



City of Fort Atkinson
City Manager's Office
101 N. Main Street
Fort Atkinson, WI 53538

**CITY COUNCIL MEETING
IN PERSON AND VIA ZOOM
TUESDAY, MARCH 3, 2026 – 7:00 PM
CITY HALL – SECOND FLOOR**

<https://us02web.zoom.us/j/5997866403?pwd=alcreldSbGpNUVI1VnR1RWF5bXovdz09&omn=85105919995>

Meeting ID: 599 786 6403

Passcode: 53538

Dial by Location

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If you have special needs or circumstances which may make communication or accessibility difficult at the meeting, please call (920) 397-9901. Accommodations will, to the fullest extent possible, be made available on request by a person with a disability.

AGENDA

- 1. Call meeting to order**
- 2. Roll call**
- 3. Pledge of Allegiance**
- 4. Consent Agenda:** *The Consent Agenda outlined below is hereby presented for action by the City Council. Items may be removed from the Consent Agenda on the request of any one Council member. Items not removed may be adopted by one action without debate. Removed items may be taken up either immediately after the Consent Agenda or placed later on the agenda at the discretion of the Council President.*
 - a. Review and possible action relating to the **minutes of the February 17, 2026, City Council meeting** (Ebbert, Clerk/Treasurer/Finance Director)
- 5. Public Hearings**
- 6. Public Comment for Matters on the Agenda:** *The City Council will receive comments from City residents. Comments are generally limited to three minutes per individual. Anyone wishing to speak is required to sign up in advance or state the following items for the record when called upon: name, address, and contact information. No action will be taken on any public comments unless the item is also elsewhere on the agenda.*

7. Petitions, Requests, and Communications

- a. Police Department 2025 Annual Report (Bump, Police Chief)
- b. Hoard Historical Museum 2025 Year-End Review (Lee, Museum Director)
- c. Review and possible action relating to the proclamation declaring May 30, 2026 as **Intersectional Peony Day** in the City of Fort Atkinson (Lee, Museum Director)

8. Resolutions and Ordinances

- a. Second and possible Third/Final reading of an Ordinance to repeal and recreate Article III of Chapter 86 of the City of Fort Atkinson Code of General Ordinances relating to **Recycling** (Navin, Director of Public Works)
- b. Second and possible third/final reading of an Ordinance to repeal Section 95-160 of the City of Fort Atkinson Municipal Code relating to sunset and reporting requirements of the **ATV/UTV Ordinance** (Houseman, City Manager)

9. Reports of Officers, Boards, and Committees

- a. City Manager's Report (Houseman, City Manager)

10. Unfinished Business

11. New Business

- a. Review and possible action relating to proposals for the City of Fort Atkinson Affordable Housing Fund Programs and Policies (Houseman, City Manager)
- b. Review and possible action relating to the relocation of streetlights impacted by the 2026 South Main St. road project (Navin, Director of Public Works)

12. Miscellaneous

13. Public Comment for Matters Not on the Agenda: *The City Council will receive comments from City residents. Comments are generally limited to three minutes per individual. Anyone wishing to speak is required to sign up in advance or state the following items for the record when called upon: name, address, subject matter, and contact information. No action will be taken on any public comments.*

14. Claims, Appropriations and Contract Payments

- a. Review and possible action relating to the **Verified Claims** presented by the Director of Finance and authorization of payment (Ebbert, Clerk/Treasurer/Finance Director)

15. Closed Session

- a. The City Council may consider a motion to convene in closed session pursuant to State Stat. §19.85(1)(c) to consider employment, promotion, compensation, or performance evaluation data of any public employee over which the governmental body has jurisdiction or exercises responsibility [annual performance review of the City Manager]

16. Adjournment

Date Posted: February 25, 2026

CC: City Council; City Staff; City Attorney; News Media; Fort Atkinson School District; Fort Atkinson Chamber of Commerce

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**CITY COUNCIL MEETING
IN PERSON AND VIA ZOOM
TUESDAY, FEBRUARY 17, 2026 – 7:00 PM
CITY HALL – SECOND FLOOR**

MINUTES

1. Call meeting to order

President Jaeckel called the meeting to order at 7:00 pm.

2. Roll call

Present: Council members Huckabee, Johnson, Lescohier, Schultz and President Jaeckel. Also present: City Manager, City Attorney, Clerk/Treasurer/Finance Director, Director of Public Works, Director of Neighborhood Services, Public Works Superintendent, Library Director and Police Chief.

3. Pledge of Allegiance

President Jaeckel led the Pledge of Allegiance.

4. Consent Agenda

Huckabee moved, seconded by Johnson to approve the Consent Agenda as presented, items 4.a through 4.f. Motion carried.

- a. *Review and possible action relating to the **minutes of the February 3, 2026, City Council meeting** (Ebbert, Clerk/Treasurer/Finance Director)*
- b. *Review and possible action relating to the **minutes of the February 10, 2026, Plan Commission meeting** (Ebbert, Clerk/Treasurer/Finance Director)*
- c. *Review and possible action relating to **building, plumbing, and electrical permit report for January 2026** (Draeger, Building Inspector/Zoning Administrator)*
- d. *Review and possible action relating to the City Clerk-issued **License and Permit Report for February** (Ebbert, Clerk/Treasurer/Finance Director)*
- e. *Review and possible action relating to **City Sewer, Water, and Stormwater Utility Financial Statements** as of January 31, 2026 (Ebbert, Clerk/Treasurer/Finance Director)*
- f. *Review and possible action on a **Special Event: American Legion Memorial Day Parade** on May 25, 2026, from 10:30 am - 12:00 pm, beginning at American Legion and ending at Evergreen Cemetery (Ebbert, Clerk/Treasurer/Finance Director)*

5. Public Hearings

None.

6. Public Comment for Matters on the Agenda

None.

7. Petitions, Requests, and Communications

- a. *Presentation relating to the **Fort Atkinson Critical Home Repair Program** proposal (Melissa Songco, CEO, and Elaina Rodriguez, Project Manager, Habitat For Humanity of Waukesha, Jefferson, and Rock Counties)*

Habitat for Humanity Chief Executive Officer Melissa Songco and Project Manager Elaina Rodriguez presented a proposed program that addresses the need for critical repairs for homes in Fort Atkinson. The goal of the program is to provide critical repairs, such as roofs, windows, siding, porch, accessibility, and code remediation, to low-income residents. Habitat would service as the general contractor for the projects. Their team would develop the scope of work, collect bids, and ensure quality repairs and completion of work. Habitat would not complete the work themselves — they will hire local licensed contractors to perform the work. The project cap would be \$20,000 per project, and Habitat expects to be able to support up to 25 projects if the City and the Fort Atkinson Community Foundation invest in the program. The City is proposing to invest \$250,000 from the AHF for this project. As a reminder, all funds in the AHF are increment and interest from the closed (or closing) tax increment districts. Potential properties for the program would be identified through the City's code enforcement services, City staff, and/or an application process managed by Habitat. The Plan Commission would review and approve the program eligibility guidelines. In addition, City staff would provide the Plan Commission with a monthly update on the Program, including the number of applications submitted, communication efforts, and eventually projects completed. Habitat staff would provide the Plan Commission with an annual report relating to the projects completed, before and after pictures, and remaining funds available. One of the significant benefits of working with Habitat on this program is that there is no staffing support needed from the City. The City's investment would be a grant to Habitat to administer the program and distribute funds. Their administrative and overhead costs would be recouped through partial loan repayment by the homeowner. The program represents a way for AHF funds to be distributed into the community to address critical repairs quickly using local contractors. If approved, the program is expected to launch in June 2026 and the funds are estimated to last for three years.

No action was taken.

- b. *Support Person of the Year Recognition-Mindy Fry (Bump, Police Chief)*

No action was taken.

8. Resolutions and Ordinances

- a. *Review and possible action on a Resolution allocating funds from the City's Affordable Housing Fund to Habitat for Humanity of Waukesha, Jefferson, and Rock Counties for the **Fort Atkinson Critical Repair Program** (Houseman, City Manager)*

Manager Houseman referenced the Affordable Housing Fund ("AHF") (Fund 9), that was established through the extension of Tax Increment Districts 6, 7, and 8 for one additional year. In the adopted 2026 budget, the City identified a goal of working with a consultant to establish AHF programs and policies. A request for proposals has been issued, and proposals will be presented to the City Council in March. If the City Council approves the investment of \$250,000 into the program, City staff and Habitat staff will apply to the Fort Atkinson Community Foundation for matching funds. The estimated number of projects in the presentation (25) is based on the total of \$500,000, which includes both investments. However, if the FACF does not approve the matching grants, City staff would still like to move forward with the \$250,000 investment in the program, which would result in about 12-13 projects.

Huckabee moved, seconded by Johnson to adopt the Resolution allocating \$250,000 from the City's Affordable Housing Fund to Habitat for Humanity of Waukesha, Jefferson, and Rock Counties to support the Fort Atkinson Critical Repair Program. Motion carried.

- b. *First reading of an Ordinance to repeal and recreate Article III of Chapter 86 of the City of Fort Atkinson Code of General Ordinances relating to **Recycling** (Navin, Director of Public Works)*

Director Navin stated the Wisconsin DNR is requesting the City repeal and recreate the City's recycling ordinance. This update is necessary to align City code with new Wisconsin Department of Natural Resources (DNR) administrative rules that went into effect on July 1, 2025. The City's existing recycling ordinance was originally adopted in 1994 to comply with state solid waste recovery laws. However, in May 2024, the Governor approved new administrative rules (specifically affecting Chapter NR 544) to update effective recycling program criteria. To be recognized by the DNR as having an "effective recycling program" under §287.11, Wis. Stats., the City is mandated to adopt these updated rules.

Maintaining this status is not optional if the City wishes to remain eligible for state recycling grants. Adopting this ordinance ensures the City continues to receive state recycling grant funding, which helps offset the costs of the City's local recycling program. Failure to update the ordinance would jeopardize these funds and potentially put the City out of compliance with state law.

Huckabee moved, seconded by Johnson to direct the City Manager to prepare the ordinance for a second and possible third and final reading at the meeting on March 3, 2026. Motion carried.

- c. *First reading of an Ordinance to repeal Section 95-160 of the City of Fort Atkinson Municipal Code relating to sunset and reporting requirements of the **ATV/UTV Ordinance** (Houseman, City Manager)*

Manager Houseman provided that the Fort Atkinson City Council enacted an ordinance allowing ATV/UTV use on the City's streets in November 2023, which became effective on

April 8, 2024. The ordinance included a two-year automatic sunset without additional Council action in section 95-160. Without action, the ordinance would no longer be in effect on April 8, 2026. At the Ordinance Committee meeting on February 3, 2026, staff presented the current ordinance for review by the Committee. Staff recommended that the 6-month reporting requirement in Section 95-160 be eliminated. After discussion among the Committee, they provided staff with direction to remove Section 95-160 from the ordinance, which would eliminate both the reporting requirement and the sunset after two years.

Johnson moved, seconded by Huckabee to direct the City Manager to prepare the ordinance for a second and possible third and final reading at the meeting on March 3, 2026. Motion carried.

9. Reports of Officers, Boards, and Committees

- a. *City Manager's Report (Houseman, City Manager)*
No action was taken.

10. Unfinished Business

- a. *Review and possible action relating to a Memorandum of Understanding between the City of Fort Atkinson and Alexander Dogaru of TAP LLC relating to rental payments in support of the **Boost Fort Atkinson** program (Houseman, City Manager)*

Manager Houseman referenced that in 2024, the City Council authorized funding to support the Boost Fort Atkinson downtown pitch competition through the City's Fund 8-Lodging/City Scape/Room Tax fund at \$16,000. City staff and the Fort Atkinson Area Chamber of Commerce applied for matching funding through the Fort Atkinson Community Foundation's grant program. The total of up to \$32,000 was allocated to support a partnership with UW-Whitewater Enactus for the Boost Fort Atkinson program. The Boost Fort Atkinson program ran in winter 2024-2025, with the final winner crowned in April 2025. Tidy Tails dog grooming won the competition and a year of rent at a downtown location. The City continues to pay rent for the remainder of the award year, which is anticipated to end on May 31, 2026. As of January 12, 2026, the City has spent \$12,135 on the program, including 8 months of rent, the award reception, and the payment to Enactus for their work on the project. The anticipated total with the remaining four months of rent is \$15,135, leaving a projected \$16,865 of funds available to support another project.

Huckabee moved, seconded by Johnson to approve the Memorandum of Understanding between the City of Fort Atkinson and Alexander Dogaru of TAP LLC relating to rental payments in support of the Boost Fort Atkinson program. Motion carried.

11. New Business

a. *Review and possible action relating to a contract for the design work associated with the re-striping of **Janesville Avenue** (Navin, Director of Public Works)*

Director Navin reminded of the Janesville Avenue Corridor Plan that was formally adopted on June 3, 2025, identifying the conversion of the current four-lane undivided roadway into a three-lane facility—consisting of two 12-foot travel lanes and one 16-foot center Two-Way-Left-Turn-Lane (TWLTL)—as a priority "short-term" improvement. Staff requested proposals for the design work to re-stripe Janesville Avenue to a TWLTL to better understand associated costs, logistics, and intersection impacts of this proposed change identified in the Corridor Plan. Staff received proposals from three companies listed in the table below. Graef - USA Inc. submitted a proposal that meets the needs of the City at the lowest cost of \$13,500. This project was identified in the adopted 2026 budget in the Capital Improvements Program. \$24,600 was allocated for the study from the City's Transportation Fund (Fund 5). The revenue sources that support Fund 5 include levied funds (property taxes), vehicle registration fees, grants, and state aids. It was confirmed this was to only provide a study for the TWLTL. Staff does not have the experience to perform such a study therefore seeking bids from qualified vendors to conduct the design contract.

Lescohier moved, seconded by Johnson to approve the design contract for the Janesville Avenue Permanent Signing & Pavement Marking Plan to Graef-USA Inc. for \$13,500 and authorize the City Manager to execute. Motion carried.

b. *Review and possible action relating to **Robert Street and South 3rd Street Intersection Study** (Navin, Director of Public Works)*

Director Navin stated that between November 24 and November 25, 2025, staff received three formal Traffic Review Requests from residents expressing safety concerns regarding the pedestrian crossing at this intersection of Robert Street, Janesville Avenue, and S. Third Street. These requests were prompted by a pedestrian being struck by a vehicle on October 20, 2025, as well as several observed near-misses. Specific concerns raised by the public include:

- Perceived insufficient time provided by the pedestrian crossing beacons.
- Vehicles traveling southbound on Robert Street failing to stop at the intersection.
- Dangerous vehicle movements, specifically right-hand turns from S. 3rd Street onto Robert Street while pedestrians are in the crosswalk.

At the December 11, 2025, Transportation and Traffic Review Committee meeting, staff was directed to conduct a formal analysis of the intersection and provide recommendations for safety improvements. Due to the technical nature of traffic signal timing and the legal requirements for crash pattern analysis, staff sought professional proposals to ensure any proposed modifications meet safety and engineering standards. Staff received two proposal for a traffic analysis of this intersection JT Engineering, Inc. and Transportation Analysis & Design, Inc. (TADI).

Huckabee moved, seconded by Johnson to approve the contract with JT Engineering, Inc.

at a cost not to exceed \$9,800.00 to study the Robert Street/Janesville Avenue & 3rd street intersection, and authorize the City Manager to execute. Motion carried.

- c. *Review and possible action relating to the **Dwight Foster Public Library website redesign project** (Lippert, Library Director)*

Director Lippert provided that the library's website was last redesigned in 2016 by TallGuy Productions. In April 2024, the Department of Justice issued a final rule with specific requirements for state and local government entities regarding web and mobile app accessibility. The Dwight Foster Public Library, as part of the City of Fort Atkinson, must comply with the rule by April 26, 2027. The library intends to pursue a Fort Atkinson Community Foundation designated fund grant to cover the website development cost of \$7,500. Additionally, the library intends to pursue a Bridges Library System non-competitive innovation grant to cover the year 1 hosting and maintenance cost. After year 1, the library plans to include the annual hosting and maintenance costs in the library's operating budget. Pursuing grants to cover the initial costs would allow the library to proactively proceed with a website redesign now. On Monday, February 9, 2026, the Library Board approved moving forward with the website redesign project with Revize and applying for a Fort Atkinson Community Foundation designated fund grant to pay for the website development cost. Lippert stated that she was informed by the Community Foundation that a grant would be awarded for the development cost.

Lescohier moved, seconded by Johnson to approve a website redesign project with Revize and applying for a Fort Atkinson Community Foundation designated fund grant to cover the initial website development cost of \$7,500. Motion carried.

- d. *Review and possible action relating to an **Offsite Backup Data Agreement** between the City of Fort Atkinson and the City of Whitewater to host off-site data backup storage equipment for the Fort Atkinson Police Department (Bump, Police Chief)*

Chief Bump stated that in 2021, the Police Department set up a redundant off-site data backup system as a fail-safe in case of a disaster that impacted the department's facility. The data backup system, which has been in place and working for the past five years, was housed at the City of Whitewater server room. The data backup system was installed under a written agreement by email between department heads at the time, and the work was completed by the City's IT provider and Whitewater's IT Department. The City of Whitewater indicated that they are supportive of maintaining this backup system in their facility as is. However, they requested an Agreement between the municipalities. The attached Offsite Backup Data Agreement was drafted and reviewed by both Whitewater and Fort Atkinson. A legal review was completed by the City Attorney. The Agreement provides an accurate description of purpose and need and follows the original intent of the backup system.

Huckabee moved, seconded by Johnson to approve the Offsite Backup Data Agreement between the City of Fort Atkinson and the City of Whitewater and authorize the City Manager to execute. Motion carried.

- e. *Review and possible action relating to a **contract for annual Brush Grinding Services** for the Department of Public Works Operations Division (Williamson, Superintendent of Public Works)*

Superintendent Williamson referenced the eight-acre+/- compost site located at the end of Bark River Road that the City owns, operates and maintains. Residents can drop off standard residential yard waste for composting and tree and woody plant trimmings for proper environmental management at the compost site. The long-term management plan for all woody materials received at the compost site is to process and grind them using a large tub or horizontal grinding machine. This reduces the volume of material to a more manageable size for transport off-site to a proper Wisconsin DNR permitted end user. The City contracts for grinding services on an annual basis. Staff distributed a request for proposals for brush grinding services, base bid and an optional bid for final hauling and disposal of the ground materials, to four properly licensed and insured providers. The providers are as follows: TLB Wood Products LLC, of Seymore WI, Ener-con Inc, of Hartford WI, Atlas Custom Grinding LLC, of Hortonville WI, and Bucklin's Tree Service LLC. The adopted 2026 budget includes \$46,700 of expenditures to support the compost site. The cost of the proposal from Bucklin's Tree Service will be paid for using these funds (account 01- 54-5471-0500).

Lescohier moved, seconded by Johnson to approve the proposal for brush grinding services from Bucklin's Tree Service in the amount of \$7,925.00 and authorize the City Manager to execute the contract. Motion carried.

12. Miscellaneous

None.

13. Public Comment for Matters Not on the Agenda

None.

14. Claims, Appropriations and Contract Payments

- a. *Review and possible action relating to the **Verified Claims** presented by the Director of Finance and authorization of payment (Ebbert, Clerk/Treasurer/Finance Director)*

Huckabee moved, seconded by Johnson to approve the list of Verified Claims as presented and authorize payment. Motion carried.

15. Closed Session

- a. *The City Council may consider a motion to convene in closed session pursuant to State Stat. §19.85(1)(c) to consider employment, promotion, compensation, or performance evaluation data of any public employee over which the governmental body has jurisdiction or exercises responsibility [annual performance review of the City Manager]*

Huckabee moved, seconded by Johnson to convene in closed session pursuant to State

Stat. §19.85(1)(c) to consider employment, promotion, compensation, or performance evaluation data of any public employee over which the governmental body has jurisdiction or exercises responsibility [annual performance review of the City Manager]. Motion carried on a roll call vote. 8:17 pm.

16. Adjournment

Johnson moved, seconded Huckabee by to adjourn. Meeting adjourned at 9:47 pm.

Respectfully submitted,
Michelle Ebbert
City Clerk/Treasurer/Finance Director



MEMORANDUM

DATE: March 3, 2026

TO: Fort Atkinson City Council

FROM: Merrilee Lee, Museum Director

RE: Review and possible action relating to the proclamation declaring May 30, 2026 as Intersectional Peony Day in the City of Fort Atkinson (Lee, Museum Director)

BACKGROUND

Since 2012, Fort Atkinson has been proclaimed by the State of Wisconsin as the “Intersectional Peony City” in honor of the pioneering work of peony hybridizers Roger and the late Sandra Anderson. The Hoard Historical Museum oversees the proclamation effort and will pursue the proclamation from the State of Wisconsin again in 2026. Traditionally, the City Council has also adopted a local proclamation declaring an Intersectional Peony Day in the City of Fort Atkinson.

DISCUSSION

Roger and Sandra Anderson, through their nearly 4 decades of work, hybridized nearly 600 different peony varieties at their nursery, which was located in Fort Atkinson. In 2012, Roger and Sandra donated nearly 60 peony plants to the Hoard Historical Museum, which form the “Roger and Sandra Anderson Intersectional Peony Garden” located at the corner of Foster and S. 4th Street E, behind the Hoard Historical Museum. The garden continues to attract hundreds of peony enthusiasts each year while the peonies are in bloom. In 2015, the Andersons donated dozens of young peony starts for two new varieties of peony, which were sold in 2021 as a fundraiser for the Museum's grounds. In 2024, the Anderson Intersectional Peony Garden was named an inaugural Reference Garden by the American Peony Society and was one of six gardens recognized nationwide with this distinction. The criteria for being named a Reference Garden includes: being accessible by the public, containing a unique collection of peonies, and the peonies must be labeled and identifiable to the public. The Hoard Historical Museum's Anderson Peony Garden fulfills all of these criteria.

FINANCIAL ANALYSIS

This proclamation is not expected to have a financial impact on the City.

RECOMMENDATION

Staff recommends the City Council adopt the proclamation declaring Saturday, May 30, 2026 as

Intersectional Peony Day in the City of Fort Atkinson and support the Hoard Historical Museum's efforts to be Wisconsin's Intersection Peony City in 2026.

ATTACHMENTS

1. Peony City Proclamation 2026
2. 2025 State of Wisconsin Proclamation_Fort Atkinson Intersectional Peony City Day

**PROCLAMATION DECLARING
MAY 30, 2026 AS
INTERSECTIONAL PEONY DAY IN THE CITY OF FORT ATKINSON**

WHEREAS, the City of Fort Atkinson, Wisconsin, is the home to the largest public Intersectional Hybrid Peony Garden in North America located at the Hoard Historical Museum and so named the Roger F. and Sandra L. Anderson Intersectional Peony Garden; and

WHEREAS, the Anderson Intersectional Peony Garden at the Hoard Historical Museum in Fort Atkinson, Wisconsin features 58 named Roger F. Anderson intersectional hybrid peonies which bloom during the Wisconsin peony season; and

WHEREAS, the Hoard Historical Museum is home to two of the newest Roger F. Anderson intersectional hybrid peonies, "Mary C. Hoard" and "W.D. Hoard", so named to exclusively honor important leaders in Fort Atkinson, Wisconsin's history; and

WHEREAS, the city of Fort Atkinson was the long-time home of Roger F. and Sandra L. Anderson, who established their hybrid peony business, Callie's Beaux Jardins, in 1978; and

WHEREAS, Roger F. Anderson is one of the world's foremost producers of intersectional peony hybrids; and

WHEREAS, Roger F. Anderson, at his peony nursery, has continually created, developed, improved, and advanced the hybrid peony business world-wide for over 45 years; and

WHEREAS, Roger F. Anderson has bloomed nearly 600 hybrid peony varieties since 1980, breaking many hybridizing barriers in the peony industry; and

WHEREAS, the City of Fort Atkinson, Wisconsin is the home of Roger F. Anderson's famous "Bartzella" Intersectional Peony, which after 15 years of diligent work, first bloomed in 1986, and is considered by peony experts to be "the most perfect yellow peony in the world", and which received the highest American Peony Society Gold Medal Award, and the Royal Horticultural Society Award of Garden Merit in 2012.

NOW, THEREFORE, I, Kyle Jaeckel, as City Council President of the City of Fort Atkinson, and my Council colleagues, do hereby proclaim May 30, 2026 as

INTERSECTIONAL PEONY DAY IN THE CITY OF FORT ATKINSON.

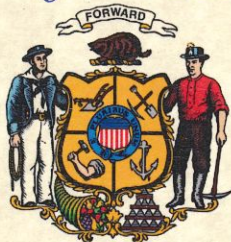
Proclaimed and signed this 3rd Day of March 2026.

Kyle Jaeckel, City Council President

Attest:

Michelle Ebbert, City Clerk/Treasurer/Finance Director

STATE of WISCONSIN



OFFICE of the GOVERNOR

Proclamation

WHEREAS; the city of Fort Atkinson is home to the largest public Intersectional Hybrid Peony Garden in North America, the Roger F. and Sandra L. Anderson Intersectional Peony Garden, which is located at the Hoard Historical Museum; and

WHEREAS; the Anderson Intersectional Peony Garden features 58 individually named hybrid peonies honoring important leaders in Fort Atkinson’s history, including Mary C. Hoard and W. D. Hoard; and

WHEREAS; the city of Fort Atkinson was the long-time home of Roger F. and Sandra L. Anderson, who established their hybrid peony business, Callie’s Beaux Jardins, in 1978; and

WHEREAS; Roger F. Anderson continually innovated and advanced the hybrid peony business worldwide for more than 45 years, blooming nearly 600 hybrid peony varieties and breaking many hybridizing barriers; and

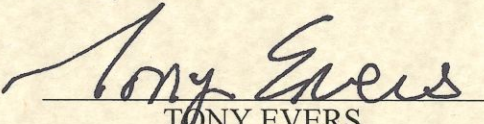
WHEREAS; the city of Fort Atkinson is the home of Anderson’s acclaimed “Bartzella” Intersectional Peony, which first bloomed in 1986 after 15 years of work and is considered “the most perfect yellow peony in the world,” having received the American Peony Society Gold Medal Award and the Royal Horticultural Society Award of Garden Merit in 2012;

NOW, THEREFORE, I, Tony Evers, Governor of the State of Wisconsin, do hereby proclaim May 31, 2025, as

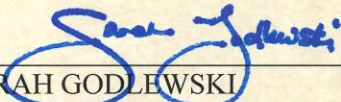
FORT ATKINSON “INTERSECTIONAL PEONY CITY” DAY

throughout the State of Wisconsin, and I commend this observance to all our state’s residents.

IN TESTIMONY WHEREOF, I have hereunto set my hand and caused the Great Seal of the State of Wisconsin to be affixed. Done at the Capitol in the City of Madison this 16th day of May 2025.


