

**WILSON DRIVE COMMUNITY-WIDE
COMMUNITY TASK FORCE
STEERING COMMITTEE**



April 13, 2016 6:00 PM
Village Hall Court Room
3930 N. Murray Ave, Shorewood, WI 53211
AGENDA

1. Call to order.
2. Consideration of March 23, 2016 meeting minutes.
3. Update on public comments received. (Tim)
4. Update summary of previous work group sessions.
5. Discuss communication efforts and posters/flyers for June open house event.
6. Discuss Guest speakers for next work group meeting.
7. Recommendation for use of civic engagement web-based platform.
8. Discuss future agenda items.
9. Schedule next meeting.
10. Adjourn.

Should you have any questions or comments regarding any item on this agenda, please contact Ericka Lang, Planning Director, Planning & Development Department, at (414) 847-2640.
Upon reasonable notice, efforts will be made to accommodate the needs of disabled individuals.

It is possible that members of and possibly a quorum of members of other governmental bodies of the municipality may be in attendance at the above stated meeting to gather information; no action will be taken by any governmental body at the above stated meeting other than the governmental body specifically referred to above in this notice.

**WILSON DRIVE COMMUNITY-WIDE
COMMUNITY TASK FORCE
STEERING COMMITTEE & WORK GROUPS**



March 23, 2016

3830 N. Morris Blvd, Shorewood, WI 53211

Meeting Minutes

1. Call to order.

The meeting was called to order at 6:00 p.m.

Co-Chair Henk Joubert, Ellen Eckman, Eric Couto, Liz Beeghly, Joe Teglia, Nate Hemming, Tim Van der Mel, Donna Pollock, Patrick Linnane, Davida Amenta, Tom Kuhlmann and Therese Klein. Members absent: Co-Chair Steve Kavalauskas. Work Group members also present and identified in work group notes.

2. Consideration of March 9, 2016 meeting minutes.

Work Group member Peter Sheehan interjected about allowing residents to join the work groups at any time. Planning Director Ericka Lang reminded all about the postcards mailed to nearly 6700 households last October inviting people to complete a volunteer application to be part of the steering committee or work groups. That process was determined by the Strategic Initiatives Committee and Steering Committee and would be invalid should the decision be made that work group membership is open and fluid. Administration, consistency and work flow would become complicated. The entire community is the Wilson Drive Task Force and is invited to participate at all meetings and events.

Ms. Eckman moved to approve the minutes, seconded by Ms. Beeghly. Vote 12-0.

3. Update on public comments received. (Tim)

Item deferred.

4. Discuss communication efforts and posters/flyers for June open house event.

Member Therese Klein briefly reviewed communication efforts, with members assigned to specific types of communication.

5. Recommendation for use of civic engagement web-based platform.

Planning Director Ericka Lang briefly introduced a civic engagement online tool to obtain more public input. The idea of this type of platform is to get people to share ideas amongst each other and for the subject matter to be monitored. Subjects are initiated by the village with a clear end date for input followed by a summary to the public. More information will be provided at the next steering committee meeting.

6. Update Work Group roles, goals and expectations.

Chair Henk Joubert reviewed the groups roles. Members need to weed out the concerns behind someone's position.

7. Discuss future agenda items. Identify next guest speakers.

8. Schedule next meeting.

The next steering committee is Wednesday April 13, 2016 at Village Hall Court Room.

9. Guest speakers Shorewood DPW Director and Traffic Engineer.

Public Works Director Leeann Butschlick and Senior Traffic Engineer from TAPCO Don Lee were present.

Summary of Ms. Butschlick presentation:

- a. Hierarchy of roads: Residential roads serve getting residents to their homes; Collector streets not a major street but it collects cars from the residential streets, such as Murray Avenue; Wilson Dr is an Arterial Street with a purpose to move traffic from one point to another.
- b. All road utilities are on east side of road, under the curb and parkway.
- c. Wilson Drive is identified as a truck route to help truck drivers best navigate through communities and not use residential streets. The identification has no other purpose.
- d. The village uses Wilson Drive to store snow because it is most convenient. If that location was removed as an option, then the village would identify other alternatives and even look at snow melting equipment.
- e. Village always tries to identify green solutions for infrastructure projects.
- f. If a boulevard would be done for the road reconstruction, the middle green space maintenance would be contracted like the Capitol Drive landscaping is.
- g. All turf maintenance is outsourced. Forestry work is in-house.
- h. The village's comprehensive sewer plan does not identify any sanitary sewer structure replacement along Wilson Drive.
- i. Shorewood's soil is typically clay.

