



SOCIAL MEDIA POLICY & GUIDELINES

SOCIAL MEDIA MODERATORS

November 15, 2010

Department of Human Resources

203 South Farwell Street
Eau Claire, WI 53701
Human Resources Phone: (715) 839-4921
http://ecweb/Departments/HR/city_policies.htm

City of Eau Claire departments may utilize social media platforms to further enhance communications with various stakeholder organizations in support of City goals and objectives. City officials and City organizations have the ability to publish content, facilitate discussions, and communicate information through various social media related to conducting City business. Social media facilitates further discussion of City issues, operations and services by providing members of the public the opportunity to participate in many ways using the Internet.

POLICY

1. All City of Eau Claire social media platforms shall be approved by the City Manager and the requesting Department Director. All content must be published using approved City social media platform and tools. Any content that might act as the “voice” or position of the City of Eau Claire must be approved by the Department Director.
2. All City of Eau Claire social media platforms shall adhere to applicable state, federal, and local laws, regulations and City policies including the City of Eau Claire Code of Conduct.
3. Open records laws and policies apply to social media content and therefore content must be able to be managed, stored and retrieved to comply with these laws. All social media platforms and entries shall clearly indicate that any articles and any other content posted or submitted for posting are subject to public disclosure.
4. Content deemed not suitable by the City of Eau Claire because it is not topically related to the particular objective, or is deemed prohibited content based on the criteria in this or other policies, may be taken off the platform but shall be retained pursuant to the records retention schedule along with a description of the reason the specific content is deemed not suitable for posting.
5. The City reserves the right to restrict or remove any content that is deemed in violation of this policy or any applicable law.
6. Each City of Eau Claire social media platform shall include an introductory statement which clearly specifies the purpose and topical scope of the platform. Where possible, social media platforms should link back to the official City of Eau Claire Internet site for forms, documents and other information.

7. Each City of Eau Claire social media platform account is the sole proprietorship of the City of Eau Claire. Moderators are authorized to create and post content on behalf of the City of Eau Claire, but do not own the accounts. When the function of moderator ends, the employee shall surrender all rights, including administrative authority and passwords, to these accounts.

8. City of Eau Claire social media content and comments containing any of the following shall **not** be allowed for posting:

- a. Non-topically related content
- b. Profane language or content
- c. Content that promotes, fosters, or perpetuates discrimination on the basis of race, creed, color, age, religion, gender, marital status, status with regard to public assistance, national origin, physical or mental disability or sexual orientation
- d. Sexual content or links to sexual content
- e. Solicitations of commerce
- f. Conduct or encouragement of illegal activity
- g. Content that may compromise the safety or security of the public or public systems
- h. Content that violates legal ownership interest of any other party
- i. External links constituting official endorsement or representative views on behalf of the City of Eau Claire, or
- j. Content promoting political purposes, a political candidate, or party
- k. Content promoting or endorsing any religion religious organization
- l. Content regarding or relating to any private commercial transactions or engagement in private business activities
- m. Other non-topically related content outside the limited public forum established to discuss City issues, operations and services

9. All City social media moderators shall be trained regarding the terms of this City of Eau Claire policy, including their responsibilities to review content to ensure compliance with the Social Media Policy and guidelines.

10. All social media platforms shall clearly indicate they are owned and maintained by the City of Eau Claire and shall have City of Eau Claire contact information prominently displayed.

11. Where appropriate, City IT security policies shall apply to all social media platforms and related content.

12. All City-related communication through social media tools shall be professional in nature and conducted in accordance with the City's communications policy, practices, and expectations.

13. The City of Eau Claire logos, marks, and insignia may be used on City social media platforms owned and maintained exclusively for City business and related City purposes. Do not use the City of Eau Claire's name, logos, marks and insignia to promote any political party, candidate or for partisan political purposes, to conduct private commercial transactions, endorse any produce or to engage in private business activities.

14. Employees found in violation of this policy may be subject to disciplinary action up to and including termination of employment.

GENERAL GUIDELINES

DEFINITION OF TERMS

Content: Including, but not limited to: comments, text, graphics, video, icons, images, and avatars.

Platform: Social media sites including but not limited to: Facebook, Twitter, LinkedIn, Blogger, and YouTube.

Comments: Blogs may allow readers to add feedback comments under posts, and may also provide a feed for comments as well as for main items.

Blog: Web sites with dated items of content in reverse chronological order, self-published by bloggers. Items – called posts- may have key word tags associated with them, are usually available as feeds, and often allow commenting.

Publish: Posting, pasting, commenting, etc., to any social media platform.

Posts: Item on a blog or forum.

Presence online: Has (at least) two aspects. One is whether you show up when someone does a search on your name. The second is whether you use tools that show you are available for contact by instant messaging, voice-over IP, or other synchronous methods of communication.

