

**In This Update:**

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**From the Manager**

**Bridge Repair:** As you likely know, last Friday (3/24), a large hole opened up on the Dewey Street Bridge, which is located between Galloway Street and the Library. The City closed the bridge immediately. After an inspection this week (pictured underway here), it was determined that the structure could be reopened with some limitations. Travel will be restricted to one lane in each direction, and large truck traffic will be detoured to Farwell Street. Emergency vehicle access will plan to use the structure to maintain response times, but they will return to the station via Farwell Street.



**Street Conditions:** I reached out Streets Division Manager Aaron Nicholson to ask for an update on the streets, as the City Manager’s Office has received comments about how rough they are, as no doubt have you. Aaron wrote:

“I am not going to lie, the roads are in not great condition. No different than the issue with the roads all winter, the constant fluctuation in temperatures and precipitation has wreaked havoc. The temperatures spent so much time this winter hovering around 32 and back and forth, I would say things are worse than normal. We have had multiple crews out patching each day but they primarily

have been on the ice routes. Today we finally have one crew beginning to work through residential, but this will take quite some time to get through. We are also responding to all the various calls for complaints that come in through the residents. We also got our spray patcher back and have begun to fill larger holes with more permanent repairs. The spray patcher is currently working on the bigger pot holes that have the potential to cause damage.

Due to the winter, we also have gone through a good majority of the cold patch that we ordered last fall, which is roughly 200 tons. We have a bit of summer blend that we will start using in the hot boxes, but we don't have an abundance of that either.

We also have sweepers out working on cleaning up the mess that is out there. Currently there are three sweepers out, and the other two should be out next week. Starting the week of April 3<sup>rd</sup>, we will also begin our two shifts of sweeping to try and get through the city in a timely fashion, planning to be done with two rounds of the city by the end of April.

Please be assured that our primary focus for the foreseeable future is patching repairs and sweeping. We have very few people on other tasks at this time. As always, please feel free to reach out with questions, and I would be glad to help out!"



**Other Community Services Updates:** Here are some more Community Services Updates...

Fleet: The Fleet team is working on completing annual maintenance on the sweepers in preparation for summer operations. Two are complete, and three are in progress. The team is also working to get caught up on winter write-ups on plow equipment so they can focus on summer preparation. And finally, the team is working on services of equipment used primarily during the summer to ensure a summer of minimal breakdowns.

Water Treatment Plant: The Water Treatment Plant is operating smoothly. Well 13 is back online and is pumping significantly more water after rehabilitation. Well 21 is now offline and is undergoing rehab. The initial inspection showed that it is in good condition. The Department of Natural

Resources has approved the second PFAS pilot test, and it will be running by the end of the week. The first set of samples from pilot test #1 were sent in for testing, and we should see results in the coming weeks. The Environmental Protection Agency released proposed drinking water limits for PFAS which sets PFOA and PFOS at four parts per trillion. Many communities had been waiting for this announcement prior to taking any action. The City of Eau Claire is moving forward with the design phase for treating PFAS and continues to be pro-active and a leader in PFAS treatment.

Waste Water Treatment Plant: The Waste Water Treatment Plant is operating awesome! Viresco has started bringing waste to the WWTP. At this point, they are bringing approximately three loads per week. The layoffs at Hutchinson Technology impacted operations, as their wastewater discharge was cut in half.

Distribution/Customer Service: Crews repaired a difficult water main break on Starr Ave on March 14th. The Department of Natural Resources has made changes to the Lead Service Line Funding Program and the City now only qualifies for loans without principal forgiveness. Having the foresight to see this coming, money had been set aside in the CIP budget to continue our lead service replacement program. We have started working with SEH and the Public Service Commission to be able to use budgeted money and continue our replacement program to remove lead services at no cost to the property owner.

Prime Times: The Recreation Division is continuing ongoing preparations for spring and summer activities. The Spring/Summer Prime Times is currently available to the public online at [www.eauclairewi.gov/primetimes](http://www.eauclairewi.gov/primetimes), with registration for summer activities opening on Tuesday, May 2nd. Equipment, clothing, and supplies for activities are starting to arrive and staff are working to inventory and organize items for all activities in the upcoming weeks and months.

Annual Spring Cleanup: The Amazing Eau Claire Cleanup (Saturday 4/22 9AM-Noon) is receiving inquiries and registrations daily. So far, 39 different families and volunteer groups are registered for the event. In 2022, over 1,500 registered volunteers helped to provide spring cleaning of City parks, trails, riverbanks, and streets. New this year, Eau Claire County has agreed to assist with the pickup of bags of and debris collected on Clairemont Avenue and the North Crossing.

Fairfax Concession Remodel: The Fairfax Pool concession stand remodel is ongoing and on schedule for completion prior to the pool season. Remaining items to be completed include electrical and data cabling work, casework, finishing of trim and cosmetic items on the exterior of the building and pavilion area, and site cleanup. Staff will prep the concession stand for use as normal after completion of the project.

Hobbs: Hobbs Ice Arena is now into the “offseason” mode of operation while skating and hockey groups transition to training from the end of their main seasons. During the week of the Eau Claire Area School District’s spring break, Hobbs offered School’s Out Skating activities each day. Sunday/Wednesday evening Open Skating sessions ended Wednesday March 29th. Upcoming events include the Eau Claire Figure Skating Club Spring Ice Show (4/14-4/16), the Here We Grow Again consignment sale (4/27-4/30), and Hops 4 Hockey (5/6).

**Brush Site to Open Soon:** A few residents have asked about the re-opening date for the brush site. Community Services Director Lane Berge reports that they are trying for Saturday, April 15th for the opening. He said: “If the road is in bad shape, that date could be delayed, but we’ll do our best to make that date happen.”

**Parking Ramp Changes Coming Soon:** The City is anticipating that a new parking system in the downtown ramps will be launched by April 15th. This has been a huge project for our Engineering Department, and we are thankful to Todd Bohrer and Leah Ness for spearheading it. Ramp parkers will be able to download an app to their smartphones to pay for their parking. They can also pay at stations located in the ramps. This new system will eliminate the ticketed pay stations that often result in long waits to enter and exit the ramp during peak usage times. There will no longer be entrance and exit gates to the ramps. Parking payment will be enforced via automated license plate readers.



DECI will be working with the City to provide businesses with tools to share with customers and will be communicating with parkers on how to download the app and how to use the new system. Below is a quick video on the system and how it works. Also linked below is information on how to download the app. More information and resources will be coming shortly! [Passport Parking Apps](#)

**Issues Related to Residents who are Unhoused:** Here are a few updates from Billie Hufford, who has been doing a huge amount of work to understand the scope of issues and to work with partners to identify short- and long-term solutions.

Transportation: Staff has worked with the community to find solutions for transportation. These efforts have included working with Transit to create a process to allow passes to be purchased at low-income discounts. A resolution will be coming before Council on April 11th requesting funding to match private donations for bus passes. The public/private partnership should help generate momentum for a long-term sustainable program funded by the community. Staff is working on analyzing current data collected and what future data is needed to help identify needs for a sustainable and effective bus pass program.

Downtown Business Community Concerns: City staff has been working on multiple projects and with multiple partners to address needs of our homeless community and to develop strategies to help resolve concerns. Staff has met multiple times with downtown businesses, and we are in early conversations on possible public/private partnerships to find solutions to help address concerns that downtown businesses have raised. Businesses are concerned about safety of employees and customers, cleanliness, drug use and discarded needles, and situations that create public health concerns. Problem-solving efforts are focused on safety, cleanliness, de-escalation, first-aid, and downtown resources. Although still early in conversations, staff and business leaders are excited about the potential of building partnerships to solve concerns.

Standards of Conduct: Staff is in the final steps of working with partners to create community standards of conduct. We will work with agencies to communicate the standards of conduct. We are also working on signage to be placed throughout the community that communicates appropriate behaviors expected from all community members. In addition to the standards of conduct, staff is working on updating a Resource Directory and formatting it to help the community know who to contact when needs arise. Directing individuals to the appropriate resource and reducing calls to the Police Department will be a huge focus in creating the directory.

Coordination: Monthly meetings focused on Ending Homelessness have been occurring since January. The meetings have brought together multiple agencies and City and County staff to move towards collaborative ideas and policies that will help address homelessness in the community. As part of the process, staff is currently working with the facilitators of the Ending Homelessness meetings to schedule a listening session that will include businesses, residents, City and County staff, and other individuals or organizations that do not currently work directly with our homeless population, but do encounter our homeless population regularly. The listening session will build on conversations taking place in the monthly meetings, help build strategies that focus on all community member needs, and help identify all the partners that need to be at the table. Invites will be coming soon as solution topics are identified and along with necessary stake holders. The work is similar to previous work led by Erin Healy. Staff is also working with meeting facilitators to organize a listening session for elected officials (City, County, State, Federal).

Staff has also identified gaps in the current structures that may be limiting solutions. Staff is working with partners to bring everyone to the same table and to help end silos that lead to duplicated efforts or vastly different efforts to address needs. We are also identifying voices that have not been a part of conversations and should be involved. Staff is also working to use meetings to focus on tasks in order to start moving the needle from advising to action and to ensure all stakeholders are at the table.

