, and the **TOWNSHIP OF LIMA**, a Township in the State of Wisconsin, County of Jefferson, State of Wisconsin (hereinafter referred to as the "Town"), party of the second part:

WITNESSETH:

WHEREAS, the parties declare and acknowledge that the Town is in need of ambulance and emergency response services for Town residents, for persons using town roads, and for persons otherwise in the Town; and

WHEREAS, the City has the equipment and personnel to provide the Town with ambulance and emergency response services; and;

WHEREAS, the parties understand and agree that the feasibility of providing ambulance and emergency response services is dependent upon said service being financially self-sustaining; and

WHEREAS, the City and Town, acting through their respective governing bodies, have endorsed the establishment of said ambulance and emergency response service and have duly adopted an ordinance or resolution committing each of them to the obligations provided hereinafter to be assumed and performed by the City and Town respectively.

NOW THEREFORE, the parties do covenant and agree as follows:

1. The City agrees to provide ambulance and emergency response service to all persons from the Town requiring emergency care and/or transportation. In providing this service for the Town, the City shall provide such ambulance and emergency response services as are provided to the City of Whitewater and it is expressly understood by and between the parties hereto that prior to entering into this contract, the parties have discussed the equipment and manpower available to furnish this service is limited by the equipment and manpower on call; the parties agree that the City will provide ambulance and emergency response service normally on a first call first served basis wherever the call may emanate from, the City, Town or other municipality.
2. The City agrees to provide all equipment and manpower necessary for ambulance and emergency response services and to provide adequate insurance to cover emergency services equipment, drivers, assistants and patrons. The City's liability shall be limited to that covered by insurance hereinbefore described.

The Town agrees to pay the City \$4,754 a year as a standby charge; the City agrees to bill all Town patrons for ambulance and emergency response services pursuant to the schedule for ambulance and emergency response service charges established by the City Manager. The City agrees to use its best efforts to collect all bills for such services, but it is expressly understood and

agreed that the City will not be required to commence legal action to collect any such bills, and should said ambulance bills be unpaid for four (4) months from the original date of the billing, said bill shall be tendered to the Town and the Town expressly hereby agrees to reimburse the City the total amount of any such bills outstanding. If the Town does not receive the delinquent bill within four (4) months, the Town is not responsible for collection or liable for payment of the bill.

It is also expressly agreed and understood between the parties that the standby charge shall be due in two installments: \$4,754 by February 15, 2010 and \$4,754 by February 15, 2011.

- 3. The term of this Contract shall commence effective the 1st day of January, 2010, and terminate on the 31st day of December, 2011. However, either party may terminate this contract by a two (2) month written notice to the other party.

IT IS FURTHER HEREIN AGREED AND UNDERSTOOD, that if this contract does not cover the entire Township; it is the responsibility of the party of the second part to advise party of the first part the exact service area to be covered.

Dated effective the 1st day of January, 2010.

CITY OF WHITEWATER

By: _____
Kevin M. Brunner, City Manager

Attest:

Michele R. Smith, City Clerk

TOWN OF LIMA

By: _____
Town Chairman

Attest:

Clerk

**WHITEWATER VOLUNTEER FIRE DEPARTMENT
AMBULANCE SERVICES AGREEMENT**

THIS AGREEMENT, made effective the 1st day of January, 2010, by and between **THE CITY OF WHITEWATER**, a municipal corporation, of the State of Wisconsin (hereinafter referred to as the "City"), party of the first part, and the **TOWNSHIP OF RICHMOND**, a Township in the State of Wisconsin, County of Jefferson, State of Wisconsin (hereinafter referred to as the "Town"), party of the second part:

WITNESSETH:

WHEREAS, the parties declare and acknowledge that the Town is in need of ambulance and emergency response services for Town residents, for persons using town roads, and for persons otherwise in the Town; and

WHEREAS, the City has the equipment and personnel to provide the Town with ambulance and emergency response services; and;

WHEREAS, the parties understand and agree that the feasibility of providing ambulance and emergency response services is dependent upon said service being financially self-sustaining; and

WHEREAS, the City and Town, acting through their respective governing bodies, have endorsed the establishment of said ambulance and emergency response service and have duly adopted an ordinance or resolution committing each of them to the obligations provided hereinafter to be assumed and performed by the City and Town respectively.

NOW THEREFORE, the parties do covenant and agree as follows:

1. The City agrees to provide ambulance and emergency response service to all persons from the Town requiring emergency care and/or transportation. In providing this service for the Town, the City shall provide such ambulance and emergency response services as are provided to the City of Whitewater and it is expressly understood by and between the parties hereto that prior to entering into this contract, the parties have discussed the equipment and manpower available to furnish this service is limited by the equipment and manpower on call; the parties agree that the City will provide ambulance and emergency response service normally on a first call first served basis wherever the call may emanate from, the City, Town or other municipality.
2. The City agrees to provide all equipment and manpower necessary for ambulance and emergency response services and to provide adequate insurance to cover emergency services equipment, drivers, assistants and patrons. The City's liability shall be limited to that covered by insurance hereinbefore described.