Profile: Information that users provide about themselves when signing up for a social networking site. As well as a picture and basic information, this may include personal and business interests, a “blurb” and tags to help people search for like-minded people.

RSS: Short for “Really Simple Syndication.” This allows subscribers to receive content from blogs and other social media sites and have it delivered through a feed.

Social Media: Tools and platforms people use to publish, converse, and share content online. The tools include blogs, wikis, podcasts, and sites to share photos and bookmarks.

Podcasts: Audio or video content that can be downloaded automatically through a subscription to a website so you can view or listen offline.

Social Networking: Online place where people can create online profiles.

Transparency: Enhances searching, sharing, self-publishing, and commenting across networks; makes it easier to find out what’s going on in any situation where there is online activity.

Moderators: City of Eau Claire employees, expressly in writing authorized agents, and/or contractors.

*Source: U.S. Air Force

Sharing City of Eau Claire news and events through social media tools is an excellent, low-cost way to engage the community. The following guidelines should be followed when engaging in social media on behalf of the City of Eau Claire:

Maintain confidentiality

Do not post confidential or proprietary information about the City of Eau Claire or our employees. Use good ethical judgment and follow City policies and federal requirements, such as the Health Insurance Portability and Accountability Act (HIPAA) of 1996 and the Family Educational Rights and Privacy Act (FERPA)

Maintain privacy

Do not discuss a situation involving named or pictured individuals on a social media platform without their permission. As a guideline, do not post anything that you would not present in any public forum.

Do no harm

Let your social media presence(s) do no harm to the City of Eau Claire or to yourself whether you are navigating those platforms on the job or off.

Write what you know

Ensure you write and post about your area of expertise, as it relates to your position with the City. Write in the first person.

Understand your personal responsibility

Moderators are personally responsible for the content they publish. Be mindful that what you publish will be public for a long time— protect your privacy.

Be aware of liability

You are responsible for what you post on social media platforms personally and professionally. Be sure that what you post today will not come back to haunt you.

Maintain transparency

The line between professional and personal business is sometimes blurred. Be thoughtful about content and potential audiences. Be honest about your identity. Be clear that you are sharing your views as a representative of the City of Eau Claire.

Correct mistakes

If you make a mistake, admit it. Be upfront and be quick with your correction. If you are participating in any social media platform, you may choose to modify earlier content—just make it clear that you have done so.

Respect others

You are more likely to achieve your goals or sway others to your view(s) if you are constructive and respectful while discussing a bad experience or disagreeing with a concept or person.

Be a valued member

Make sure you are contributing valuable content. Do not hijack the discussion and redirect by posting self/organizational promoting information. Self-promoting behavior is viewed negatively and can lead to you being banned from platforms or groups.

Think before you post

What you write is ultimately your responsibility. There is no such thing as a “private” social media platform. Search engines can turn up content years after being published. Content can be forwarded or copied. Archival systems save information even if you delete content. If you feel angry or passionate about a subject, it is wise to delay your social media participation until you are calm and clear-headed. Publish only content that you would be comfortable sharing with the general public (current and future peers, employers, etc.).

If it gives you pause, pause.

If you’re about to publish something that makes you even the slightest bit uncomfortable, don’t shrug and hit “send.” Take a minute to review these guidelines and try to figure out what’s bothering you, then fix it. If you’re still unsure, check with your manager. Ultimately, the decision about what you publish is yours—as is the responsibility. So be sure.

Topic taboos

Do not write any content or postings that involve or are related to the following:

- Items involved in litigation or could be in the future
- Nonpublic information of any kind
- Illegal or banned substances and narcotics
- Pornography or other offensive materials
- Defamatory, libelous, offensive or demeaning material. Don’t engage in a combative exchange
- Private/personal matter of yourself or others
- Disparaging/threatening comments about or related to anyone
- Personal, sensitive or confidential information of any kind

I acknowledge that I have read and understand the Social Media Policy and Guidelines for Moderators.

Moderator Name: _____ Date: _____

Date of Training: _____

Trainers: _____, _____

_____, _____



DODGE COUNTY ADMINISTRATIVE POLICIES AND PROCEDURES

Policy #	Approval Date:
Policy Title SOCIAL MEDIA	Effective Date:
	Revision Date(s): None

Dodge County recognizes that emerging online collaboration platforms are fundamentally changing the way citizens, government entities, and businesses interact with each other. The County has determined that online discourse through social computing will further enhance delivery of County services and foster positive public perception and a sense of community.

I. Purpose

This policy is intended to provide a framework for use of social media when authorized by the County as part of an employee's job duties. This policy also provides general guidelines for the personal use of social media by all employees.