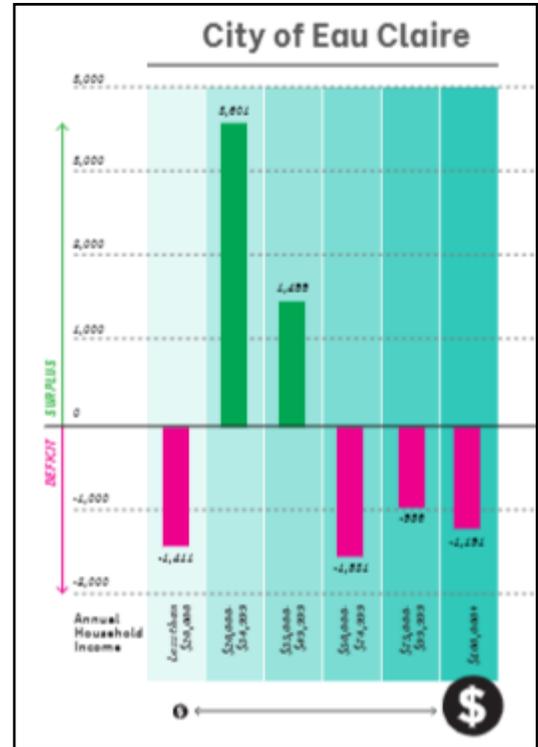
Housing Supply: A huge part of addressing homelessness in Eau Claire is addressing housing needs. Staff is working on initiatives that will have long-term impacts focused on affordable housing and helping to ensure supportive services are available when needed. A significant investment will be needed, and staff is looking at multiple opportunities and strategies to find funding sources that will help fill gaps in the current housing market. Housing is needed to not only help our homeless populations, but also to help ensure those at risk of becoming homeless have options that help prevent that from occurring. In addition to significant funding, policy changes that will help allow more affordable housing are currently in process. The Housing Study, referenced below, will be completed in the next couple of months to help inform staff and Council. The Zoning Code update, also referenced below, is anticipated to begin this fall and has the potential to remove barriers that impact affordable housing solutions.

**Housing Needs Assessment Update:** The consultant-facilitated regional study continues. Recently, two open houses to share information and answer questions about the Regional Housing Study occurred March 15th and 16th. Close to 60 people attended the events, which were held in Eau Claire and Altoona. Anyone unable to attend an open house can view the informational posters that were shared [here](#). There will be an online survey seeking additional feedback for the Regional Housing Study. Check the website and City Facebook page for updates as we move towards completion and public presentations of the study in May.

News reports on the open houses:

- [WEAU](#)
- [WQOW](#)
- [Leader-Telegram](#)

**Zoning Overhaul:** We are getting ready to kick off the Zoning Overhaul process. This will be a lot of work, and it'll be a critically important and transformative project. Council Members will play a central role, as will Plan Commission members, City staff, and members of the public. The work will relate to affordable housing, flood management, parking, open space, sustainability, and most other aspects of our built environment. Please see attached for the project scope document.



The Planning Division issued a Request for Proposals (RFP) earlier this year, and four firms submitted. After evaluation, the staff review team selected urban planning firm Houseal Lavigne from Chicago to lead the rewrite process (for more information see <https://www.hlplanning.com/services/zoning-development-regulations/>). Their team includes an independent consultant, Birchline Planning, who is an expert in water resources and land use interaction. The City Council approved the contract and scope of work on March 28th. The consultant's recent Wisconsin past experience includes Verona, Franklin, and Oak Creek zoning code overhauls.

A small technical steering committee will interact closely with the consultant team on testing alternatives and reviewing ordinance drafts. This includes Planning Division staff, the Deputy City Attorney, Deputy City Engineer, and a number of typical code users from the development, building, civil engineering, and architecture communities.

A robust public participation plan will also occur, including the release and promotion of a project website, an online community questionnaire, three educational videos, seven communication campaigns, community workshops/open houses, place-based field visits, visualizations/storymapping, stakeholder interviews, joint Plan Commission and City Council work sessions, and public hearings.

Our Community Development Department, coordinated by newly promoted Planning Manager, Ned Noel, plans to kick off this process with a joint City Council/Plan Commission work session on Tuesday, June 19th, with the time/location to be announced soon.

**Regency Update:** As many of you are aware, the City of Eau Claire filed a lawsuit seeking to end the chronic serious crime problems at the Regency Hotel. The owner of the Regency Hotel asked for the opportunity to sell the hotel as a means of eliminating these serious problems, and the City of Eau Claire gave the owner the opportunity to do so. We've recently learned that a purchase agreement has been executed between the Regency Hotel's owner and a national developer. That developer intends to tear down the hotel and redevelop the property. The tentative closing date on that sale is July 14th, and the trial on this lawsuit which was scheduled for June has been taken off the court's calendar. We anticipate a settlement agreement will be finalized soon.

The City Attorney's office has been working closely with the Eau Claire County Department of Human Services and other public and private partners to mitigate the impact of this sale on the long-term residents of the Regency Hotel. Efforts are currently underway to connect the residents with resources to find alternative housing. Questions on the status of the Regency lawsuit and other efforts can be directed to Deputy City Attorney Doug Hoffer.

**Trash Hauler Meeting:** This past week, representatives from City Departments (Community Development, City Manager, City Attorney, Community Services), and representatives from the Health Department met with the four haulers. We discussed the range of concerns and complaints that we have heard related to trash, including bin placement, frequency of recycling, complaints of missed pickups, labels on bins, pickup of unused bins, and others. The Haulers, in turn, shared their concerns about labor. They also talked about how hauling technology is changing, including towards an automated arm pickup. The City expressed an interest in doing more to coordinate trash hauling centrally and the haulers expressed an interest in having the Council update the City code that governs trash collection. We will be continuing to follow up on both of these goals.

**Phoenix Steel Updates:** Here is an update on the City and Health Department's response to ongoing concerns about noise and odor from Phoenix Steel. The Wisconsin Department of Natural Resources continues to work through enforcement of pertinent air program regulations. There have been recent updates on the status of this process that have provided some more clarity on how these concerns may be addressed at the state level going forward. Following those updates, local staff promptly met to discuss and consider additional local action. Among the concerns being expressed by residents, there are issues that have been highlighted through the WDNR enforcement process. However, some of the local concerns appear unlikely to be an emphasis of WDNR enforcement, although there may be associated indirect benefits. Following the recent local meeting, a letter was drafted reinforcing shared local interest in those issues that have been raised by WDNR, as well as other community concerns not directly named by WDNR, such as frequent fire control needs and community noise. The letter requests a formal meeting between City staff and management at American Phoenix to discuss any pertinent actions that may be needed to mitigate these concerns. We will let you know as soon as that meeting date has been scheduled.

**Workforce Development and Welcoming Community:** To pursue dual objectives of addressing local workforce shortages and of cultivating a vibrant, welcoming community, we are exploring the feasibility of expanding the Chippewa Valley’s capacity to welcome immigrants and refugees. One potential avenue is the prospect of World Relief Refugee Resettlement agency establishing a new office in Wisconsin. Eau Claire is one of two communities under consideration, and Tami McLaughlin, Director of World Relief Fox Valley, will visit Eau Claire in April to conduct an assessment. We are working closely with a community organization called Welcoming Neighbors, which has been active in recent years with researching how Eau Claire can support immigration and in facilitating the location of a number of refugee households here. Additionally, we are actively exploring ways to boost the local workforce by utilizing PERM (employment) visas. To this end, we have engaged with the Chamber, CVTC, and EDC and are in the process of planning an information session for Eau Claire's businesses and employers. Please reach out to me if you have any questions or thoughts on these initiatives.

**Chippewa Valley Rally:** This week, a bus full of Eau Claire residents traveled to Madison for the annual Chippewa Valley Rally. Thank you to Council Members Weld, Christopherson, Gragert, Mboga, and Miller who were able to attend. The Chamber did a fantastic job of organizing the very complicated logistics of many different teams meeting with many different legislators in the Capitol building. In this picture, Tina Deetz is with her teammates. Like other teams, Tina’s team had five meetings with staffers and/or legislators to share information about goals, such as the need for local Shared revenue, funding for the UWEC science building, and passenger rail. Tina said: “I spoke about passenger rail and of course included our new Transit Center and how we could potentially connect passenger rail to fixed route and the airport. I talked about the economic growth that’s possible if people choose to live in Eau Claire and work in the Cities. One of the highlights of the day is the photo of us in front of the Bear! It is currently in Senator Stafsholt’s office.”



**Some Events:** Here are some events we welcome Council Members to participate in:

Wisconsin’s Joint Finance Committee: We recently learned that Wisconsin’s Joint Finance Committee is hosting a public meeting at UW-Eau Claire on Tuesday, April 11, from 10AM – 5PM at the UWEC Student Center. This will be a great opportunity for members of the public to speak about their state budget preferences, and we encourage Council Members to attend and speak about Shared Revenue and other issues of concern. You can learn more about the hearing and location [through this link](#), along with a link and email to submit comments ahead of time.

Firefighter Swearing In: The Eau Claire Fire Department cordially invites you to the swearing-in ceremony of those personnel recently hired and those promoted to the positions of lieutenant, captain, and battalion chief. Thursday, April 6th, at 3PM. Eau Claire Fire Station #10 at 820 Malden Avenue.

UWEC Student Walk Through: Members of the UWEC Student Senate and the Intergovernmental Affairs Commission are inviting staff and Council Members to attend their Spring Community Walkthrough event on April 6th from 9 –10:30PM. It’ll kick off from the Council Oak room in Davies Student Center in room 260. This event is structured to allow University and City Officials to determine and discuss issues that have arisen within the community. This meeting will be in person, with time allotted at the beginning for opening remarks, and an hour set aside for pre-determined groups to canvas local neighborhoods, with assistance by the Eau Claire City and University Police Departments to identify issues. Finally, the walkthrough will conclude with discussion, closing remarks, and final sentiments from attendees.