The Town agrees to pay the City \$8,838 a year as a standby charge; the City agrees to bill all Town patrons for ambulance and emergency response services pursuant to the schedule for ambulance and emergency response service charges established by the City Manager. The City agrees to use its best efforts to collect all bills for such services, but it is expressly understood and

agreed that the City will not be required to commence legal action to collect any such bills, and should said ambulance bills be unpaid for four (4) months from the original date of the billing, said bill shall be tendered to the Town and the Town expressly hereby agrees to reimburse the City the total amount of any such bills outstanding. If the Town does not receive the delinquent bill within four (4) months, the Town is not responsible for collection or liable for payment of the bill.

It is also expressly agreed and understood between the parties that the standby charge shall be due in two installments: \$8,838 by February 15, 2010 and \$8,838 by February 15, 2011.

- 3. The term of this Contract shall commence effective the 1st day of January, 2010, and terminate on the 31st day of December, 2011. However, either party may terminate this contract by a two (2) month written notice to the other party.

IT IS FURTHER HEREIN AGREED AND UNDERSTOOD, that if this contract does not cover the entire Township; it is the responsibility of the party of the second part to advise party of the first part the exact service area to be covered.

Dated effective the 1st day of January, 2010.

CITY OF WHITEWATER

By: _____
Kevin M. Brunner, City Manager

Attest:

Michele R. Smith, City Clerk

TOWN OF RICHMOND

By: Wayne Kedenius
Town Chairman

Attest:

Barbara Cass
Town Clerk

**WHITEWATER VOLUNTEER FIRE DEPARTMENT
AMBULANCE SERVICES AGREEMENT**

THIS AGREEMENT, made effective the 1st day of January, 2010, by and between **THE CITY OF WHITEWATER**, a municipal corporation, of the State of Wisconsin (hereinafter referred to as the "City"), party of the first part, and the **TOWNSHIP OF WHITEWATER**, a Township in the State of Wisconsin, County of Jefferson, State of Wisconsin (hereinafter referred to as the "Town"), party of the second part:

WITNESSETH:

WHEREAS, the parties declare and acknowledge that the Town is in need of ambulance and emergency response services for Town residents, for persons using town roads, and for persons otherwise in the Town; and

WHEREAS, the City has the equipment and personnel to provide the Town with ambulance and emergency response services; and;

WHEREAS, the parties understand and agree that the feasibility of providing ambulance and emergency response services is dependent upon said service being financially self-sustaining; and

WHEREAS, the City and Town, acting through their respective governing bodies, have endorsed the establishment of said ambulance and emergency response service and have duly adopted an ordinance or resolution committing each of them to the obligations provided hereinafter to be assumed and performed by the City and Town respectively.

NOW THEREFORE, the parties do covenant and agree as follows:

1. The City agrees to provide ambulance and emergency response service to all persons from the Town requiring emergency care and/or transportation. In providing this service for the Town, the City shall provide such ambulance and emergency response services as are provided to the City of Whitewater and it is expressly understood by and between the parties hereto that prior to entering into this contract, the parties have discussed the equipment and manpower available to furnish this service is limited by the equipment and manpower on call; the parties agree that the City will provide ambulance and emergency response service normally on a first call first served basis wherever the call may emanate from, the City, Town or other municipality.
2. The City agrees to provide all equipment and manpower necessary for ambulance and emergency response services and to provide adequate insurance to cover emergency services equipment, drivers, assistants and patrons. The City's liability shall be limited to that covered by insurance hereinbefore described.

The Town agrees to pay the City \$14,696 a year as a standby charge; the City agrees to bill all Town patrons for ambulance and emergency response services pursuant to the schedule for ambulance and emergency response service charges established by the City Manager. The City agrees to use its best efforts to collect all bills for such services, but it is expressly understood and

agreed that the City will not be required to commence legal action to collect any such bills, and should said ambulance bills be unpaid for four (4) months from the original date of the billing, said bill shall be tendered to the Town and the Town expressly hereby agrees to reimburse the City the total amount of any such bills outstanding. If the Town does not receive the delinquent bill within four (4) months, the Town is not responsible for collection or liable for payment of the bill.

It is also expressly agreed and understood between the parties that the standby charge shall be due in two installments: \$14,696 by February 15, 2010 and \$14,696 by February 15, 2011.