The forms of social media or technology referred to in this policy include, but are not limited to Facebook, LinkedIn, MySpace, Twitter, Yammer, YouTube, video or wiki postings, chat rooms, personal blogs or other similar forms of online journals, diaries or personal newsletters not affiliated with the County.

County-owned technology resources are the property of the County, as is all data created, entered, received, stored, or transmitted via County-owned equipment. All use of social media or similar technology is subject to all County policies, including but not limited to the information technology use and security policy, as well as existing internet, email, and harassment policies. Employees may be subject to discipline, up to and including discharge for conduct that violates County policies or rules and regulations, whether such conduct occurs on duty or off-duty. Please refer to each of these policies for additional information.

II. Changes to This Policy

Dodge County may, from time to time, modify this Social Media Policy to reflect legal, technological and other developments. A current copy of this document can be found on the IT Department's web page <http://www.co.dodge.wi.us/index.aspx?page=58>

III. Definitions

The following definitions related to terms as used within the context of this policy.

Social Media - a means of interactions among people in which they may create, share, and exchange information and ideas in virtual communities and networks.

Blog - discussion or informational forum published on the World Wide Web and consisting of discrete entries ("posts") typically displayed in reverse chronological order.

Facebook – social media network found at Facebook.com

Twitter – social media network found at twitter.com

Spam - unsolicited bulk messages, especially advertising, indiscriminately sent to any number of recipients

Social Media Site – Any platform on which to build social networks or social relations for the sharing of information of common interest

IV. Dodge County Social Media Site Guidelines

All County social media sites must be sponsored by a department. The department must include a link to this site from their departmental home page and the County's official social media directory, on the County's official website

The sponsoring department will be responsible of all management of an authorized social media site and it is the department director's responsibility to maintain compliance with this policy and all other applicable policies or laws in the management of their social media site(s).

The accuracy, quality and timeliness of all content on an authorized social media site is the responsibility of the sponsoring department. Likewise, the authorization of the appropriate staff to maintain such a site is also the responsibility of the sponsoring department.

When creating a County social media site, page, etc, all departments and employees should adhere to the following Guidelines:

- 1) **Appropriate use:** All communications carried out on County equipment or County sponsored electronic media must adhere to the appropriate use guidelines set forth in the technology use policy.
- 2) Encourage one-way communication when possible.
- 3) **Comment Policy:** Any County authorized social media site which allows comments to be posted must display the following comment policy:

The purpose of this site is to present matters of public interest in the County of Dodge, including information regarding its many residents, businesses and visitors. We encourage you to submit comments, but be advised this is not an open public forum. Once posted, the County reserves the right, but assumes no obligation to delete submissions that are illegal, obscene, defamatory, threatening, invade privacy, or which are considered to be offensive to anyone or may infringe upon the intellectual property or copy rights of others. The County does not necessarily review all posted comment on a regular basis. No user shall rely upon this site to communicate to the County or to any other person, information regarding any

immediate threat to safety, health, or property. A person wishing to report an immediate threat to health, safety or property or needing other emergency assistance should call 911. All users of this site are hereby notified that any information, comments, messages or other data posted to or through this site may be subject to applicable records disclosure laws, and should not be considered private or confidential. Furthermore, the County reserves the right to delete any comment for any reason, including but not limited to, comments which include spam or links to other sites; are clearly off topic; advocate illegal or illicit activity; promote particular products, services or vendors; infringe on copyrights or trademarks; or advocate for a particular political party, candidate or point of view. Comments expressed on this site do not necessarily reflect the opinions of Dodge County or its employees. The County takes no responsibility nor assumes any liability for any content posted on this site. Please contact the site administrator for assistance with a comment you believe violates the above policy.

Departments are required to enforce this policy and verify that all posts comply with these guidelines:

- a) No spam
- b) No off topic posts
- c) Promotion of illegal activity prohibited
- d) Copyrighted or licensed material prohibited
- e) Promotion of political candidates or organizations prohibited
- f) Promotion of products or services prohibited
- g) Personal attacks prohibited
- h) Personal protected information prohibited
- i) Violent, obscene or racist comments prohibited
- j) Repetitive posts prohibited

Dodge County reserves the right to block any user who repeatedly violates these policies.

- 4) Administrative Structure: any County authorized social media site will require the following:

Assigned administrator: this person will be responsible to see to it that the use of the social media site adheres to this policy and all related County policies. The name of the proposed site administrator must be filed with the Social Media Coordinator along with a request for an authorized social media site.

Backup administrator: to prevent issues related to site administration during the absence of the site administrator, all authorized sites must have a name backup administrator also to be filed as part of the request for an authorized site. It is the responsibility of the sponsoring department manager to update this information should authorized personnel change.

Approved content authors: sponsoring departments must authorize all employee content authors for their departmental social media site.