Summary of Mr. Lee's presentation.

- a. When looking at road reconstruction, must consider:
 - Number of vehicles and trucks using route. DOT does annual average daily traffic counts. Last count showed 8,100 in year 2013 at Wilson Dr and Elmdale Court
 - The amount of traffic determines road widths. Current traffic counts would require a two-lane road. If average traffic would go above 15,000, then would review a 'twiddle' road configuration, which puts a middle third lane for turns only.
 - Pedestrian safety always factored.
 - ADA compliance curb ramps and sidewalks
- b. When doing traffic study:
 - must look at all turning movements and count cars turning to determine how long need turn lanes.
 - Study also shows where cars coming from and going to.
 - Do counts at major intersection.
 - Do during warmer months.
 - Include pedestrian counts at major intersection.
 - A traffic study will not show how the road width impacts travel numbers if it remains the same number of lanes.
- c. Traffic calming options
 - Speed table – a 6-foot raised section that tapers off
 - Pavement marking at crosswalks, like railroad track
 - Rapid reflective beacon.
 - HAWK (high intensity activated crosswalk) device that hangs over intersection and a pedestrian activates.
 - Boulevard
- d. Must find balance of all users of public way.
- e. Milwaukee County Transit System needs 12-foot lane width and 40 foot length for bus stops.
- f. Require 11' to 12' lane widths for higher volume roads.

Wilson Drive Steering Committee & Work Group Meeting Minutes
March 23, 2016

- g. For installation of a traffic signal, requires a higher vehicle volume, which Wilson most likely does not have.
- h. Roundabouts use same guidelines as signals. Not enough room for roundabout, determined by public works when looking at Wilson and Congress intersection in 2007.
- i. Incorrect assumption that drivers will use residential streets if intersection stops are added.

10. Working group breakout.

The work groups broke out at 7:25 p.m.

11. Adjourn.

The meeting was adjourned at 8:00 p.m.

Recorded by,

A handwritten signature in black ink that reads "Ericka Lang". The signature is written in a cursive, flowing style.

Planning Director Ericka Lang

Village of Shorewood

SHOULD SHOREWOOD USE A CITIZEN ENGAGEMENT PLATFORM?

What is Online Citizen Engagement Platforms?

An online civic engagement platform allows citizens to share their ideas and opinions about local issues and projects. Online engagement has the capacity to combine data collection tools with an educational process so that the input that is gathered is as informed as possible. Nothing creates buy-in more than an inclusive and transparent process that allows a community to have their say.

Online platforms allow government officials to retain control of the discussion and keep it from spiraling off into unproductive threads through forum monitoring and real-time analytics and reporting tools. Users can vote on ideas and issues and staff can provide in-person surveying to get on-the-ground feedback from people who might not otherwise make their opinion known (using a tablet).

Why use Online Citizen Engagement Platforms?

These types of civic platforms increase public trust in government. Hearing from 40 people at a public meeting is not enough – they generally represent a very narrow demographic, and it's unlikely that their opinions are representative of the entire community's. It's critical to reach the people who usually don't participate.

Online engagement targets the average person. These are the people to most likely provide constructive input. The keenest and most motivated participants are easy because they show up no matter what. Quite often they hold extreme and negative views. For this reason, people who are less likely to participate are the most important targets when designing a broad and inclusive engagement program.

The average person is less likely to participate because:

1. They are too busy and don't have time to attend public meetings
2. They don't have strong feelings about the planning process
3. They don't feel qualified to have an opinion
4. They are already supportive of the agency and the direction they are taking.

The most effective way to engage these people is to lower the barriers that are keeping them from engaging. Online engagement can have extremely low barriers to entry.

In a 2013 Survey Report of California Public Officials found:

- 76% say their public meetings are "Typically dominated with narrow agendas"
- 64% say their public hearings "Typically attract complainers and 'professional citizens'"
- 69% say a "lack of resources and staff could stand in the way of a deliberative public engagement approach."

Features of Online Citizen Engagement

The number of businesses offering online engagement platforms are growing. Village staff reached out to four companies who provided demonstrations on the frontend and backend of their system. Below are features offered by most of the providers.