Learn Basic Hmong Phrases: Feel free to join us, if you’re interested/able, to learn some basic Hmong phrases with Ka Vang (Kab) and Shoua Bauer (Sua). I have sent you all an invite. The group will meet at 3PM in the North Conference room at April 5th, 12th, and 19th.

The Eau Claire Fire Department cordially invites you to the swearing-in ceremony of those personnel recently hired and those promoted to the positions of lieutenant, captain, and battalion chief.

Thursday, April 6, 2023, at 3 p.m.  
Eau Claire Fire Station #10  
820 Malden Avenue

Recent Hires: Evan Carpenter  
Michael Haller  
Jake Nelson  
Brandon Pederson

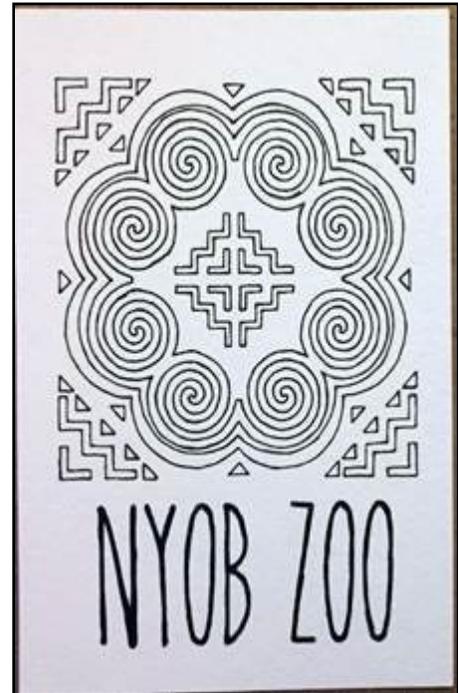
Promotions  
Lieutenant: Nick Ledin  
Taylor Quinnell

Captain: Jeremy Stary

Battalion Chief: Jamie Burkhardt

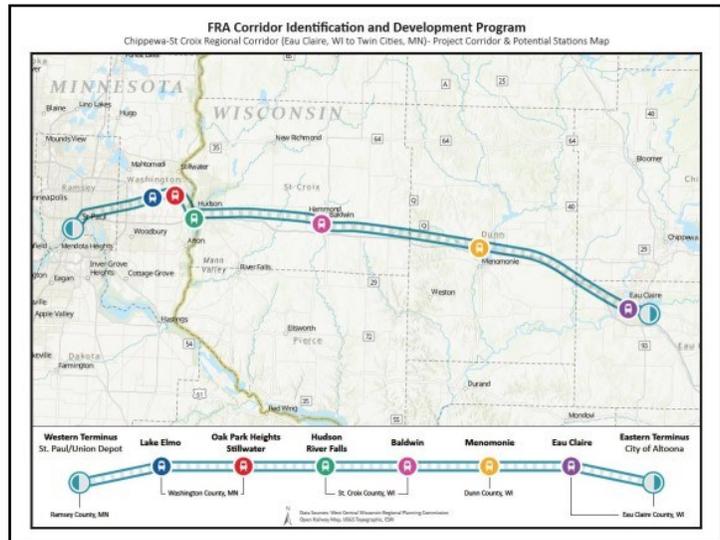
Special Recognition: Christian Bell, Fire Chief  
Daniel Kincaid, M.D.  
Police and Fire Commission

*Please come celebrate with the honorees and their families.*



**Chippewa/St. Croix Passenger Rail Update:** Council Member Gragert shared this update from Jim

Dunning of the Chair Chippewa/St. Croix Passenger Rail Coalition related to the region’s efforts to secure passenger rail. “Another step in the process of applying for Federal funds to pursue passenger rail service between Eau Claire and St. Paul was completed last week. The application for the FRA Corridor Identification and Development Program for the Chippewa/St. Croix Regional Corridor was submitted to the federal grant program. It will now be reviewed by the FRA and they will recommend action and grant funds for accepted projects by what is now expected to be fall of 2023... It will now be necessary to start preliminary action and thinking about how to implement action if the grant of \$500,000 is received.” The group’s website is here: [West Central Wisconsin Rail Coalition \(westwisconsinrail.org\)](http://westwisconsinrail.org)



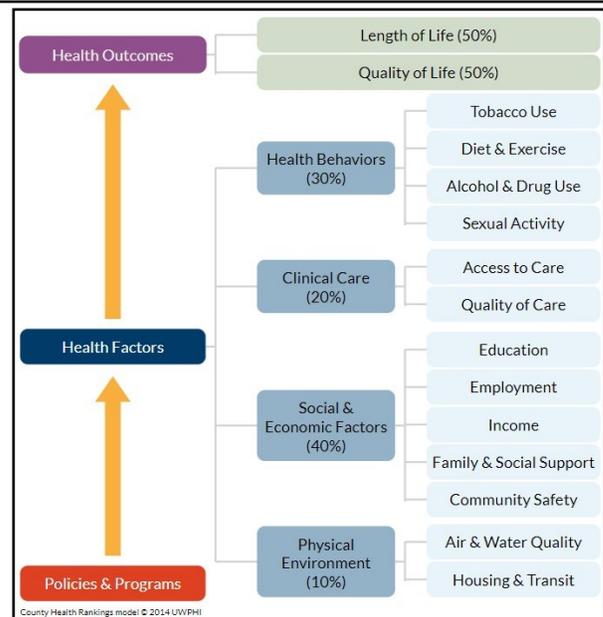
**County Health Rankings:** The Health Department shared that the [2023 County Health Rankings](#) were released this past week. They encourage you to visit the website and explore Eau Claire County’s rankings. You can find the [WI statewide report here](#).

Rankings in State	2022	2023	Trend
Health Outcomes	18	17	↑
Health Factors	16	12	↑
Quality of Life	24	30	↓
Health Behaviors	10	1 <sup>st</sup> -18 <sup>th</sup> quartile	-
Clinical Care	14	1 <sup>st</sup> -18 <sup>th</sup> quartile	-
Social & Economic	13	1 <sup>st</sup> -18 <sup>th</sup> quartile	-
Physical Environment	47	19 <sup>th</sup> -36 <sup>th</sup> quartile	↑

These rankings are released annually by the University of Wisconsin Population Health Institute. They measure factors like high school graduation rates, smoking, unemployment, obesity, air and water quality, and many more. Below is the model that is used to determine the rank order of counties. Eau Claire this year is ranked 17th in the State in Health Outcomes and 12th in the State in Health Factors. These rankings show us how where we live, learn, work, and play impacts our health.

What’s new this year:

- CHR has added a new element – measuring counties’ civic health. Civic health reflects the opportunities we have to participate in our



community. There is a relationship between civic health and healthy communities. You can read more at [the CHR website](#).

- CHR is introducing two new metrics to measure civic health:
  - Voter turnout – what percentage of adults in the county voted in the 2020 U.S. Presidential election.
  - Census participation – what percentage of households responded to the 2020 census.
- Neither of these two new metrics are factored into counties’ overall health rankings.

### **Council Calendar** (With Tentative Work Session Dates)

- Monday, April 10th: Regular Council Public Hearing/Discussion night
  - Study Session on location for Fireworks for summer of 2023
  - Work Session on ARPA Phase 1 and 2
- Tuesday, April 11th: Council Meeting
  - Last meeting for President Weld
- Tuesday, April 18th: Organizational Meeting
- Monday, April 24th: Regular Council Public Hearing/Discussion Night
- Tuesday, April 25th: Council Meeting
  - Possible Council action on ARPA Phase 2
- ❖ *Monday, May 1st: Council receives Proposed 2024-2028 CIP Budget*
- Monday, May 8th: Regular Council Public Hearing/Discussion Night
- Tuesday, May 9th: Council Meeting
  - 2024-2028 CIP Budget Work Session #1
- ❖ *Thursday, May 18th: Transit Commission reviews and recommends Transit’s CIP*
- Monday, May 22nd: Regular Council Public Hearing/Discussion Night
- Tuesday, May 23rd: Council Meeting
  - 2024-2028 CIP Budget Work Session #2
- ❖ *May 25th - Waterways & Parks Commission reviews and recommends Parks CIP*
- ❖ *June 6th: Plan Commission reviews and recommends CIP*
- Monday, June 12th: Regular Council Public Hearing/Discussion night
  - Public Discussion of 2024-2028 CIP Budget
- Tuesday, June 13th: Council Meeting
  - Council action on 2024-2028 CIP Budget
- Monday, June 19th: Joint Plan Commission and City Council Meeting for Zoning Overhaul Kickoff
- Monday, June 26th: Regular Council Public Hearing/Discussion Night
- Tuesday, June 27th: Council Meeting
  - 2024 Operating Budget Work Session 1: Priorities and Parameters
- Monday, July 10th: Regular Council public Hearing/Discussion Night
- Tuesday, July 11th: Council Meeting
- Monday, July 24th: Regular Council Public Hearing/Discussion Night
- Tuesday, July 25th: Council Meeting
- Monday, August 14th: Regular Council Public Hearing/Discussion Night