- 5) Notification to Administration: The County Social Media Coordinator is to be made aware of any and all Department sponsored social media sites, to include the following information:
 - a) Site Address
 - b) Purpose of Site
 - c) Administrator and Backup Administrator of site
 - d) Type of communication, one-way, two-way moderated, open two-way

- 6) Required elements of a County authorized social media page: Technology permitting, all County sanctioned social media sites should contain the following information in a prominent place on the site:
 - a) County Department clearly identified
 - b) Comment policy
 - c) Stated purpose of page
 - d) Notification that violations of comment policy will result in blocking user
 - e) Disclaimer – See Section V IV, 8) above7) below, and Section IV, 3) above, if applicable
 - f) Official contact for page

- 7) Prohibited content: The following types of content are prohibited on County sponsored social media sites:
 - a) Political opinions or endorsements, campaign adds or links to any such content
 - b) Content that may be considered offensive
 - c) Content not related to the stated purpose of the particular social media site

V. Work Related Social Media Guidelines

- 1) Only authorized employees are to use social media, blogging, or technology during working hours or at any time on County computers or other County-supplied devices unless specifically authorized to do so as part of employee's job responsibilities. Employees so authorized shall be referred to as designated social media representatives and such designation shall be made by the employee's Department Head with notice to the Dodge County Social Media Coordinator. Employees may only establish official sites, blogs, pages, or accounts in their official capacity as County staff on a social media site with the authorization of their Department Director. Notification of all new official Social Media sites must be provided to the County Administrator and the Social Media Coordinator. All County authorized social media sites are to be sponsored by a County

agency or department and the content of such site will become the responsibility of the department and its management.

- 2) Permission to author content on County authorized social media sites will only be granted to those employees who are authorized to speak on behalf of the County via these electronic communications media. Such permission shall be requested by the Department Head to the Social Media Coordinator, with final approval to be given by the County Administrator.
- 3) Employees are expected to recognize the confidentiality of certain County information, and the privacy rights of employees and residents, and are prohibited from disclosing confidential, personal employee and non-employee information and any other proprietary and/or nonpublic information to which employees have access. Questions regarding whether information has been released publicly or doubts regarding the propriety of any release, shall be directed to the employee's supervisor or designated public affairs officer, if any, before releasing the information.
- 4) When communicating electronically, employees are expected to speak respectfully about the County and County-related matters, and limited to items in which the employee is authorized to speak and to identify themselves and their role with the County.
- 5) Employees are expected to follow all applicable laws when using on-line communications, including laws pertaining to copyright, fair use, defamation, privacy, ethics code, and financial disclosure laws. Note that the violation of any such applicable law, or county policy, including publication or posting of unfounded or derogatory statements, or misrepresentation can result in disciplinary action up to and including termination, as well as other legal consequences.
- 6) Employees may not publish content to any website or social media application that is unrelated to subjects associated with their position with the County. When writing about County matters try to add value and provide worthwhile information and perspective.
- 7) All official Dodge County social media sites and Blog posts made or cases where an employee is speaking as a representative of the County will include the following disclaimer: "The information on this site is provided as a courtesy for informational purposes only, and may not be applicable to a particular person's situation. All information is subject to change and the accuracy thereof is not guaranteed. No legal, medical or technical advice is intended or provided to users of this site. "

- 8) Honor the privacy rights of our employees by seeking their permission and the permission of their Department Director before writing about or displaying internal happenings that involve the employee.
- 9) Employees should not cite or reference County contractors or suppliers without their approval. Care should be taken to not promote one contractor over another or provide preferential treatment of any kind.
- 10) Authorized County social media sites shall not be used to express a political view point or endorse a political candidate.
- 11) Be aware of your association with the County and that at all times you serve as an ambassador of the County to the public.

VI. Specific Social Media Guidelines by Medium for Authorized Sites

Twitter

Twitter is an online social networking site where members can post short updates and keep up with other members through online profiles or cell phone text messages.

Effective and approved applications for County use of Twitter would be to re-broadcast the County's Blog headlines, news releases, testimonies, statements, public service announcements, accomplishments, job announcements, and to alert citizens of emergency broadcasts, epidemics, recalls, hazardous materials incidents, national incidents, terrorists' threats and natural disasters.

Legal implications of Twitter relate primarily to the privacy of members that follow County Twitter accounts and the appearance of commercial endorsement. Restricting settings and use of follow ability can mitigate these risks.

Facebook

Effective applications for County use of Facebook include public outreach programs that target segmented audiences, public service announcements, departmental contact information, emergency broadcasts and other public affairs activities.