TONY EVERS
GOVERNOR

By the Governor:


SARAH GODLEWSKI
Secretary of State



MEMORANDUM

DATE: March 3, 2026

TO: Fort Atkinson City Council

FROM: Zach Navin, Director of Public Works

RE: Second and possible Third/Final reading of an Ordinance to repeal and recreate Article III of Chapter 86 of the City of Fort Atkinson Code of General Ordinances relating to Recycling (Navin, Director of Public Works)

BACKGROUND

The Wisconsin DNR is requesting the City repeal and recreate the City's recycling ordinance. This update is necessary to align City code with new Wisconsin Department of Natural Resources (DNR) administrative rules that went into effect on July 1, 2025. The City's existing recycling ordinance was originally adopted in 1994 to comply with state solid waste recovery laws. However, in May 2024, the Governor approved new administrative rules (specifically affecting Chapter NR 544) to update effective recycling program criteria. To be recognized by the DNR as having an "effective recycling program" under §287.11, Wis. Stats., the City is mandated to adopt these updated rules. Maintaining this status is not optional if the City wishes to remain eligible for state recycling grants.

DISCUSSION

The proposed recreation of Article III includes several technical and administrative updates required by the DNR:

- Updated Definitions: The ordinance provides clearer definitions for terms such as "multiple-family dwelling" (structures with 5 or more units), "non-residential facilities," and specific resin codes for plastic containers.
- Updates to acceptable materials: Plastics #3-#7 were not previously required to be recycled, but may be recycled with the City's contract with John's Disposal.
- Enhanced Education: The City must now review educational materials for accuracy and distribute them annually. These materials must include information on electronics, batteries, and food waste/composting.
- Multi-Family and Non-Residential Standards: Owners of multi-family dwellings must meet specific container volume ratios (e.g., at least 20 gallons of recycling space per week per unit) and provide written recycling instructions to tenants at least semi-annually.

- **Collection Standards:** For urban municipalities like Fort Atkinson, the rules specify that curbside collection must occur at least monthly, or a drop-off site must be used by at least 80% of residents.
- **Enforcement and Penalties:** The update establishes a tiered forfeiture schedule for violations, ranging from \$50 for a first violation to \$2,000 for a third or subsequent violation.

FINANCIAL ANALYSIS

Adopting this ordinance ensures the City continues to receive state recycling grant funding, which helps offset the costs of the City's local recycling program. Failure to update the ordinance would jeopardize these funds and potentially put the City out of compliance with state law.

RECOMMENDATION

The Ordinance Committee reviewed this matter at the meeting on February 3, 2026 and recommended that staff prepare it for City Council review and approval. The City Council reviewed the ordinance at the meeting on February 17th and directed the City Manager to prepare it for a second and possible third/final reading on March 3rd.

Staff recommends the City Council perform a second reading, suspend the rules to perform a third reading, and adopt the ordinance to repeal and recreate Chapter 86, Article III of the City of Fort Atkinson Municipal Code.

ATTACHMENTS

1. COFA Current Recycling Ordinance ARTICLE_III.____RECYCLING
2. Ord. No. Ch 86 Art III Recycling DRAFT 2.12.26
3. Ordinance Committee Memo Recycling

ARTICLE III. RECYCLING¹

DIVISION 1. GENERALLY

Sec. 86-76. Definitions.

The definitions in Wis. Stats. § 159.01 shall apply in this article.

Cross reference(s)—Definitions generally, § 1-2.

Sec. 86-77. Effective date.

The provisions of this article shall take effect on January 1, 1994.

(Code 1969, § 6.02(J)(9))

Sec. 86-78. Short title.

This article shall be known as the Recycling Ordinance for the City of Fort Atkinson, Wisconsin.

(Code 1969, § 6.02(J)(1))

Sec. 86-79. Purpose.

The purpose of this article is to promote recycling, composting and resource recovery through the administration of an effective recycling program, as provided in Wis. Stats. § 159.11, and Wis. Admin. Code ch. NR 544.

(Code 1969, § 6.02(J)(2))

Sec. 86-80. Statutory authority.

This article is adopted as authorized under Wis. Stats. § 159.09(3)(b).

(Code 1969, § 6.02(J)(3))

Sec. 86-81. Abrogation and greater restrictions.

It is not intended by this article to repeal, abrogate, annul, impair or interfere with any existing rules, regulations, ordinances or permits previously adopted or issued pursuant to law. However, whenever this article imposes greater restrictions, the provisions of this article shall apply.

¹State law reference(s)—Solid waste recycling generally, Wis. Stats. § 159.07 et seq.

(Code 1969, § 6.02(J)(4))

Sec. 86-82. Interpretation.

In their interpretation and application, the provisions of this article shall be held to be the minimum requirements and shall not be deemed a limitation or repeal of any other power granted by state statute. Where any terms or requirements of this article may be inconsistent or conflicting, the more restrictive requirements or interpretation shall apply. Where a provision of this article is required by state statute or by a standard in Wis. Admin. Code ch. NR 544, and where the provision of this article is unclear, the provision shall be interpreted in light of state statute and the ch. NR 544 standards in effect on the date of the adoption of the ordinance from which this article is derived, or in effect on the date of the most recent text amendment to this article.

(Code 1969, § 6.02(J)(5))

Sec. 86-83. Applicability.

The requirements of this article apply to all persons within the city limits.

(Code 1969, § 6.02(J)(7))

Sec. 86-84. Administration.

The provisions of this article shall be administered by the council.

(Code 1969, § 6.02(J)(8))

Cross reference(s)—Administration, ch. 2.

Sec. 86-85. Enforcement.

- (a) For the purpose of ascertaining compliance with the provisions of this article, any authorized officer, employe or representative of the city's contractor may inspect recyclable materials separated for recycling, postconsumer waste intended for disposal, recycling collection sites and facilities, collection vehicles, collection areas of multifamily dwellings and nonresidential facilities and properties, and any records relating to recycling activities, which shall be kept confidential when necessary to protect proprietary information. No person may refuse access to any authorized officer, employe or authorized representative of the city's contractor who requests access for purposes of inspection, and who presents appropriate credentials. No person may obstruct, hamper, or interfere with such an inspection.
- (b) Any person who violates a provision of this article may be issued a citation by the city. The issuance of a citation shall not preclude proceeding under any other ordinance or law relating to the same or any other matter. Proceeding under any other ordinance or law relating to the same or any other matter shall not preclude the issuance of a citation under this subsection.
- (c) Penalties for violating this article will be as prescribed in section 1-10.

(Code 1969, § 6.02(J)(21))

Secs. 86-86—86-115. Reserved.

DIVISION 2. SEPARATION OF RECYCLABLES

Sec. 86-116. Required.

Occupants of single-family and two- to four-unit residences, multifamily dwellings and nonresidential facilities and properties shall separate the following materials from postconsumer waste:

- (1) Lead acid batteries.
- (2) Major appliances as per section 86-119.
- (3) Waste oil.
- (4) Yard waste.
- (5) Aluminum containers.
- (6) Bi-metal containers.
- (7) Corrugated paper or other container board.
- (8) Foam polystyrene packaging beginning January 1, 1995.
- (9) Glass containers.
- (10) Magazines.
- (11) Newspapers.
- (12) Office paper.
- (13) Rigid plastic containers made of PETE, HDPE, and effective January 1, 1995, PVC, LDPE, PP, PS and other resins or multiple resins.
- (14) Steel containers.

(Code 1969, § 6.02(J)(11); Ord. No. 654, 10-2-07)

Sec. 86-117. Separation requirements exempted.

The separation requirements of section 86-116 do not apply to the following:

- (1) Occupants of single-family and two- to four-unit residences, multifamily dwellings and nonresidential facilities and properties that send their postconsumer waste to a processing facility licensed by the state department of natural resources that recovers the materials specified in section 86-116 from solid waste in as pure a form as is technically feasible.
- (2) Solid waste burned as a supplemental fuel at a facility if less than 30 percent of the heat input to the facility is derived from the solid waste burned as supplemental fuel.
- (3) A recyclable material specified in section 86-116(5)—(14) for which a variance has been granted by the state department of natural resources under Wis. Stats. § 159.11(2m) or Wis. Admin. Code NR § 544.14.

(Code 1969, § 6.02(J)(12))

Sec. 86-118. Care of separated recyclable materials.

To the greatest extent practicable, the recyclable materials separated in accordance with section 86-116, shall be clean and kept free of contaminants such as food or product residue, oil or grease, or other nonrecyclable materials, including, but not limited to, household hazardous waste, medical waste, and agricultural chemical containers. Recyclable materials shall be stored in a manner which protects them from wind, rain and other inclement weather conditions, and in a container as set forth in subsection 86-38(d), herein.

(Code 1969, § 6.02(J)(13); Ord. No. 654, 10-2-07)

Sec. 86-119. Management of lead acid batteries, major appliances, waste oil and yard waste.

Occupants of single-family and two- to four-unit residences, multifamily dwellings and nonresidential facilities and properties shall manage lead acid batteries, major appliances, waste oil, and yard waste as follows:

- (1) Lead acid batteries shall be placed at the roadside, separated from solid waste for collection by the city's solid waste contractor. Car, truck and other automotive batteries only will be collected. Battery casings must be unbroken before collection shall take place.
- (2) Major appliances shall be placed at roadside separated from solid waste collection by the city's solid waste contractor. Appliances shall be upright and empty. Freezers and refrigerators must have their doors removed. Microwaves must have the capacitors removed. City residents must contact the city's solid waste contractor to arrange for pickup, disposal and required payment for all such appliances.
- (3) Waste oil shall be placed at roadside separated from solid waste for collection by the city's solid waste contractor. This waste oil will be picked up on the designated days for recycling only (twice per month) and shall be placed at the curb next to the recycling container. Common engine oil only will be collected. Such oil must be in leak-proof containers of a maximum size of one gallon.
- (4) Yard waste shall be composted by the homeowner via the city compost site or backyard composting.

(Code 1969, § 6.02(J)(14); Ord. No. 654, 10-2-07)

Sec. 86-120. Responsibilities of owners or designated agents of multifamily dwellings.

- (a) Owners or designated agents of multifamily dwellings shall do all of the following to recycle the materials specified in section 86-116(5)–(15):
 - (1) Provide adequate, separate containers for the recyclable materials.
 - (2) Notify tenants in writing at the time of renting or leasing about the established recycling program, and thereafter of any changes in the program.
 - (3) Provide for the collection of the materials separated from the solid waste by the tenants and the delivery of the materials to a recycling facility.
 - (4) Notify tenants of reasons to reduce and recycle solid waste, which materials are collected, how to prepare the materials in order to meet the processing requirements, collection methods or sites, locations and hours of operation, and a contact person or company, including a name, address and telephone number.

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- (b) The requirements specified in subsection (a) of this section do not apply to the owners or designated agents of multifamily dwellings if the postconsumer waste generated within the dwelling is treated at a processing facility licensed by the state department of natural resources that recovers for recycling the materials specified in section 86-116(5)—(15) from solid waste in as pure a form as is technically feasible.

(Code 1969, § 6.02(J)(16))

Sec. 86-121. Responsibilities of owners or designated agents of nonresidential facilities and properties.

- (a) Owners or designated agents of nonresidential facilities and properties shall do all of the following to recycle the materials specified in section 86-116(5)—(15):
- (1) Provide adequate, separate containers for the recyclable materials.
 - (2) Notify all users, tenants and occupants of the properties in writing about the established recycling program at the time of renting or leasing and thereafter of any changes in the program.
 - (3) Provide for the collection of the materials separated from the solid waste by the users, tenants and occupants and the delivery of the materials to a recycling facility.
 - (4) Notify users, tenants and occupants of reasons to reduce and recycle, which materials are collected, how to prepare materials in order to meet the processing requirements, collection methods or sites, locations and hours of operation, and a contact person or company, including a name, address and telephone number.
- (b) The requirements specified in subsection (a) of this section do not apply to the owners or designated agents of nonresidential facilities and properties if the postconsumer waste generated within the facility or property is treated at a processing facility licensed by the state department of natural resources that recovers for recycling the materials specified in section 86-116(5)—(15) from solid waste in as pure a form as is technically feasible.

(Code 1969, § 6.02(J)(17))

Secs. 86-122—86-145. Reserved.

DIVISION 3. PREPARATION AND COLLECTION

Sec. 86-146. Method.

- (a) Except as otherwise directed by the city, occupants of single-family and two- to four-unit residences, shall do the following for the preparation and collection of the separated materials specified in subsections 86-116(5)—(14).
- (1) Aluminum containers shall be rinsed and placed in the recycling container for collection. No aluminum foil, TV dinner trays, etc., will be collected.
 - (2) Bi-metal containers shall be rinsed and have labels removed and shall be placed in the recycling container provided for collection. Bi-metal containers shall be flattened to save space within the recycling container.

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- (3) Corrugated paper or other container board shall be flattened and placed in the recycling container for collection.
 - (4) Glass containers shall be rinsed, all metal and plastic cups and rings shall be removed, and the containers shall be placed in the recycling container for collection.
 - (5) Magazines shall be placed within the recycling container for collection.
 - (6) Newspaper shall be placed within the recycling container for collection.
 - (7) Office paper shall be placed within the recycling container for collection.
 - (8) Rigid plastic containers shall be prepared and collected as follows:
 - a. Plastic containers made of PETE (#1), such as two-liter soda bottles, peanut butter containers and other see-through food containers, shall be rinsed and placed within the recycling container for collection. The container may be flattened to save space within the recycling container.
 - b. Plastic containers made of HDPE (#2), such as milk cartons and bottles containing detergent, antifreeze and bleach, shall be rinsed and placed within the recycling container for collection. The container may be flattened to save space within the recycling container.
 - c. Plastic containers made of PVC (#3) will not be collected for recycling. These types of plastics have received a statewide exemption from recycling.
 - d. Plastic containers made of LDPE (#4) will not be collected for recycling. These types of plastics have received a statewide exemption from recycling.
 - e. Plastic containers made of PP (#5) will not be collected for recycling. These types of plastics have received a statewide exemption from recycling.
 - f. Plastic containers made of PS (#6) will not be collected for recycling. These types of plastics have received a statewide exemption from recycling.
 - g. Plastic containers made of other resins or multiple resins (#7) will not be collected for recycling. These types of plastics have received a statewide exemption from recycling.
 - (9) Steel containers shall be rinsed, labels removed and placed in the recycling container provided for collection. The containers may be flattened to save space within the container.
- (b) Each resident unit in the city shall be provided one authorized recycling container per unit. All recyclables shall be prepared and collected as set forth above. Except as otherwise stated, all recyclable materials may be commingled in the container. Such container may be placed within five feet of the roadside by 6:00 a.m. on the designated day of pickup in an area of easy accessibility. Recyclables that have been scattered by wind, animals, vandals or the like shall be the responsibility of the residents to retrieve properly.
 - (c) Nonresidential and multifamily establishments will receive the same curbside service as residential units from the city's solid waste/recycling contractor but shall be billed separately by the city's contractor. This service can be obtained through the city's solid waste/recycling contractor, or another approved state department of natural resources licensed hauler.
 - (d) The council reserves the right to designate additional solid waste materials as recyclable or currently collected materials as no longer recyclable in accordance with law and to either add or delete them from any collection services provided by the city or its contractor. The city shall provide written notice to its service recipients of this declaration.

(Code 1969, § 6.02(J)(15); Ord. No. 654, 10-2-07)

Secs. 86-147—86-170. Reserved.

DIVISION 4. DISPOSAL

Sec. 86-171. Proper disposal of garbage and recyclables.

- (a) *Antiscavenging or unlawful removal of recyclables.* It shall be unlawful for any person, unless under contract with or licensed by the city, to collect or remove any recyclable material that has been deposited or placed at the curb or in a container adjacent to a home or nonresidential building for the purposes of collection for recycling.
- (b) *No dumping.*
 - (1) It shall be unlawful for any person to dispose of or dump garbage in any street, alley or other public place within the city or in any receptacles or on private property without the owner's consent unless it is placed in containers in the manner and at the time specified by this article.
 - (2) No person shall place for collection any garbage at the curb not owned or occupied by such person.
- (c) *Garbage from outside the city.* It shall be unlawful to bring refuse for disposal and recyclables from outside the corporate limits into the city unless authorized by agreement with the city.

(Code 1969, § 6.02(J)(18); Ord. No. 654, 10-2-07)

Sec. 86-172. Prohibitions on disposal of recyclable materials separated for recycling.

No person may dispose of in a solid waste disposal facility or burn in a solid waste treatment facility, any of the materials specified in subsections 86-116(5)—(14), that have been separated for recycling. Waste tires may be burned for energy recovery in a solid waste treatment facility.

(Code 1969, § 6.02(J)(19); Ord. No. 654, 10-2-07)

Sec. 86-173. Recycling center.

The city or its designated recycling hauler will provide for the use of its citizens a recycling center for the purpose of accepting, storing, marketing and transporting of recyclable waste. The citizens of the city may bring proper recyclable waste to such facilities at such place and times as established by the city. A fee for the use of such facility may be established by the city or any third parties acting under contract with the city.

(Code 1969, § 6.02(J)(20))

Secs. 86-174—86-200. Reserved.

ORDINANCE NO. ____

**AN ORDINANCE TO REPEAL AND RECREATE CHAPTER 86, ARTICLE III
OF THE CITY OF FORT ATKINSON CODE OF GENERAL ORDINANCES RELATING TO RECYCLING**

WHEREAS, the State of Wisconsin enacted the solid waste reduction, recovery, and recycling law in 1990 (1989 WI Act 335) to promote the development of waste management structures and encourage reduction, reuse, and recycling of Wisconsin's solid waste; and

WHEREAS, the Wisconsin Department of Natural Resources (DNR) promulgated administrative rules to implement §287 Wis. Stats. under Chapter NR 544 of the Wisconsin Administrative Code; and

WHEREAS, the City of Fort Atkinson adopted these statutes and administrative rules through Chapter 86, Article III of the City's Code of Ordinances in 1994, which has been updated from time to time; and

WHEREAS, in May 2024, Wisconsin's Governor approved new administrative rules relating to statewide materials recycling and effective recycling programs, which were published on June 30, 2025 and effective on July 1, 2025; and

WHEREAS, the general objectives of the proposed rules are to correct, clarify, and update effective recycling program criteria throughout Chapter NR 544, Wisconsin Administrative Code, as well as amend sections of other code chapters relating to waste reduction, recovery, and recycling efforts; and

WHEREAS, in order for the City of Fort Atkinson to have an effective recycling program as required by §287.11, Wis. Stats. and be eligible for recycling grants, the City must adopt the new rules included in Chapter NR 544 and included in the DNR's model ordinance.

NOW THEREFORE, the City Council of the City of Fort Atkinson, Wisconsin, does hereby ordain as follows:

Section 1. Repeals Article III of Chapter 86 of the City's Code of General Ordinances.

Section 2. Recreates Article III of Chapter 86 of the City of Fort Atkinson Municipal Code to read as follows:

"Sec. 86-76. Title. Recycling Ordinance for the City of Fort Atkinson

Sec. 86-77. Purpose. The purpose of this ordinance is to promote recycling, composting, and resource recovery through the administration of an effective recycling program, as provided in s. 287.11, Wis. Stats., and ch. NR 544, Wis. Adm. Code.

Sec. 86-78. Statutory Authority. This ordinance is adopted as authorized under §287.09(3)(b), Wis. Stats., and City of Fort Atkinson.

Sec. 86-79. Abrogation and Greater Restrictions. It is not intended by this ordinance to repeal, abrogate, annul, impair, or interfere with any existing rules, regulations, ordinances or permits previously adopted or issued pursuant to law. However, whenever this ordinance imposes greater restrictions, the provisions of this ordinance shall apply.

Sec. 86-80. Interpretation. In their interpretation and application, the provisions of this ordinance shall be held to be the minimum requirements and shall not be deemed a limitation or repeal of any other power granted by the Wisconsin Statutes. Where any terms or requirements of this ordinance may be inconsistent or conflicting, the more restrictive requirements or interpretation shall apply. Where a provision of this ordinance is required by Wisconsin Statutes, or by a standard in ch. NR 544, Wis. Adm. Code, and where the ordinance provision is unclear, the provision shall be interpreted in light of the Wisconsin Statutes and the ch. NR 544 standards in effect on the date of the adoption of this ordinance, or in effect on the date of the most recent text amendment to this ordinance.

Sec. 86-81. Severability. Should any portion of this ordinance be declared unconstitutional or invalid by a court of competent jurisdiction, the remainder of this ordinance shall not be affected.

Sec. 86-82. Applicability. The requirements of this ordinance apply to all persons within the city limits.

Sec. 86-83. Administration. The provisions of this ordinance shall be administered by the City Council.

Sec. 86-84. Effective Date. The provisions of this ordinance shall take effect on the effective date of this ordinance.

Sec. 86-85. Definitions. For the purpose of this ordinance:

- 1) "Bi-metal container" means a container for carbonated or malt beverages that is made primarily of a combination of steel and aluminum.
- 2) "Container board" means corrugated paperboard used in the manufacture of shipping containers and related products.
- 3) "Foam polystyrene packaging" means packaging made primarily from foam polystyrene that satisfies one of the following criteria:
 - a) Is designed for serving food or beverages.
 - b) Consists of loose particles intended to fill space and cushion the packaged article in a shipping container.

- c) Consists of rigid materials shaped to hold and cushion the packaged article in a shipping container.
- 4) "Glass Container" means a glass bottle, jar or other packaging container used to contain a product that is the subject of a retail sale and does not include ceramic cups, dishes, oven ware, plate glass, safety and window glass, heat-resistant glass such as pyrex, lead based glass such as crystal, or TV tubes.
- 5) "HDPE" means high density polyethylene, labeled by the resin code # 2.
- 6) "LDPE" means low density polyethylene, labeled by the resin code # 4.
- 7) "Magazines" means magazines and other materials printed on similar paper.
- 8) "Major appliance" means a residential or commercial air conditioner, clothes dryer, clothes washer, dishwasher, freezer, microwave oven, oven, refrigerator, furnace, boiler, dehumidifier, water heater or stove.
- 9) "Multiple-family dwelling" means a structure containing 5 or more residential units, including units that are occupied seasonally.
- 10) "Newspaper" means a newspaper and other materials printed on newsprint.
- 11) "Non-residential facilities and properties" means commercial, retail, industrial, institutional and government facilities and properties. Non-residential facilities and properties includes any location at which goods or services are provided or manufactured, including locations under construction, demolition, or remodeling, or used for special events such as fairs, festivals, sport venues, conferences, and exhibits. This term does not include multiple family dwellings.
- 12) "Office paper" means a variety of high-grade printing and writing papers. This term does not include industrial process waste, newspaper or packaging.
- 13) "Other resins or multiple resins" mean plastic resins labeled by the resin code # 7.
- 14) "Person" includes any individual, corporation, limited liability company, partnership, association, local government unit, as defined in s. 66.0131(1)(a), Wis. Stats., state agency or authority or federal agency.
- 15) "PETE" or "PET" means polyethylene terephthalate, labeled by the resin code # 1.
- 16) "Plastic container" means an individual, separate, rigid plastic bottle, can, jar or carton, except for a blister pack, that is originally used to contain a product that is the subject of a retail sale.
- 17) "Postconsumer waste" means solid waste other than solid waste generated in the production of goods, hazardous waste, as defined in s. 291.01(7) Wis. Stats., waste from construction and demolition of structures, scrap automobiles, or high-volume industrial waste, as defined in s. 289.01(17), Wis. Stats.
- 18) "PP" means polypropylene, labeled by the resin code # 5.
- 19) "PS" means polystyrene, labeled by the resin code # 6.
- 20) "PVC" means polyvinyl chloride, labeled by the resin code # 3.
- 21) "Recyclable materials" includes lead acid batteries; major appliances; waste oil; yard waste; aluminum containers; corrugated paper or other container board; foam polystyrene packaging; glass containers; magazines; newspaper; office paper; rigid plastic containers, including those made of PETE, HDPE, PVC, LDPE, PP, PS and other resins or multiple resins; steel containers; waste tires; and bi-metal containers.
- 22) "Solid waste" has the meaning specified in [s. 289.01\(33\), Wis. Stats.](#)

- 23) "Solid waste facility" has the meaning specified in [s. 289.01\(35\), Wis. Stats.](#)
- 24) "Solid waste treatment" means any method, technique or process which is designed to change the physical, chemical or biological character or composition of solid waste.
"Treatment" includes incineration.
- 25) "Waste tire" means a tire that is no longer suitable for its original purpose because of wear, damage or defect.
- 26) "Yard waste" means leaves, grass clippings, yard and garden debris and brush, including clean woody vegetative material no greater than 6 inches in diameter. This term does not include stumps, roots or shrubs with intact root balls.

Sec. 86-86. Separation of Recyclable Materials. Occupants of single family and 2-to-4-unit residences, multiple-family dwellings and non-residential facilities and properties shall separate the following materials from postconsumer waste:

- 1) Lead acid batteries
- 2) Major appliances
- 3) Waste oil
- 4) Yard waste
- 5) Aluminum containers
- 6) Bi-metal containers
- 7) Corrugated paper or other container board
- 8) Foam polystyrene packaging
- 9) Glass containers
- 10) Magazines
- 11) Newspaper
- 12) Office paper
- 13) Rigid plastic containers made of PETE, HDPE, PVC, LDPE, PP, PS, and other resins or multiple resins
- 14) Steel containers
- 15) Waste tires

Sec. 86-87. Separation Requirements Exempted. The separation requirements of Sec. 86-86 do not apply to the following:

- 1) Occupants of single family and 2-to-4-unit residences, multiple-family dwellings and non-residential facilities and properties that send their postconsumer waste to a processing facility licensed by the Wisconsin Department of Natural Resources that recovers the materials specified in Sec. 86-86 from solid waste in as pure a form as is technically feasible.
- 2) Solid waste which is burned as a supplement fuel at a facility if less than 30 % of the heat input to the facility is derived from the solid waste burned as supplement fuel.
- 3) A recyclable material specified in Sec. 86-86(5) through (15) for which a variance has been granted by the Department of Natural Resources under s. 287.11(2m), Wis. Stats., or s. NR 544.14, Wis. Adm. Code.

Sec. 86-88. Care of Separated Recyclable Materials. To the greatest extent practicable, the recyclable materials separated in accordance with Sec. 86-86 shall be clean and kept free of

contaminants such as food or product residue, oil or grease, or other non-recyclable materials, including but not limited to household hazardous waste, medical waste, and agricultural chemical containers. Recyclable materials shall be stored in a manner which protects them from wind, rain, and other inclement weather conditions.

Sec. 86-89. Management of Lead Acid Batteries, Major Appliances, Waste Oil and Yard Waste. Occupants of single family and 2-to-4-unit residences, multiple-family dwellings and non-residential facilities and properties shall manage lead acid batteries, major appliances, waste oil, and yard waste as follows:

- 1) Lead acid batteries shall be placed at the roadside, separated from solid waste for collection by the City's solid waste contractor. Car, truck and other automotive batteries only will be collected. Battery casings must be unbroken before collection shall take place.
- 2) Major appliances shall be placed at roadside separated from solid waste collection by the city's solid waste contractor. Appliances shall be upright and empty. Freezers and refrigerators must have their doors removed. Microwaves must have the capacitors removed. City residents must contact the city's solid waste contractor to arrange for pickup, disposal and required payment for all such appliances.
- 3) Waste oil shall be placed at roadside separated from solid waste for collection by the city's solid waste contractor. This waste oil will be picked up on the designated days for recycling only (twice per month) and shall be placed at the curb next to the recycling container. Common engine oil only will be collected. Such oil must be in leak-proof containers of a maximum size of one gallon.
- 4) Yard waste shall be composted by the homeowner via the city compost site or backyard composting.

