

**Welcome!**

**[PollEv.com/stephaniehirsch900](https://pollev.com/stephaniehirsch900)**

# STATE OF THE CITY OF EAU CLAIRE



# 2022 in Review



**EAU CLAIRE'S**

**150<sup>th</sup>**

• **SESQUICENTENNIAL** •  
**BIRTHDAY CELEBRATION**

**Eau Claire's Birthday**

# McDonough Park Active Aging Area



Wisconsin Parks &  
Recreation Association  
2022 Outstanding Park  
Design Award

*It started with a Paddle  
and a Ball*



# Boyd Park



# Princeton Park



# Newell Park





# Cannery Park



## LEGEND

1. SHELTER/ PAVILION
2. RIVER OVERLOOK
3. ENTRY PLAZA
4. STREET IMPROVEMENTS
5. RIVER OVERLOOK MOUND
6. BIO SWALE
7. HAMMOCK GROVE
8. PARK BUILDING
9. HILLSIDE PLAYGROUND
10. FLEXIBLE EVENT/ PLAY LAWN
11. HILLSIDE POLLINATOR LAWN
12. BASKETBALL/ ART/ SKATE PLAZA
13. ALL-SEASON SKATE TRAIL
14. CANOE / KAYAK RAMP
15. SOLAR FORMA TREE
16. STATE TRAIL LIGHTING