Legal implications of County use of social media relate primarily to:

- 1) Copyrights of video footage and photos uploaded by County representatives. Risks can be mitigated by following these standard operating procedures:
 - a) County source materials. Use only photos and videos produced by the County or contractors working directly on behalf of the County

- b) Obtain written copyrights. If copyrighted materials are use, be sure to get and maintain physical records of copyright licenses and honor any branding or labeling requirements specified in the copyright license.
- 2) Privacy rights of individuals who become friends, fans or followers of County sites. Social media users will follow these guidelines:
- a) Account. County representatives who set up accounts should use a general office e-mail account, department name and general office phone number if possible.
 - b) Restrict to Find People and Follow People. County representatives should not follow private citizen or commercial profiles from within their County social networking profile. While we cannot necessarily stop all people from being Friends, Fans or Following us, we should not click onto the profiles of our Friends, Fans and Followers.
 - c) Comments and Discussions. When possible, disallow comments and discussions on social profiles. If it is not possible to disable this function, representatives must refrain from participating in dialogue and online discussions with social profile visitors.
- 3) Accessibility rights are governed by Section 508 compliance and web accessibility for people with visual and hearing disabilities. Social media users will follow these guidelines:
- a) Video captions and transcriptions. Embed captions within videos as part of the postproduction process. Provide transcripts of videos and attempt to include these transcripts on the social networking site. Maintain Section 508 compliant videos, captions and transcripts on the County's website and attempt to link back to the County website from the social networking site.
 - b) Photo - alternative descriptions. Name the photo after the description before uploading it to the social networking site. Write text captions and descriptions when social networking site makes these form fields available.
 - c) PDFs. Work to make document compliant in source format before converting to a PDF. Use formatting such as headers when applicable. Embed hyperlinks within the anchor text rather than supplying the physical URL to the right of anchor text.
- 4) Brand management of County logos and color or style guides. Social media users will follow these guidelines:
- a) Profile Picture. County profiles should upload the County or departmental seal or logo as their picture. It is important to use the County/departmental seal or logo to demonstrate authenticity.

- b) Profile Design. County profiles should use colors consistent with the County's brand, and should not use extraneous or distracting design. All design should be in keeping with Section 508 compliance (web accessibility) needs and maintain professionalism and consistency with County branding.
- 5) Open Records requirements are mandated by the State of Wisconsin. County Social media authors will use existing material from existing County web pages or previously published documents whenever feasible.

Blogs

Blogs are forums which allow the posting of information and allow comments to such posts. Individuals who wish to use blogs to keep the public regularly informed of the activities of their departments are required to do so within the bounds of this policy. Dodge County will allow the use of County related blogs under the following standards and conditions:

- 1) Whenever possible, blogs should be hosted on County servers managed by the Management Information Systems Department.
- 2) Employees are permitted to create, or use a blog only with the approval of their department director.
- 3) Blogs must be reliable and dependable. Once a blog is started, it must be regularly updated and maintained.
- 4) Only County-related matters are to be addressed in blog entries.
- 5) All blogs, comments, and postings must be respectful to employees, divisions/departments, residents, and others.
- 6) Blogs and blog posts must be accurate, fair, unbiased, and reflect positively on Dodge County.
- 7) Posts should not be edited after the fact. When making changes to previous posts indicate that you have done so.
- 8) All blog postings will be monitored. Employees have no expectation of privacy in their use of County technology resources. The County may remove any blog entry deemed to be inappropriate, outside the scope of their authority, or in violation of County policy as determined by the Department Director and/or the Director of Human Resources.

VII. Employer Monitoring

Employees have no expectation of privacy while using the County's technology resources for any purpose, including authorized social media. The County monitors all such use and may withdraw content deemed to be inappropriate, outside the scope of an employee's authority, or in violation of County policy as determined by the Department Director and/or the Human Resources Director.

VIII. Reporting Violations

The County requests and strongly urges employees to report any violations or possible or perceived violations of this policy to supervisors or the Human Resources Department.

IX. Discipline for Violations

The County will investigate and respond to all reports of violations of this policy. Violations may result in disciplinary action up to and including termination.

X. Acknowledgement

Department Heads, Site Administrators and Backup Administrators shall file with the Social Media Coordinator a written acknowledgement that they have that they received, read, understood and agreed to comply with the County's social media policy and guidelines. Any questions regarding this policy should be directed to the Social Media Coordinator.

RESOLUTION NO. 2012-18

Resolution establishing policy for commemorative personal recognition signs or plaques on county property

WHEREAS, Jefferson County has no current policy for “naming rights” or other formal basis for deciding what sort of commemorative signs or plaques should be placed on county property or new construction, and

WHEREAS, it is desirable to establish such a policy to avoid the appearance of favoritism or complaints about the expenditure of public funds for such purposes,

NOW, THEREFORE, BE IT RESOLVED that after the effective date of this resolution, durable, permanent signs or plaques of ceramic, stone, metal, plastic or other material bearing the name of past or current county employees or officials shall not be placed on any county owned building, vehicle or land.