- Tuesday, August 15th: Council Meeting
- Monday, August 28th: Regular Council Public Hearing/Discussion Night
- Tuesday, August 29th: Council Meeting
- Monday, September 11th: Regular Council Public Hearing/Discussion Night
- Tuesday, September 12th: Council Meeting
- Monday, September 25th: Regular Council Public Hearing/Discussion Night
- Tuesday, September 26th: Council Meeting
- ❖ *September 29th – City Council receives 2024 Proposed Operating Budget*
- Monday, October 9th: Regular Council Public Hearing/Discussion Night
  - Public Hearing #1 on 2024 Proposed Operating Budget
- Tuesday, October 10th: Council Meeting
  - City Council Operating Budget Work Session #2 (Department Directors)
- Monday, October 23rd: Regular Council Public Hearing/Discussion Night
- Tuesday, October 24th: Council Meeting
  - City Council Operating Budget Work Session #3 – Amendment Discussion
- ❖ *November 3rd – City Council Budget Amendments Due*
- Monday, November 13th: Regular Council Public Hearing/Discussion Night
  - Public Hearing #2 on 2024 Proposed Operating Budget
- Tuesday, November 14th: Council Meeting
  - City Council action on 2024 Proposed Operating Budget and levy

**Additional Dates:**

- Tuesday, April 4th: Election for City Council President
- Thursday, April 6th: Firefighter Swearing In Ceremony
- Thursday, April 6th: University Walk Through
- Tuesday, April 11th: Wisconsin’s Joint Finance Committee Meeting
- Tuesday, April 11th: Get Together after Council Meeting for Terry
- Friday, April 21st: Eggs and Issues State of Altoona
- Friday, July 28th: LWM Local Government 101

**Employee Spotlight:**

Here’s our next spotlight. (Give a shout-out to a City employee using this form: [Spotlight Form](#)).

Today we highlight **Ellen Scott!**

A coworker said this about Ellen: ““Ellen always has the willingness to help others. She has a unique ability to connect and interact with children in the community. She continues to demonstrate this in her current assignment as an Eau Claire Memorial School Resource Officer and successfully working with the school administration staff to provide a safe learning environment.”

Here’s some more information about Ellen...

- Your Position: “Currently I am a School Resource Officer at Memorial High School. I have been working for ECPD for about 6.5 years.”
- What people may not know: “I started college wanting to be a lawyer and decided to switch paths to law enforcement my senior year.”
- Favorite activities: “Baking desserts, hiking, reading, spending time with friends/family, and training Brazilian jiu-jitsu.”
- Best part about working for the City: “I really enjoy my coworkers and friendships I have formed at work. I am also thankful for the experiences I have gained by being a Police Officer in Eau Claire.”



## ATTACHMENT 'A'

# Scope of Work

## Task 1: Project Initiation

To “kick-off” the update process on the right foot, meetings will be conducted with Eau Claire staff/steering committee, Plan Commission, and City Council before undertaking other community outreach activities. This approach allows the Project Team and the City of Eau Claire to discuss roles, responsibilities, scope, and issues and opportunities with existing regulations, to ensure the project gets off to a good start.

### 1a: Staff/Steering Committee Coordination and Communications Strategy Call

The Project Team will host a web meeting/conference call with the Eau Claire’s staff/steering committee, to confirm dates and times for the official staff/steering committee kickoff and department head meetings and elected and appointed officials roundtable. On this call, we will also identify which existing communication channels are most effective and trusted for spreading the word about the project to the public and identify community leaders and others who will help engage hard-to-reach populations and build more equity into the process. To ensure consistent communication and coordination, the Project Manager will conduct regular and “as-needed” conference calls and/or web meetings with Eau Claire staff/steering committee throughout the update process.

### 1b: Data Collection

As part of the project initiation task, the Project Team will coordinate with Eau Claire staff/steering committee to collect a variety of data sets related to zoning. The data collection task focuses on several types of data needs including GIS data, past requests for zoning relief, past development approvals, existing regulations, and design guidelines.

### 1c: Staff/Steering Committee Kick-off Meeting and Orientation “Tour” of the City

A kick-off meeting will be held with Eau Claire staff/steering committee. This first face-to-face meeting will allow us to: 1) review the project scope of work; 2) discuss project goals, timeline, and key deliverables; 3) share information about potential issues and areas of concern; 4) review administrative procedures; and 5) clarify any outstanding matters. This meeting will conclude with a staff/steering committee-led tour of the community to better understand the existing conditions and context of the various areas of the City. We intend to function as a unified and integrated team alongside Eau Claire staff/steering committee and officials. During this meeting, we will also confirm upcoming meetings and events including the first Joint City Council/Plan Commission meeting, stakeholder interviews, and community workshop.

### 1d: Department Heads Meeting

Immediately following the staff/steering committee kick-off meeting, the Project Team will host a meeting with the Department head and/or representatives from all the different Eau Claire Departments. Since many Eau Claire departments are responsible for the administration and/or enforcement of various portions of zoning it is essential to receive feedback from each department on what is working and what needs to be updated.

### 1e: Joint City Council/Plan Commission Roundtable

The Project Team will facilitate a Joint Roundtable Discussion with the City Council and the Plan Commission to introduce the Project Team to officials and solicit their concerns and aspirations for the Zoning Code Rewrite. As the community’s decision makers it is important that the City Council and the Plan Commission have a chance to communicate and discuss their issues and concerns with existing regulations with the Project Team, as well as each other, at the beginning of the process.



## Task 2: Community Engagement

A Zoning Code Rewrite requires a unique approach to community outreach. Outreach for a planning process should encourage ambitious thinking and broad community input. For Zoning Code Rewrites, outreach must consider the impact of ordinance changes on property owners, development rights, and investment in current development in the community. Zoning Code Rewrite engagement will also bring community members to the table who can shed light on local market realities, the level of tolerance for increased regulation, first-hand experience with development review and entitlement, and gauge public response to the introduction of new standards and regulations, in order to accomplish the long-term goals of the Eau Claire community as established in the new comprehensive plan.

### 2a: Project Website

At the onset of the project, we will design and host an interactive project website that is linked to the City's existing website. We are committed to using the internet to maximize the participation and communication between the City and its residents and will therefore include content to educate and inform the community, clarify the relationship between the City's comprehensive plan and zoning, host an online community questionnaire, and post draft documents and diagrams.

### 2b: Online Community Questionnaire

To provide another means for community participation, we will prepare an online questionnaire for Eau Claire's residents and business owners to offer community-wide opinions on the City's current zoning. The online community questionnaire will be easily accessible on the project website.

### 2c. Zoning Code 101 Videos (up to 3)

The Project Team, in coordination with Eau Claire staff/steering committee, will develop up to three, two-minute videos providing a high level overview of the role of the zoning code in the community and as an implementation tool for the City's recent planning efforts. The videos will be posted on the project website and can be shared on the City's social media.

### 2d: Key Stakeholder Interviews (up to 20)

Key stakeholder interviews allow us to gain insight into the community that we might otherwise not be able to obtain. Up to 20 confidential interviews will be conducted to obtain additional information regarding issues with existing regulations. The Project Team will work with Eau Claire staff/steering committee to identify those to be interviewed. We recommend a broad sampling of interviewees who have experience going through a zoning approval process in the community. Interviewees could include selected property owners, developers, architects, real estate agents, and business owners. The interviews will be conducted in-person during scheduled visits related to other outreach events or via telephone/teleconference as needed.

### 2e: Communications Campaign #1

Communications campaigns are integrated throughout the scope of work and are timed with outreach efforts and major project milestones. This ensures that the community understands the project and is continually engaged and informed throughout the project process. The first campaign will focus on public education and introducing the project, its goals, and process to the community. It will work to build support for the initiative and counter perceptions and misinformation identified in the early stages of the project and include a call-to-action to provide feedback at upcoming workshops and via the online questionnaire. Materials will include social media and website posts, flyers, intercept signs at key locations with a QR code to the project website, and a press release. Communications will be pushed to community leaders and others identified as a part Step 1a to help engage hard-to-reach populations.

### 2f: Community Workshop

The purpose of the Community Workshop is to move from the general vision and ideas of the City's Comprehensive Plan, and into the primary objectives of the Zoning Code Rewrite. The goal of the workshop will be to form a consensus among participants concerning the primary objectives of the Zoning Code Rewrite as identified in the RFP and by Eau Claire staff/steering committee.



## **2g: Community Engagement Takeaways Summary and Preliminary Policy Direction Memo**

This task will conclude in a memorandum that summarizes the key themes and takeaways from all community outreach events as well as the initial policy direction that will be used to guide key updates to the UDO. The memorandum will provide clarity on the continued appropriateness of the policy recommendations included in the 2015 Comprehensive Plan and provide focus and direction for subsequent update activities.

## **2h: City Staff/Steering Committee Review**

The Project Team will review and discuss the Community Engagement Takeaways Summary and Preliminary Policy Direction Memo with City staff/steering committee before meeting with the City Council and Plan Commission. Appropriate revisions will be made based on City staff/steering committee feedback.

## **2i: Joint City Council/Plan Commission Working Session**

The Project Team will meet with and present the Community Engagement Takeaways Summary and Preliminary Policy Direction Memo to the Joint City Council/Plan Commission, along with City staff/steering committee, to gather feedback and input.

## **2j: Communications Campaign #2**

To keep the community engaged and informed throughout the Zoning Code Update process, the Community Engagement Takeaways Summary and Preliminary Policy Direction Memo will be posted on the project website. 3-5 social media posts will also be developed to market the availability of the documents for public review and comment. Communications will be pushed to community leaders and others identified as a part Step 1a to help engage hard-to-reach populations.