1. Cloud-based service
2. Can do polls, surveys, votes, comments from public
3. Enables user-generated content, but can control topics, or not allow any user-generated content
4. Gives access to content management system and administrative reporting tools
5. Can export raw data
6. Provide staff training & best practices guidance
7. Users login via social media or create account (some do not need account, some can choose)
8. Provide participant authentication (confirming email address, geo-coding street address, monitoring IP address and browser cookie)
9. Provide comment monitoring
10. Reconciliation of uncivil behavior (i.e. fraudulent participation or disruptive comments)
11. Meets visually impaired requirements

How to Best Use

Timing is very important. Per a 2014 Citizen Engagement presentation at the Midwest Planning Conference, the best operating practices include:

- Diversify the theme of topics
 - Online civic engagement is a process, not a one-time project
 - Diversifying topics will diversify your subscribers and can increase public trust
 - Frequency of participation analysis reveals how diversified topics grow participation
- Regularly post new topics
 - Regularly posting topics will build subscriber base and increase public trust
 - Posting new topics too often could numb community- especially topics that aren't important to the community
- Get structured feedback (in addition unstructured comments)
 - Many people don't like to write feedback
 - In addition to open-ended input, get structured input via polls, surveys, priority lists, priority allocations, area plans, etc.
 - There are many established topic-types that make it easy for citizens to provide structured input via the platforms
 - Impressive tools can increase public trust
- Leverage analysis tools
 - Can get insight into your feedback
 - Making tools available to the community can increase trust
- Integrate feedback from face-to-face meetings with online forum

- Integrate online and in-person community outreach
- Uploading feedback from face-to-face meetings leverages online reporting, analysis and dialogue
- “Kiosk Mode” enables easy input and analysis projected in real-time
- Grows participation and can increase public trust
- Market via all channels
 - Build awareness using all communication channels with the public
 - Email, social media, flyers, face-to-face meetings, community organizations, etc
 - Outreach can increase public trust
- Post outcome statements
 - Provide feedback to participants by posting outcome statements
 - Outcome statement enables staff to respond to the overall forum, not individual comments
 - Increases public trust

Cost

Prices vary by company, ranging from \$3000 per year to over \$8,000. MySidewalk cost is \$4,320 for one year. Discounts grow for multi-year contracts. The less costly companies don't offer participant authentication, comment monitoring and reconciliation of uncivil behavior or don't have extensive reporting tools.

Recommended provider: MySideWalk (formerly known as MindMixer)

MySidewalk is the primary provider for ICMA and a partner with Alliance for Innovation. They specifically provide:

- Leverages integrated social tools that includes posting of content directly to tools such as Twitter or Facebook. This improves the ability to share and publish content, as well as to recruit participants and expand your reach.
- Mobile solution – the platform is fully responsive, making it mobile friendly and accessible from multiple devices and significantly increasing accessibility.
- Web integration – provides a “widget” tool you can easily embed within your website(s), allowing users to directly interact with your content on MySidewalk as they are navigating within any other website.
- Participant incentive – offers a gamification approach to public participation that would enable you (if you choose) to offer “rewards” to participants for key actions they take ranging from inviting other participants to overall content involvement.
- Never allows for others to “edit” any idea shared by other

- Does not allow for anonymous posts. Anonymous posting promotes spamming by users, makes it more difficult to govern an open site with respect to aberrant or offensive behavior.
- Helps gather demographically representative data, assisting you in knowing your audience, better understanding context as to the information captured and enabling you to make better, more informed decisions.

The following are snapshots of the backend and frontend of MySidewalk customers.