BE IT FURTHER RESOLVED that the County Board may authorize the placement of a plaque or commemorative sign noting the contribution by or on behalf of a particular person of 90% or more of the cost of the improvement upon which the sign or plaque would be located.

Fiscal Note: There is no direct fiscal cost related to this resolution.

AYES _____

NOES _____

ABSTAIN _____

ABSENT _____

Requested by
Supervisor Carl Zentner

05-07-12 – referred by County Bd. Chair
to Infrastructure Committee

Philip Ristow: 05-01-12



Regional Collaborations: Finding Opportunity in Partnerships

Overview

Regionalism is becoming increasingly important for small to mid-sized communities as the interconnectivity of residents and employees becomes more prevalent. Grants awarded and community services offered are progressively scaled to help larger populations. Economies of scale in providing local programs aim to have a more effective impact for the programs themselves. From an economic development perspective, local economies are shaped in labor sheds, supply chains, and customer retail trade areas - not municipal or county boundaries.

Regional Partnership Considerations

- Laborshed & Supply Chains
- Overlapping existing "regions"
- Regional Planning → Economic Development
- Leaving federal, state dollars on table
- Legacy of existing organizations vs. process of expanding JCEDC IGA or starting new organization



Figure 1. Counties not in Regional Planning or Metropolitan Planning Organizations (MPOs)

The collar counties and communities surrounding Madison and in between there and Milwaukee share several traits in common. In the graphic to the right these communities are represented in bright yellow. Some of these shared traits are:

- Most communities are without regional planning or metropolitan planning organizations – it is important to note these four counties (Sauk, Columbia, Dodge, and Jefferson) are the only counties in the state in this situation. Thus regional coordination has remained historically a challenge.
- However, most communities are located within larger regional districts for other programmatic areas for state or federal funding (i.e. EDA or HUD).
- Communities in this area are experiencing high level of commuting patterns, both within the communities within each county but in between the counties' communities as well.
- Most communities in this area draw from several larger population and employment centers - primarily Milwaukee, Madison, Chicago, Janesville, and Rockford.
- Several key transportation corridors tie these communities and counties together, namely WI-26, I-90, and I-94.

- As such, many share similar socioeconomic characteristics with small-town living and successful small to mid-sized businesses.
- Finally, a strong cultural identity is shared among the communities wanting to further community and economic development for generations to come while nurturing and maintaining a high quality of life found among the historic towns of the area.

Jefferson County

Located in between Madison and Milwaukee along the Madwaukee Corridor, Jefferson County has had a rich tradition of smaller communities over the years. Households, however, are increasingly becoming commuter-based as employment patterns change and skill sets become more specific.

Regionalism as a discussion point has arisen on several occasions over the years – from the questions of joining the Madison Regional Planning Organization when it was first established to the expansion of SWRPC from Milwaukee with the westward spread of the Metro. More recently local officials have been members of an ad-hoc Inter-County Coordinating Committee with the collar counties around Dane.

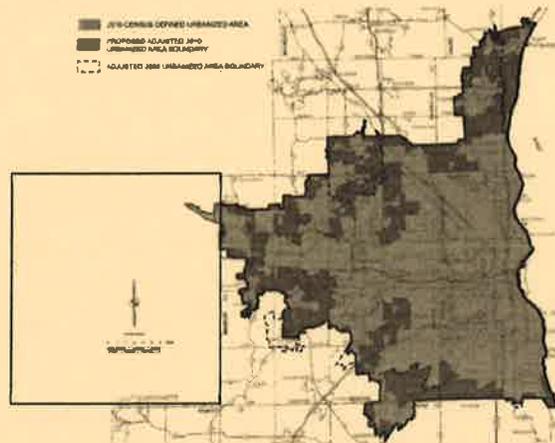


Figure 2. 2010 Urbanized Area of Milwaukee as it encompasses Northeast Jefferson County.

However, Jefferson County and its communities are finding the increasingly limited access to key state and federal funding programs (typically channeled through regional and metropolitan planning organizations) as well as a lack of strategically planning and prioritization for future investments and coordination with transportation, infrastructure, land use patterns, and economic development. In addition, local priorities are being somewhat lost when included within larger regional planning processes.

The County is truly (both figurative and literally) at a crossroads. In the last several months several informal discussions have taken place with regional counterparts and partners expressing interest in exploring opportunities for regional collaboration and partnerships with the County. As such, staff and leaders are preliminarily exploring both informal and formal partnership options that seem best suited for the opportunities and challenges facing the County and its communities. County leadership is meeting with several existing regional organizations as well as meeting with State officials to explore various options.