## Task 3: Current Zoning Code Analysis and Preliminary Recommendations

This task will include the preparation of a Current Zoning Code Analysis and Preliminary Recommendations Report that will provide a detailed assessment of the City's current Zoning Code and the Project Team's recommendations for the Zoning Code Rewrite. It will be based on issues and opportunities identified in outreach, past plans and studies, information provided by the City and partner agencies, feedback from community stakeholders, and the experience and expertise of the Project Team.

### 3a: Assessment of Current Zoning Code and Recent Development Proposals

The review and assessment of the current Zoning Code will entail a detailed chapter-by-chapter, section-by-section review. The assessment will highlight areas where the existing regulations, standards, procedures, processes, and other requirements are problematic, when measured against national best practices and effectively accommodating property investment while safeguarding and ensuring community character and sense of place.

The City's recent history of development proposals and applications for zoning relief will also be reviewed to identify "pain points" in bringing forward development.

### 3b: Conformity Analysis

The Project Team will conduct a conformity analysis using ArcGIS Pro to evaluate existing development conditions against the bulk and use standards of the current Zoning Code. This level of analysis is important, not only to determine if existing development is consistent with the existing Zoning Code, but to fully understand the impact of new regulations on existing development, so as not to inadvertently create an excessive amount of legal non-conforming structures. The Zoning Code Rewrite will need to not only appropriately guide and regulate new development going forward but must also work with the existing building stock and development pattern in established and historic areas of the City.

### 3c: Comprehensive Plan Alignment

The Project Team will conduct an assessment of the City's Comprehensive Plan to determine where goals, policies and recommendations of the plans could be implemented through the Zoning Code Rewrite.

### 3d. Alternatives Testing and Visualization

The Project Team, utilizing ArcGIS software such as ArcGIS Pro, ArcGIS Urban, and/or ArcGIS CityEngine, will test up to five alternative regulatory approaches to visualize how zoning can impact the built environment. For each regulatory approach, first the baseline and then up to two alternatives will be tested. Alternatives will be based on City staff/steering committee direction, current regulation, as well as recommendations regarding built form for new development and infill development stemming from the Community Engagement Takeaways Summary and Preliminary Policy Direction Memo.

### 3e: Best Practices and Comparative Community Research

The Project Team will conduct best practices and comparative community research on key topics to inform the City about approaches other communities have taken to address similar issues.

### 3f: Current Zoning Code Analysis and Preliminary Recommendations Report

Finally, the findings from steps 3a-e will be packaged into a Zoning Code Analysis and Preliminary Recommendations Report. The Zoning Code Analysis portion of the report will describe the issues with current regulations based on staff/steering committee and elected/appointed official feedback, community outreach, alignment with past plans, and our expertise and analysis. The Preliminary Recommendations portion of the report will include an overall organization of the Zoning Code as well as identify strategies for how to proceed, what to prioritize, and case studies and best practice approaches to be considered in order to resolve the identified issues.

### 3g: City Staff/Steering Committee Review

The Project Team will review and discuss the Current Zoning Code Analysis and Preliminary Recommendations Report with City staff/steering committee before meeting with the City Council and Plan Commission. Appropriate revisions will be made based on City staff/steering committee feedback.

### **3h. Current Zoning Code Analysis and Preliminary Recommendations Report Executive Summary StoryMap**

To provide Eau Claire residents and stakeholders with an easy to digest and understand version of the Current Zoning Code Analysis and Preliminary Recommendations Report, an executive summary StoryMap will be developed and posted to the project website. The StoryMap will include opportunities to provide feedback on the content of the report.

### **3i. Joint City Council/Plan Commission Working Session**

The Project Team will meet with and present the Zoning Code Analysis and Preliminary Recommendations Report to the Joint City Council/Plan Commission, along with City staff/steering committee, to gather feedback and input.

### **3j. Communications Campaign #3**

To keep the community engaged and informed throughout the Zoning Code Update process, the Zoning Code Analysis and Preliminary Recommendations Report and Executive Summary StoryMap will be posted on the project website. 3-5 social media posts will also be developed to market the availability of the documents for public review and comment. Communications will be pushed to community leaders and others identified as a part Step 1a to help engage hard-to-reach populations.

## **Task 4: District and Use Standards**

This task will entail the preparation of the first third of the Zoning Code including base and overlay district specific standards and supplemental use standards.

### **4a. Establishment of Districts and Zoning Map**

This task will involve revisions to district purpose and intent statements to align with the City's past plans as well as any map updates desired by the City based on the analysis conducted and recommendations made as a part of Task 3.

### **4b. Base and Overlay District Specific Standards**

This task will include updates to base and overlay district standards to modernize and align uses. Bulk and dimensional standards will also be revised during this step based on the results of the conformity analysis conducted as a part of Task 3.

### **4c. Supplemental Use Standards**

This task will include the development of supplemental use regulations that incorporate design principles relevant to specific uses.

### **4d. City Staff/Steering Committee (up to 3)**

The Project Team will facilitate up to three review calls with City staff/steering committee before meeting with the City Council and Plan Commission. Appropriate revisions will be made based on City staff/steering committee feedback.

### **4e. Joint City Council/Plan Commission Working Session**

The draft district and use standards will be presented and discussed with the Joint City Council/Plan Commission. The intent will be to review and discuss major proposed changes in sufficient detail to provide the necessary direction for regulation refinement and the development of supporting graphics and diagrams.

### **4f. Communications Campaign #4**

To keep the community engaged and informed throughout the Zoning Code Update process, the draft district and use standards will be posted on the project website. A series of 3-5 social media posts will also be developed to market the availability of the documents for public review and comment. Communications will be pushed to community leaders and others identified as a part Step 1a to help engage hard-to-reach populations.

## Task 5: Development and Sign Standards

This task will entail the preparation of the heart of the Zoning Code including general development standards and sign standards.

### 5a. General Development Standards

This task will include objective, understandable standards and regulations for development throughout the City including, landscape standards, parking standards, outdoor lighting standards, and general design standards that facilitate and encourage redevelopment and business reinvestment and further the City's goal of revitalizing existing commercial corridors.

### 5b. Natural Resource Protection Standards

This task will entail an update to the City's natural resource protection standards to ensure they are user friendly and compliant with Wisconsin requirements.

### 5c. Sign Standards

This task will modernize the City's sign ordinance, ensuring it complies with relevant case law and is less repetitive, more business-friendly, and easier to interpret while still maintaining a visually appealing environment throughout the City.

### 5d. City Staff/Steering Committee Review Calls (up to 3)

The Project Team will facilitate up to three review calls with City staff/steering committee before meeting with the City Council and Plan Commission. Appropriate revisions will be made based on City staff/steering committee feedback.

### 5e. Joint City Council/Plan Commission Working Session

The draft development and sign standards will be presented and discussed with the Joint City Council/Plan Commission. The intent will be to review and discuss major proposed changes in sufficient detail to provide the necessary direction for regulation refinement and the development of supporting graphics and diagrams.

### 5f. Communications Campaign #5

To keep the community engaged and informed throughout the Zoning Code Rewrite process, the draft development and sign standards will be posted on the project website. 3-5 social media posts will also be developed to market the availability of the documents for public review and comment. Communications will be pushed to community leaders and others identified as a part Step 1a to help engage hard-to-reach populations.

## Task 6: Planned Development and Zoning Procedures

This task will entail the preparation of the latter third of the Zoning Code including planned development procedures, zoning procedures, and definitions.

### 6a: Planned Development Procedures

This task will streamline the City's planned development procedures and ensure they are an effective tool in providing flexibility from underlying zoning requirements in exchange for tangible benefits to the Eau Claire community as identified in adopted plans and policies.

### 6b: Zoning Procedures

This task will establish efficient and flexible review and approval procedures that increase transparency between Eau Claire staff/steering committee, elected and appointed officials, applicants, and the public.

### 6c: Definitions

This task will include a thorough update to all definitions to ensure that unnecessary definitions are eliminated, outdated definitions are clarified, and new definitions are added, as necessary.

### 6d. City Staff/Steering Committee Review Calls (up to 3)

The Project Team will facilitate up to three review calls with City staff/steering committee before meeting with the City Council and Plan Commission. Appropriate revisions will be made based on City staff/steering committee feedback.

### 6e. Joint City Council/Plan Commission Working Session

The draft planned development and zoning procedures will be presented and discussed with the Joint City Council/Plan Commission. The intent will be to review and discuss major proposed changes in sufficient detail to provide the necessary direction for regulation refinement and the development of supporting graphics, diagrams, and flowcharts.

### 6f: Communications Campaign #6

To keep the community engaged and informed throughout the Zoning Code Rewrite process, the draft planned development and zoning procedures will be posted on the project website. 3-5 social media posts will also be developed to market the availability of the documents for public review and comment.

## Task 7: Draft and Final Zoning Code

Based on the previous tasks in the update process, the draft and final Zoning Code will be prepared and presented for review.

### 7a: Draft Zoning Code Document

The Project Team will prepare the draft Zoning Code document incorporating feedback received from City staff/steering committee, the City Council and Plan Commission, and the public. Graphics, diagrams, and flowcharts will be embedded in the document at this stage.

### 7b. City Staff/Steering Committee Review Calls (up to 5)

The Project Team will facilitate up to 5 review calls with City staff/steering committee before meeting with the City Council and Plan Commission. Appropriate revisions will be made based on City staff/steering committee feedback.

### 7c: Joint City Council/Plan Commission Working Session

A final meeting will be conducted with the Joint City Council/Plan Commission to review and reach agreement on the draft Zoning Code document before proceeding to the public review and adoption process. Appropriate revisions to the draft Zoning Code will be made based on feedback received and the revised draft Zoning Code will be prepared for public consideration.