Backend Reporting page example

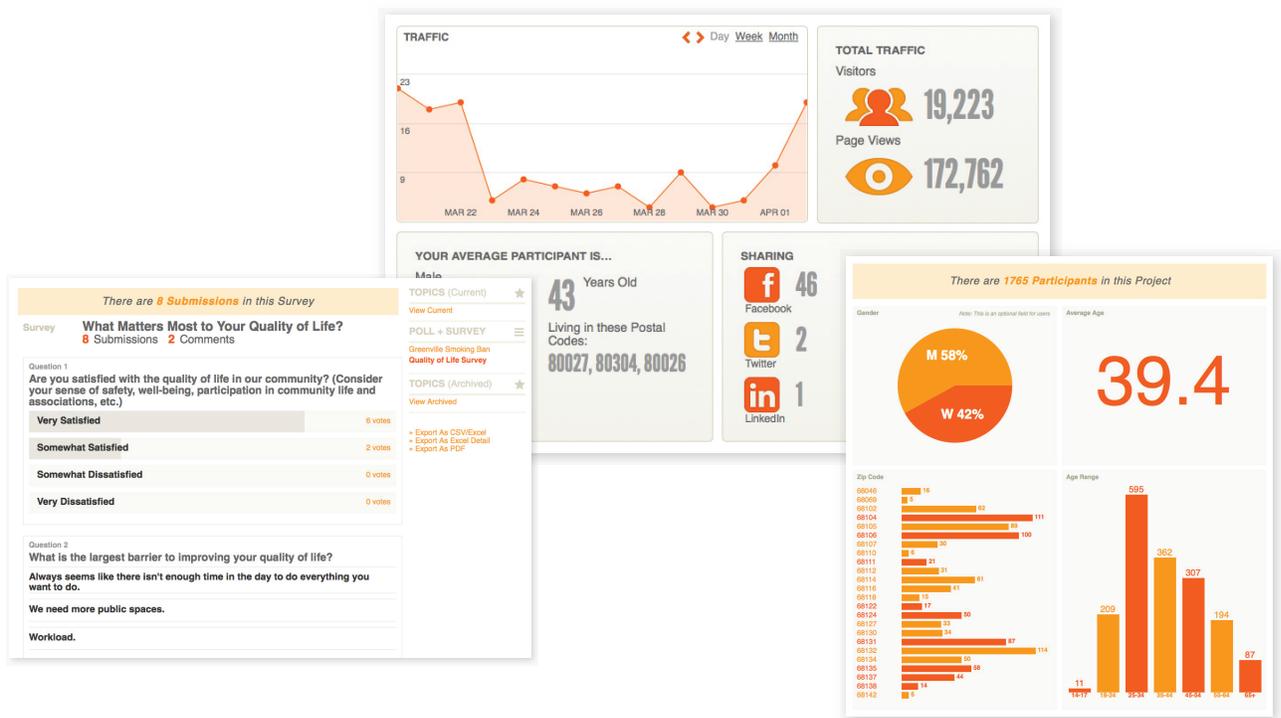




Client Reporting Interface

Put Your Community's Ideas to Use

MindMixer was conceived by planners, so we know how important it is to measure, report and visualize your engagement data in a usable and meaningful way. Analyze interactions based on participants' age, location, and other attributes and incorporate the most popular and impactful ideas into your final plan. Share the results of your engagement project with the rest of your team with easy-to-download reports.



Frontend example of subject and comments.

mySidewalk Search

Riverside, CA
Like 13 Share Visit Webs
13 people like this

Posts 5

About
People
Impact

Documents 9

- 2 23 16 Budget 101 Report
- 2 23 16 Budget 101 Presentation
- Budget 101 Community Report
- Budget 101 Meetings Schedule
- 2 23 16 Preliminary Facilities Report

View all documents



March 2 · Edited
Riverside, CA posted

GrowRIVERSIDE continues to promote urban agriculture in Riverside. How important is it to you to be able to access locally-grown fruits and vegetables?

#Sustainability, #Livability, #Economy in Riverside-San Bernardino-Ontario Area, Riverside County, CA, Riverside, CA

The GrowRiverside conference is fast approaching on March 21-22.

Now in its third year, GrowRIVERSIDE, seeks to identify ways Riverside can grow its local food scene. More information is available at: <http://growriverside2016.com/>

Respond 10 Like Share 4 people like this

Load more responses



side2016.com/

Respond 10 Like Share 4 people like this

Load more responses



Karen Renfro Lisa, your comment deserves attention. I have a question, though, because I'm not knowledgeable about price comparisons for fresh produce at various outlets in Riverside. So, my question is to you and everyone, are you finding prices at supermarkets, specialty grocery stores and farmers' markets... [Read More](#)

March 25 Like 1 person likes this



Debra Colvin Indeed.

I tend to spend extra if the quality is there, in all honesty.