Sec. 86-90. Preparation and Collection of Recyclable Materials. Except as otherwise directed by the authorized officer, employee or representative of the city's contractor, occupants of single family and 2-to-4-unit residences shall do the following for the preparation and collection of the separated materials specified in Sec. 86-86 (5) through (15):

- 1) Aluminum containers shall be placed in the recycling container for collection.
- 2) Bi-metal containers shall be rinsed, have labels removed and be flattened to save space and shall be placed in the recycling container provided for collection.
- 3) Corrugated paper or other container board shall be flattened and placed in the recycling container for collection.
- 4) Foam polystyrene packaging shall be placed in the garbage container for disposal.
- 5) Glass containers shall be rinsed, all metal and plastic cups and rings shall be removed, and the containers shall be placed in the recycling container for collection.
- 6) Magazines shall be placed within the recycling container for collection.
- 7) Newspaper shall be placed within the recycling container for collection.

- 8) Office paper shall be placed within the recycling container for collection.
- 9) Rigid plastic containers shall be prepared and collected as follows:
 - a) Plastic containers made of PETE, including such as two-liter soda bottles, peanut butter containers and other see-through food containers, shall be rinsed and placed within the recycling container for collection. The container may be flattened to save space within the recycling container.
 - b) Plastic containers made of HDPE, such as milk cartons and bottles containing detergent, antifreeze and bleach, shall be rinsed and placed within the recycling container for collection. The container may be flattened to save space within the recycling container.
 - c) Plastic containers made of PVC will be collected for recycling and/or disposal by the contracted recycling collection agent.
 - d) Plastic containers made of LDPE will be collected for recycling and/or disposal by the contracted recycling collection agent.
 - e) Plastic containers made of PP will be collected for recycling and/or disposal by the contracted recycling collection agent.
 - f) Plastic containers made of PS will be collected for recycling and/or disposal by the contracted recycling collection agent.
 - g) Plastic containers made of other resins or multiple resins will be collected for recycling and/or disposal by the contracted recycling agent.
- 10) Steel containers shall be rinsed, labels removed and placed in the recycling container provided for collection. The containers may be flattened to save space within the recycling container.
- 11) Waste tires shall be placed by the curb for collection as bulk pickup. Light truck tires and smaller will be accepted, and tractor tires must be quartered. No more than two tires will be collected per month, not to exceed eight tires per year per home.
- 12) Each residential unit in the city shall be provided with an authorized recycling container. All recyclables shall be prepared and collected as set forth above. Except as otherwise stated, all recyclable materials may be commingled in the container. Such container may be placed within five feet of the roadside by 6 a.m. on the designated day of pickup in an area of easy accessibility. Recyclables that have been scattered by wind, animals, vandals, or the like shall be the responsibility of the resident to retrieve and store properly.

Sec. 86-91. Responsibilities of Owners or Designated Agents of Multiple-Family Dwellings.

- 1) Owners or designated agents of multiple-family dwellings shall do all of the following to recycle the materials specified in Sec. 86-86 (5) through (15):
 - a) Provide adequate, separate containers for the recycling program established in compliance with the ordinance. The number of recycling containers shall equal or be greater than the number of trash containers and at least one of the following shall be met:
 - i. The minimum total volume of recycling container space is equal to 20 gallons per week per dwelling unit.
 - ii. The ratio of trash container volume to recycling container volume is at most 2:1.

- iii. An alternative method that does not result in the overflow of a recycling container during the time period between collection of materials and delivery to a recycling facility.
 - b) Notify tenants in writing at the time of renting or leasing the dwelling and at least semi-annually thereafter about the established recycling program.
 - c) Provide for the collection of the materials separated from the solid waste by the tenants and the delivery of the materials to a recycling facility.
 - d) Notify tenants which materials are collected, how to prepare the materials in order to meet the processing requirements, collection methods or sites, and locations of drop-off collection sites to recycle materials not collected on-site.
- 2) The requirements specified in 1) do not apply to the owners or designated agents of multiple-family dwellings if the postconsumer waste generated within the dwelling is treated at a processing facility licensed by the Department of Natural Resources that recovers for recycling the materials specified in Sec. 86-86 (5) through (15) from solid waste in as pure a form as is technically feasible.

Sec. 86-92. Responsibilities of Owners or Designated Agents of Non-Residential Facilities and Properties.

- 1) Owners or designated agents of non-residential facilities and properties shall do all of the following to recycle the materials specified in Sec. 86-86 (5) through (15):
- (a) Provide adequate, separate containers for the recycling program established under this section. The total volume of recycling containers shall be sufficient to avoid overflow during the time period between collection of materials and delivery to a recycling facility.
 - (b) Notify in writing, at least semi-annually, all users, tenants and occupants of the properties about the established recycling program.
 - (c) Provide for the collection of the materials separated from the solid waste by the users, tenants and occupants and the delivery of the materials to a recycling facility.
 - (d) Notify users, tenants and occupants which materials are collected, how to prepare materials in order to meet the processing requirements, collection methods or sites, and locations of drop-off collection sites to recycle materials not collected on-site.
- 2) The requirements specified in 1) do not apply to the owners or designated agents of non-residential facilities and properties if the postconsumer waste generated within the facility or property is treated at a processing facility licensed by the Department of Natural Resources that recovers for recycling the materials specified in Sec. 86-86 (5) through (15) from solid waste in as pure a form as is technically feasible.

Sec. 86-93. Proper Disposal of Garbage and Recyclables Materials.

- 1) Antiscavenging or unlawful removal of recyclable materials. It shall be unlawful for any person, unless under contract with or licensed by the City, to collect or remove any recyclable material that has been deposited or placed at the curb or in a container adjacent to a home or nonresidential building for the purposes of collection for recycling.

- 2) No dumping. It shall be unlawful for any person to dispose of or dump garbage or recyclable materials in any street, alley, or other public place within the City or in any receptacles or on private property without the owner's consent unless it is placed in containers in the manner and at the time specified by this article. No person shall place for collection any garbage or recyclable materials at the curb not owned or occupied by such person.
- 3) Garbage from outside the City. It shall be unlawful to bring refuse for disposal and recyclables from outside the corporate limits into the City unless authorized by agreement with the City.

Sec. 86-94. Prohibitions on Disposal of Recyclable Materials Separated for Recycling. No person may dispose of in a solid waste disposal facility or burn in a solid waste treatment facility any of the materials specified in Sec. 86-86 (5) through (15) that have been separated for recycling, except waste tires may be burned with energy recovery in a solid waste treatment facility.

Sec. 86-95. Enforcement.

- 1) For the purpose of ascertaining compliance with the provisions of this ordinance, any authorized officer, employee or representative of the City or its solid waste contractor may inspect recyclable materials separated for recycling, postconsumer waste intended for disposal, recycling collection sites and facilities, collection vehicles, collection areas of multiple-family dwellings and non-residential facilities and properties, and any records relating to recycling activities, which shall be kept confidential when necessary to protect proprietary information. No person may refuse access to any authorized officer, employee or authorized representative of the City or its solid waste contractor who requests access for purposes of inspection, and who presents appropriate credentials. No person may obstruct, hamper, or interfere with such an inspection.
- 2) Any person who violates a provision of this ordinance may be issued a citation by City of Fort Atkinson to collect forfeitures. The issuance of a citation shall not preclude proceeding under any other ordinance or law relating to the same or any other matter. Proceeding under any other ordinance or law relating to the same or any other matter shall not preclude the issuance of a citation under this paragraph.
- 3) Penalties for violating this ordinance may be assessed as follows:
 - (a) Any person who violates Sec. 86-94 may be required to forfeit \$50 for a first violation, \$200 for a second violation, and not more than \$2,000 for a third or subsequent violation. Violators may also be subject to reinspection fees per Sec. 1-16 of the City's Code of General Ordinances.
 - (b) Any person who violates a provision of this ordinance, except Sec. 86-94, may be required to forfeit not less than \$10 or more than \$1000 for each violation. Violators may also be subject to reinspection fees per Sec. 1-16 of the City's Code of General Ordinances."

Section 3. Upon its adoption, the clerk is hereby directed to send a copy of this ordinance to the Wisconsin Department of Natural Resources.

Section 4. Effective Date. This ordinance shall take effect on after passage, publication, and attestation as required by law.

Enacted by the City Council of the City of Fort Atkinson, Jefferson County, Wisconsin, this _____ day of _____, 2026.

Fort Atkinson City Council

Kyle Jaeckel, President

ATTEST:

Michelle Ebbert, City Clerk/Treasurer/Finance Director



MEMORANDUM

DATE: February 3, 2026

TO: Committee/Commission/Board

FROM: Zach Navin, Director of Public Works

RE: Review and possible recommendation to the City Council relating to an Ordinance to repeal and recreate Article III of Chapter 86 of the City of Fort Atkinson Code of General Ordinances relating to Recycling (Navin, Director of Public Works)

BACKGROUND

The purpose of this memo is to request the Ordinance Committee's recommendation to repeal and recreate the City's recycling ordinance. This update is necessary to align City code with new Wisconsin Department of Natural Resources (DNR) administrative rules that went into effect on July 1, 2025. The City's existing recycling ordinance was originally adopted in 1994 to comply with state solid waste recovery laws. However, in May 2024, the Governor approved new administrative rules (specifically affecting Chapter NR 544) to update effective recycling program criteria. To be recognized by the DNR as having an "effective recycling program" under §287.11, Wis. Stats., the City is mandated to adopt these updated rules. Maintaining this status is not optional if the City wishes to remain eligible for state recycling grants.

DISCUSSION

The proposed recreation of Article III includes several technical and administrative updates required by the DNR:

- Updated Definitions: The ordinance provides clearer definitions for terms such as "multiple-family dwelling" (structures with 5 or more units), "non-residential facilities," and specific resin codes for plastic containers.
- Updates to acceptable materials: Plastics #3-#7 were not previously required to be recycled, but may be recycled with the City's contract with John's Disposal.
- Enhanced Education: The City must now review educational materials for accuracy and distribute them annually. These materials must include information on electronics, batteries, and food waste/composting.
- Multi-Family and Non-Residential Standards: Owners of multi-family dwellings must meet specific container volume ratios (e.g., at least 20 gallons of recycling space per week per unit) and provide written recycling instructions to tenants at least semi-

annually.

- **Collection Standards:** For urban municipalities like Fort Atkinson, the rules specify that curbside collection must occur at least monthly, or a drop-off site must be used by at least 80% of residents.
- **Enforcement and Penalties:** The update establishes a tiered forfeiture schedule for violations, ranging from \$50 for a first violation to \$2,000 for a third or subsequent violation.

FINANCIAL ANALYSIS

Adopting this ordinance ensures the City continues to receive state recycling grant funding, which helps offset the costs of our local recycling program. Failure to update the ordinance would jeopardize these funds and potentially put the City out of compliance with state law.

RECOMMENDATION

Staff recommends that the Ordinance Committee recommend the draft ordinance to repeal and recreate Chapter 86, Article III to the City Council. This action ensures that our local laws remain current with state standards and protects our eligibility for essential grant funding.

ATTACHMENTS

1. COFA Current Recycling Ordinance ARTICLE_III.____RECYCLING
2. Ord. No. Ch 86 Art III Recycling DRAFT 1.29.26



MEMORANDUM

DATE: March 3, 2026

TO: Fort Atkinson City Council

FROM: Rebecca Houseman, City Manager

RE: Second and possible third/final reading of an Ordinance to repeal Section 95-160 of the City of Fort Atkinson Municipal Code relating to sunset and reporting requirements of the ATV/UTV Ordinance (Houseman, City Manager)

BACKGROUND

The Fort Atkinson City Council enacted an ordinance allowing ATV/UTV use on the City's streets in November 2023, which became effective on April 8, 2024. The ordinance included a two-year automatic sunset without additional Council action in section 95-160. Without action, the ordinance would no longer be in effect on April 8, 2026.

DISCUSSION

At the Ordinance Committee meeting on February 3, 2026, staff presented the current ordinance for review by the Committee. Staff recommended that the 6-month reporting requirement in Section 95-160 be eliminated. After three such reports, staff does not feel it is necessary to provide data relating to violations of one specific ordinance. If staff starts to see issues or dangerous patterns of behavior relating to ATV/UTV use, then staff will present a report and recommendations for a possible solution.

Staff asked for feedback from the Committee about the rest of the ordinance, as well as the sunset provision. After discussion among the Committee, they provided staff with direction to remove Section 95-160 from the ordinance, which would eliminate both the reporting requirement and the sunset after two years. If, at any time in the future, the City Council as a whole wishes to amend or eliminate this ordinance, the Council may do so, regardless of whether a sunset provision exists.

Repealing Section 95-160 simply removes the reporting requirement and the sunset provision. Under the attached draft ordinance, all other sections of the ordinance allowing the use of ATVs and UTVs on City streets would remain in effect.

FINANCIAL ANALYSIS

This ordinance change is not expected to impact the City financially.

RECOMMENDATION

The Ordinance Committee recommended that the City Council amend the ATV/UTV ordinance by eliminating Section 95-160 relating to reporting requirements and sunsets. The City Council performed a first reading on March 3, 2026.

Staff recommends that the City Council perform a second reading of the ordinance, suspend the rules to perform a third reading, and adopt the ordinance to repeal Section 95-160 of the City of Fort Atkinson Municipal Code.

ATTACHMENTS

1. ARTICLE_V.____ALL_TERRAIN_VEHICLES
2. Draft Ord No. - Repeal Section 95-160 UTV.ATV 2.17.26
3. Ord No. - Repeal Section 95-160 UTV.ATV 3.3.26

ARTICLE V. ALL-TERRAIN VEHICLES

Sec. 94-151. State laws adopted for clarity purposes.

- (a) The provisions of Wis. Stats. § 23.33, and the defining regulations found in Wis. Admin. Code NR Ch. 64 with respect to the regulation of all-terrain vehicles, including any future amendments thereof, are hereby adopted by reference and made part of this section as if fully set forth herein. Acts required to be performed or prohibited by such statutes are required or prohibited in this section.
- (b) The operator of ATV/UTV shall be subject to Wis. Stats. §§ 341.057, 346.02(11), 346.04, 346.06, 346.11, 346.14(1), 346.18, 346.19, 346.21, 346.215(3), 346.22, 346.27, 346.33, 346.35, 346.37, 346.39, 346.44, 346.46, 346.47, 346.48, 346.50, 346.50(1)(b), 346.51, 346.52, 346.53, 346.54, 346.55, 346.62, 346.71, 346.87, 346.88, 346.89, 346.90, 346.91, 346.92(1), and 364.94(1) and 364.94(9); and §§ 347.06(3), 347.07(2), 347.14(1), 347.39(1); and 347.48(4). Acts required to be performed or prohibited by such statutes are required or prohibited by this chapter.

(Code 1969, § 16.22; Ord. No. 836, § 2, 11-7-23)

Sec. 94-152. Definitions.

- (a) *All-terrain vehicle (ATV)*: A commercially designed and manufactured motor-driven device that does not meet federal motor vehicle safety standards effective July 1, 2012, that is not a golf cart, low speed vehicle, dune buggy, mini-truck, or tracked vehicle, that is designed to be used primarily off of a paved road, and that has, and was manufactured with, all of the following:
 - (1) A weight, without fluids, of 900 pounds or less.
 - (2) Four or more tires.
 - (3) A steering handlebar, single or dual headlights, a tail and brake light.
 - (4) A width of no more than 50 inches.
- (b) *Utility-terrain vehicle (UTV)*: A commercially designed and manufactured motor-driven device that does not meet federal motor vehicle safety standards effective July 1, 2012, that is not a golf cart, low speed vehicle, dune buggy, mini-truck, or tracked vehicle, that is designed to be used primarily off of a highway, and that has, and was manufactured with, all of the following:
 - (1) A weight, without fluids, of 3,000 pounds or less.
 - (2) Four or more tires.
 - (3) A cargo box installed by the manufacturer measured laterally between the outermost wheel run on each side of the vehicle, exclusive of tires, mirrors, and accessories that are not essential to the vehicle's basic operation.
 - (4) A steering wheel, tail and brake lights, and two headlights.
 - (5) A width of no more than 65 inches.
 - (6) A system of seat belts, or similar system, for restraining each occupant of the device in the event of a collision.

-
- (7) A system of structural members designed to reduce the likelihood that an occupant would be crushed as a result of a rollover of the device (roll bars).
 - (c) *ATV/UTV route*: A street designated for use by ATV/UTV vehicle operators by the governmental agency having jurisdiction as authorized by this chapter.
 - (d) *Operate*: To exercise physical control over the speed or direction of an all-terrain vehicle or physically manipulate or activate any of the controls of an all-terrain vehicle necessary to put it into motion.
 - (e) *State trunk highway*: Any highway designated pursuant to Wis. Stats. § 84.29 as part of the state trunk highway system.
 - (f) *City streets*: Every named, paved public right-of-way within the corporate limits of the city, inclusive of state connecting highways, and excluding alleys.
- (Ord. No. 836, § 2, 11-7-23)

Sec. 94-153. All-terrain/utility terrain vehicle routes.

ATV/UTV usage shall be authorized on all city streets.

(Ord. No. 836, § 2, 11-7-23)

Sec. 94-154. Age requirement.

All ATV/UTV operators shall be 18 years or older to operate an all-terrain vehicle on road routes in the city, holding a valid Wisconsin driver's license. The operator, upon request from any law enforcement officer, state patrol, or inspector under Wis. Stats. § 110.07(1), conservation warden, or municipal peace officer shall display said operator's license to said agent as well as proof of insurance and registration.

(Ord. No. 836, § 2, 11-7-23)

Sec. 94-155. Speed limits.

All ATV/UTV operators shall observe the posted speed limits on city streets.

(Ord. No. 836, § 2, 11-7-23)

Sec. 94-156. Registration and display of registration.

All ATV/UTV vehicles operated within the City of Fort Atkinson on designated routes are required to have State of Wisconsin registration as issued by the Wisconsin Department of Natural Resources and display such registration on the ATV/UTV vehicle.

(Ord. No. 836, § 2, 11-7-23)

Sec. 94-157. Operating requirements.

- (a) All ATV/UTV operators shall ride single file on the right side of the city street but shall not operate on any unpaved or shoulder section of city streets.
- (b) Headlights and taillights shall be present and on at all times.

-
- (c) All-terrain/utility terrain vehicles shall yield the right-of-way to non-motorized vehicles, such as bicycles and pedestrians.
 - (d) No person shall leave or allow an all-terrain/utility terrain vehicle owned or operated by him/her to remain unattended on any public highway or public property while the motor is running or with the starting key left in the ignition.
 - (e) No owner having charge or control of an all-terrain/utility terrain vehicle shall authorize or permit any person to operate such all-terrain vehicle who is not permitted under state law to operate an all-terrain/utility terrain vehicle or who is under the influence of an intoxicant or a dangerous or narcotic drug.
 - (f) Wis. Stats. § 346.63, which prohibits the operation of a motor vehicle while under the influence of an intoxicant or other drugs, shall apply to the operation of an all-terrain/utility terrain vehicle at any place within the city.
 - (g) No person shall operate an all-terrain/utility terrain vehicle in the city between 10:00 p.m. and 5:00 a.m.
 - (h) No operator or passenger of an all-terrain/utility terrain vehicle may possess in or on an all-terrain/utility terrain vehicle on any city street in the City of Fort Atkinson, any bottle or receptacle containing alcohol beverages if the bottle or receptacle has been opened, the seal has been broken, or the contents of the bottle or receptacle have been partially removed or released.
 - (i) No operator shall operate an ATV/UTV so as to cause the tires thereof to squeal, the horn to blow excessively, the motor to race excessively, or by emitting unnecessary and loud muffler noises.
 - (j) During special events within the city limits, the chief of police, with the approval of the city manager, is granted authority to allow for all-terrain/utility terrain vehicle operation on city streets for the duration of going to or coming from said event or during a parade. An operator needs to contact the Fort Atkinson Police Department and provide their name, all terrain/utility terrain device type and registration number, and the chief of police will review the request for permission and notify the individual either verbally or in writing of his/her decision.
 - (k) Groups of 25 or more ATV/UTV operators shall notify the Fort Atkinson Police Department before entering the legal boundaries of the city.
 - (l) ATVs/UTVs shall only be operated on paved surfaces, unless yielding the right-of-way. ATVs/UTVs shall not operate in any public municipal property, public park, public walking trail, public sidewalk, public alley, public unpaved surface, or on any private property without permission of the property owner; except that operators may park ATVs/UTVs in public parking lots in accordance with any other ordinance requirements.
 - (m) Operators shall have liability insurance consistent with State of Wisconsin requirements for motor vehicles and shall have and provide proof of said insurance while operating an ATV/UTV.
 - (n) *Parking.* ATVs/UTVs shall be subject to all parking requirements and allowances of motor vehicles included in the City of Fort Atkinson Municipal Code, except that ATVs/UTVs shall not be parked overnight on any city street or parking lot.
 - (o) *Tires.* Every ATV/UTV tire shall have at least 2/32-inch tread depth in every major tire groove measured at two points no less than 15 inches apart.
 - (p) *Eye protection.* No person may operate an ATV/UTV without wearing any of the following eye protection: a protective face shield attached to the headgear, glasses, goggles, or a windshield on the ATV/UTV that rises a minimum of 15 inches above the handlebar or steering wheel. This section shall not apply to persons operating an ATV/UTV in a parade sanctioned by the City of Fort Atkinson.

(Ord. No. 836, § 2, 11-7-23)

Sec. 94-158. Signage.

City staff shall mark entrances to the city with signage in accordance with Wis. Admin. Code NR § 64.12 and NR § 64.12(7)c. Locations and placement must be approved by the police chief and public works director. signs shall be maintained by the city. No person may erect or remove any official sign unless authorized by the city.

(Ord. No. 836, § 2, 11-7-23)

Sec. 94-159. Penalties.

Any person who shall operate an all-terrain vehicle in violation of this section, in addition to the penalties of Wis. Stats. Chs. 346, 347, and Wis. Stats. § 23.33 shall forfeit to the city not less than \$50.00, nor more than \$200.00, for each violation together with costs and assessments imposed under Wis. Stats. Ch. 814. This penalty section may be amended and set annually by the city council.

(Ord. No. 836, § 2, 11-7-23)

Sec. 95-160. Review and sunset provision.

Information and statistics relating to incidents, accidents, and calls stemming from the use of ATVs/UTVs on city streets shall be reviewed by the city council every six months starting six months from the effective date of the ordinance codified herein, through a staff report. The ordinance will cease to be effective and automatically be repealed two years from the effective date of the ordinance, unless specific action is taken by the city council to extend the date of said ordinance.

(Ord. No. 836, § 2, 11-7-23)

Secs. 94-161—94-180. Reserved.

ORDINANCE NO. ____

AN ORDINANCE TO REPEAL SECTION 95-160 OF THE CITY OF FORT ATKINSON CODE OF
GENERAL ORDINANCES
RELATING TO THE USE OF ALL-TERRAIN VEHICLES (ATVS) ON CITY STREETS

WHEREAS, the City Council of the City of Fort Atkinson adopted an ordinance on November 7, 2023, relating to ATV and UTV use on City Streets, Sections 94-151 through 95-160 of the City of Fort Atkinson Municipal Code (the "Ordinance"); and

WHEREAS, the Ordinance Committee and the City Council reviewed the Ordinance at properly noticed meetings in 2026, and determined that the reporting requirements and automatic sunset provisions of the Ordinance are no longer necessary; and

WHEREAS, the City Council determined that all other Sections of the Ordinance should remain in effect.

NOW THEREFORE, the City Council of the City of Fort Atkinson, Wisconsin, does hereby ordain as follows:

Section 1. Repeals Sec. 95-160 of the Ordinance as follows:

~~"Sec. 95-160. — Review and Sunset Provision. Information and statistics relating to incidents, accidents, and calls stemming from the use of ATVs/UTVs on City Streets shall be reviewed by the City Council every six months starting six months from the effective date of this ordinance, through a staff report. This ordinance will cease to be effective and automatically be repealed two years from the effective date of the ordinance, unless specific action is taken by the City Council to extend the date of said ordinance. (Ord. No. 836, § 2, 11-7-23)~~

Secs. 94-160~~1~~-94-180. Reserved."

Section 2. Upon its adoption, the clerk is hereby directed to send a copy of this ordinance to the Wisconsin Department of Transportation, the Wisconsin State Patrol, the Jefferson County Sheriff Department, the Wisconsin Department of Natural Resources, and the Fort Atkinson Police Department, pursuant to Wis. Stat. §23.33(11)b.

Section 3. Effective Date. This ordinance shall take effect on April 7, 2026, after passage, publication, and attestation as required by law.

Enacted by the City Council of the City of Fort Atkinson, Jefferson County, Wisconsin,
this _____ day of _____, 2026.

Fort Atkinson City Council

Kyle Jaeckel, President

ATTEST:

Michelle Ebbert, City Clerk/Treasurer/Finance Director

ORDINANCE NO. _____

**AN ORDINANCE TO REPEAL SECTION 95-160 OF THE CITY OF FORT ATKINSON CODE OF
GENERAL ORDINANCES
RELATING TO THE USE OF ALL-TERRAIN VEHICLES (ATVS) ON CITY STREETS**

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WHEREAS, the City Council determined that all other Sections of the Ordinance should remain in effect.

NOW THEREFORE, the City Council of the City of Fort Atkinson, Wisconsin, does hereby ordain as follows:

Section 1. Repeals Sec. 95-160 of the Ordinance as follows:

"Secs. 94-160-94-180. Reserved."

Section 2. Upon its adoption, the clerk is hereby directed to send a copy of this ordinance to the Wisconsin Department of Transportation, the Wisconsin State Patrol, the Jefferson County Sheriff Department, the Wisconsin Department of Natural Resources, and the Fort Atkinson Police Department, pursuant to Wis. Stat. §23.33(11)b.

Section 3. Effective Date. This ordinance shall take effect on April 7, 2026, after passage, publication, and attestation as required by law.

Enacted by the City Council of the City of Fort Atkinson, Jefferson County, Wisconsin,
this _____ day of _____, 2026.

Fort Atkinson City Council

Kyle Jaeckel, President

ATTEST:

Michelle Ebbert, City Clerk/Treasurer/Finance Director



MEMORANDUM

DATE: March 3, 2026

TO: Fort Atkinson City Council

FROM: Rebecca Houseman, City Manager

RE: Review and possible action relating to proposals for the City of Fort Atkinson Affordable Housing Fund Programs and Policies (Houseman, City Manager)

BACKGROUND

On January 9, 2026, City staff issued a request for proposals for affordable housing fund programs and policies. The deadline for proposals from qualified firms was February 6, 2026. The City received three proposals from Redevelopment Resources ("RR"), Public Administration Associates ("PAA"), and Innovative Public Advisors ("IPA") by the deadline.