### 7d: Informational Brochure

To summarize the proposed changes to the City's Zoning Code clearly and concisely, an Informational Brochure will be developed. The brochure will include answers to frequently asked questions, provide an overview of the Zoning Code Rewrite process, highlight and provide the reasoning behind major proposed changes, and include information about where to learn more and provide feedback. The brochure can be made available on the interactive project website, at City Hall and other community facilities, and can be mailed to property owners and tenants, especially if any zoning map amendments are proposed.

### 7e. Draft Zoning Code Major Changes StoryMap

To provide Eau Claire residents and stakeholders with an easy to digest and understand version of the Draft Zoning Code, an Major Changes StoryMap will be developed and posted to the project website. The StoryMap will include opportunities to provide feedback on the content of the draft Zoning Code.



### **7f. Draft Zoning Code Major Changes Video**

This video will highlight key information from the informational brochure and include a call-to-action to provide feedback through the open houses. It will pair infographics, diagrams and illustrations with voice over and interviews from key stakeholders and staff/steering committee.

### **7g. Communications Campaign #7**

This final communications campaign will share the video, StoryMap, and informational brochure through digital platforms and include a call-to-action to provide feedback at upcoming open houses. Language for press releases and media pitches will highlight the importance of the process for the future of Eau Claire. Communications will be pushed to community leaders and others identified as a part Step 1a to help engage hard-to-reach populations.

### **7h: Community Open Houses (up to 2)**

The Project Team, along with City staff/steering committee, will be present for up to two community open houses to allow residents and community stakeholders the opportunity to examine, discuss, and comment on the contents of the draft Zoning Code document. The Project Team will be available throughout the community open house to present material, answer questions, and get feedback before initiating the approval process. If an in-person open house is not feasible due to social distancing requirements, we will work with City staff/steering committee to pivot to a virtual open house solution. Appropriate revisions to the draft Zoning Code will be made based on feedback received and the final draft Zoning Code will be prepared for final legal review.

### **7i: Final Legal Review**

The final draft Zoning Code will be brought to the City Attorney for final legal review. Although the City Attorney may be involved throughout the process of developing the Zoning Code, final legal review is necessary before the final document is brought through the adoption process. Appropriate revisions to the final draft Zoning Code will be made based on feedback received and the final Zoning Code will be prepared for public notice.

### **7j: Plan Commission Presentation (public hearing)**

The Project Team will present the final Zoning Code at the Plan Commission public hearing.

### **7k: City Council Presentation (adoption)**

The Project Team will present the final Zoning Code to the City Council for consideration and adoption.

### **7l: Final Zoning Code Document**

Following the adoption of the Zoning Code, the Project Team will share the final document and components with the City in fully editable documents including word document, pdf, jpeg, and png files.

## **Task 8: Comprehensive Plan Amendments (OPTIONAL)**

After the adoption of the updated Zoning Code, the City's Comprehensive Plan can be amended to ensure both documents are aligned.

### **8a: Amendment Identification Coordination and Memo**

The Project Team, along with City staff/steering committee, will meet to discuss necessary amendments to the Comprehensive Plan. After the call, the Project Team will summarize the necessary amendments in a memo that will be sent to staff/steering committee for confirmation.

### **8b: Comprehensive Plan Amendments**

After staff/steering committee signs off on the amendment identification memo, the Project Team will draft revised language, maps, diagrams, and other identified components. The revised Comprehensive Plan will be delivered to staff/steering committee for review.

### **8c: City Staff/Steering Committee Review Calls (up to 3)**

The Project Team will facilitate up to three review calls with City staff/steering committee to review and refine the Comprehensive Plan amendments. Appropriate revisions will be made based on City staff/steering committee feedback.

### **8d: Adoption**

The final Comprehensive Plan and an accompanying revisions overview presentation will be delivered to City staff/steering committee for the adoption process.

# Public Participation Plan

A Zoning Code Rewrite requires a unique approach to community outreach. Outreach for a planning process should encourage ambitious thinking and broad community input. For Zoning Code Rewrites, outreach must consider the impact of ordinance changes on property owners, development rights, and investment in current development in the community. Zoning Code Rewrite engagement will also bring community members to the table who can shed light on local market realities, the level of tolerance for increased regulation, first-hand experience with development review and entitlement, and gauge public response to the introduction of new standards and regulations, in order to accomplish the long-term goals of the Eau Claire community as established in its comprehensive plan.

To ensure the City of Eau Claire is able to engage its residents, especially those who are traditionally hard to reach, Houseal Lavigne proposes a robust engagement process that includes both in-person and online opportunities. With a focus on education at the beginning of the process, our public participation plan will allow residents to understand the importance of the Zoning Code Rewrite, and through a series of workshops, meetings, videos, questionnaires, communications campaigns, and more remain interested and involved throughout the 20 month project. Below are the public participation related steps included in our proposed scope of work.

## **1a: Staff/Steering Committee Coordination and Communications Strategy Call**

The Project Team will host a web meeting/conference call with the Eau Claire's staff/steering committee, to confirm dates and times for the official staff/steering committee kickoff and department head meetings and elected and appointed officials roundtable. On this call, we will also identify which existing communication channels are most effective and trusted for spreading the word about the project to the public and identify community leaders and others who will help engage hard-to-reach populations and build more equity into the process. To ensure consistent communication and coordination, the Project Manager will conduct regular and "as-needed" conference calls and/or web meetings with Eau Claire staff/steering committee throughout the update process.

## **1c: Staff/Steering Committee Kick-off Meeting and Orientation "Tour" of the City**

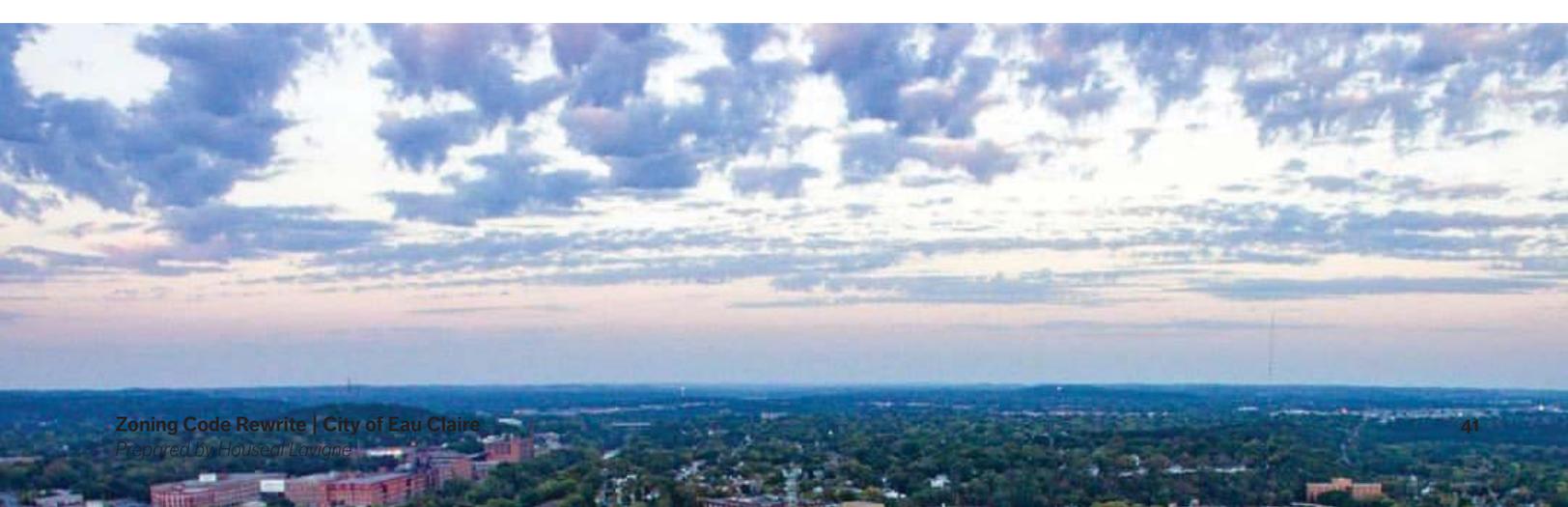
A kick-off meeting will be held with Eau Claire staff/steering committee. This first face-to-face meeting will allow us to: 1) review the project scope of work; 2) discuss project goals, timeline, and key deliverables; 3) share information about potential issues and areas of concern; 4) review administrative procedures; and 5) clarify any outstanding matters. This meeting will conclude with a staff/steering committee-led tour of the community to better understand the existing conditions and context of the various areas of the City. We intend to function as a unified and integrated team alongside Eau Claire staff/steering committee and officials. During this meeting, we will also confirm upcoming meetings and events including the first Joint City Council/Plan Commission meeting, stakeholder interviews, and community workshop.

## **1d: Department Heads Meeting**

Immediately following the staff/steering committee kick-off meeting, the Project Team will host a meeting with the Department head and/or representatives from all the different Eau Claire Departments. Since many Eau Claire departments are responsible for the administration and/or enforcement of various portions of zoning it is essential to receive feedback from these users on what is working and what needs to be updated.

## **1e: Joint City Council/Plan Commission Roundtable**

The Project Team will facilitate a Joint Roundtable Discussion with the City Council and the Plan Commission to introduce the Project Team to officials and solicit their concerns and aspirations for the new Zoning Code Rewrite. As the community's decision makers it is important that the City Council and the Plan Commission have a chance to communicate and discuss their issues and concerns with existing regulations with the Project Team, as well as each other, at the beginning of the process.