# Cannery Park

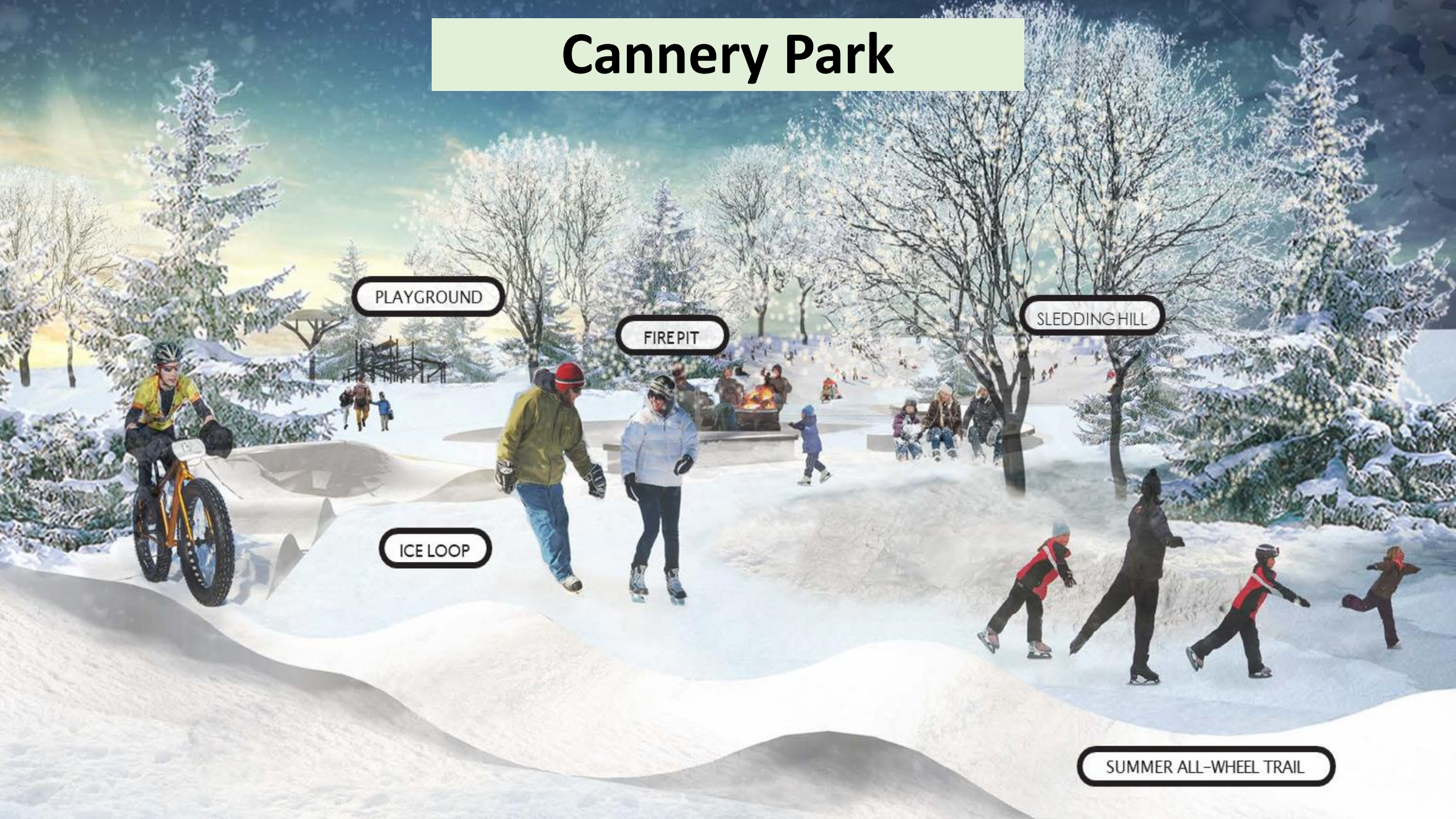
PLAYGROUND

FIREPIT

SLEDDING HILL

ICE LOOP

SUMMER ALL-WHEEL TRAIL



# Cannery Park

CAN TOWER

SOLAR SHADE

SAWMILL LOG SCRAMBLE

HILLSIDE PLAY AREA