With food staples, like flour, rice, or such, i tend to get the cheapest i can within reason. Now with the news out there that farmers are using glyphosphate, aka, roundup, as a DRYING AGENT on grain-- i am reconsidering... [Read More](#)

March 25 Like



Karen Renfro Debra, that is a concern of mine, too. I am less concerned about how farmers are using chemicals than the fact that chemicals are being used. We consumers can help change this by voting with our pocketbooks. Buy the best-quality, freshest, most organic & science-fiction free foods you can. The... [Read More](#)

March 25 Like



Add your response

February 9
Engage Spokane Transit posted

Are there shelters or bus stop elements from other transit systems you'd like to share? Upload your photo here!

#Sustainability, #Transportation in Spokane Area, Spokane County, WA, Spokane, WA



We want to learn about some great elements you've seen around the world! Start typing to enable the upload function.

Respond 13 Like Share

Load more responses

Jason Wong SF Muni:

-Advertising can be appropriate (and look nice too!) if done elegantly. On an "upgraded" shelter along a HPT line, there could be higher graphic design standards imposed on advertising. And with the higher ridership (viewership) on an HPT line in addition to the fact that these types...

[Read More](#)



February 1 Edited
Engage Spokane Transit posted

If you were STA, which attributes would be more important to consider for bus stop shelter design?

#Transportation in Spokane Area, Spokane County, WA, Spokane, WA



(Select your top THREE attributes)

You can select 3 choices

- Safety
- Simplicity
- Transparency
- Scaleability / Ability to grow
- Weather protection
- Ease of maintenance
- Ease of incorporating public art
- Other

Vote

Like Share 1 person likes this

February 9
Engage Spokane Transit posted

Which bus stop shelter performs better in terms of simplicity?

#Transportation in Spokane Area, Spokane County, WA, Spokane, WA



We are considering three types of bus shelter design and want your input on how they compare. This poll is about the 'simplicity' attribute of the designs.

(Select one, click on the image to make it larger)

- 1 • Cantilever
- 2 • Triangle
- 3 • Slice

Vote

Like Share

February 9
Engage Spokane Transit posted

Which bus stop shelter design performs better in terms of safety?

#Transportation in Spokane, WA, Spokane County, WA, Spokane Area



We are considering three types of bus shelter design and want your input on how they compare. This poll is about the 'safety' attribute of the designs.

(Select one, click on the image to make it larger)

- 1 • Cantilever
- 2 • Triangle
- 3 • Slice

Vote

Like Share

 Add your response

February 2
Engage Spokane Transit posted

How would you improve the design of the 'Slice' bus shelter option?

#Transportation in Spokane Area, Spokane County, WA, Spokane, WA



We still have not decided the final design of the bus shelters, but would want to make all three contenders as best as possible before deciding. Give us your thoughts and ideas on how to make this design better!

(Click on the image to enlarge)

Respond 12 Like Share 1 person likes this

Load more responses

 **katrina scott** ALOT MORE SEATING AND MORE BLOCKAGE FROM THE WIND AND RAIN

February 19 Like 2 people like this

 **Janice Holz** Move the opaque elements from the right to the left, so passengers have the best view of the approaching bus.

February 22 Like 1 person likes this

April 30 · Edited
Riverside, CA posted

What should Riverside's priorities be for the near future?

#Other, #Government in Riverside, CA

You can select 3 choices

- Becoming pedestrian- and bicycle-friendly
- Improving our public transportation
- Encouraging green building
- Growing our economy
- Encouraging a more active and healthy lifestyle
- Increasing government transparency
- Improving access to healthcare
- Attracting more families
- Attracting more tourists
- Promoting our arts community

Other

Vote

Like Share 17 people like this

Online engagement and conversation portal to discuss issues, propose ideas, and define initiatives related to Spokane Transit.

Filter Topics

March 24
Engage Spokane Transit posted

Thanks very much for participating! Spokane Transit is working hard to review the feedback and plan the next steps. Please check spokanetransit.com for continued information.

#Sustainability, #Transportation, #Government in Spokane County, WA, Spokane, WA, Spokane Area

20,000 views and a 1,000 interactions - We've had huge feedback from you! Thanks!

Respond 0 Like Share

 Add your response

March 11
Riverside, CA posted

How do you think a Discovery Cube children's museum would fit in downtown Riverside?