## **2a: Project Website**

At the onset of the project, we will design and host an interactive project website that is linked to the City's existing website. We are committed to using the internet to maximize the participation and communication between the City and its residents and will therefore include content to educate and inform the community, clarify the relationship between the City's plan and zoning, host an online questionnaire, and post draft documents and diagrams.

## **2b: Online Community Questionnaire**

To provide another means for community participation, we will prepare an online questionnaire for Eau Claire's residents and business owners to offer community-wide opinions on the City's current zoning. The online community questionnaire will be easily accessible on the project website.

## **2c. Zoning Code 101 Videos (up to 3)**

The Project Team, in coordination with Eau Claire staff/steering committee, will develop up to three, two-minute videos providing a high level overview of the role of the zoning code in the community and as an implementation tool for the City's recent planning efforts. The videos will be posted on the project website and can be shared on the City's social media.

## **2d: Key Stakeholder Interviews (up to 20)**

Key stakeholder interviews allow us to gain insight into the community that we might otherwise not be able to obtain. Up to 20 confidential interviews will be conducted to obtain additional information regarding issues with the existing zoning. The Project Team will work with Eau Claire staff/steering committee to identify those to be interviewed. We recommend a broad sampling of interviewees who have experience going through a zoning approval process in the community. Interviewees could include selected property owners, developers, architects, real estate agents, and business owners. The interviews will be conducted in-person during scheduled visits related to other outreach events or via telephone/teleconference as needed.

## **2e: Communications Campaign #1**

Communications campaigns are integrated throughout the scope of work and are timed with outreach efforts and major project milestones. This ensures that the community understands the project and is continually engaged and informed throughout the project process. The first campaign will focus on public education and introducing the project, its goals, and process to the community. It will work to build support for the initiative and counter perceptions and misinformation identified in the early stages of the project and include a call-to-action to provide feedback at upcoming workshops and via the online questionnaire. Materials will include social media and website posts, flyers, intercept signs at key locations with a QR code to the project website, and a press release. Communications will be pushed to community leaders and others identified as a part Step 1a to help engage hard-to-reach populations.

## **2f: Community Workshop**

The purpose of the Community Workshop is to move from the general vision and ideas of the City's Comprehensive Plan, and into the primary objectives of the Zoning Code Rewrite. The goal of the workshop will be to form a consensus among participants concerning the primary objectives of the Zoning Code Rewrite as identified in the RFP and by Eau Claire staff/steering committee.

## **2g: Community Engagement Takeaways Summary and Preliminary Policy Direction Memo**

This task will conclude in a memorandum that summarizes the key themes and takeaways from all community outreach events. The memorandum will provide focus and direction for subsequent update activities and serve as the cornerstone of the consensus-building process. The memorandum will be incorporated into the Initial Review and Analysis and Preliminary Recommendations Report delivered as part of Task 3.

## **3g: City Staff/Steering Committee Review**

The Project Team will meet with and present the Zoning Code Analysis and Preliminary Recommendations Report to the Joint City Council/Plan Commission, along with City staff/steering committee, to gather feedback and input.

## **3h: Current Zoning Code Analysis and Preliminary Recommendations Report Executive Summary StoryMap**

To keep the community engaged and informed throughout the Zoning Code Update process, the Zoning Code Analysis and Preliminary Recommendations Report will be posted on the project website. A series of 3-5 social media posts will also be developed to market the availability of the documents for public review and comment. Communications will be pushed to community leaders and others identified as a part Step 1a to help engage hard-to-reach populations.

## **4e. Joint City Council/Plan Commission Working Session**

The draft district and use standards will be presented and discussed with the Joint City Council/Plan Commission. The intent will be to review and discuss major proposed changes in sufficient detail to provide the necessary direction for regulation refinement and the development of supporting graphics and diagrams.

## **4f: Communications Campaign #4**

To keep the community engaged and informed throughout the Zoning Code Update process, the draft district and use standards will be posted on the project website. A series of 3-5 social media posts will also be developed to market the availability of the documents for public review and comment. Communications will be pushed to community leaders and others identified as a part Step 1a to help engage hard-to-reach populations.

### **5e. Joint City Council/Plan Commission Working Session**

The draft development and sign standards will be presented and discussed with the Joint City Council/Plan Commission. The intent will be to review and discuss major proposed changes in sufficient detail to provide the necessary direction for regulation refinement and the development of supporting graphics and diagrams.

### **5f: Communications Campaign #5**

To keep the community engaged and informed throughout the Zoning Code Update process, the draft development and sign standards will be posted on the project website. A series of 3-5 social media posts will also be developed to market the availability of the documents for public review and comment. Communications will be pushed to community leaders and others identified as a part Step 1a to help engage hard-to-reach populations.

### **6e. Joint City Council/Plan Commission Working Session**

The draft planned development and zoning procedures will be presented and discussed with the Joint City Council/Plan Commission. The intent will be to review and discuss major proposed changes in sufficient detail to provide the necessary direction for regulation refinement and the development of supporting graphics, diagrams, and flowcharts.

### **6f: Communications Campaign #6**

To keep the community engaged and informed throughout the Zoning Code Update process, the draft planned development and zoning procedures will be posted on the project website. A series of 3-5 social media posts will also be developed to market the availability of the documents for public review and comment.

### **7c: Joint City Council/Plan Commission Working Session**

A final meeting will be conducted with the Joint City Council/Plan Commission to review and reach agreement on the draft Zoning Code document before proceeding to the public review and adoption process. Appropriate revisions to the draft Zoning Code will be made based on feedback received and the revised draft Zoning Code will be prepared for public consideration.

### **7d: Informational Brochure**

To summarize the proposed changes to the City's Zoning Code clearly and concisely, an Informational Brochure will be developed. The brochure will include answers to frequently asked questions, provide an overview of the Zoning Code Rewrite process, highlight and provide the reasoning behind major proposed changes, and include information about where to learn more and provide feedback. The brochure can be made available on the interactive project website, at City Hall and other community facilities, and can be mailed to property owners and tenants, especially if any zoning map amendments are proposed.

### **7e. Draft Zoning Code Major Changes StoryMap**

To provide Eau Claire residents and stakeholders with an easy to digest and understand version of the Draft Zoning Code, an Major Changes StoryMap will be developed and posted to the project website. The StoryMap will include opportunities to provide feedback on the content of the draft Zoning Code.

### **7f. Draft Zoning Code Major Changes Video**

This video will highlight key information from the informational brochure and include a call-to-action to provide feedback through the open houses. It will pair infographics, diagrams and illustrations with voice over and interviews from key stakeholders and staff/steering committee.

### **7g. Communications Campaign #7**

This final communications campaign will share the video, StoryMap, and informational brochure through digital platforms and include a call-to-action to provide feedback at upcoming open houses. Language for press releases and media pitches will highlight the importance of the process for the future of Eau Claire. Communications will be pushed to community leaders and others identified as a part Step 1a to help engage hard-to-reach populations.

### **7h: Community Open Houses (up to 2)**

The Project Team, along with City staff/steering committee, will be present for up to two community open houses to allow residents and community stakeholders the opportunity to examine, discuss, and comment on the contents of the draft Zoning Code document. The Project Team will be available throughout the community open house to present material, answer questions, and get feedback before initiating the approval process. If an in-person open house is not feasible due to social distancing requirements, we will work with City staff/steering committee to pivot to a virtual open house solution. Appropriate revisions to the draft Zoning Code will be made based on feedback received and the final draft Zoning Code will be prepared for final legal review.