DISCUSSION

The City Council adopted Resolutions in 2024 and 2025 extending the lives of Tax Increment Districts (TIDs) #6, #7, and #8 for 12 months in order to fund the City's Affordable Housing Fund, which is Fund 9 in the adopted 2026 budget. The stated goal of these extensions, which are allowed by Wis. Stats. Section 66.1105(6)(g), is to use the final increment to improve housing quality and affordability by developing and implementing a program with one or more of the following elements: down payment assistance, construction incentives, investment in public infrastructure, and/or home improvement grants. City staff started reviewing options for programs and policies, but due to lack of capacity, issued a request for proposals to qualified firms to assist in the development of such programs and policies.

With the one year of increment in each of the TIDs mentioned above, the City estimated total revenue at \$1,689,570.62. At the City Council meeting on February 17th, the City Council adopted a Resolution allocating \$250,000 of these funds to a Habitat for Humanity Critical Repair Program. The remaining \$1,439,570.62 are anticipated to be distributed through the programs developed by stakeholders, with the assistance of one of these three firms, over the next several years. There is not a deadline by which funds within cities' TIF-extension affordable housing funds must be spent.

The City received three proposals for assistance in this affordable housing program and policy space. They are summarized in the table below.

City of Fort Atkinson Affordable Housing Fund Proposals - Summary Table										
Key	Recruitment Firm	Date Submitted	Firm Location	Cost	Estimated Hours	Hourly Rate	Timeline	Public Input Methods	Reference Checks	Meet Requirements of RFP?
1	Redevelopment Resources (RR)	2/4/2026	Wisconsin	\$ 10,500.00	60	\$ 175.00	4 Months	Individual interviews, focus groups, public open house after recommendations	Positive: projects were on time and on budget; would work with firm again	Yes
2	Public Administration Associates (PAA)	2/4/2026	Whitewater, WI	\$ 18,200.00	115	\$ 158.26	4 Months	Structured meetings with staff, PC, CC, and members of the public	Positive: projects were on time and on budget; would work with firm again	Yes
3	Innovative Public Advisors (IPA)	2/6/2026	West Bend, WI	\$ 21,500.00	140	\$ 153.57	4 Months	Targeted meetings, workshops, and a survey with City staff, PC, CC, and members of the public	Positive: projects were on time and on budget; would work with firm again	Yes

All three proposals met the requirements of the request for proposals. Staff checked references provided in the proposals and found them all to be positive. All clients would work with these firms again.

FINANCIAL ANALYSIS

As can be seen in the table above, the cost associated with the three proposals vary, with RR being the lowest at \$10,500 and IPA being the highest at \$21,500. Staff inquired about the number of hours proposed by each firm and found that RR is proposing 60 hours of total time, PAA is proposing 115 hours, and IPA is proposing 140 hours. Staff reached out to the Principal at RR to inquire about the lower number of hours proposed to complete the work, and found that RR has already prepared several iterations of these types of programs and the associated documents. The firm would have an advantage relating to the time invested, as it has a framework from which to tailor to the needs of the City and its stakeholders.

All three proposals include a public process for the development of the programs and policies. All three proposals include a four-month timeline for completion. Given the similarities of the public processes included in the proposals and the positive references of all three, staff recommends that the City Council approve the contract with RR due to the experience of the firms and the proposed cost. Note that the principal at RR has indicated that they have never billed a client for additional hours needed beyond the amount included in the proposal.

Within the Affordable Housing Fund (Fund 9), \$25,000 was included in the 2026 adopted budget to facilitate the development of the program. Any unused funds from the development of the programs and policies would be used for the programs developed. All three proposals are within the \$25,000 budget.

RECOMMENDATION

Staff recommends the City Council accept the proposal from Redevelopment Resources and authorize the City Manager to execute the contract and start the program development process.

ATTACHMENTS

1. 1.2026 RFP-Affordable Housing Fund Program COFA

2. Fort Atkinson Affordable Housing Fund Proposal
3. PAA-FortAtkinsonAffordableHousingProposal(232026)
4. Affordable Housing Fund Programs and Policies - IPA Proposal



City of Fort Atkinson
City Manager's Office
101 N. Main Street
Fort Atkinson, WI 53538

City of Fort Atkinson Request for Proposals (RFP) Affordable Housing Fund Programs and Policies

Issue Date: January 9, 2026

Due Date: February 6, 2026

Contact:
Rebecca Houseman, City Manager
rhuseman@fortatkinsonwi.gov
920-397-9901

I. BACKGROUND AND SUMMARY

The City of Fort Atkinson is a vibrant and growing community located along the Rock River, a few miles upstream from Lake Koshkonong, in Jefferson County. Fort Atkinson is the largest City located entirely in Jefferson County. According to 2023 estimates, the population of Fort Atkinson is 12,350.

The City operates under the Council-Manager form of government. The City Manager is appointed by the City Council; oversees the day-to-day operations of the City; and serves as the City Council's chief advisor.

The City Council established an Affordable Housing Fund using Wisconsin's Tax Increment District extension law in late 2024. The City has three TIDs that it has extended to provide funds to an Affordable Housing Fund, which has been established as the City's Fund 9 and included in the adopted [2026 Budget](#). There will be between \$1.4 and \$1.7 million in the AHF by spring 2026.

The City also has recent survey data gained through a [retail market study](#) that may assist the contractor in determining the types of programs on which to focus. The raw survey data will be available to the chosen contractor. Additionally, there are several recent studies relating to the need for housing in Jefferson County:

[Jefferson County Residential Market Analysis](#)
[Market-Rate & Affordable Rental and For-Sale Housing Support](#)

The City is seeking proposals from qualified consultants to develop programs, policies, applications, and a review and approval process to deploy funds.

II. PROJECT SCOPE

The contractor will be responsible for conducting meetings with stakeholders, including City staff, the Plan Commission, the City Council, and the general public, to determine desired programs and policies. After such meetings, the contractor will prepare programs and policies for review by City staff and the City Council. Once programs and policies have been approved, the contractor will prepare applications, program rules and guidelines, and establish a review and approval process for the programs. The contractor will be expected to present final documents and processes to the City Council for review and approval.

City staff can assist with correspondence and distribution of material and other administrative support identified by the contractor.

III. PROJECT COST

All project tasks, duties, materials and documents as identified in Section II, shall be provided to the City at a not-to-exceed cost, including anticipated hourly rates, hours of work, and fees.

IV. PROPOSER'S CLARIFICATION

By submitting a proposal, the Proposer certifies that this request for proposals has been fully read and that the Proposer understands the proposal method and has full knowledge of the scope, nature, and quality of work to be performed.

V. PROPOSAL CONTENT AND ORGANIZATION

Proposals are to be prepared in such a way as to provide a straightforward, concise delineation of capabilities to satisfy the requirements of the RFP. Proposals shall not exceed twenty (20) pages. Elaborate proposals, (e.g. elaborate artwork, expensive bindings and promotional materials) beyond that sufficient to present a complete and effective proposal are not necessary or desired. Emphasis should be concentrated on conformance to the RFP instructions, responsiveness to the RFP requirements and clarity of the content. Proposers shall respond to all questions as thoroughly as possible. Any omission or deviation from the stipulations and requirements identified in the RFP may be cause for the rejection of the entire proposal. The following shall be included in the proposal:

A. Contractor Statement of Qualifications/Experience

Responses to this proposal should include a brief introduction of the company or firm and a summary of the firm's history and experience in using Wisconsin's TIF extension to create affordable housing programs and policies. Include a discussion of methodologies used to obtain public input for such programs.

Provide a description of the firm's organization and the qualifications of staff who will perform the work, including experience in similar work, and relevant education. Provide the firm's understanding of the services to be performed.

B. References

Provide a list of three similar projects with similar entities the firm has performed services for within the past 10 years including project cost, names, addresses, and phone numbers of the clients that will be used as a reference.

C. Compensation

Provide the firm's all-inclusive fee for which the requested work in the Scope of Services Section will be done. This request for information does not, under any circumstances, commit the City to pay any costs incurred by any Proposer in the submission of qualifications. The Proposer is responsible for all costs associated with the response to this request.

D. Schedule/Timeline

Compose a schedule/timetable for the entire project and for each individual process with a proposed begin date in March 2026 with completion no later than three months after start date.

VI. EVALUATION OF PROPOSALS

Proposal evaluation and award of contract will be based on the information submitted in the proposal, in addition to a review of references and any required oral presentations. The selected Proposer will be identified through a qualification-based selection process. Proposals submitted in accordance with this RFP will be reviewed based on the following factors:

- A. The firm's experience with this type of project. Experience gathering public input and creating affordable housing programs and policies.
- B. The firm's understanding of the project, and relevant skills and professional abilities of the assigned staff.
- C. Quality of work based upon review of a minimum of three references.
- D. Schedule of completion. The project must be completed on a timely basis and within the deadlines outlined in the RFP.
- E. Cost. Although significant, cost may not be the dominant factor. The staff evaluating the RFPs, subject to approval by the City Council, shall select the proposal deemed most suitable to the City's needs and enter a contract for the work. After selecting a proposal, the City will negotiate a contract. The contract shall include a set, not-to-exceed figure for total contract cost and specify the hourly rates and fees upon which billings shall be based. The City does not pay for incidental expenses.

VII. RIGHT TO REJECT PROPOSALS AND NEGOTIATE CONTRACT TERMS

The City reserves the right to reject any and all proposals and to negotiate the terms of the contract with the selected Proposer prior to entering into a contract. A response may be rejected if it fails to meet the requirements of the RFP. If contract negotiations cannot be concluded successfully with the highest scoring Proposer, the City may negotiate a contract with the next highest scoring Proposer.

VIII. PROPOSAL DEADLINE AND SUBMISSIONS INSTRUCTIONS

The deadline for receiving proposals is 5:00 p.m. on Friday, February 6, 2026.

Proposers shall submit one (1) electronic version of all materials required for acceptance of their proposal to the following email:

Sarah Weihert, Public Relations Executive Assistant, at
sweihert@fortatkinsonwi.gov

Include the following as the email subject line in proposal submittal: City of Fort Atkinson – Affordable Housing Fund Project.

No oral, fax, or telephone proposals will be accepted. All costs directly or indirectly related to preparation of a proposal in response to this RFP or any oral presentation required to supplement or clarify a proposal shall be the sole responsibility of the Proposer. This includes charges for delivery, insurance, license fees, permits, preparation costs and other costs. All proposals submitted shall be signed by an authorized individual to bind the firm, and must be valid for at least 90 days after the date of the proposal opening.

Late proposals will not be considered for review. The City reserves the right to determine the timeliness of all proposals submitted and reserves the right to extend the deadline for proposal submission should such action be in the best interest of the City.

In the event the proposal submission deadline is extended, Proposers will have the right to revise their proposal. Proposals may be withdrawn by written request, signed by an authorized representative of the submitting entity, and submitted to City prior to the scheduled closing time for receipt of proposals.

Submission of a proposal pursuant to this RFP shall constitute acknowledgement and acceptance of the terms and conditions set forth herein. All or portions of this RFP and the contents of the proposal submitted by the successful Proposer may become contractual obligation if a contract is awarded. Failure of the successful Proposer to accept these obligations may result in cancellation of the award. The City reserves the right to either reject any or all proposals if it deems such to be in the best interest of the City and the general public, or to withdraw the RFP at any time without prior notice for any reason, without making an award, if it deems such to be in the best interest of the City and the general public. All proposals submitted in response to this RFP shall become the property of the City.

Any questions concerning this RFP should be directed to Rebecca Houseman, City Manager, at rhuseman@fortatkinsonwi.gov.

Responses to all questions and any revisions/amendments and/or supplements to the RFP will be provided to all those recipients that received this RFP directly from the City, and those that received this RFP from a party authorized to distribute this RFP by the City.

IX. SCHEDULE

- Request for Proposals published by January 9, 2026
- Proposals must be received no later than 5:00 p.m. on February 6, 2026
- Staff review of proposals February 9-13, 2026
- City Council to choose successful Proposer on February 17th or March 3rd
- Project initiated on or about March 6, 2026
- Substantial completion by June 15, 2026

X. CONTRACT TERMS AND CONDITIONS

A. Insurance Requirements

The selected Proposer(s) must meet the City of Fort Atkinson's Insurance Requirements.

B. Ownership

All documents, graphics, maps, and exhibits produced by the selected Proposer(s) as part of a proposal in response to this RFP shall be provided to the City, become the property of the City, and are to be available to the City in any manner the City deems appropriate.

C. Conflict of Interest

The Proposer certifies that to the best of its knowledge no employee of the City, nor any member thereof, nor any public agency or official affected by any contract that results from this RFP, has any pecuniary interest in the business of the Proposer, and that no person associated with the Proposer has any interest that would conflict in any manner with the performance of the contract.

D. Regulations

The Proposal shall meet all current, pending and future regulatory requirements of all authorities having jurisdiction over its design, construction and operation, including the Federal, State and local laws and statutes including Jefferson County and the City.

The Proposer shall fully comply with all applicable laws, regulations, and building codes governing non-discrimination in public accommodations and commercial facilities, including without limitation, the requirements of the Americans with Disabilities Act and all regulations thereunder.

No contract shall be awarded to any person, firm, joint venture, or corporation that is in arrears or is in default to the City upon any debt or contract or that is a defaulter as surety or otherwise upon any obligation to the City.

FORT ATKINSON – AFFORDABLE HOUSING FUND PROGRAMS AND POLICIES

| PROPOSAL



REDEVELOPMENT
RESOURCES





REDEVELOPMENT
RESOURCES

February 6, 2026

Rebecca Houseman, City Manager
City of Fort Atkinson

rhuseman@fortatkinsonwi.gov



Dear Ms. Houseman,

It is our pleasure to submit a response to the Request for Proposal for the 2024 Comprehensive Housing Study and Action Plan for the City of Plymouth, Wisconsin.

Redevelopment Resources is relationship driven and our recommendations are data derived. Our team is adept at applying our experience and collaborating with stakeholders to create effective strategies which leverage local assets and resources that serve the needs of the community. We possess significant breadth and depth of skills in assessing local economies, analyzing relevant data, developing impactful recommendations, and distilling all the various inputs into actionable, results-oriented strategy, policies and programs.

Our perspective comes from a place of real results and experience as opposed to careers of studying data and making rote recommendations. We have developed programs and policies to serve the unique needs of many communities and regions.

This is an important project for your city, and we would be honored to be a part of studying and crafting policies and a program for you to invest your dollars where they will help solve some of the housing-related challenges of the city. Ensuring the proper focus, capturing all possible opportunities, and assisting the city in the deployment of appropriate resources will be our job, and we look forward to the possibility of contributing to Fort Atkinson in this way.

If you have any questions or would like to schedule an interview with our team, please contact me at kristen@redevelopment-resources.com or 715-581-1452.

Sincerely,

Kristen Fish-Peterson, CECd, EDFP

TABLE OF CONTENTS

SECTION 1: STATEMENT OF QUALIFICATIONS	4
.....	
SECTION 2: RELEVANT EXPERIENCE	8
.....	
SECTION 3: PROJECT UNDERSTANDING	11
.....	
SECTION 4: COST PROPOSAL	12
.....	
SECTION 5: TIMELINE	12

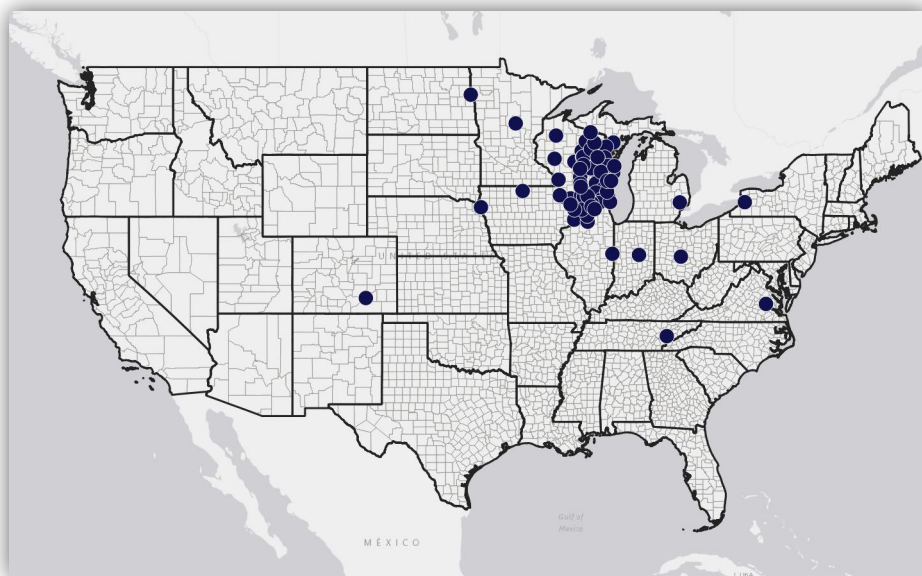
SECTION 1: STATEMENT OF QUALIFICATIONS

For the past 16 years, Redevelopment Resources has operated throughout the Midwest advising communities and private sector entities on redevelopment, housing, downtown redevelopment, adaptive reuse, financial incentives, programs, policies and more. As a community impact consulting firm, Redevelopment Resources provides development and redevelopment solutions and research services to public sector jurisdictions, businesses, and organizations. We encourage all our clients to dream a bigger dream for their community and work under a motto of “every challenge deserves a unique solution”.

We are passionate about what we do. Relationship building is critical to our work and our ability to assist communities transform their local economies for the better is what drives us. We work tirelessly to ensure the quality of our work and strive to produce nothing but the best product for our clients. Exceeding your expectations with a well-thought out and well-presented product is our top priority. We understand that there is a history to every community, and the leadership of each one has taken great care to craft the present day and future circumstances that exist.

Our staffing plan and a brief bio of each team member is outlined in this section, and full resumes can be found at the end of this section.

Our track record:



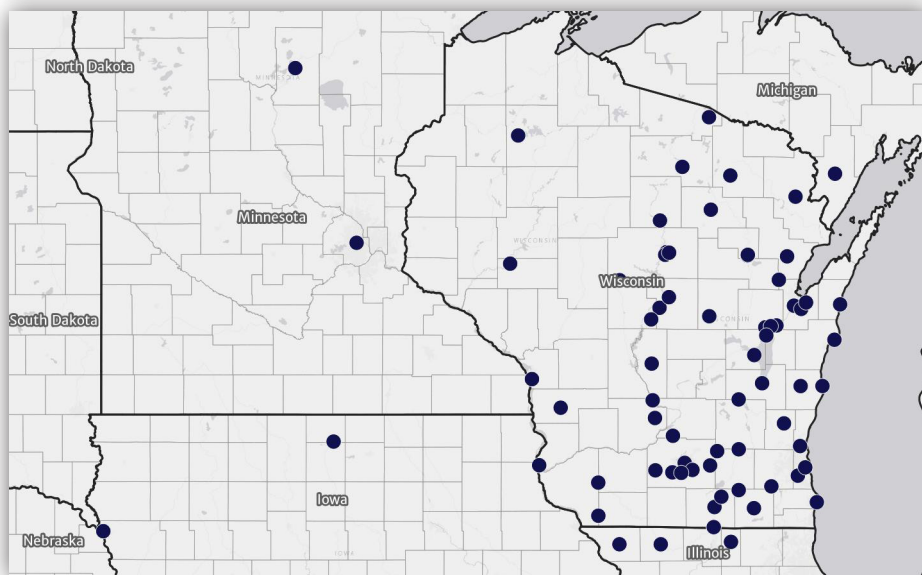
16

States & Provinces with
Communities Positively
Impacted by Our Firm



80+

In-depth Market Studies
for Communities &
Businesses



100+

Sites Analyzed for
Development or
Redevelopment

165+

Combined Years of Experience





Kristen Fish-Peterson, CECd, EDFP, Principal and CEO

Kristen combines her real estate experience with her ability to analyze markets, whether commercial or residential. She has extensive experience with the development community and understands the dynamics of the current housing construction market. From 2020–2022, Kristen purchased and rehabilitated a former hospital into eight–residential units in Forest City, IA. The project required 9 sources of financing to make the project feasible. She has managed all aspects of adaptive reuse programs including deal structuring, blight elimination, policy/program development, business relocation, retention, and loan fund management.

Empowered with a bachelor's degree in marketing from the University of North Dakota, a master's degree in business administration from the University of Wisconsin–Oshkosh, and over 30 years of direct, public–sector experience, Kristen will act as Lead Strategist. She will apply her vast experience in strategic planning, facilitation, and implementation to develop programs and policies that will be customized for the city of Fort Atkinson. She has extensive experience drawing ideas from various stakeholders to understand goals, priorities, and values. She also has significant experience with tax increment financing, from creating project plans, to recruiting businesses and crafting deals using TIF. She has lobbied for TIF legislation at the state capitol and has been a strong advocate for its use as one of our best economic tools in the state of Wisconsin. Kristen will lead the stakeholder input and serve as chief strategist for program and policy design.



Dayna Sarver, CECd, Chief Research Officer

Dayna holds a bachelor's degree in economics from Central College and a master's degree in urban and regional planning from the University of Wisconsin – Madison. She has over eight years of professional experience in economic development and real estate redevelopment. As a project assistant for Bill Ryan at the University of Wisconsin–Extension, she helped author, *An Analysis of Storefront Improvements: A Selection of Wisconsin Case Studies*. Her work in the City of Janesville included preparing two TID Plans (TID 36, TID 37) and facilitating the creation of a controversial Business Improvement District. As the Economic Development Manager for the City of Verona, she authored the first state mandated 2019 Housing Affordability Analysis and 2019 Housing Fee Report. Dayna is actively pursuing certification from the Rental Housing Development Finance Professional Certification Program™ through the National Development Council (NDC).

She will be responsible for analyzing the primary research, creating visual representations of the data, communicating with staff and community stakeholders, developing, and supporting public input sessions. She will also assist with designing and executing community engagement activities.



Kristen Fish-Peterson,
CECD | EDFP
Principal & CEO

PROFESSIONAL DEVELOPMENT

Certified Economic Developer
International Economic
Development Council (IEDC)

Economic Development Finance Professional

National Development Council
(NDC)

IEDC Board Member, 2006-2018

**WEDA Executive Director, 2011-
2014**

WEDA President, 2008

EDUCATION

Master of Business Adminis-
tration

University of Wisconsin, Oshkosh

Bachelor of Business Admin.,
Marketing

University of North Dakota

Kristen has over 30 years of direct experience in redevelopment, market analysis, planning, implementation, grant writing, brokerage, business development, media, manufacturing, and marketing. In 2009, she and two colleagues started Redevelopment Resources, a community impact consulting firm which operates throughout the Midwest. She has managed all aspects of market analysis projects, strategic planning processes, business development and adaptive reuse programs including business recruitment, retention, entrepreneurial programming, loan fund management, deal structuring, blight elimination and policy/ program development.

EXPERIENCE

Market Analysis, Fiscal and Economic Impact Analysis

- Conducted dozens of market analyses for real estate development, redevelopment, and housing studies for commercial corridors, down-towns, municipalities, and counties using a variety of data sources and primary research methods
- Calculated fiscal and economic impact analysis for multi-family residential complexes and public/private redevelopment projects

Strategy Development and Implementation

- Developed strategy and carried out implementation activities for numerous communities
- Created redevelopment strategies for dozens of other clients throughout the central U.S.
- Created unique policies, programs, and organizational structures for implementing strategies developed for clients

Project Funding

- Written and implemented several Tax Increment Financing plans
- Utilized multiple funding sources for complete projects
- Successful grant writing at local, state, and federal level

Housing Redevelopment

- Redeveloped a former hospital in Forest City, IA into eight, unique market-rate units
- Currently in redevelopment process of a former elementary school in Pleasantville, IA

Housing Study Projects Managed

- Crow Wing County, MN
- Blackhawk Hills Regional Council
- City of Baraboo, WI
- City of Rockford, IL
- City of Sheboygan, WI
- City of Plymouth, WI



**REDEVELOPMENT
RESOURCES**

Dayna brings more than ten years of professional experience in economic development and real estate redevelopment to the Redevelopment Resources team. Prior to joining Redevelopment Resources, she was the Economic Development Manager for the City of Verona and the Economic Development Coordinator for the City of Janesville. She was also a project assistant for Bill Ryan at University of Wisconsin–Extension’s Division of Community Economic Development focusing on downtown redevelopment. Dayna desires to help others reach their full capacity and enjoys engaging with local and state stakeholders with a multi-disciplinary approach to the development of the community’s natural, social and fixed assets.

EXPERIENCE

Market Analysis

- Analyzed the housing stock for communities in WI and IL.
- Conducted market analysis for several communities in WI, OH, and VA.

Redevelopment Strategy and Implementation

- Assisted with the creation of a downtown redevelopment strategies in WI, IL and OH.
- Developed an RFP for a redevelopment project near downtown Verona which included a historic property.
- Implementation activities have included, securing appraisals and negotiating the sale of City-owned property; hiring and overseeing environmental studies, and finding funding sources for redevelopment projects.

Project Funding

- Written and implemented several Tax Increment District plans
- Utilized multiple funding sources for complete projects
- Successful grant writing at state level

Stakeholder & Public Engagement

- Designed and administered online surveys and organized stakeholder engagement meetings for downtown redevelopment activities, workforce development, and housing studies.
- Organized stakeholder engagement meetings for the redevelopment of a prominent property in Verona as well as for business owners impacted by road improvements.

Housing Study Projects:

- 2015 Housing Needs Assessment for Dane County and Municipalities
- 2019 Verona Housing Fee Report and Housing Affordability Analysis
- Blackhawk Hills Regional Council
- City of Baraboo, WI
- City of Rockford, IL
- City of Sheboygan, WI
- City of Plymouth, WI



Dayna Sarver,
CEcD, HDPF
Chief Data Geek

PROFESSIONAL DEVELOPMENT

Certified Economic Developer
International Economic
Development Council (IEDC)

CURRICULUM VITA

Ryan, Bill, Dayna Sarver, Amy Greil, Errin Welty, Joe Lawniczak. (2014). An Analysis of Storefront Improvements: A Selection of Wisconsin Case Studies. University of Wisconsin–Extension. PDF available at: <http://learningstore.uwex.edu/Assets/pdfs/G3914.pdf>

EDUCATION

Master of Science, Urban Planning
University of Wisconsin–Madison
Bachelor of Arts, Economics
Central College, Pella, IA



REDEVELOPMENT
RESOURCES



Baraboo, WI HOUSING STUDY



**BARABOO, WI
HOUSING STUDY**

City of Baraboo
June 2022

Sauk County, WI

Organic Demand for Housing 2022–2026				
Year	Total Demand	Multifamily For-Rent	Multifamily For-Sale	Single Family
2022	375	160	20	230
2023	400	175	25	250
2024–2026 (Avg)	425	189	30	265
Total	2,050	902	135	1,275
Average	410	180	27	255

Source: The Windward Group, Inc., Redevelopment Resources.

Developers desired to develop housing in the City of Baraboo, but they needed to know exactly what should be built and the City needed to understand the level of incentives that may be needed to support housing development. The study concluded that Baraboo has strong demand for single and multi-family housing at all price points. Homeowner vacancy rate in 2020 was at 1%. Before 2018, multi-family development was non-existent, and the City leads the region in percent of population earning less than \$75,000 per year. Fifty-seven percent (57%) of tenants are paying between \$500–\$799 for rent. Therefore, the housing study conducted by our team showed the City that there was significant demand for multi-family to rent (902 units) and for-sale (135 units), as well as owner-occupied single family (1,275 units) over the next five years. The City used this housing study to plan for two new fire stations. They have also received commitments for over 700 units of housing to be built in the next two years and used the study to inform their incentive decisions.