GREAT LAWN



**P&R**





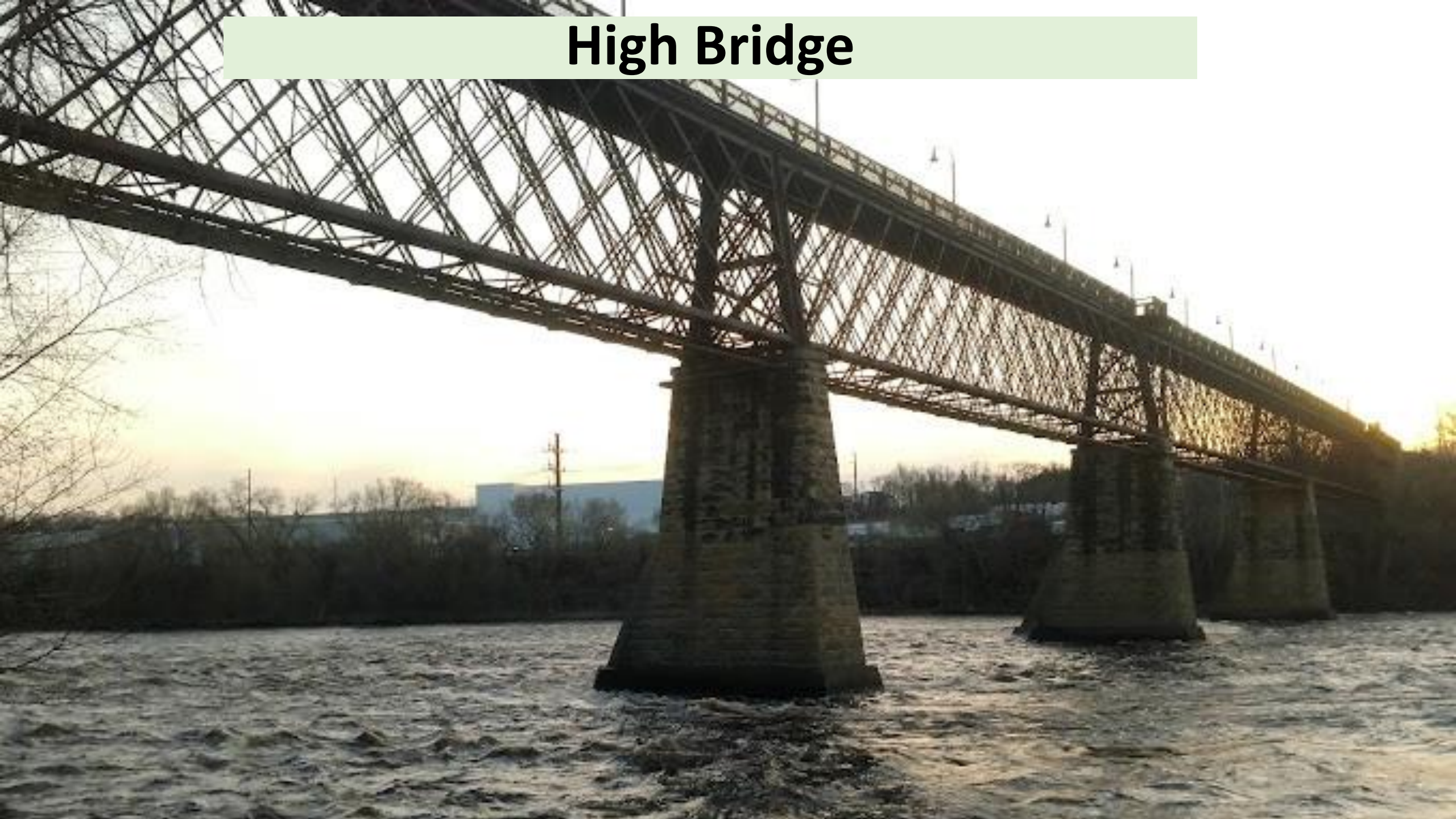
THE CURRENT

**The Current**

# Transit Transfer Center



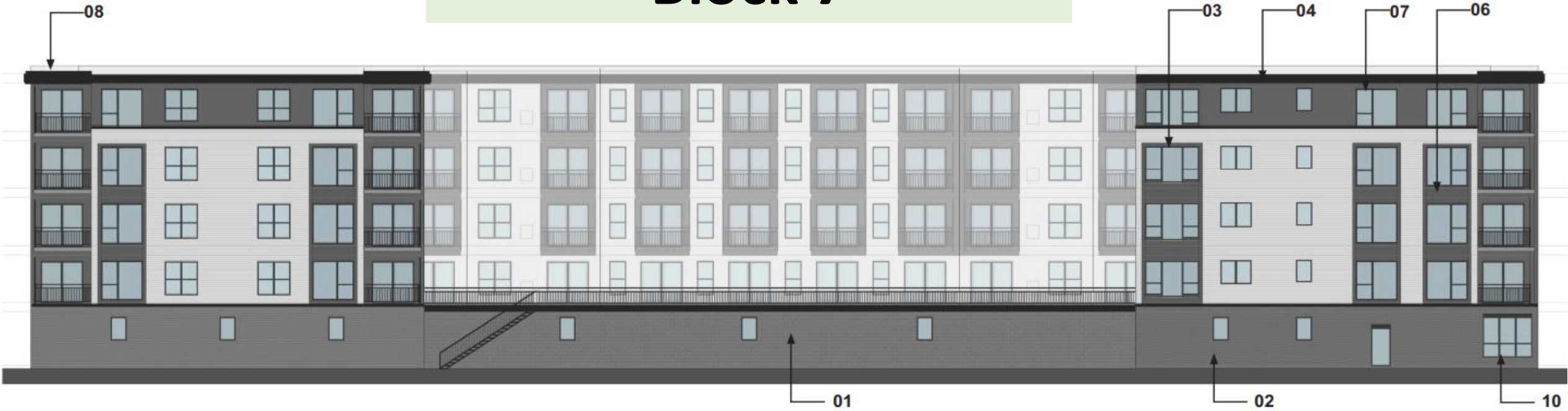
# High Bridge





NORTH ELEVATION (WISCONSIN STREET)