- 3. The term of this Contract shall commence effective the 1st day of January, 2010, and terminate on the 31st day of December, 2011. However, either party may terminate this contract by a two (2) month written notice to the other party.

IT IS FURTHER HEREIN AGREED AND UNDERSTOOD, that if this contract does not cover the entire Township; it is the responsibility of the party of the second part to advise party of the first part the exact service area to be covered.

Dated effective the 1st day of January, 2010.

CITY OF WHITEWATER

By: _____
Kevin M. Brunner, City Manager

Attest:

Michele R. Smith, City Clerk

TOWN OF WHITEWATER

By: *G.P. Fero*
11-11-09 Town Chairman

Attest:

Jayne Hasbun
Clerk

Council Copy

* C-3



312 W. Whitewater Street
P.O. Box 178
Whitewater, Wisconsin 53190

www.ci.whitewater.wi.us
Telephone: (262)473-0101
Fax: (262)473-0509

October 6, 2009

Mr. Ronald Fero, Chair
Town of Whitewater
W8590 Willis Ray Road
Whitewater, WI 53190

Re: 2010/2011 Ambulance & Crash Rescue Service Agreements

Dear Ron:

Attached please find for your review and approval two original 2010-2011 Ambulance/Crash Rescue Service Agreements between the City of Whitewater and the Town of Whitewater. Please have the applicable town officials sign and return both copies of the agreement to me. We will then execute the documents and return one original to the town.

I need to highlight a couple of items pertaining to the new standby charges included in this agreement.

The methodology used to calculate the standby charges is the same used back in 2003 when the original agreements were negotiated. All ambulance/crash rescue costs and revenues have been updated based upon the proposed City 2010 Budget for these services.

Please note that we are replacing the crash rescue/technical response vehicle (\$425,000 cost) in 2010 and have included the depreciation on this vehicle over an expected fifteen year life of this particular vehicle. Approximately 75% of the calls for crash rescue service come from the townships so this depreciation has been allocated accordingly.

Also, dispatch costs have increased somewhat due to the installation of a new dispatch center (total hardware and software costs of \$275,000) as well as the addition of another dispatcher that will allow two dispatchers to work during peak service demand periods.

There has also been a shift in the utilization of the ambulance/crash rescue services between the City of Whitewater and the surrounding townships served. Based upon the 2008 and 2009 actual ambulance/crash rescue runs made, the City utilization of the service has decreased from 78% to

71.5% whereas the township utilization has increased from 22% to 28.5%. A detailed report on the 2008 and 2009 service (through September 1st) is enclosed for your review and information.

Please note that there has been some shifting in the percentage of calls made outside the City from that used to calculate the 2008/2009 standby charges. Because of this shifting, some townships will experience a reduction in the standby charges while some will experience an increase. Again, the methodology that was agreed upon between the City and townships six years ago is being used.

If you have any questions regarding this agreement, please feel free to contact me. The City of Whitewater and the Whitewater EMS are pleased to continue to provide this very valuable and essential service to your township residents.

Sincerely,



Kevin M. Brunner,
City Manager

cc- City Council Members
Fire Chief Don Gregoire

Whitewater Ambulance/Crash Rescue Crew Usage Statistics-2008&2009

Jurisdiction	2008		2009				Previous %	
	Total Runs	% of Total	Total Runs Thru 9/1	% of Total	Average 2 YR. %	Average Used for 08/09 Contracts		
City	820	72.2%	593	70.8%				
		% of Total Towns		% of Total Towns				
Town of Whitewater	129	11.4%	92	11.0%	40.3%	34.50%		
Richmond	69	6.1%	62	7.4%	24.2%	22.20%		
Lima	44	3.9%	28	3.3%	13.0%	16.40%		
Cold Spring	34	3.0%	34	4.1%	12.7%	20.60%		
Koshkonong	11	1.0%	11	1.3%	4.1%	4.80%		
Johnstown	20	0.1%	12	1.4%	5.8%	1.50%		
Total Towns	307	27.0%	100	28.6%	100	100		
Mutual Aid	8	0.8%	5	0.5%	2.3%			
Grand Total	1135	100	837	100				

New Standby Charges for 2010-Total of \$36,506

Town of Whitewater	\$ 14,696
Richmond	\$ 8,838
Lima	\$ 4,754
Cold Spring	\$ 4,618
Koshkonong	\$ 1,494
Johnstown	\$ 2,106

\$ 36,506

2010 Whitewater Ambulance/Crash Rescue Crew Budget Analysis

2010 Projected City Budget

Annual Crash Crew Truck	(\$425,000/15 Year Life)	100%	\$	28,333
Annual Ambulance Vehicle Depreciation	4 x \$12,000		\$	48,000
Annual Dispatch Cost	10% x \$442,797		\$	44,280
Annual Dispatch Upgrade Depreciation	10% x \$275,000		\$	27,500
Ambulance Squad Budget		100%	\$	335,442
Crash Rescue Squad Budget		100%	\$	21,076
TOTAL BUDGET COST			\$	504,631