Project Information

- Housing Study and Recommendations on Programs and Policies
- April 2022 – July 2022
- Casey Bradley (former) City Administrator, Baraboo
Sheboygan City Hall
828 Center Avenue, Suite 300
Sheboygan, WI 53081
Casey.bradley@sheboyganwi.gov
920-459-3315



Whitewater, WI

HOUSING FUNDS PROGRAM & POLICY

TIF Increment Policy for Affordable Housing

March 16, 2023

Kristen Fish-Peterson, CECD, EDFP



Affordable Housing Incentive Policy City of Whitewater Income Limit Discussion

Project examples for affordability

Single Family Home Acquisition

June 15, 2023

The city had an expressed desire for the creation of a policy to guide them in their investment of Tax Increment from closed Districts. After analyzing the market and meeting with stakeholders (which included contractors, developers, realtors, residents, city staff and elected officials), a policy was drafted. It was presented at a public feedback session where input from attendees was gathered and incorporated. The policy addressed the imbalance of rental to owner-occupied housing by offering incentives for owner-occupied housing production, a downpayment assistance program, and a reinvestment in their homeowner rehab housing loan program. The program also allowed for multifamily development incentives, and took into consideration the significant landlord presence in the community with deed restrictions for owner-occupied housing to remain owner-occupied for several years.

Project Information



Excess TID Increment –
Housing Funds Program and
Policy Development



March 2023–July 2023



John Weidl, City Manager

City of Whitewater

312 W. Whitewater St.,
Whitewater, WI 53190

262-473-0104

jweidl@whitewater-wi.gov

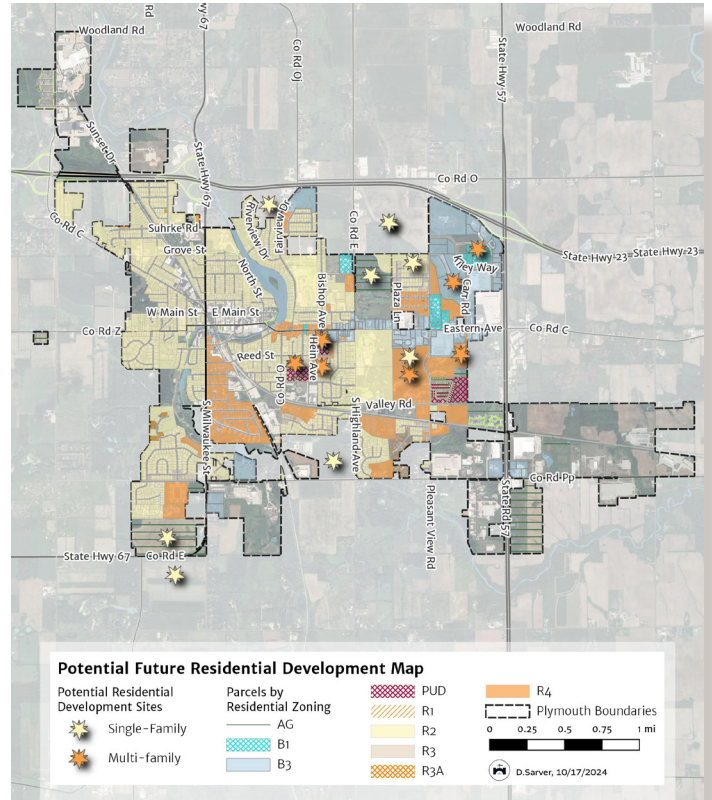


Plymouth, WI HOUSING STUDY



City of Plymouth, WI Housing Study

OCTOBER 2024



Redevelopment Resources was contracted to conduct a housing needs and marketing assessment and develop a policy for the City of Plymouth, WI's excess TID increment. The housing needs and market assessment provided leaders with a solid understanding of:

- Functions of market demand (population, employment, and income growth)
- Inventory of existing housing supply
- Demand forecast
- Gap analysis for the next 10 years
- Housing affordability
- Understand zoning changes needed to accommodate residential development
- How to structure a program to invest TIF Increment in affordable housing
- Strategies to make a positive impact for the City, residents, and employers on housing

The study included interviews with major employers, housing service providers, the school district, realtors and contractors/developers. Not only did we develop a policy for the investment of excess tax increment, but we also provided options for ways the city could support housing development outside of financial support coming directly from the city. The culmination of the project resulted a realistic demand matrix, and a solid program which encourages residential development to meet the needs of the community.

Project Information



Housing Needs and Market Assessment, with Excess Tax Increment Investment Program



June – December 2024



Tim Blakeslee – City Administrator, Utilities Manager

City of Plymouth

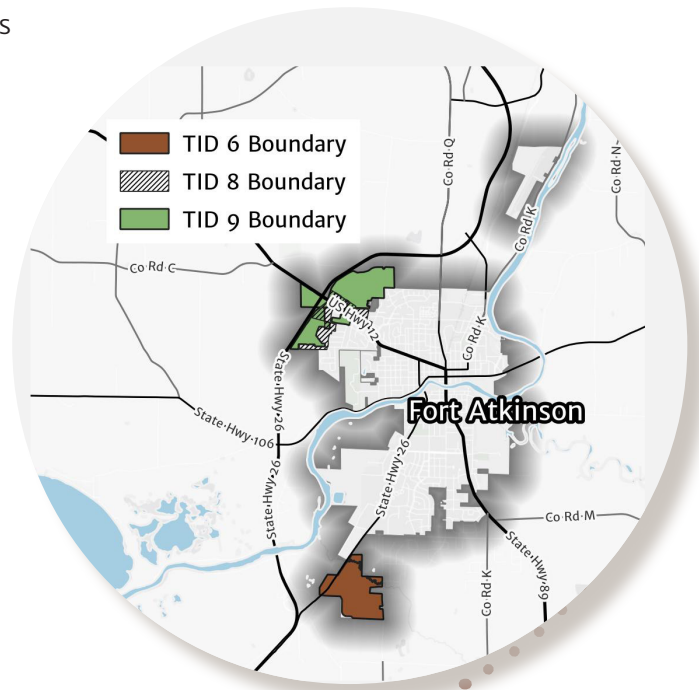
128 Smith St.

Plymouth, WI 53073

920-893-3745 tblakeslee@plymouthwi.gov

SECTION 3: PROJECT UNDERSTANDING

The City of Fort Atkinson has three Tax Incremental Districts closed or near closing and will have approximately \$1.4–\$1.7 million to invest in an affordable housing fund. The City is desiring a program and policies to guide the investment of those funds based on community needs for affordable housing. This contract will include public input gathering through meetings with stakeholders, including City staff, the Plan Commission, the City Council, and the general public, to determine desired programs and policies. Using the information gathered from those meetings and data gleaned from provided studies, Redevelopment Resources will prepare programs and policies to guide the investment of excess tax increment. Once programs and policies have been approved, our team will prepare applications, program rules and guidelines, and establish a review and approval process for the programs.



Public Input Gathering

There are several methods to gather input from the public. For this project we are recommending individual interviews and focus groups primarily, with public open house to review possible recommendations and gather feedback.

Interviews

Our team will work with the City to develop a list of primary stakeholders including but not limited to

- Contractors, developers, real-tors
- Residential lending professionals (bankers, credit unions, etc.)
- City staff
- Elected officials
- Housing related service providers
- School district staff
- Large employers

Up to 12 individual interviews will be conducted virtually and where it makes sense, interviewees may be invited to a group meeting of two or more participants.

We will also conduct a series of four focus groups for resident input. Meetings will last approximately 30 minutes and invitees will be from a list provided by the City.

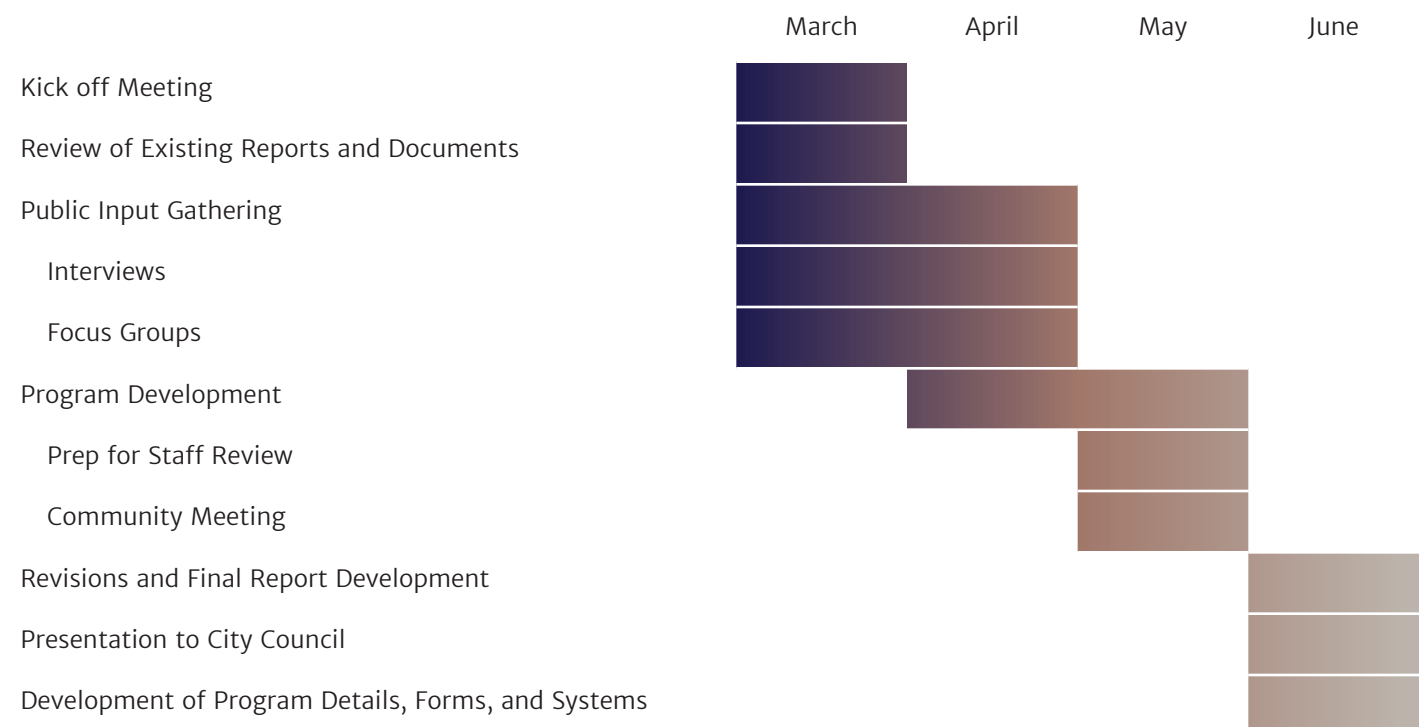
Once a policy has been drafted and reviewed by staff, it will be presented at a public open house for review and feedback. A presentation will be made at the beginning of the meeting to explain the impetus for the recommendations and how the recommended programs would work. Audience comment and feedback will be gathered and incorporated if applicable.



SECTION 4: COST PROPOSAL

Task	Hours
Kick off Meeting	2
Review of Existing Reports and Documents	6
Public Input Gathering	
Interviews	8
Focus Groups	5
Program Development	10
Prep for Staff Review	2
Community Meeting	4
Revisions and Final Report Development	8
Presentation to City Council	3
Development of Program Details, Forms, and Systems	12
	60
Total investment	\$10,500

SECTION 5: TIMELINE



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THANK YOU



**REDEVELOPMENT
RESOURCES**

722 Traveler Lane
Madison, WI 53718
Phone: 715-581-1452
kristen@redevelopment-resources.com
www.redevelopment-resources.com

Proposal for Affordable Housing Fund Programs and Policies Development for the City of Fort Atkinson



F O R T • A T K I N S O N

Submitted by
Public Administration Associates

February 3, 2026



Public Administration Associates



Public Administration Associates

February 3, 2026

Re: Proposal for Affordable Housing Fund Programs and Policies

Rebecca Houseman, City Manager
City of Fort Atkinson
101 N. Main Street
Fort Atkinson, WI 53538

Dear City Manager Houseman:

On behalf of Public Administration Associates, LLC (PAA), I am pleased to submit the following proposal for the development of Affordable Housing Fund Programs and Policies in response to the City of Fort Atkinson's Request for Proposals (RFP).

As you may be aware, PAA has specialized in working with smaller municipalities in Wisconsin for almost 30 years now on a wide variety of municipal consulting assignments. On the proposed work for Fort Atkinson, we are excited to bring on as a consultant, Vernon Gerth, who has over 40 years of housing and community development experience, ranging from a housing contractor and building inspector to an assistant city administrator who led housing and community development initiatives for the city of Franklin, TN. Gerth retired at the beginning of this year, after serving 19 years as Franklin's Assistant City Administrator, where he oversaw the community's housing, economic development, and growth management programs. During his tenure, Franklin's population grew from 41,000 to 90,000+.

PAA would be extremely privileged and honored to work with the City of Fort Atkinson and your community housing partners on this project. We know that our PAA partners and associates who will work with the City can deliver significant value to your organization, given their extensive municipal experience and expertise.

Sincerely,

Kevin M. Brunner

Kevin M. Brunner
President

cc-Vernon Gerth, PAA Associate

About Public Administration Associates

SINCE 1998

Taking Local Government
to New Heights...

Public Administration Associates, LLC (PAA) is recognized as one of the most trusted, skilled, and effective local government consulting firms in Wisconsin and the Midwest. Our consultants are highly skilled practitioners who deliver results through an unparalleled commitment to public service, the highest standards of client service, and the efficient use of client time and resources. PAA has built a sterling reputation earned from 29-plus years of municipal consulting and a combined 300+ years of public management experience.

A New Generation of PAA Leadership

PAA was organized in April 1998 by partners William Frueh, Denise Frueh, and Dr. Stephen Hintz. Kevin Brunner is now President of PAA, and the Fruehs and Hintz are PAA Associates, along with approximately 15 other local government professionals affiliated with PAA who work on a project-to-project basis. In 2019, Kevin Brunner was joined by David Bretl and Christopher Swartz as partners of the firm. In early 2025, Swartz became a Senior Associate of the firm, and Susan McDade and Shawn Murphy became new partners with Brunner and Bretl. Brunner currently serves as the firm's president, while Bretl serves as CEO/General Counsel, with McDade serving as vice-president and Murphy serving as Secretary/Treasurer.



David Bretl- CEO/Legal Counsel/Partner

David Bretl has served local governments in Wisconsin for the past thirty-five years. He retired in early 2020 from his position as County Administrator and Corporation Counsel for Walworth County, a combined position that he had held since 2003. He joined PAA as a partner in January 2020, but has been working as a consultant with the firm since 2018. During his eighteen years at Walworth County, Dave was involved in the two board downsizings, the replacement of most of the County's facilities, and the consolidation of six departments. Dave has moderated the county's Intergovernmental Cooperation Council (a collaborative effort among municipal, county, and town governments) since 2008 and serves as an advisor to Leadership

Walworth, a program designed to develop public, non-profit, and private sector leaders. In 2005, he helped organize a county-wide private-public economic development initiative, WCEDA (Walworth County Economic Development Alliance, Inc.). In 2015 that organization honored him by establishing the Dave Bretl Community Betterment Award.



Sue McDade – Vice President/Partner

Sue McDade has over 30 years of experience as a local government recreation and facilities administrator. She is currently the Community Services Director in Waunakee, Wisconsin, a fast-growing north Madison suburb. Responsibilities include recreational programming, supervision of the community center (including a fitness center, gymnasium, community room, and senior center), and development of the park system, currently consisting of over 200 acres of parkland. McDade obtained a master's degree in Recreation and Park Administration from Penn State University. She is a past president of the Wisconsin Park and Recreation Association (WPRA), serving from 2014-2016. She is the recipient of numerous Wisconsin and regional honors and awards, including the prestigious WPRA Professional Award of Merit in 2010. McDade teaches courses in the Recreation Management Program at Madison Area Technical College.

Ms. McDade works on executive recruitment and park and recreation-related management studies for PAA.



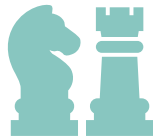
Shawn Murphy – Secretary/Treasurer/Partner

Shawn Murphy has held positions in state and local government for over 30 years, with 26 years' experience as a Municipal Administrator. After obtaining his Bachelor's Degree in Business Administration from the University of Wisconsin-Eau Claire in 1986 and his Master's Degree in Public Administration from the University of Wisconsin-Milwaukee in 1990, Murphy began his career as a Budget & Program Coordinator for the Wisconsin Department of Transportation. Murphy served as Assistant Village Manager in Whitefish Bay from 1992-1997; Village Administrator

in Prairie du Sac from 1997 to 2007; City Administrator in Verona from 2007 to 2010, and City Administrator in Portage from 2012 to 2023. Murphy has a strong track record of collaboration and was involved in the formation of the North Shore Fire Department, the reformation of a joint Police Department between Prairie du Sac and Sauk City; worked closely with the Sauk Prairie School District to create the Sauk Prairie Recreation Commission that includes 6 municipalities and was involved in the creation of a joint municipal court commission that includes 4 municipalities. In 2023, Murphy received a lifetime achievement award from the WCMA.

Mr. Murphy works on interim management assignments and executive recruitment projects for PAA.

Comprehensive Government Consulting Services



Executive Recruitment

Assisting municipalities in the recruitment and selection of management personnel including managers, administrators and department/division heads.



Interim Management Services

Providing skilled and experienced administrators on a full-time or part-time basis for a limited period of time.



Organization & Management Studies

Analyzing municipal organizations, operations, and management structure and procedures using best practice standards. Specializing in organizational assessments, public works, and public safety.



Classification & Compensation Studies

Analyzing and developing of classification and compensation plans using internal and external equity standards.



Economic Development Services

Assisting communities in establishing and implementing economic development projects and programs, including downtown revitalization initiatives, redevelopment, tax incremental financing, business improvement district plans, brownfields initiatives, and business and industrial park planning and development.



Strategic Planning & Implementation

Performing community needs assessments, preparation of plans, strategies for implementation of community plans, site planning/development review assistance, and assisting communities in the development of boundary agreements and cooperative plans.

A. Proposed Methodology and Scope of Work

1. Project Understanding and Approach

The City of Fort Atkinson seeks a qualified consultant to assist in developing and implementing housing programs and policies that effectively use affordable housing funds and align with recent housing studies and community priorities. This effort requires a clear, transparent process; meaningful stakeholder engagement; and implementable programs that can be administered efficiently and equitably over time.

Our approach is collaborative and outcome-driven. During the four-month project period, we will work closely with city staff, elected and appointed officials, and the broader community to translate housing goals into clear policies, program structures, and application and review processes that are easy to understand and aligned with best practices.

2. Stakeholder Engagement and Program Development

The project will begin with a series of structured meetings over two days, including work sessions with key stakeholders, including the City Manager, City Staff, the Plan Commission, City Council, and members of the public. These engagements will be designed to confirm housing needs, clarify community objectives, review existing conditions and funding sources, and identify desired program types and priorities.

Input gathered through this process will be synthesized into a framework for housing programs and policies. Draft programs and policies will then be prepared for review and discussion with the City Manager, City Staff and City Council to ensure alignment with local goals, legal requirements, and administrative capacity.

3. Program Implementation and Process Design

Following initial approval of the housing programs and policies, we will prepare necessary implementation materials, including program applications, eligibility criteria, program rules, and administrative guidelines. Equal emphasis will be placed on establishing a clear, consistent review and project approval process that supports transparency, accountability, and timely decision-making.

The resulting materials will be designed for practical use by staff, development professionals, and decision-makers, minimizing ambiguity and ensuring that programs can be administered efficiently from launch through ongoing operation.

4. Final Review and Adoption

The project will conclude with the preparation and presentation of final documents, program materials, and review processes to the City Council for consideration and approval. Throughout the process, we will coordinate closely with city staff, who may assist with correspondence, meeting notices and materials, information distribution, and other administrative support as identified.

5. Value to the City

This approach provides the City of Fort Atkinson with community-informed housing programs and policies that are legally sound and ready for implementation. The result is a clear roadmap for deploying housing funds to advance local housing goals while ensuring transparency, consistency, and long-term effectiveness.

The general scope of work for the proposed study would consist generally of the steps listed above and can be fine-tuned and refined after meeting with the City Manager and/or City Staff at the initiation of the project:

B. Schedule for the Fort Atkinson Affordable Housing Fund Programs and Policies Project and Project Deliverables

Public Administration Associates can begin this project in March 2026 and complete it no later than June 15, 2026. Given the time-sensitive nature of conducting the prescribed City Council, Plan Commission, and Fort Atkinson housing stakeholder meetings, and then developing the requested housing programs and policies, along with implementation materials, we recommend a two-phase approach.

Phase 1: (Estimated Completion Date- April 30, 2026)

Meet with the City Manager, City Staff (and appropriate City Council and/or Plan Commission members if desired) to gather community housing, financial (TIF) and other pertinent information to the project; review and synthesize information collected (including the Jefferson County Residential Market Analysis and Market-Rate & Affordable Rental and For-Sale Housing Support studies); conduct stakeholder meetings in Fort Atkinson about affordable housing potential programs and

policies, and develop recommended programs and policies for City Staff and City Council review and approval.

Phase 2: (Estimated Completion Date- June 15, 2026)

Prepare implementation materials, including applications, program rules, and guidelines; establish a review and approval process for the programs; and present final documents and processes to the City Council for review and approval.

C. City Staff Involvement

PAA may request information from the Fort Atkinson City Manager and Staff as we research background materials and historical documents related to the Affordable Housing Fund Programs and Policies Project. PAA may also require assistance in identifying community housing-related stakeholders and in organizing meetings with them, City Council members, and City Staff. All external data and all analysis of internal and external data will be the responsibility of the PAA consultants.

D. Meetings and Presentations (In-Person or Virtually if Needed)

PAA agrees to work closely with the City Manager and her staff and to keep them updated on study progress. There will be a minimum of two official in-person visits by our consultants to Fort Atkinson: (1) An initial visit which would include-Meeting with the City Manager and City appropriate City Staff and to conduct community housing-related stakeholder meetings (This is anticipated to be over a 2-3 day period to maximize the time of PAA Consultant Vernon Gerth); (2) A second visit to include a meeting with all identified community housing stakeholders to discuss and review the recommended Affordable Housing Fund Programs and Policies as well as a formal presentation to the Fort Atkinson City Council, City Manager and City Staff. As well as to answer any questions about the final study recommendations.

Additional meetings will be scheduled virtually with PAA Lead Consultant Vernon Gerth. However, PAA Lead Partner Kevin Brunner and PAA Associate Clint Gridley, who are also part of the project team, live near Fort Atkinson and would be readily available for any additional in-person meetings if necessary.

E. Proposed Fee Structure for Services

Phase 1: (Estimated Completion Date- April 30, 2026)

Estimated Cost for Phase 1 = 65 hours x Consultant Fees of Avg. \$130/hr. = \$8,450

Estimated Consultant Costs for Phase 1 (Including travel, food and lodging)=\$1,600

Total Phase 1-\$10,050

Phase 2: (Estimated Completion Date- June 15, 2026)

Estimated Cost for Phase 2 = 50 hours x Consultant Fees of Avg. \$130/hr. = \$6,500

Estimated Consultant Costs for Phase 1 (Including travel, food, and lodging)=\$1,600

Total Phase 2-\$8,150

Total Not-to-Exceed Cost for Complete Fort Atkinson Affordable Housing Programs and Policies Development -\$18,200

F. Relevant Experience

Public Administration Associates, LLC, specializes in organizational and administrative studies for smaller municipalities in Wisconsin as well as municipal executive recruitment and strategic planning.

Organization and Management Studies Performed by PAA for Wisconsin Municipalities (Last Six-Year Period)

- Organization Audit/Village Administrator Mentoring, Village of Cambridge, 2026
- Cottage Grove Fire-EMS Staffing and Future Needs Update Study, 2026
- Door County Tourism Zone Classification/Compensation Study, 2026
- Chippewa Falls City Administrator Creation Ordinance and Job Description, 2026
- Organization Audit/Administrative Reorganization, City of Washburn, 2026
- Fire Consolidation Negotiations, City of Ripon and Town of Metumen, 2025
- Fire Consolidation Study, Village and Town of Sharon, 2025
- Fire/EMS Organizational Study, Town of Randall/Village of Twin Lakes, 2025
- Classification/Compensation Study, Village of Harrison, 2025
- Classification/Compensation Study, Village/Town of Somers, 2025
- Classification/Compensation Study, City of Sturgeon Bay, 2025
- Classification/Compensation Study, City of Berlin, 2025
- Municipal Consolidation Study, Village and Town of Stockbridge, 2025
- Fire Consolidation Negotiations, City of Waupun and Towns of Chester and Waupun, 2025
- Fire/EMS Consolidation Study, City of Hurley & Northern Iron County Towns, 2025
- Fire/EMS Consolidation Study, Town and Village of Sharon, 2025
- Classification/Compensation Study, Village of Union Grove, 2024
- Fire/EMS Consolidation Study, Town of Troy/Village of East Troy, 2024-2025
- Municipal Governance Workshop, City of Burlington, 2024
- Fire/EMS Consolidation Study, Town of Linn/City of Lake Geneva, 2024
- Fire/EMS Staffing Study, City of Menomonie, 2024
- Fire/EMS Organizational Study, City of Ripon, 2024

- Classification/Compensation Plan, Town of Freedom, 2024
- Fire/Organizational Study, Village of Fontana, 2024
- Fire/EMS Organizational Study, City of Waupun, 2024
- Organization/Governance Study, Village of Maple Bluff, 2024
- Organizational Audit/Staffing Study, Town of Rome, 2024
- Railroad ROW Study, Village of Germantown, 2024
- Classification/Compensation Study, Village of Campbellsport, 2023
- Classification/Compensation Study, Village of Weston, 2023
- Classification/Compensation Study, Village of Dane, 2023
- Fire/Organizational Study, Village of Williams Bay, 2023
- Wage/Compensation Study, Village of Belleville, 2023
- Fire/EMS Organizational Study, City of Lake Geneva, 2023
- Fire/EMS Organizational Study, Town of Linn, 2023
- Classification/Compensation Study, Village of Shorewood Hills, 2022
- Classification/Compensation Study, Walworth County Metropolitan Sewerage District 2022/
Update 2024
- Fire/EMS Organizational Study, City of Park Falls, 2021
- Fire Department Organizational Study, Village and Town of Cottage Grove, 2021
- EMS Operational Study, Deer Grove EMS District, 2021
- DPW Organizational/Staffing Study, City of Columbus, 2021
- DPW Organizational and Planning Study, Village of Kronenwetter, 2021
- DPW Organizational Analysis; Village of Waunakee, 2020-21
- Organizational Study, Town of Little Suamico, 2021
- Organizational Audit/Staffing Study, Village of Hortonville, 2020
- Classification/Compensation Study Update, City of Mauston, 2020
- Fire Department Organizational Study/Space Needs Analysis, City of Platteville, 2020
- County Administration Study, Sauk County, 2020
- Fire/EMS Organizational Study, Village of Little Chute, 2019-2020
- DPW Organizational Analysis/Staffing Study, Village of Germantown, 2020
- Classification/Compensation Study, City of Park Falls, 2020
- Organizational Audit/Staffing Study and Employee Personnel Policies, City of Park Falls, 2020
- City of Marinette Legal Services Study/Reorganization, 2020
- Organizational Audit/Staffing Study, Village of Port Edwards, 2020
- Organizational Audit/Staffing Study and Employee Personnel Policies, Village of Merton,
2019
- Organizational Audit/Staffing Study, Town of Osceola, 2019
- Organizational Audit/Feasibility Study for Creation of City Administrator Position, City of
Mineral Point, 2019
- Streetlighting Fee Feasibility Study, City of Oak Creek, 2019
- Classification/Compensation Study, City of Sturgeon Bay, 2019
- Organizational Audit/Feasibility Study for Creation of City Administrator Position, City of

Park Falls, 2019

- Organizational Audit and Classification Study, Town and Village of Somers, 2019
- Lodi Fire/EMS District Organization and New Station Location Study, 2019
- Employee Personnel Manual Development, Village of Williams Bay, 2019
- Community Collaboration Planning Project- Cities of Marinette and Menominee, MI, 2019

G. Qualifications of the PAA Consulting Team for Fort Atkinson Affordable Housing Fund Programs and Policies Project

PAA will assign an interdisciplinary team to work with the City of Fort Atkinson on this consulting assignment. Kevin Brunner will serve as Lead PAA Partner, and Vernon Gerth will be the Project Lead Consultant. PAA Associate Clint Gridley will assist on the facilitation of housing stakeholder meetings and provide his insight on developing affordable housing programs from his recent experience in Woodbury, MN.