### **7j: Plan Commission Presentation (public hearing)**

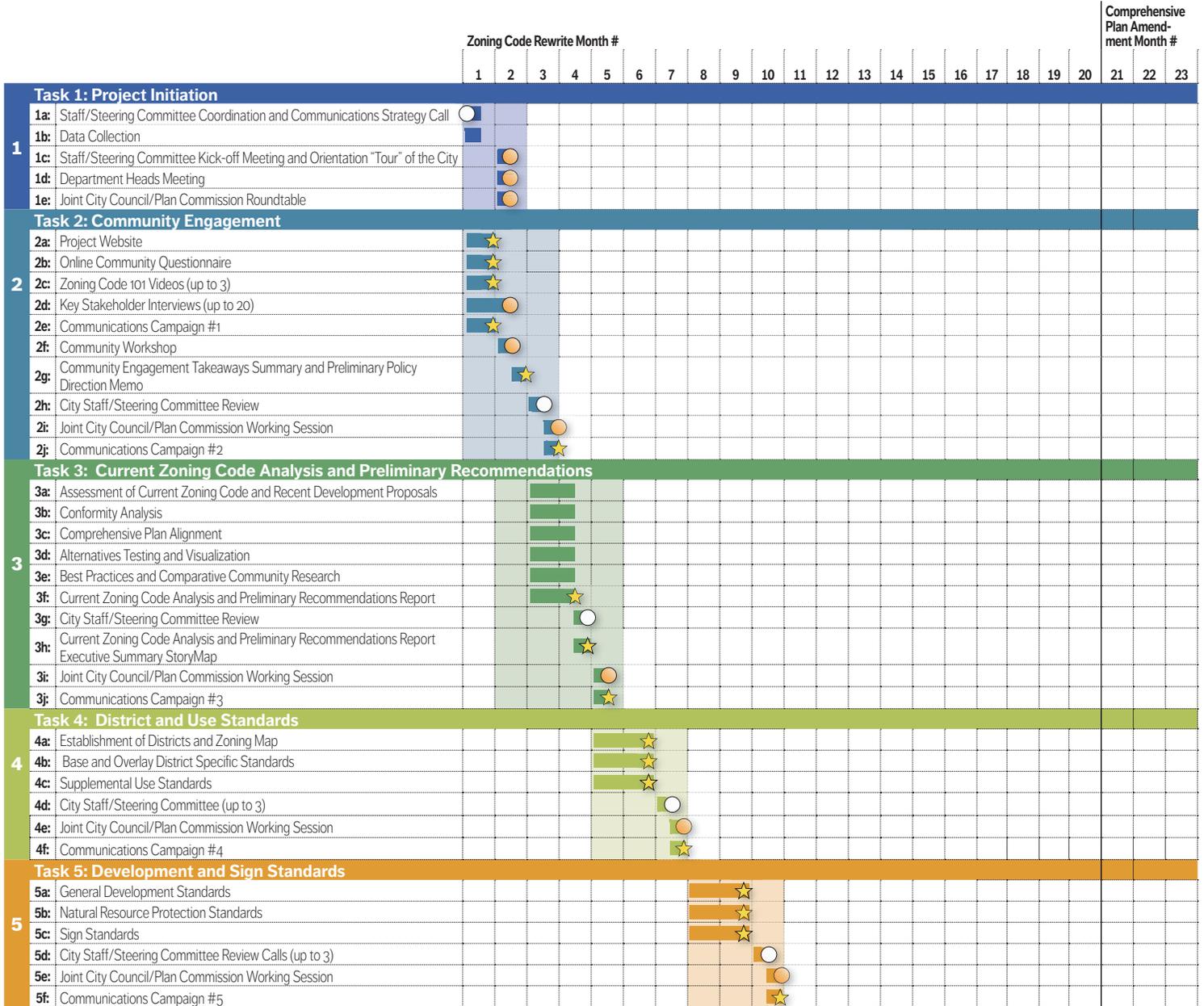
The Project Team will present the final Zoning Code at the Plan Commission public hearing.

### **7k: City Council Presentation (adoption)**

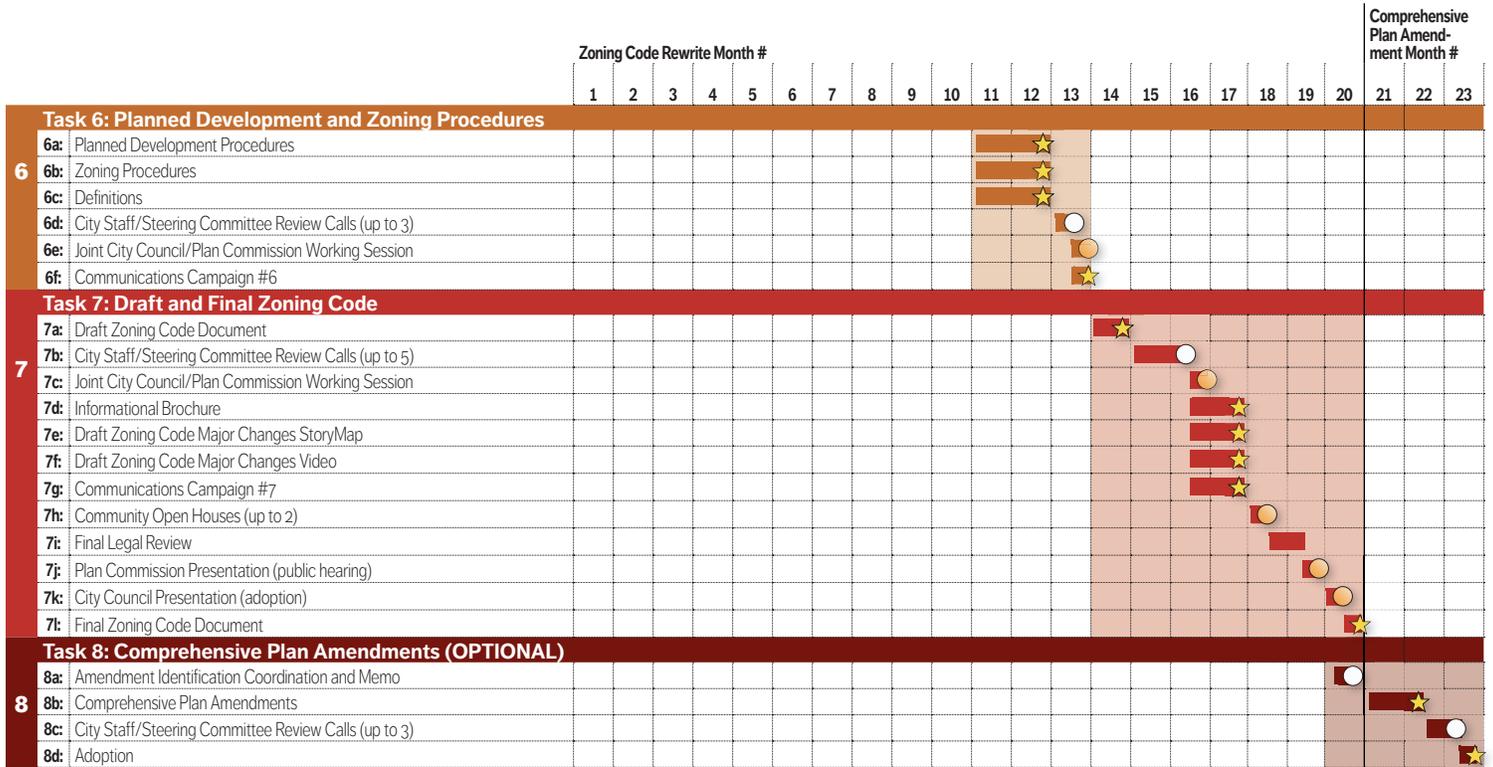
The Project Team will present the final Zoning Code to the City Council for consideration and adoption.

# Proposed Project Timeline

The project timeline below provides an overall framework to complete the proposed project approach. Should the City favor our approach, we will work with staff to refine the process and project schedule in a manner that is most advantageous to the project.



○ Denotes Meetings to be conducted In-Person      ★ Denotes Deliverables      ○ Denotes Meetings to be conducted Virtually



○ Denotes Meetings to be conducted In-Person

★ Denotes Deliverables

○ Denotes Meetings to be conducted Virtually

## Attachment A – Scope of Services Clarification

The scope of services found on the following pages are from Houseal Lavigne’s (the “Consultant”) Proposal dated February 27, 2023. They were in response to the City’s Request for Proposals (RFP) for a Zoning Code Rewrite.

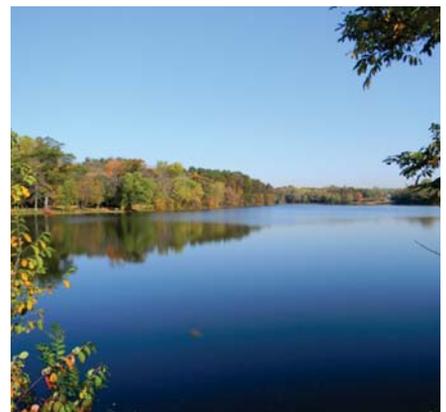
### Points of Clarification on Scope of Services

1. As noted in the original RFP, the final deliverable includes a rewrite of the City of Eau Claire’s Zoning code *and* related codes found in the City’s Code of Ordinance. This includes the Subdivision, Building (Signs), Stormwater, Streets, and Administrative (e.g., historic preservation). The extent of changes depends on future zoning changes/impacts, but all of which is understood to be under this contract. Further, the zoning code rewrite includes consolidating and integrating specialized standards as found in the City’s landscaping and multi-family design manuals, neighborhood and district zoning plans, historic preservation plans, waterways plan/guidelines, and township intergovernmental agreements.
2. Service must increase the user-friendliness of Eau Claire’s Zoning Code with improved layouts, definitions, visual representations, design/form-based/traditional standards and drawings, diagrams, tables, matrices, and procedural flowcharts.
3. Parties agree to remain flexible on some participation subtasks throughout the process, such as number of or timing of joint work sessions or steering committee meetings. For example, some may be better served with “place-based” field visits with stakeholders and members of the City Council and Plan Commission.
4. Parties agree that Spanish translation will be completed by the consultant for the online questionnaire and related marketing materials (2b), one of the zoning 101 videos (2c), and the informational brochure (7d), but this does not include translation at in-person meetings, translating the draft and final code sections, reports, memos, presentations, other zoning code documents, or marketing materials not related to the online questionnaire.
5. Parties agree the consultant will use its own outside legal counsel as needed to review legal questions as they arise. A comprehensive legal review of the document and its contents is not included in this contract. If comprehensive review is determined to be needed, city staff and consultant shall mutually agree in writing to any extra expenditures prior to commencement.
6. Optional services such as an End User Guide and Comprehensive Plan amendments are to be determined based on budget and changes to zoning.

ATTACHMENT 'B'

City of Eau Claire, Wisconsin  
**Zoning Code Rewrite**  
Price Proposal

February 27, 2023



# Cost Estimate

The Project Team proposes a not to exceed project budget of **\$430,000** for the Zoning Code Rewrite, including all professional fees, one-time or set up charges, and directly related project expenses.

Houseal Lavigne estimates a fee between **\$25,000-\$50,000** for the optional Comprehensive Plan Amendment. The number and type of amendments to the Comprehensive Plan will determine the final scope and budget amount.

If the City favors our approach, we are willing to work with City staff to amend our scope of work as necessary to meet any budgetary constraints.