#Education, #Government, #Livability in Riverside, CA, Riverside County, CA

The City of Riverside is exploring the possibility of opening a Discovery Cube children's museum in the Main Library building, if the Main Library relocates to another location as recommended by the Board of Library Trustees. Discovery Cube museums in Orange County and Los Angeles provide children... [Read More](#)

Respond 28 Like Share

Load more responses

 **Letitia Pepper** Sharon Dodgson makes great points about wish versus need, and also about how silly it is to have decided to move the library to an undecided location when we don't even know what, if anything (except, I suspect, a Mark Rubin development!) will ever fill the PUBLIC library's site.

I see this... [Read More](#)

March 3 Like 1 person likes this

 **Karen Renfro** This proposal has so many things wrong with it, I don't know where to start. First of all, the issue we are facing should not be whether the Cube is going to replace the relocated Library. It should be about what can we do to keep the Main Library where it is now. The Cube should be a separate... [Read More](#)

March 16 Like 1 person likes this

 **Letitia Pepper** WAKE UP PEOPLE. Of course these little "tell us what you think" projects by the City are intended to co-opt people into sitting at their computers making lone statements (like this one) instead of actually getting together and planning to demonstrate or sue over these kinds of projects. I've been... [Read More](#)

March 17 Like 1 person likes this

 Add your response

Deliverables - Phase I: Exploration and identification – Positions, Interests, Concerns, Information/Resources, and Constraints

Working Group: Environmental (notes from March 23, 2016 meeting)

Attendees:

Lou Maris	Diane Eisen	Nate Hemming	Elizabeth Muslin	Kurt Koenig
Mike Skauge	John Berges	Peter Sheehan	Donna Pollock	Henk Joubert

Positions	Interests and Concerns	Information / Resources	Constraints
	Green Space		
	<ul style="list-style-type: none"> - Why important: <ul style="list-style-type: none"> o Quality of life o Preserve property values o Aesthetics o Green border on west side of village – “landlocked” o Proximity to Oak Leaf Trail and Estabrook o Amount of green space per resident – very low in Shorewood compared to City of Milwaukee 		
	<ul style="list-style-type: none"> - Preserve 		
	<ul style="list-style-type: none"> - Improve (in specific contrast to “Keep as is”) 		
	<ul style="list-style-type: none"> - Ecology 101: major elements determining quality of green space, biodiversity, etc.: <ul style="list-style-type: none"> o Size o Edge effect (ideally round shape, minimize impinging on edges) o Minimize segmentation 		
	<ul style="list-style-type: none"> - Biodiversity 		

Deliverables - Phase I: Exploration and identification – Positions, Interests, Concerns, Information/Resources, and Constraints

Working Group: Environmental (notes from March 23, 2016 meeting)

Positions	Interests and Concerns	Information / Resources	Constraints
	<ul style="list-style-type: none"> ○ Flora ○ Fauna <ul style="list-style-type: none"> ▪ Preserve habitat ○ Control/manage invasive species 		
	<ul style="list-style-type: none"> - Environmental impact <ul style="list-style-type: none"> ○ Water runoff ○ Heat Island effect 		
	Development Concern		
	<ul style="list-style-type: none"> - Clarify types of development <ul style="list-style-type: none"> ○ Environmental – improve the green space ○ Structural <ul style="list-style-type: none"> ▪ Municipal, e.g., park structures, playgrounds ▪ Commercial, e.g., shops, restaurants ▪ Residential <ul style="list-style-type: none"> ● Single family ● Multi-family - How would making the west side of Wilson Drive private property impact access to park and trail? 		
	<ul style="list-style-type: none"> - Anger toward and mistrust of Village Board arising from other recent and current developments – zoning variances, etc. 		

Deliverables - Phase I: Exploration and identification – Positions, Interests, Concerns, Information/Resources, and Constraints

Working Group: Environmental (notes from March 23, 2016 meeting)

Positions	Interests and Concerns	Information / Resources	Constraints
	- Adamant desire for public input to be heard and acted on.		
	- Use of “Green” practices and materials in any development.		
	Transportation		
	- Volume and speed of auto and truck traffic o Concern about additional traffic depending on design selected.		
	- Safe pedestrian crossings		
	- Safe bicycle access		
	- Access to Oak Leaf Trail and Estabrook		
	- Improve access to transit		
	Other Concerns		
	- Impact of climate change - Migration of invasive plant and animal species from south. - More and bigger storms		
	- Residual contamination from railroad right-of-way.		
	- Contamination and damage to plants and trees from snow storage.		