Lead PAA Partner



Kevin Brunner-President/Partner

Kevin Brunner has over forty years of experience in serving Wisconsin local governments. He served as the manager/administrator in Saukville, Monona, De Pere, and Whitewater, and worked as an assistant administrator for the City of Appleton and Kenosha County. He retired from public service as the Director of Central Services/Public Works for Walworth County. Brunner received the 2007 Wisconsin City/County Manager of the Year and 2012 Service Innovation awards from the Wisconsin City/County Management Association (WCMA). Brunner is a past president of the WCMA and served on the League of Wisconsin Municipalities and Alliance of Cities Boards of Directors. He received his BA in Political Science and Criminal Justice from Carthage College (Magna Cum Laude and Rhodes Scholar Nominee); MPA from Michigan State University and is a graduate of the University of Virginia Senior Executive Institute. He achieved credentialed manager (ICMA-CM) status from the International City/County Management Association during his city management career. Brunner has worked on more than 40 diverse local government consulting projects and conducted more than 175 executive searches during his tenure with PAA.

During his long local government career, he was involved in the creation and administration of over 20 Tax Increment Finance (TIF) Districts. A number of these districts had a

housing development component with programs ranging from owner-occupied housing rehabilitation to first-time buyer assistance programs. He also started the Kenosha County Housing Authority early in his career and developed a number of innovative senior housing programs there.

Project Lead Consultant



Vernon Gerth – Associate

Vernon Gerth brings more than 36 years of public-sector leadership focused on housing policy, growth management, and community and economic development. Prior to retiring from the City of Franklin, Tennessee, in December 2025, Vernon served the cities of Kenosha, Wisconsin; Vernon Hills, Illinois; and Franklin, most recently as Assistant City Administrator for Community and Economic Development.

Throughout his career, Vernon has led the development and implementation of policies and programs related to housing, growth management, and infrastructure, responding to local market conditions while preserving community character and quality of life. He is familiar with U.S. Department of Housing and Urban Development (HUD) programs and funding and has worked closely with the Franklin Housing Authority and other nonprofit housing agencies to support the delivery of low- and moderate-income housing.

Vernon's expertise included working closely with the Franklin Housing Commission on workforce and affordable housing initiatives which included creating development incentives, public-private partnerships, density and regulatory tools, and housing-related ordinances. He has collaborated with development and legal professionals to ensure policies are clear, defensible, and implementable.

His housing work was closely integrated with infrastructure planning and growth management, including aligning housing programs with capital improvement planning, infrastructure capacity, and long-term fiscal sustainability. Vernon has identified and evaluated funding mechanisms, drafted development agreements, and implemented strategies to move housing initiatives from policy adoption to on-the-ground results.

References:

Eric Stuckey, City Administrator
City of Franklin, Tennessee
eric.stuckey@franklin.tn.gov
615-550-6605

Derwin Jackson, President/CEO
Franklin Housing Authority
djackson20@bellsouth.net
615-794-1247

Derrick Solomon, Director
Hard Bargain Association
derrick@hardbargain.org
615-591-0504

A strong advocate for community engagement, Vernon possesses extensive experience working with elected and appointed officials, staff, residents, and development professionals to build consensus, address community concerns, and support responsible development outcomes.

Since retiring from municipal service, Vernon partners with local jurisdictions and development professionals to provide advisory and project-based services focused on project entitlements, infrastructure development districts, capital investment, and housing policy, applying best practices in helping deliver balanced, sustainable solutions.

Among the diverse housing programs that Gerth has recently developed for Franklin are the following:

Ambousquet Place-A 42 unit affordable and workforce housing development and partnership with the City and three local non-profit housing agencies.

Smith Family Land Donation-A local family is donating six acres for the development of workforce housing. The 20 detached dwelling units will be deed-restricted for purchase by City, County and School District employees.

Franklin Housing Authority-Phased redevelopment of existing 1960's era public housing.

Community Housing Partnership-Developed 30 attached, for sale units for purchase by affordable to moderate income families. All units were sold prior to completion.

Project Consultant



Clint Gridley – Associate

Clint Gridley has 40 years of municipal management experience in Illinois, Minnesota, Ohio and Wisconsin, most recently as City Administrator for Woodbury, MN (2004-2025), City Administrator for Cedarburg, WI (1992-2004), Assistant City Manager of Miamisburg, OH (1988-1992) and Assistant to the City Manager of Highland Park, IL (1984-1985). Mr. Gridley was the recipient of the Dr. Robert A. Barrett Award for Management Excellence from the Minnesota City/County Management Association in 2015. He has also received a Lifetime Achievement Award from the Woodbury Area Chamber of Commerce and the Community Service

Person of the Year from the Cedarburg Chamber of Commerce. He also attained credentialed city manager status from the International City/County Management Association. He is experienced in all local government management duties, including finance, budgeting, performance measurement, and personnel programs. His academic credentials include a master's degree in public administration from the University of Kansas, with a concentration in Urban Management, and a Bachelor of Arts in Economics and Political Science from Westminster College. He is also a graduate of the Senior Executive Institute of the University of Virginia's Weldon Cooper Center for Public Service.

Mr. Gridley works on executive recruitment, interim management assignments, and municipal strategic planning projects for PAA.

H. Project Deliverables to the City of Fort Atkinson

Public Administration Associates, LLC will provide the following deliverables to support the development, adoption, and implementation of the City of Fort Atkinson housing programs and policies:

1. **Stakeholder Engagement Summary**
 - Facilitation of meetings with the City Manager, City staff, the Planning Commission, City Council, and the public.
 - A concise written summary of key themes, priorities, and policy direction identified through engagement.
2. **Draft Programs and Policies**
 - Preparation of draft housing programs and policy framework informed by stakeholder input.
 - Materials suitable for review and discussion by City Manager, City staff and City Council.
3. **Final Programs and Policies**
 - Refined programs and policies incorporating City feedback.
 - Final documents prepared for City Council review and approval.
4. **Program Applications and Guidelines**
 - Development of program applications, eligibility criteria, rules, and administrative guidelines.
 - Documentation necessary for consistent program administration.
5. **Program Review and Approval Process**
 - Establishment of a clear review and approval process, including roles, responsibilities, and evaluation criteria.

6. City Council Presentations

- Preparation and delivery of presentations at key milestones, including final adoption.

7. Final Implementation Package

- Submission of all final documents and materials in editable electronic format for immediate use by City staff.

Understanding

Public Administration Associates, LLC will commit the time and effort necessary to complete all tasks described in this proposal within the not-to-exceed specified costs. PAA will invoice 33% of the total at contract acceptance, 33% on April 30, 2026, and 33% at project completion (presentation and acceptance of the Fort Atkinson Final Affordable Housing Fund Programs and Policies Report by the Fort Atkinson City Manager and City Council).

****If PAA believes a specific task requested by the City is beyond the agreed-upon scope of work, it will negotiate any potential extra charges with the City.**

Approval:

Offered by:	<u>Kevin M. Brunner</u>	<u>2/3/2026</u>
Public Administration Associates, LLC		Date
Accepted by:	_____	_____
City of Fort Atkinson		Date



Innovative

Public Advisors

Proposal for Affordable Housing Fund Programs and Policies

February 6, 2026



Innovative

Public Advisors

Proposal Contents

- [3](#) **Executive Summary**
- [4](#) **Approach and Workplan**
- [6](#) **Firm Qualifications and Relevant Experience**
- [8](#) **IPA Principal Resumes**
- [10](#) **References and Work Samples**
- [11](#) **Deliverables**
- [12](#) **Project Timeline**
- [13](#) **Fee Proposal**



Innovative Public Advisors

Executive Summary

The City of Fort Atkinson has taken a proactive and strategic step to address local housing needs through the creation of an Affordable Housing Fund supported by the extension of multiple Tax Increment Districts. With an estimated \$1.4 to \$1.7 million anticipated to be available by spring 2026, the City is well positioned to establish clear, transparent, and effective programs and policies that ensure these funds are deployed in alignment with state law, market realities, and community priorities.

Innovative Public Advisors (IPA) is pleased to submit this proposal to assist the City with the development of Affordable Housing Fund programs, policies, and the supporting applications and review processes necessary for implementation. IPA brings extensive experience in economic development, housing policy, and Tax Increment Financing, with principals who have served as municipal practitioners and advisors directly responsible for creating, administering, and overseeing TID-supported initiatives. This practitioner background allows IPA to design programs that are not only legally compliant and financially sound, but also practical, defensible, and workable within day-to-day municipal operations.

A core strength of IPA's approach is meaningful stakeholder engagement. IPA has significant experience designing and facilitating engaging workshops, meetings, surveys, and public forums with elected officials, staff, developers, and community members. Our engagement methods are structured to encourage productive dialogue, build shared understanding, and translate input into actionable policy direction. For Fort Atkinson, this means engagement that informs real program decisions.

IPA will work closely with City staff to confirm project goals, review existing housing and market data, and understand the City's regulatory and financial framework. Building on this foundation and informed by stakeholder input, IPA will develop Affordable Housing Fund programs and policies tailored to Fort Atkinson's local housing market and economic development objectives. We will then prepare all implementation materials, including program guidelines, application forms, evaluation criteria, and a clear review and approval process that establishes defined roles for staff, advisory bodies, and the City Council.

We appreciate the opportunity to be considered for this engagement and thank the City of Fort Atkinson for its thoughtful review of our proposal. IPA would be honored to partner with the City to support the successful implementation of its Affordable Housing Fund.



Jess Wildes, MPA, MS
Partner, Innovative Public Advisors
jess@public-advisors.com | 262-339-5658



Jay Shambeau, ICMA-CM, MPA
Partner, Innovative Public Advisors
jay@public-advisors.com | 262-355-6102

Approach and Workplan

Innovative Public Advisors' approach is grounded in practical municipal experience, economic development expertise, and a strong understanding of how Affordable Housing Fund programs must function in real-world local government environments. Our work plan is designed to be collaborative, efficient, and implementation-focused—moving deliberately from goal-setting and engagement to adopted programs and ready-to-use tools.

Guiding Principles

IPA's approach to this project is guided by four core principles:

- **Practitioner-informed Design:** Programs must reflect how cities actually operate, administer funds, and make decisions—particularly within the legal and financial framework of Wisconsin's Tax Increment Financing laws.
- **Economic Development Alignment:** Affordable housing programs should support broader economic development objectives, including workforce attraction and retention, reinvestment, and market responsiveness.
- **Meaningful Engagement:** Stakeholder input should be structured, focused, and directly tied to policy outcomes.
- **Implementation Readiness:** The final product must be clear, practical, and immediately usable by City staff and decision-makers.

Phase 1: Project Initiation and Background Review

IPA will begin the project with a kickoff meeting with City staff to confirm project goals, roles, communication protocols, and key milestones. During this phase, IPA will review relevant background materials, including existing housing studies, market data, and information related to the City's Affordable Housing Fund and TID extensions. This review will ensure that proposed programs are aligned with local conditions, state requirements, and the City's financial capacity.

Deliverables from this phase include a refined project schedule and confirmation of engagement strategies.

Phase 2: Stakeholder and Public Engagement

IPA places a strong emphasis on well-designed, engaging stakeholder processes. We will facilitate a series of targeted meetings, workshops, and a survey with City staff, the Plan Commission, City Council, and members of the public. These sessions will be structured to encourage productive discussion, clarify tradeoffs, and identify priorities related to housing needs, program design, and expectations for accountability and transparency.

— continued —

IPA's facilitation style emphasizes clear framing, inclusive participation, and practical outcomes.

Input gathered through these engagements will be documented and used directly to shape program and policy development.

Phase 3: Program and Policy Development

Based on background research and stakeholder input, IPA will develop draft Affordable Housing Fund programs and policies tailored to Fort Atkinson's housing market and economic development goals. This phase will include defining eligible uses, funding parameters, program priorities, and policy safeguards to ensure compliance with Wisconsin law and responsible stewardship of public funds.

Draft programs, applications, and policies will be presented to City staff and the City Council for review and discussion, with revisions made based on feedback.

Phase 4: Implementation Tools and Processes

Once programs and policies are approved, IPA will prepare all materials necessary to operationalize the Affordable Housing Fund. This includes application forms, program guidelines, evaluation and scoring criteria, and a clear review and approval process that defines roles for staff, advisory bodies, and the City Council. The focus of this phase is to ensure the City has a complete, user-ready framework that can be administered consistently and transparently over time.

Phase 5: Final Review and Adoption Support

IPA will present the final Affordable Housing Fund framework and implementation materials to the City Council and support the City through final adoption. All documents will be delivered in formats suitable for ongoing City use and future refinement.





IPA Partner Jay Shambeau conducting a City Council workshop for the City of River Falls

Firm Qualifications and Relevant Experience

Innovative Public Advisors (IPA) is a Wisconsin-based public sector consulting firm specializing in community engagement, economic development, executive recruitment, and implementation-focused municipal advisory services. IPA works with cities, villages, towns, and counties across Wisconsin to design and administer programs supported by Tax Increment Financing, grants, and other local economic development tools. Our work bridges policy development with real-world implementation, ensuring programs are legally compliant, fiscally responsible, and practical to administer.

Founded by experienced municipal practitioners, IPA brings a hands-on understanding of local government finance, development processes, and decision-making. Our team has direct experience creating, managing, and advising on TIF-supported initiatives, including housing-related programs, redevelopment strategies, and incentive frameworks. This practitioner perspective enables IPA to help communities navigate Wisconsin's TIF extension law while aligning housing investments with broader economic development and workforce objectives.

A key strength of IPA's approach is our principal-led model. IPA Partners Jess Wildes, MPA, MS, and Jay Shambeau, ICMA-CM, MPA, personally lead every phase of each engagement, ensuring continuity, responsiveness, and direct access to senior advisors with deep municipal and economic development experience throughout the project.

IPA also brings significant experience designing and facilitating engaging stakeholder workshops, meetings, surveys, and public forums. We work with elected officials, staff, advisory bodies, developers, and community members to gather input, clarify priorities, and build shared understanding around complex policy issues. Our structured, outcome-focused facilitation ensures stakeholder engagement directly informs program demand, design, and implementation.

Innovative Public Advisors

Advancing local government a different way—the IPA way.

Innovative Public Advisors (IPA) is a premier public sector executive recruitment and strategy firm dedicated to empowering municipalities with tailored solutions that enhance leadership, optimize operations, and drive positive community impact.

Founded by experienced municipal professionals Jay Shambeau, ICMA-CM, MPA, and Jess Wildes, MPA, IPA offers a wide range of services. With a focus on delivering innovative, sustainable solutions, IPA is committed to helping local governments navigate complex challenges and strengthen their capacity to serve their communities effectively.

Services



**Executive Recruitment
and Interim Services**



**Economic Development
and Grant Writing**



**Strategic and Specialty
Plan Development**



**Professional Coaching
and Mentorship**



**Communications and
Marketing Strategies**



**Governance Training
and Facilitated Workshops**

IPA Team

Innovative Public Advisors is led by partners Jess Wildes and Jay Shambeau, two seasoned professionals with extensive experience in public sector management and strategic consulting.

Together, they bring a wealth of expertise in government administration, operations, communications, and leadership development—offering innovative solutions to help local governments thrive.



JAY SHAMBEAU

ICMA-CM, MPA

jay@public-advisors.com | 262-355-6102

EDUCATION

MASTER OF PUBLIC ADMINISTRATION

UW - Oshkosh

BACHELOR OF SCIENCE

Regional Analysis and
Geography, UW - Green Bay

LEADERSHIP WISCONSIN

UW-Madison, 2014

ACCOLADES

Credentialed Manager
International City/County
Management Association, 2024

Recipient of ICMA's prestigious
30 Years of Service Award

SERVICE

Rotary International
West Bend Sunrise Rotary Club

Boys and Girls Club of
Washington County
Board Member

United Way of Washington
County, Campaign Co-Chair

West Bend Area Chamber of
Commerce, Board Member

West Bend Tourism
Commission, Chairman

Kettle Moraine Lutheran High
School, Board Member and
President

INNOVATIVE PUBLIC ADVISORS, PARTNER

Jay is a highly experienced public sector professional with 32 years of expertise in city and county government management, strategic planning, and public policy. Jay has worked with municipalities of all sizes to drive organizational efficiency, enhance governance, and secure critical funding. His background includes leading complex projects, facilitating collaborative planning efforts, and providing executive coaching to local government leaders. Jay is known for his relationship skills and practical approach, blending deep knowledge of governmental processes with a commitment to delivering impactful results. His leadership and insight have helped numerous local governments achieve their goals and navigate the challenges of an ever-evolving public sector landscape.

CITY ADMINISTRATOR

City of West Bend, West Bend, Wisconsin, 2016–2025

- Responsible for the administration of daily city operations and implementing policies established by the City Council.
- Managed a \$30M budget, led economic development activities, managed department head team, fostered community engagement, ensured efficient delivery of services, and promoted the city's growth and development.

ASSOCIATE

Public Administration Associates, LLC, Wisconsin, 2024

PLANNING AND PARKS ADMINISTRATOR

Washington County, Wisconsin, 2014-2016

COUNTY ADMINISTRATOR

Calumet County, Wisconsin, 2008-2014

- Responsible for the daily operations of county government, ensuring efficient delivery of services and adherence to budgetary guidelines.
- Collaborated with elected officials, managed staff, and facilitated communication between departments to promote effective governance and community engagement.

VILLAGE ADMINISTRATOR

Village of Kewaskum, Wisconsin, 2006-2008

- Responsible for the management of municipal operations, including implementing policies set by the Village Board and managing all departments.
- This position involved budgeting, community planning, economic development, and fostering relationships to ensure effective service delivery and enhance community development.

PLANNING DIRECTOR & VOLUNTEER FIREFIGHTER

Clark County, Wisconsin, 1993-2006



JESS WILDES MPA, MS

jess@public-advisors.com | 262-339-5658

EDUCATION

MASTER OF PUBLIC ADMINISTRATION

University of Wisconsin
Oshkosh

MASTER OF SCIENCE

Integrated Marketing
Communications
Eastern Michigan University

BACHELOR OF ARTS

College of Saint Benedict &
Saint John's University

SERVICE

Rotary International
West Bend Sunrise Rotary Club

International City/County
Management Association
(ICMA) Assistant Chief
Administrative Officer (ACAO)
Committee Member

Wisconsin Economic
Development Association
(WEDA) Board Member

Mid-Moraine Municipal
Court Board Member

Downtown West Bend Business
Improvement District (BID)
Board Executive Director

Visit Washington County Board
Member and Vice President

Honored as one of ELGL's
"Top 100 Influencers in
Local Government"

INNOVATIVE PUBLIC ADVISORS, PARTNER

Jess is a seasoned strategist specializing in local government communications, public relations, and grant acquisition. With a proven track record of securing significant local, state, and federal funding, Jess has helped municipalities access critical resources to support community development, infrastructure, and essential services. Her work also includes crafting effective communication strategies, enhancing public engagement, and building transparent, trust-based relationships between local governments and their communities. With her expertise in both strategic messaging and grant writing, Jess is committed to helping local governments secure the resources they need while fostering strong, effective communication.

ASSISTANT CITY ADMINISTRATOR

City of West Bend, West Bend, Wisconsin, 2020–2025

Also served as Communications and Economic Development Director

- Performed economic development activities to promote business development, retention, and job creation.
- Coordinated with all departments to increase the quality and consistency of the city organization's messaging and content.
- Acquired alternative revenue sources through grants (\$6.5+ million), fundraising and partnerships.
- Set strategy and manage a talented team of professionals responsible for community television programming, social media, public relations, internal and external communications, brand management, and tourism promotion.
- Built meaningful relationships with constituents, community leaders, business owners, state-level officials, and economic developers.
- Managed five city departments: Assessors, Communications, City Clerk, Human Resources, and Information Technology.

DIRECTOR OF COMMUNICATIONS & MARKETING

Museum of Wisconsin Art, West Bend, Wisconsin, 2017–2020

SENIOR ACCOUNT EXECUTIVE

Trefoil Group, Milwaukee, Wisconsin, 2016–2017

DIRECTOR OF RECRUITMENT MARKETING

Mount Mary University, Milwaukee, Wisconsin, 2013–2016

Northland College, Ashland, WI, 2009–2013

References and Work Samples

Innovative Public Advisors (IPA) has extensive experience guiding municipalities through strategic planning and priority-setting processes, including multi-year, city-wide strategic plans, council retreats, and implementation-focused action planning. IPA's work integrates structured facilitation, financial and organizational analysis, and stakeholder engagement to translate community vision into adopted strategic priorities and actionable plans. These projects have strengthened governance, supported informed decision-making, and positioned local governments for long-term sustainability and effective service delivery.

Trempealeau County, Wisconsin

Three-year Comprehensive Strategic Plan and Communications Plan

The IPA team conducted a detailed communications needs and staffing assessment for Trempealeau County, which guided the creation of a countywide [Strategic Communications Plan](#). Building on that foundation, IPA led an inclusive strategic planning process that engaged county leaders, staff, and stakeholders, resulting in a polished and actionable three-year [Comprehensive Strategic Plan](#) that establishes priorities, measurable goals, and a clear roadmap for implementation.

Rebecca Glewen, County Administrator, Trempealeau County, Wisconsin
rebecca.glewen@co.trempealeau.wi.us, 920-763-4094



City of Neenah, Wisconsin

2026-2029 Strategic Plan Public Engagement

Innovative Public Advisors (IPA) partnered with the City of Neenah to design and facilitate a comprehensive public engagement process in support of the City's inaugural 2026–2029 Strategic Plan. IPA led community and internal surveys, facilitated City Council and department head workshops, and conducted stakeholder and public input sessions, engaging hundreds of participants. The resulting work informed the City's mission, vision, values, and strategic priorities, providing an implementation-focused roadmap to guide decision-making and align organizational effort. [View IPA's Public Engagement Report.](#)

Jane Lang, Mayor, City of Neenah, Wisconsin
JLang@neenahwi.gov, 920-886-6102



City of River Falls, Wisconsin

Strategic Planning Governance Training

IPA facilitated a City Council and Executive Team strategic planning workshop for the City of River Falls. We led a structured, engaging, and productive day that fostered collaboration, candid communication, and strategic thinking. The retreat focused on key priorities, encouraged team building, and developed a shared vision for the future. [View the Workshop Report.](#)

Scot Simpson, City Administrator, City of River Falls, Wisconsin
ssimpson@rfcity.org, 715-426-3402





Deliverables

Innovative Public Advisors will provide the City of Fort Atkinson with a complete, implementation-ready Affordable Housing Fund framework. All deliverables will be developed in coordination with City staff, informed by stakeholder engagement, and provided in editable electronic formats for long-term City use.

1. Affordable Housing Fund Programs and Policies

- A set of Affordable Housing Fund programs tailored to Fort Atkinson's housing market and economic development goals.
- Clear policies defining eligible uses, applicant eligibility, funding parameters, and compliance with Wisconsin TID extension requirements.

2. Stakeholder Engagement Summary

- Summary of stakeholder meetings, workshops, survey, and public engagement activities.
- Key themes and input that directly informed program and policy development.

3. Program Guidelines and Administrative Procedures

- Concise program guidelines and administrative procedures for City staff.
- Defined roles and responsibilities for staff, advisory bodies, and the City Council.

4. Application and Evaluation Materials

- Standardized application forms and applicant instructions.
- Clear evaluation criteria and scoring tools to support transparent decision-making.

5. Review, Approval, and Adoption Materials

- Defined review and approval framework for Affordable Housing Fund applications.
- Presentation materials to support City Council review and adoption.

Project Timeline

Innovative Public Advisors proposes a structured, three-month project schedule beginning in March 2026 and concluding by mid-June 2026. The timeline is designed to allow for meaningful engagement, thoughtful policy development, and timely review by City staff and the City Council, while maintaining momentum toward implementation.

- **March 2026 | Project Initiation and Background Review**

- Project kickoff meeting with City staff.
- Confirmation of project goals, roles, communication protocols, and milestones.
- Review of existing housing studies, market data, and Affordable Housing Fund parameters.
- Finalization of engagement plan and detailed work schedule.

Milestone: Project kickoff and work plan confirmation

- **Late March – April 2026 | Stakeholder and Public Engagement**

Stakeholder meetings and workshops, online community survey distributed to up to 6,751 registered voters and key stakeholders, and one public information session for:

- City staff, Plan Commission, City Council, community members, and other identified stakeholders.
- Facilitation of engaging discussions focused on housing needs, program priorities, and accountability expectations.
- Documentation and synthesis of stakeholder input.

Milestone: Completion of stakeholder engagement and input summary

- **April – May 2026 | Program and Policy Development**

- Development of draft Affordable Housing Fund programs and policies.
- Definition of eligible uses, funding parameters, and compliance safeguards.
- Preparation of draft materials for staff and City Council review.
- Refinement of programs and policies based on feedback.

Milestone: Draft Affordable Housing Fund programs and policies ready for review

- **May – Early June 2026 | Implementation Tools and Processes**

- Development of program guidelines, application materials, and evaluation criteria.
- Design of review and approval workflow for Affordable Housing Fund applications.
- Coordination with City staff to ensure administrative practicality

Milestone: Implementation-ready program materials completed

- **June 2026 | Final Review and Adoption Support**

- Presentation of final Affordable Housing Fund framework to the City Council.
- Incorporation of final feedback.
- Delivery of all final documents in editable electronic formats.