Potential Formal Partnership Options

- Expansion of Intergovernmental Agreement
- Regional Planning Commission (state supported)
- Public/Private Expansion of JCEDC (501c6 or Rock County model)
- Join Madison and/or Milwaukee organizations

Preliminary Discussions with Dodge County

Most recently, Jefferson County staff and leadership had an opportunity to discuss potential partnerships with nearby Dodge County. There appears to be much agreement of similar interests between the two counties. A second exploratory discussion is being scheduled for early 2015.

Below are some key thoughts about this initial conversation:

Dodge County Partnership Opportunities (Informal or Formal)

- Economic Development
- Transportation/Infrastructure
- Planning & Land Use
- GIS
- Tourism
- Housing
- Marketing/Branding

Dodge County Partnership Opportunities

- 2015 – Explore Informal Collaborative Partnerships
 - Grant – Transportation Planning with Economic Development emphasis
 - Grant – Laborshed Analysis within Targeted Industry Clusters
 - Grant – Housing Gap Analysis
 - Branding/Tourism within “Outdoor Recreation Meets Small Town Living”
 - Explore Developing Formal Partnership
- 2016 – Potentially Launch Formal Partnership

#16

January 5, 2014

Mr. Benjamin Wehmeier, Administrator
Jefferson County
311 S. Center Avenue
Jefferson, WI 53549

Mr. William Kern, Highway Commissioner
Jefferson County
141 West Woolcock Street
Jefferson, WI 53549

Dear Messrs. Wehmeier and Kern :

The Southeastern Wisconsin Regional Planning Commission provides metropolitan planning services throughout a seven-county Region. An important part of this ongoing work effort involves carrying out the Federally mandated responsibilities of a Metropolitan Planning Organization (MPO), with a specific focus on transportation planning within the urbanized areas defined by the U.S. Bureau of the Census. As you likely are aware, the Milwaukee urbanized area includes a very small portion of Jefferson County. A recent review of the Commission's work in this respect has led to a recommendation from the U. S. Department of Transportation that the Commission seek a cooperative agreement with Jefferson County relative to the necessary transportation planning activities, and thereby ensure that Federal transportation funding for highways, transit, or other transportation improvements are available for use in the Jefferson County portion of the Milwaukee urbanized area.

Accordingly, please find enclosed for your review a draft agreement between the Commission and Jefferson County prepared in response to this Federal recommendation. We would appreciate your review of and comments on this draft agreement. Should you find it acceptable to Jefferson County, please let us know and we will prepare final documents for execution by both parties.

Thank you for your attention to this matter. Please call me at 262-953-3211 should you have any questions concerning this matter.

Sincerely,

Kenneth R. Yunker, P.E.
Executive Director

KRY/dd
#219132

DRAFT FOR REVIEW

AGREEMENT

**COOPERATIVE AGREEMENT RELATIVE TO TRANSPORTATION PLANNING SERVICES
IN THAT PORTION OF JEFFERSON COUNTY INCLUDED IN THE MILWAUKEE
URBANIZED AREA**

THIS AGREEMENT, entered into this ____ day of _____ 2015, by and between the Southeastern Wisconsin Regional Planning Commission (hereinafter referred to as the "Commission"); and Jefferson County (hereinafter referred to as the "County").

WITNESSETH:

WHEREAS, the Commission has been established under Section 66.0309 of the Wisconsin Statutes with authority to carry on comprehensive, areawide development planning to promote the physical, social, and economic well-being of the seven-county Southeastern Wisconsin Region; and

WHEREAS, the Governor of the State of Wisconsin on December 27, 1973, designated the Commission as the metropolitan planning organization (MPO) to carry out urban transportation planning activities for the Kenosha, Milwaukee, and Racine urbanized areas and such additional areas as may be required under 23 U.S.C. 134 and 49 U.S.C. 5303 as amended; and

WHEREAS, the Milwaukee urbanized area boundary, as established in 2010 by the U.S. Bureau of the Census and as adjusted in cooperation with the Wisconsin Department of Transportation, extends beyond the Southeastern Wisconsin Region across the boundary line between Waukesha and Jefferson Counties, comprising a 2.7 square mile area immediately west of Oconomowoc in the manner shown on the map attached hereto as Exhibit A; and

WHEREAS, the most efficient way to ensure that the Federal transportation related planning requirements attendant to this small portion of the Milwaukee urbanized area are met is through a cooperative agreement between the Commission and the County; and

WHEREAS, Section 66.0301 of the *Wisconsin Statutes* authorizes the Commission and the County to enter into an agreement to provide the necessary transportation planning services for the County's portion of the Milwaukee urbanized area.