City Expense

Annual Crash Crew Truck	25% x \$28,333		\$	7,083
Annual Ambulance Vehicle Depreciation	300% x \$15,000		\$	36,000
Annual Dispatch Cost	7.2% x \$442,797		\$	31,881
Annual Dispatch Upgrade Depreciation	7.2% x \$275,000		\$	19,800
Ambulance Squad Budget	71.5% x \$335,442		\$	239,841
Crash Rescue Squad Budget	25% X \$21,076		\$	5,269
TOTAL CITY EXPENSE			\$	339,875

Towns Expense

Annual Crash Crew Truck	75% x \$28,333		\$	21,250
Annual Ambulance Vehicle Depreciation	100% x \$15,000		\$	12,000
Annual Dispatch Cost	2.8% x \$442,797		\$	12,398
Annual Dispatch Upgrade Depreciation	2.8% x \$275,000		\$	7,700
Ambulance Squad Budget	28.5% x \$335,442		\$	95,601
Crash Rescue Squad Budget	75% X \$21,076		\$	15,807
TOTAL TOWN EXPENSE			\$	164,756

Total Budget Cost	\$	504,631		
State Payment of Municipal Services-UW-Whitewater			\$	10,000
Towns Ambulance/Crash Crew Revenues			\$	128,250
City Ambulance/Crash Crew Revenues			\$	321,750
Current Towns Total Annual Standby Fees			\$	31,131
City Property Tax Revenue			\$	13,500
			\$	504,631

City Total Actual Cost	\$	351,378		
State Payment of Municipal Services-UW-Whitewater			\$	10,000
City Ambulance/Crash Crew Revenues			\$	321,750
City Property Tax Revenue			\$	8,125
			\$	339,875

Towns Actual Cost	\$	153,253		
Towns Ambulance/Crash Crew Revenues			\$	128,250
Current Towns Total Annual Standby Fees			\$	31,131
Increase Needed in Total Annual Standby Fees			\$	5,375
			\$	164,756

MEMORANDUM

To: Kevin Brunner, City Manager
Fr: Dean Fischer, Director of Public Works
Date: November 24, 2009



Subject: Surplus Vehicles

Please place on the council's agenda a consideration requesting authorization for the disposal of the following surplus vehicles to Sweeney Auction Associates.

1996 Chevy Lumina- Bad engine/transmission formally staff vehicle #103
Vin # 2G1WL52MXT9254199

1996 Chevy Lumina- Front end Damage formally staff car #101
Vin # 2G1WL52M2V9240932

1994 Dodge Van- Formally #47 Senior Van
Vin # 2B7KB3122RK151144

1995 Ford Van- Formally Brown's Cab City Van
Vin # 1FTHS24H75HB02456

1991 Ford F-250- Formally #69 Bad Transmission
Vin # 1FDHF37H8MKB05051

1986 Ford Equipment truck -Cable TV
Vin# 1FDKE30L1GHC08952

Thank you.

C: S-2j

MEMORANDUM

To: Kevin Brunner, City Manager
Fr: Dean Fischer, Director of Public Works
Date: November 23, 2009



Subject: Downtown & Neighborhood Parking Discussion

At the last Council meeting Mark Wokasch, Owner of Fat Jacks, requested an agenda item to discuss downtown parking ideas and issues. Council person Max Taylor has requested the item be placed on the December 1 agenda.

Chief Jim Coan and I met with Mark and his bar manager Tim to discuss the ideas and issues they have in regards to downtown and neighborhood parking. We had an excellent discussion as these gentlemen brought issues and suggested some solutions as well. I will try to note most of the items discussed in bullet points as well as other issues and ideas I have dealt with in the last few months for discussion with the council.

- Convert the (22) 2 hour parking stalls in Lot G to 4 hour parking (City Manager authority)
- Remove the 2 hour limit on the south side of North Street from Second St. east to Ketterhagen alley, but maintain the no parking 2-5 am
- No 2 hour parking restrictions after 5 or 7 pm during the week downtown
- Possibly reducing the Main Street speed limit to 15 mph in the downtown
- Placement of signage to warn drivers of vehicles backing out of angle parking stalls
- Alternative side parking to alleviate the 2-5 no parking requirement
- Overnight parking permission or permits
- Size of the angle street parking stalls
- On street employee parking permits
- 24 hour parking stalls – number, location,??

Chief Coan and I do not agree with all the items listed above as changes to be made. We suggest that these and possibly other ideas be explored and discussed with the council.