Fee Proposal

Innovative Public Advisors (IPA) proposes to complete the City of Fort Atkinson Affordable Housing Fund Programs and Policies engagement for a flat, not-to-exceed fee aligned with the project scope and three-month timeline described in this proposal. The proposed fee includes all professional services necessary to design Affordable Housing Fund programs and policies, facilitate stakeholder meetings and public engagement, prepare application materials and administrative processes, and support City Council review and adoption.

Total Project Fee: \$21,500.00

This flat fee includes all facilitation, analysis, surveying, policy development, document preparation, travel, and project management required to complete the engagement within the proposed timeframe. No additional expenses or reimbursable costs are anticipated unless requested by the City and authorized in advance.





Innovative

Public Advisors

Innovative Public Advisors

P.O. Box 122, West Bend, Wisconsin 53095

public-advisors.com



MEMORANDUM

DATE: March 3, 2026

TO: Fort Atkinson City Council

FROM: Zach Navin, Director of Public Works

RE: Review and possible action relating to the relocation of streetlights impacted by the 2026 South Main St. road project (Navin, Director of Public Works)

BACKGROUND

As part of the 2026 S. Main Street construction project, adjustments and installations related to the streetlights are required. WE Energies issued the attached authorization letter detailing the scope of work and the necessary financial commitments from the City to proceed.

DISCUSSION

The proposal from WE Energies outlines the following terms for the project as well as the attached plan to accommodate the new pedestrian path:

- Upfront Cost: The City is required to pay an initial charge of \$7,815.00. This quote is valid for 90 days from the date of the letter.
- Monthly Rate Reduction: The net monthly charges for these lighting facilities are expected to initially decrease by \$37.94, providing a recurring savings for the City's utility budget.
- City Responsibilities: The upfront charge does not include site restoration, which will be coordinated by staff as part of the broader pedestrian path project. Furthermore, the City is responsible for locating any private underground facilities and ensuring all necessary permissions and easements are granted without expense to WE Energies.

FINANCIAL ANALYSIS

The upfront cost of \$7,815.00 will be funded through Fund 5 allocated for the S. Main Street Pedestrian Path project. The subsequent decrease in monthly utility charges will provide a long-term benefit to the City's operating budget.

RECOMMENDATION

Staff recommends that the City Council approve the WE Energies authorization and the associated payment of \$7,815.00.

ATTACHMENTS

1. 5107930 C_FORT ATKINSON AUTH LETTER

2. 5107930 - C_FORT ATKINSON SKETCH



We Energies
231 W. Michigan St.
Milwaukee, WI 53203
www.we-energies.com

February 10, 2026

City of Fort Atkinson
111 N Main St.
Fort Atkinson, WI 53538

Subject: Lighting at S Main St.

Dear City of Fort Atkinson:

This letter details work for We Energies Outdoor Lighting. The upfront charge for this work, which expires 90 days from the date of this letter, is \$7,815.00, and does not include site restoration. Net monthly charges will initially decrease by \$37.94, which is subject to future rate changes as approved by the Public Service Commission of Wisconsin. Your next steps are:

1. Review the following prior to providing authorization and payment:
 - Luminaires are controlled to provide dusk to dawn operation.
 - Customer must contact us for lighting maintenance.
 - Fixtures are warranted until removed.
 - Non-standard poles and conductors are warranted for 15 years.
 - Customer must locate private underground facilities and grant or obtain, without expense to us, access to property, necessary permissions, easements, ordinance satisfaction and permits for installation, removal and maintenance of lighting facilities.
 - Termination or change requests after installation and prior to conclusion of the initial term will result in customer charges. Monthly rates for fixtures on the LED rate are reduced after the initial term.
 - All applicable lighting tariff terms and conditions are available at www.we-energies.com.
 - We do not guarantee this installation meets AASHTO or the Illuminating Engineering Society's minimum recommended standards for lighting.
2. Remit payment, if applicable, using one of the following options. Reference the work request number shown below on your check or when paying via phone or online.
 - Personal check.
 - Online by visiting www.we-energies.com/payconstructionbill.
 - By phone at 855-570-0998.
3. Sign and return the enclosed documents to:

We Energies
Essential Services A299
PO Box 2046
Milwaukee, WI 53201-9627

If returning via email send to Night-Aura-Outdoor-Ltg@wecenergygroup.com.

Material will be ordered upon receipt of required authorizations and payment. Work will be scheduled when all contingencies are met. If you have any questions, please call me at 920-572-9572. We look forward to working with you on your lighting project.

Sincerely,

Laura Garcia

Laura Garcia

By signing this letter, you authorize us to do this work and acknowledge acceptance of the rates and conditions of the specified tariffs as approved by the Public Service Commission of Wisconsin.

Signature: _____

Date: _____

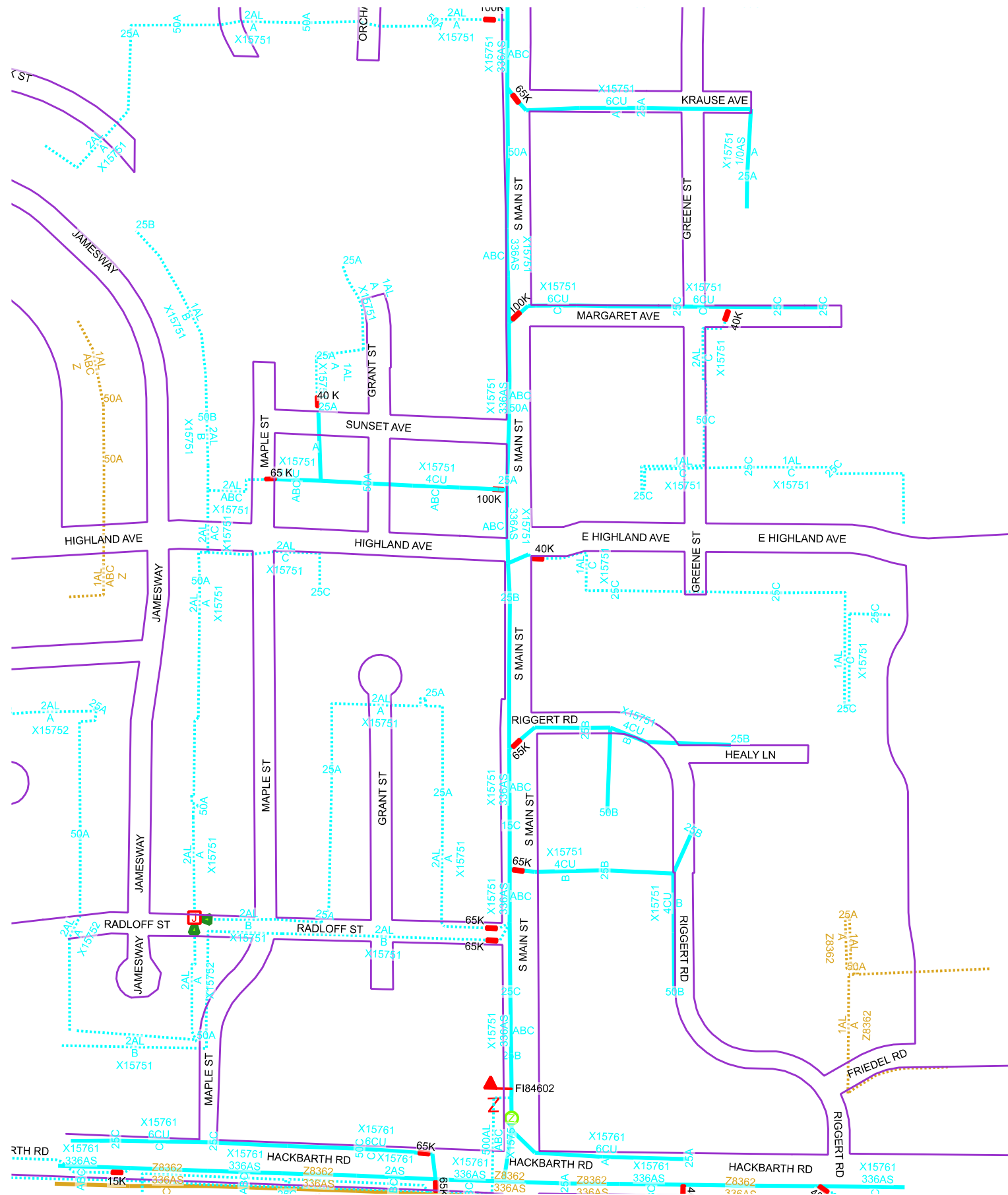
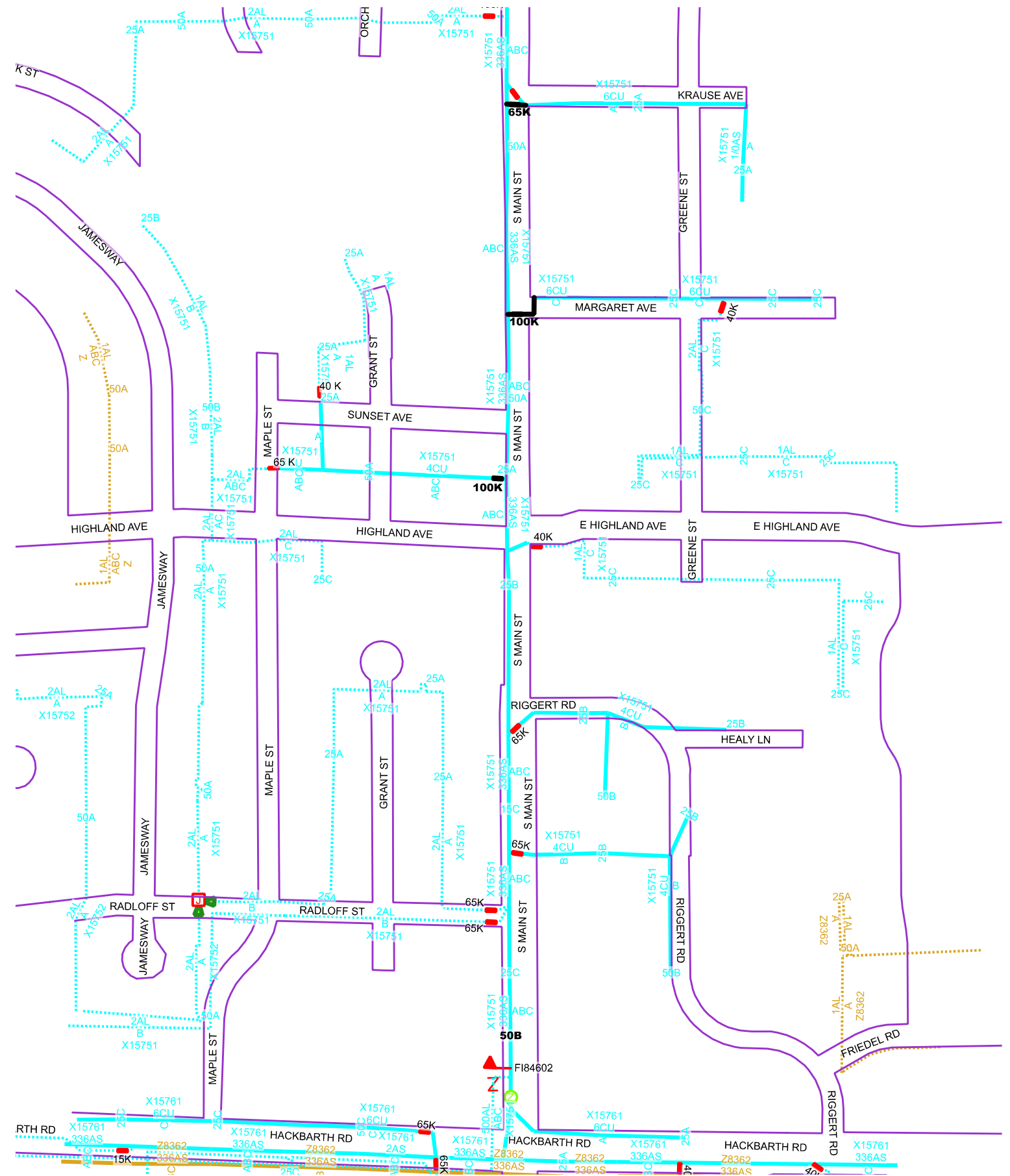
Print name: _____

Title: _____

Work request #: 5107930

Enclosures

EXISTING FEEDER X15751 ---

**PROPOSED FEEDER X15751 ---**



5107930



X9 = 1-6CU
N6 = 1-6CU

N1729

SHEET 4

N1728

 (59-16046)
 (45-4)
 (25B)
 STA13+29', 24'L

 **25-**_____
45-3
  **STD 111-13.6**
40K FUSE
STD 129-50.1
STA13+25', 24

If unanticipated rutting/disturbance occurs at poles, install 12" curved wattles downslope, final stabilization shall be permanent seed and erosion mat class I, type B

N1717

S MAIN ST.

59T1174
40-4
STA13+47', 44'R
Pole removed

115'
S8 S5
130'
25U BORE
50B
STD 288-06
STA13+49'

24T2956

25U _____
SEC PED _____
STD 292-20.11 _____

MANUFACTURER:

KVA: 50

VOLTAGE: 120/240

LOCATION ID: _____

PHASE: B

FLUID TYPE: DESIGN IZ:

SERIAL: _____

MATERIAL #: 227-1313

ASSET ID #:

3 PHASE TRANSFORMER LOAD BREAK SWITCHES? ☐ Y ☐ N

DO YOU WE ENERGIES EQUIPMENT ENERGIZED ☐ Y ☐ N

Customer EQUIPMENT ENERGIZED ☐ Y ☐ N EDC: _____

FC
US SWITCHED BY: _____ DATE/TIME: _____

W6076

(81-08867)
(35-5)
STA11+16, 32'R

25-_____
35-5
STA11+9, 22'R
10" SCR-5'L
3/8"PRI

07T11980
35-5
STA10+51', 46'R

Pole removed by AT&T

25T _____
40-5
STD 109-06.5

FOR SOC

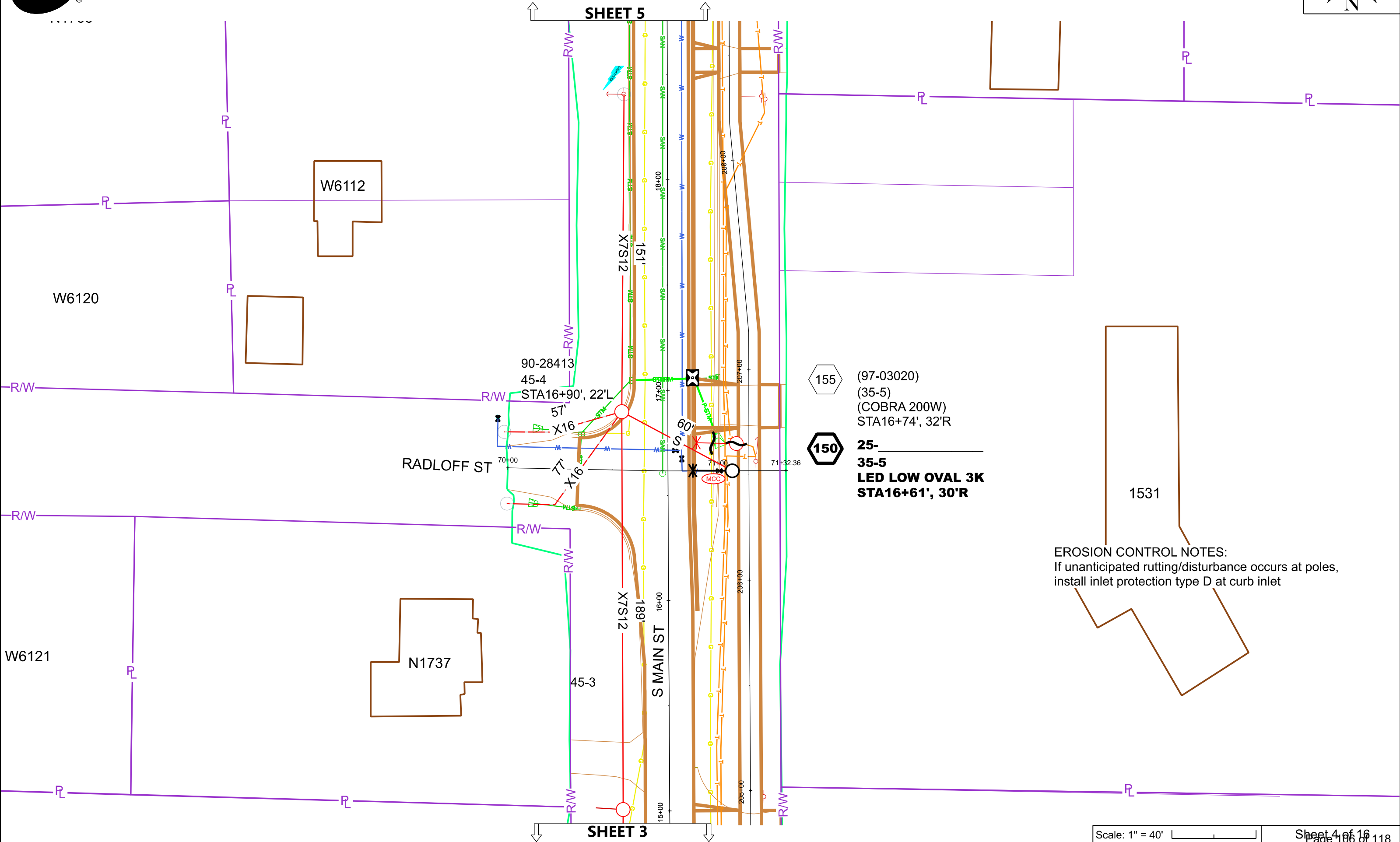
☒ WE ENERGIES EQUIPMENT ENERGIZED ☐ Y ☐ N

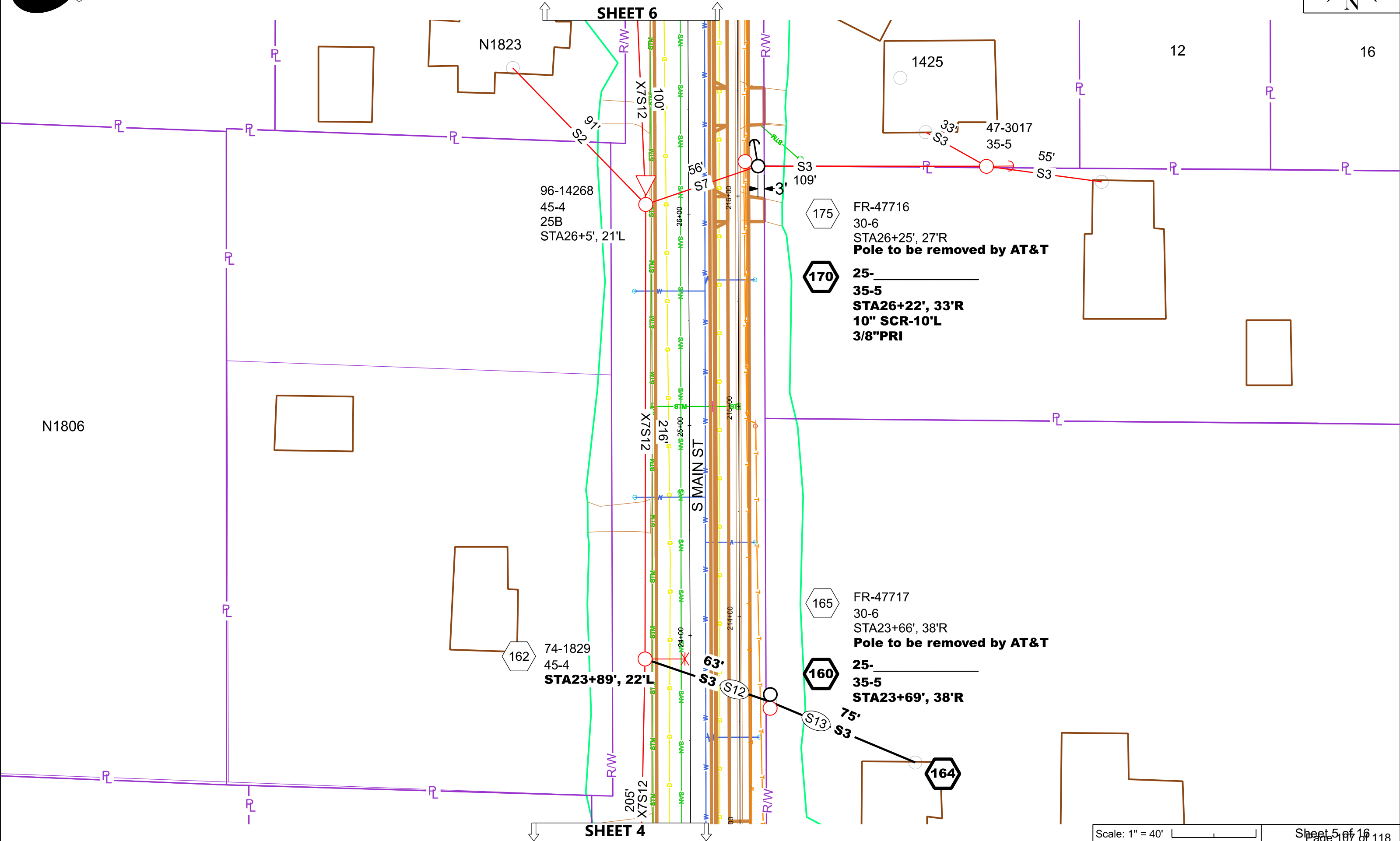
Customer EQUIPMENT ENERGIZED ☐ Y ☐ N EDC: _____

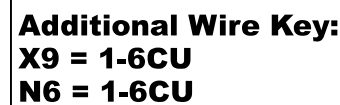
3 SWITCHED BY: _____ DATE/TIME: _____

Scale: 1" = 40'

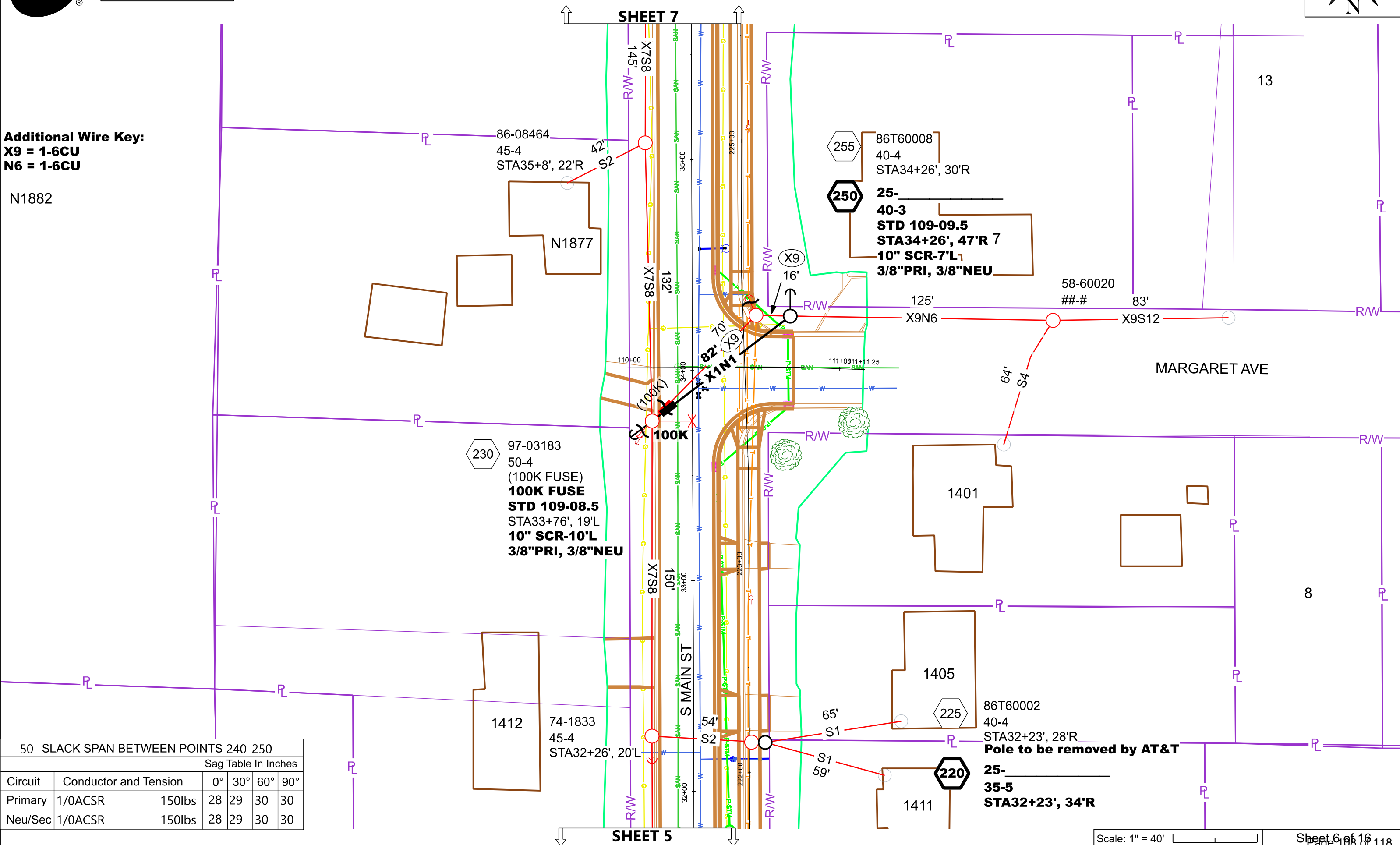
Sheet 3 of 16
Page 105 of 118

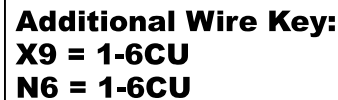






N1882



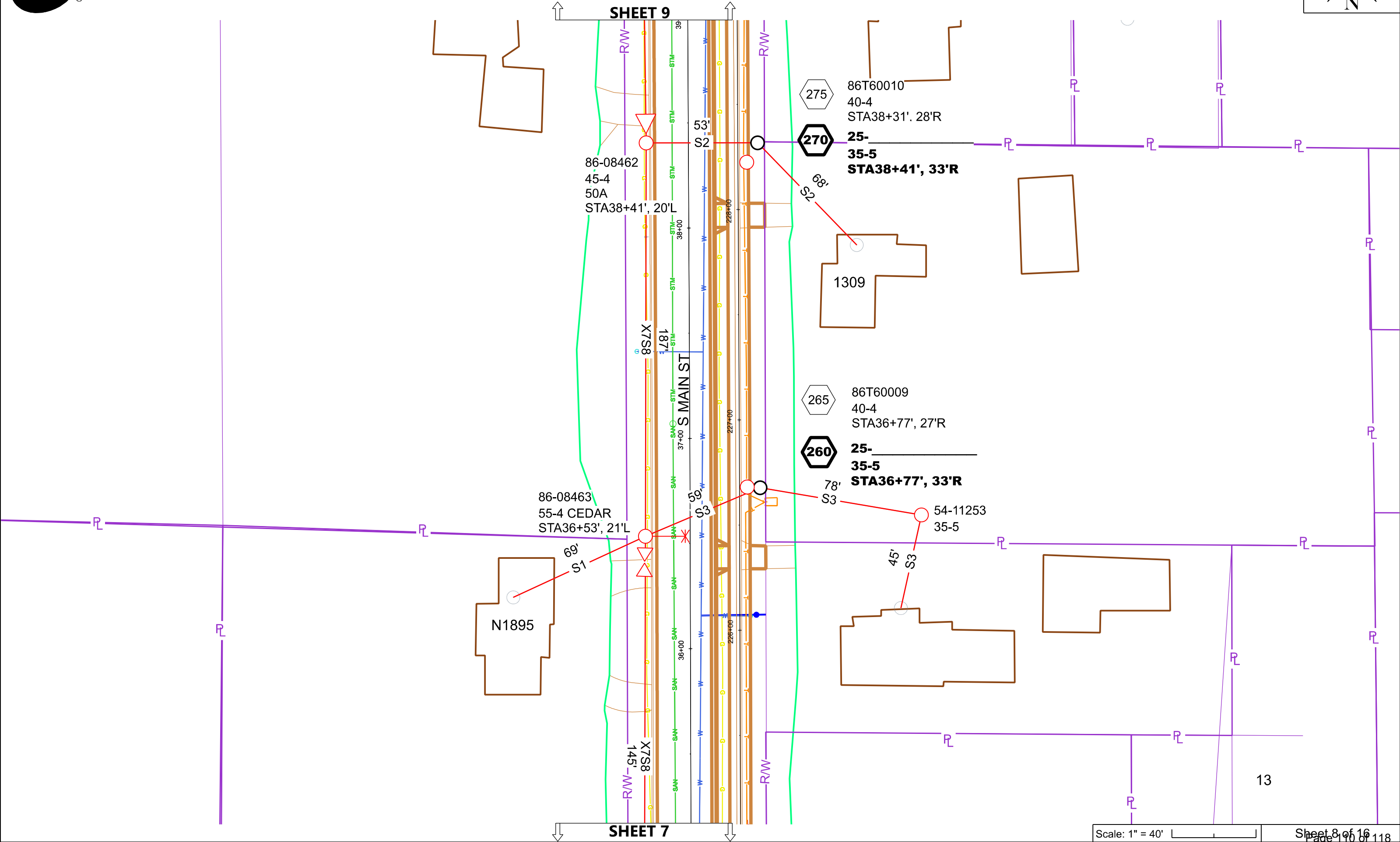


EROSION CONTROL NOTES:
If unanticipated rutting/disturbance occurs at poles,
install inlet protection type D at curb inlet