NOW THEREFORE, in consideration of these premises, the parties hereto agree as follows:

1. Planning Work Program

The Commission will recognize the Jefferson County portion of the Milwaukee urbanized area throughout its transportation planning work program, undertaking all of the activities outlined in Section 134 of Title 23 of the U.S. Code, that Section describing the Federally prescribed metropolitan transportation planning process. Among other needs, this includes major work regarding the preparation and periodic confirmation and/or amendment of a long-range regional transportation plan (RTP), as well as the preparation of a short-range regional transportation improvement program (TIP). All of the requirements set forth in Section 134 must be met in order for Federal highway and transit funds to be made available for State, county, and local transportation improvement projects throughout the entire Milwaukee urbanized area. In carrying out these duties, the Commission is subject to a review of its efforts every four years by the U.S. Department of Transportation.

2. Engagement of County

The Commission's regional transportation planning work program follows a disciplined, cyclical planning process that is overseen by a series of advisory committees. Of particular interest to the County in this respect are:

- a. The Advisory Committee on Regional Transportation System Planning; and
- b. The Advisory Committee on Transportation System Planning and Programming for the Milwaukee Urbanized Area.

The County agrees to designate an individual to serve as liaison with the Commission with respect to the work of these committees. The Commission agrees to provide to that individual notice of all meetings of those committees that are scheduled, together with agendas and

materials for those meetings. As interest may appear, the designated liaison individual may attend and participate in those meetings in order to monitor and report on any interests of the County in the work being undertaken.

3. Documentation

All of the Commission's planning work is fully documented in a series of reports. The Commission will appropriately document within those reports any particular planning recommendations or transportation project programming activities that are of interest to the County. The Commission will provide to the County hard copies of all reports in this respect. Such reports also will be made available in electronic format on the Commission's website www.sewrpc.org.

4. Remuneration

Given the relatively small work activity with respect to any transportation matters that may directly affect the County, the Commission agrees to not seek any remuneration from the County to support that work activity.

5. Timing

The work to be performed by the Commission in this agreement shall begin upon its execution and shall continue indefinitely in recognition of the ongoing nature of the Federally required regional transportation planning work program.

IN WITNESS WHEREOF, the Commission and the County have executed this agreement as of the date first above written.

ATTESTING WITNESS:

**SOUTHEASTERN WISCONSIN REGIONAL
PLANNING COMMISSION**

By _____
Kenneth R. Yunker, Deputy Secretary

By _____
David L. Stroik, Chairman

ATTESTING WITNESS:

JEFFERSON COUNTY, WISCONSIN

By _____

By _____
Benjamin Wehmeier, County Administrator

01/05/15
Cooperative Agreement-Transportation Services (00219041).DOC

ADJUSTED MILWAUKEE URBANIZED AREA BOUNDARY IN JEFFERSON COUNTY: 2010



- APPROVED 2010 ADJUSTED URBANIZED AREA
- 2010 CENSUS DEFINED URBANIZED AREA
- APPROVED ADJUSTMENTS TO 2010 CENSUS DEFINED URBANIZED AREA



**County Administrator's
Monthly Activity Report
December, 2014 – January 2015**

1. Department Head Meeting

A Department Head meeting was held on December 10th and January 14th. Focus was team building, budget updates, task force updates and review of 2015.

2. County Finances

Continue to work with Departments on wrapping up 2014 Budget, to include execution rates and ensuring revenues are being tracked. As a whole, most Departments are well within their budget expenditures. Working with staff and beginning to work on execution of the 2015 budget.

3. Highway Department Facilities

The project continues to progress in the right direction. Attended several meetings focused on progress and construction budget. This last month saw several meetings in prepping for working on the Old Highway Site. This included meeting with the City of Jefferson as they start work on their downtown redevelopment plan which includes this site; engaging assistance for developing an environmental assessment and prepping estimates for demolition. Staff has been working on options as it relates to the satellite shops. Next joint meeting will be March 4th. Finally, discussions have begun with Ehlers on the next bond issuance.

4. Personnel

Worked with HR and interview panel on conducting final interviews for the Medical Examiner position, with Nichol Wayd being appointed as the first Medical Examiner. Worked with various staff on the transition of this position. Worked with Judicial branch on the restructuring of family court positions.

5. Community/Professional Events/ Other Misc.

There were several events or activities that took place over the past month I participated in. These included:

- Attended the Jefferson County Library Board meeting
- Attended the City of Jefferson Council Meeting concerning the Medical College
- Attended WMMIC Board of Director Meeting
- Attended the Rock River Free Clinic Board of Director meeting
- Continued on-going dialogue with the Jefferson County Tourism Council and attend a Board of Directors meeting
- Met with the Executive Director of M-7
- Met with the Executive Director and Deputy Director of Southeastern Wisconsin Regional Planning Commission
- Met with the Executive Director Deputy Director Capital Area Region Planning Commission
- Met with MadRep
- Attended swearing in ceremony of Sheriff, Clerk of Court and two new Sheriff Deputies
- Attended the Jefferson County Sheriff and Police Chiefs annual awards banquet

Ben Wehmeier
County Administrator