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If unanticipated rutting/disturbance occurs at poles,
install inlet protection type D at curb inlet

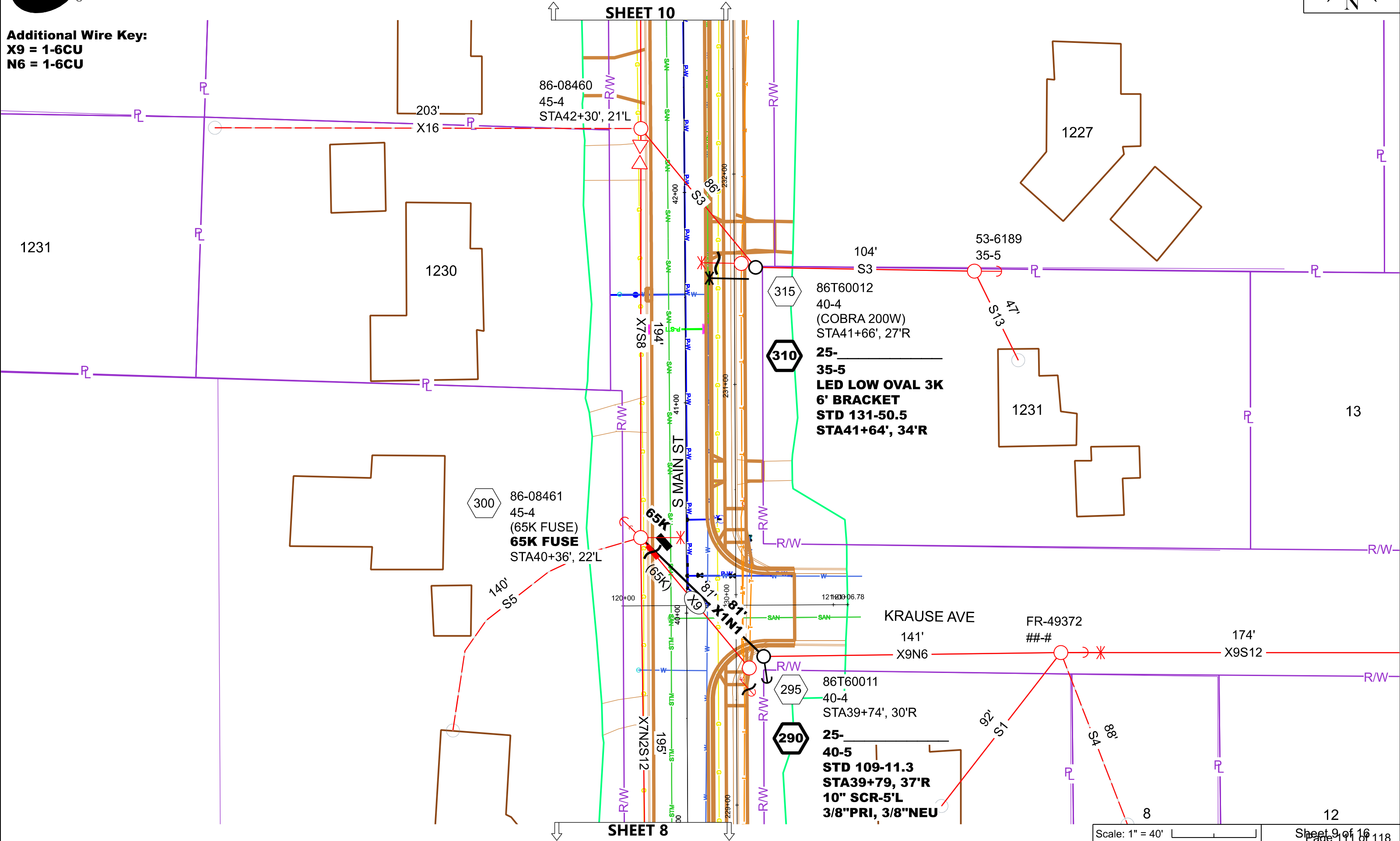
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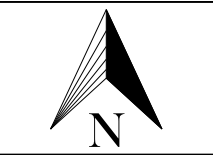
Sheet 7 of 16
Page 109 of 118



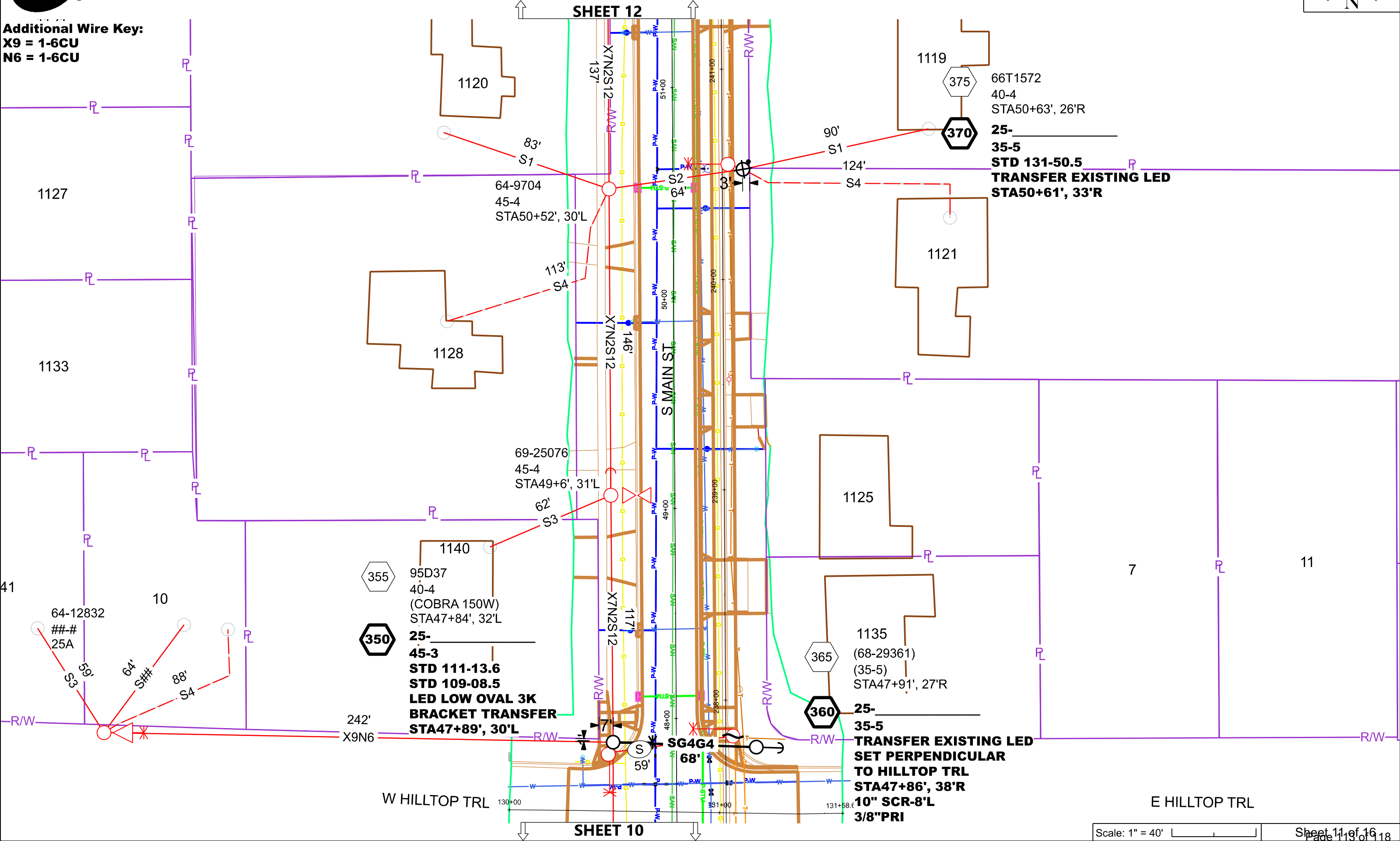


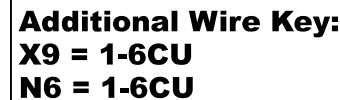
Additional Wire Key:
X9 = 1-6CU
N6 = 1-6CU





Additional Wire Key:
X9 = 1-6CU
N6 = 1-6CU





TALCOTT AVE

SHEET 13

TALCOTT CT

62-11818
45-3
STA54+57, 30'L

1100

9 FR-47705
##-#

1104

68'
- X9S##

135'

62'

S1

57'

S2

07-18794

45-4

STA53+38', 30'L

1110

1116

58'
S3
61-11927
45-4
25C
STA51+89', 30'R

1103


 (FR-47704)
 (35-5)
 STA53+39', 25'R
25- _____
35-5
STA53+41', 31'R
10" SCR-7'L
3/8"PRI

385 88T62452
35-6
STA52+76', 26'R

380

25- _____
35-5  

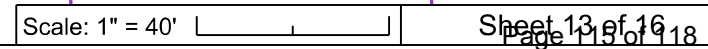
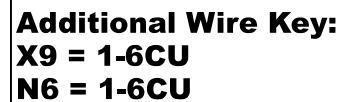
TRANSFER EXISTING LED
STA52+76', 34'R

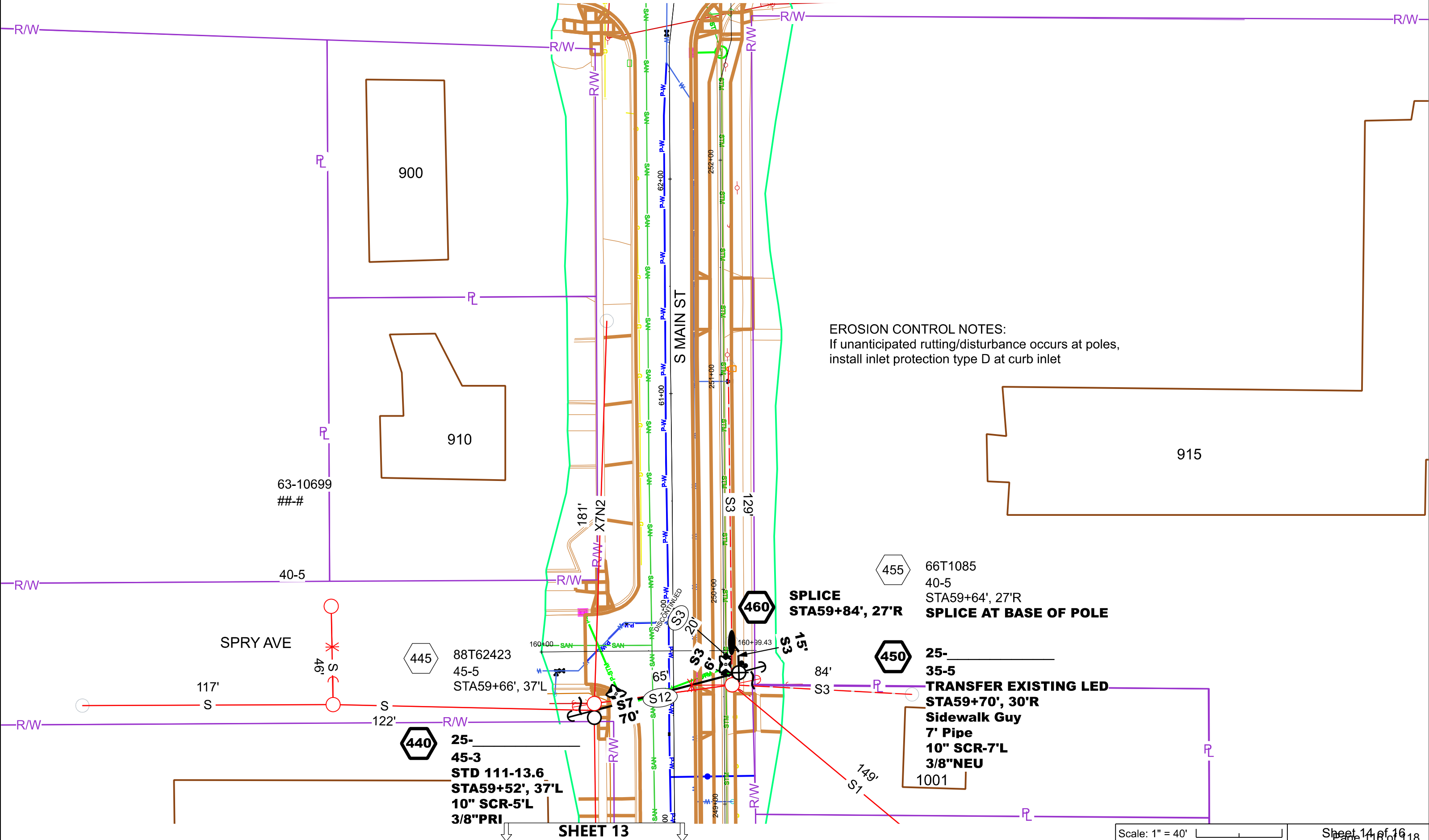
1105

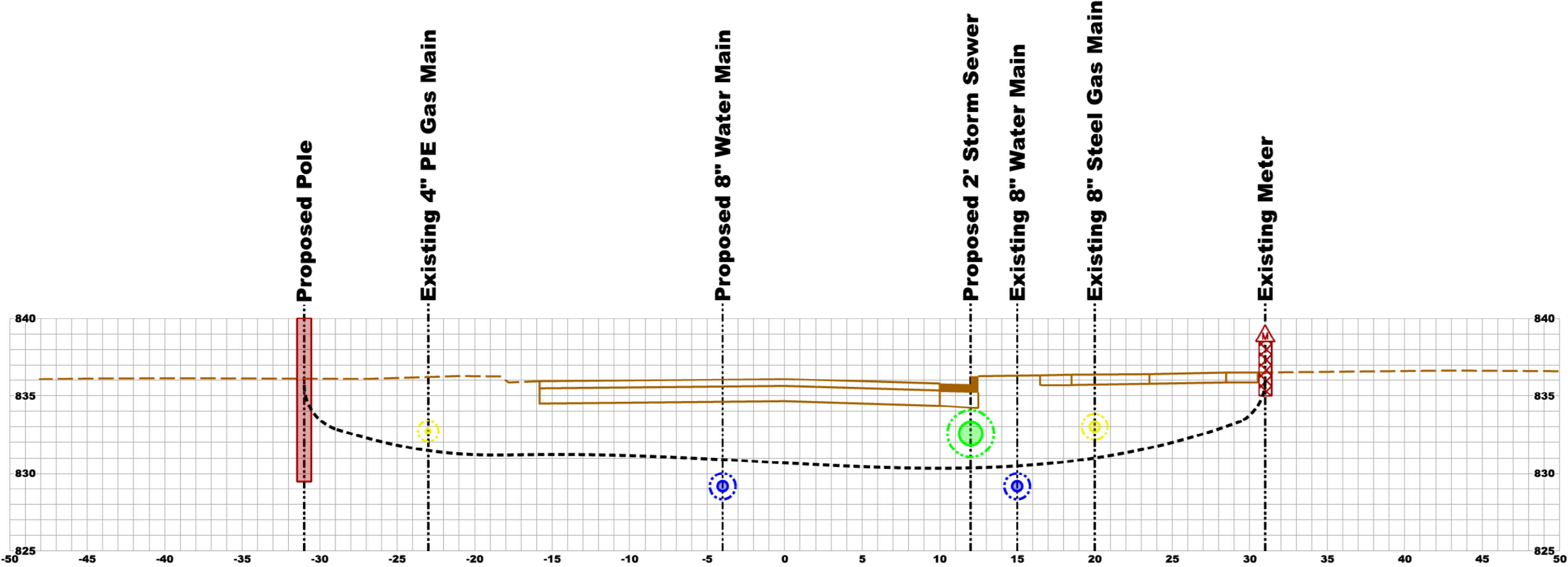
SHEET 11

Scale: 1" = 40' 

Sheet 12 of 16
Page 114 of 118







WE ENERGIES - ELECTRIC OPERATIONS CLEARANCE NOTES: - LOCATION OF OBSTRUCTIONS ARE FROM RECORDS AND MUST BE VERIFIED IN THE FIELD. - MAINTAIN 2' MIN. CLEARANCE BETWEEN OUTSIDE FACE OF MANHOLE & BELL OF PIPE. - THIS APPLIES TO GAS AND WATER MAINS. - MAINTAIN 2' MIN. VERTICAL CLEARANCE AT CROSSINGS OF SEWER OR WATER MAINS. - MAINTAIN 5' MIN. HORIZONTAL DIST. BETWEEN CONDUIT AND SEWER. - MAINTAIN 3' MIN. HORIZONTAL DIST. BETWEEN CONDUIT AND WATER MAINS. NOTE: CLEARANCES SHOWN ARE MINIMUM DISTANCES - REFERENCE PERMITS FOR SPECIFIC CLEARANCE REQUIREMENTS. ADDITIONAL UNDERGROUND INFORMATION ON EXCAVATION, BACKFILLING AND CLEARANCES CAN BE FOUND IN STD. 281-02.	OVERHEAD PRIMARY E. F. H. Q. R. W. X OR Z Z1#2 ACSR Z1#1/0 ACSR Z2#3/0 ACSR Z3#2 ACSR Z4#1/0 ACSR Z5#3/0 ACSR Z7#336 ACSR SPECIAL LIST ON SKETCH Z101 WIRE REMOVAL Z112 WIRE REMOVAL Z123 WIRE REMOVAL	STANDARD WIRE KEY DIRECT BURY PRIMARY - E. F. H. Q. R. W. X or Z Z13#1 AL 25KV Z14#1 AL 25KV Z15#500 AL 28KV X16#2 AL 15KV X17#2 AL 15KV X18#500 AL 15KV R19#1/0 AL 35KV R20#750 AL 35KV Z21#750 AL 28KV X22#2 Cu 15kV X23#2 Cu 15kV Z24#2 Cu 25kV Z25#2 Cu 25kV X26#500 Cu 15kV Z27#500 Cu 28kV Z28#750 Cu 28kV Z29SPECIAL - LIST ON SKETCH	NEUTRAL N1#2 ACSR N1#1/0 ACSR N2#3/0 ACSR N3#4/0 AL N4#336 ACSR N5REMOVAL GUYING G1/4" ARM GUY G15/16" ARM GUY G23/8" ARM GUY G35/16" POLE GUY G43/8" POLE GUY G57/16" POLE GUY	SECONDARY - 1 PHASE S6DX S14 TX S22 TX S31/0 TXR S43/0 TXR S5350 TXR S6750 TXR S71/0 TXF S84/0 TXF S9336 TXR S10750 TXF S113 WIRE REMOVAL S123 WIRE MAIN S146DX CIC S151/0TX CIC	SECONDARY - 3 PHASE \$1/0 TXF \$14/0 TXF \$2336 TXF \$33/0 TX \$4350 TX \$5750 TX \$61/0 QXF \$73/0 QXF \$8350 QXR \$9750 QXR \$103 WIRE REMOVAL \$113/0 QXR \$124 WIRE REMOVAL

EROSION CONTROL LEGEND ENV 8, 27 APPROXIMATE LOCATION FOR UNDERGROUND FACILITY EXCAVATION	
	INLET PROTECTION, TYPE
	12" WATTLE or 12"/20" SEDIMENT LOG or 9.5"/20" EROSION EEL
	STONE DITCH CHECK
	ROCK BAG
	MULCH
	SOIL STABILIZER, TYPE B
	EROSION MAT CLASS I, TYPE A
	EROSION MAT CLASS I, TYPE B
	EROSION MAT CLASS I, TYPE A URBAN
	EROSION MAT CLASS I, TYPE B URBAN
	EROSION MAT CLASS II
	EROSION MAT CLASS III
	VEGETATIVE BUFFER
	TRACKING PAD
	TIMBER MAT
	SILT FENCE
DW	APPROXIMATE DEWATERING BASIN LOCATION
	SURFACE WATER FLOW

WE ENERGIES WORK REQUEST ENVIRONMENTAL NOTES (Notes 1 through 7 apply to ALL work requests)

GENERAL

1. If WDNR and/or USACE permits were obtained for the project, all permit conditions shall be met during construction of the project.

EROSION CONTROL

2. If soil disturbance occurs on slopes or channels/ditches leading to wetlands or waterways, or within wetlands, the disturbed areas shall be stabilized and appropriate erosion control Best Management Practices (BMP's) shall be implemented.

3. Erosion Control BMR's shall meet or exceed the approved WDNR Storm Water Management Technical Standards (http://dnr.wi.gov/topic/stormwater/standards/const_standards.html). Refer to We Energies Construction Site Sediment and Erosion Control Standards.

4. Inspect installed erosion control BMP's at least one time per week and after1½" rain events: repair as necessary.

5. When temporary stabilization is required (e.g. for winter or short-term construction) prior to final restoration, soil stabilizer shall be installed wherever possible. Erosion mat shall be used temporarily only where appropriate, in accordance with state standards, and when approved by the Operations Supervisor.

CONTAMINATED SOILS

6. Whenever soil exhibiting obvious signs of contamination (e.g., discoloration, petroleum or solvent odor, free liquids other than water, buried containers or tanks, or other obvious signs of environmental impacts) is encountered during excavation or installation, cease work immediately, take appropriate immediate precautions to ensure worker health and safety, and contact the Operations Supervisor or Inspector.

SPILLS

7. If an oil spill occurs during construction, call the Environmental Incident Response Team (EIRT) at 414-430-3478:

- Any quantity of oil is spilled into surface water;
- Any oil spill greater than 50 ppm PCB into a sewer, vegetable garden, or grazing land;
- Any oil spill containing greater than 500 ppm PCB;
- Five gallons or more of oil spilled to the ground;
- Any oil spill involving a police department, fire department, DNR, or concerned property owner.

Notes 8 through 27 apply as noted at specific points within each work request:

DEWATERING

8. Dewatering of pits or trenches shall be done in accordance with state standards. Use an approved sediment bag, a straw bale dewatering basin, a combination of both, or equivalent.

WETLANDS

- As much as practicable, the majorityof the work shall be staged from the public roadways and road shoulders, keeping equipment out of adjacent wetlands.
- All work shall be conducted to minimize soil disturbance. No rutting will be allowed within the wetlands.
- If soils are not frozen or stable to a point that avoids rutting, timber mats, mud tracks, or equivalent shall be utilized to access pole locations.
- Excavated soils cannot be stockpiled in wetlands.

13. All excess spoils shall be removed from wetlands and placed in a suitable upland location.

14. Trenching and pit excavations within wetlands shall include soil segregation to facilitate restoration of pre-construction soil stratification, and restoration to pre-construction elevations.

15. Poles scheduled to be removed, and that occur within wetland, shall be cut at the ground surface.

WATERWAYS

16. No work can be performed within the banks or below the ordinary high watermark of any navigable waterways/streams.

17. No crossing of navigable waterways with equipment can occur. Foot traffic is allowed.

18. Any disturbed soil within 75-feet of the ordinary high water mark of any navigable waterways/streams shall be stabilized within 24 hours of construction completion.

THREATENED AND ENDANGERED SPECIES

19. Threatened or endangered species are known to occur in the work area. It is illegal to harass, harm, or kill a protected species under state and federal regulations. Proper precautions shall be taken to ensure harm to individuals is avoided.

20. In order to protect the threatened or endangered species, work must be conducted between November 5 and March 15.

21. Exclusion fencing must be installed at the work area prior to March 15.

22. A qualified biologist must be present when conducting work at this location.

INVASIVE SPECIES

23. State regulated invasive species are known to occur in the work area. Reasonable precautions are legally required to prevent the spread of these species. The Wisconsin Council on Forestry Transportation and Utility Rights-of Way Best Management Practices should be followed: (<http://council.wisconsinforestry.org/invasives/transportation/>).

CULTURAL AND HISTORICAL RESOURCES, CONT.

24. The project is within or adjacent to an area that is identified by the State of Wisconsin as potentially having Native American artifacts, burial mounds or burial sites, which could be encountered during construction.

25. If human bone or any artifacts are discovered during construction, work must cease immediately. Contact the Environmental Department who will contact the State Burial Sites Preservation Office and determine the next steps that must be taken in order to comply with state law. Work at that site MAY NOT PROCEED until the Environmental Department authorizes it.

26. A "qualified archaeologist," as specified under Wis. Stats 157. 70 (1) (i) and Wis. Admin. Code HS 2.04 (6), must be present to monitor all ground disturbing activities.

FRAC-OUT CONTINGENCY PLAN

27. A frac-out contingency plan shall be on-site and implemented accordingly. The contingency plan shall incorporate the following components.

- Continuously inspect the bore paths for frac-outs in order to respond quickly and appropriately.
- Containment materials (e.g. silt fence, straw bales, sand bags, etc.) shall be on site and available should a frac-out occur.
- A vac truck shall be accessible on short notice in order to respond quickly to a frac-out.