# Block 7





# Block 7



# Block 7

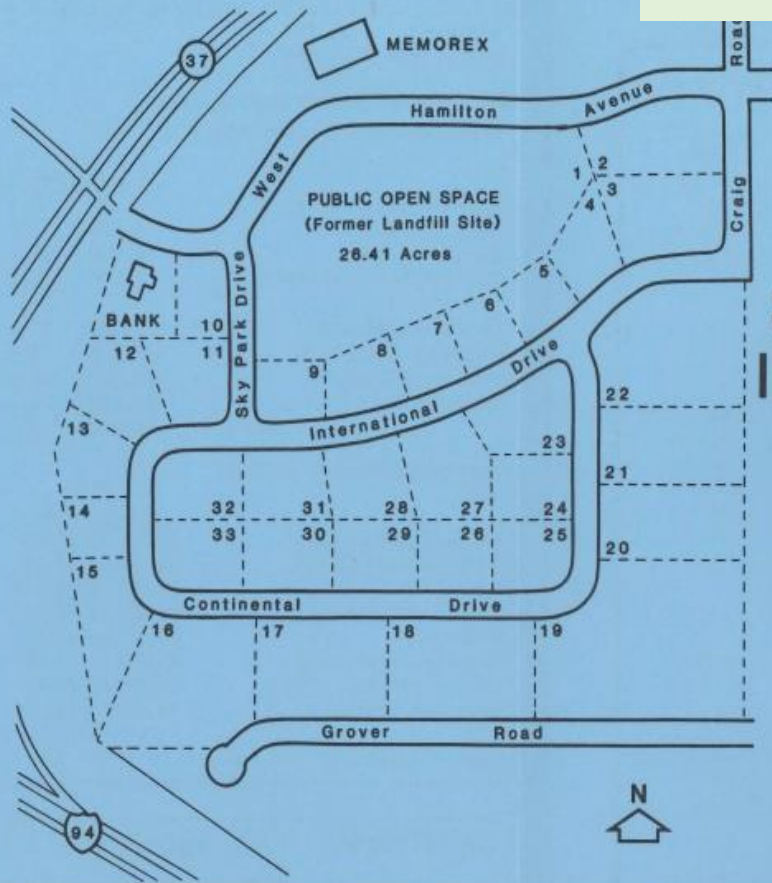


# Library



# Sky Park

MAP



## SKY PARK INDUSTRIAL CENTER

Lots Range In Size  
From 1.36 Acres  
(Lot 14) To 10.2  
Acres (Lot 19)

### NOTES

The Skypark Industrial Center offers 32 parcels. The park is immediately adjacent to Highway 37 and Interstate 94. An improved tax climate, a state tax exemption on manufacturing machinery and equipment, and the City's efforts to assist new enterprises with special financing all contribute to Eau Claire's attractiveness as an industrial site.

The City has long had an image of growth. Between 1970 and 1980 the population of Eau Claire grew by over 15%. The January 1, 1982 estimated population of the City was 53,166. Housing starts have also exceeded state and national averages. Even during the past three years, over 775 housing units were built within the City of Eau Claire.

center of industry, commerce, finance, medical care and education in West Central Wisconsin. Located at the confluence of the Eau Claire and Chippewa Rivers, this City is home to 53,000 people. The City is located in the two counties of Eau Claire and Chippewa. Together these two counties have a population of 130,900. Because of their strong ties, both counties are generally considered to constitute the labor and trade markets for the City of Eau Claire.

The City of Eau Claire is situated 85 miles east of St. Paul, MN; 164 miles southeast of Duluth, MN; and 185 miles northwest of Madison, WI. Interstate 94 and Highways 53, 12, 93 and 37 serve the community. The City is an attractive site for business and industry, aided by both a highly regarded labor force and an active City Industrial Development Program. The District One Technical Institute, located in Eau Claire, has a student enrollment of 3,150 and has an excellent reputation among employers. The University of Wisconsin-Eau Claire has an enrollment of 11,025 and is one of the community's strongest assets.

Sky Park Industrial Center is located on an 140 acre site in the southwest area of the City. The facility provides an excellent development site for new and existing industry in Eau Claire.

### CONTACTS

City of Eau Claire  
Community Development Department  
203 S. Farwell Street  
Eau Claire, WI 54701

(715) 839-4943

## CITY OF EAU CLAIRE



Prepared By:

WEST CENTRAL WISCONSIN  
REGIONAL PLANNING COMMISSION

# Sky Park



Lot	Business	Acres
	Xcel Energy Solar	26.3
	Available	4.6
3a	Eagles Printing & Label, Inc.	1.9
3b	Private owner	0.9
3c	Hulke Properties LLC	1.2
4	Dimension X Design	2.0
5	Radix Laboratories, Inc.	1.6
6	Radix Laboratories, Inc.	1.7
7	RLS	1.6
8	AEC/RLS	0.8
9	Phillips	2.6
10	Grace Lutheran Foundation	1.7
11	Available	2.3
12	Available	2.8
13-15	Documation	5.8
16	Great Lakes Higher Education	8.6
17	RSTC	3.4
18	Five Star Plastics, Inc.	7.2
19	Unavailable-Under Option	6.3
20	Park Ridge Distributing, Inc.	6.3
21	Available	4.0
22	Available-private owner-industrial	7.1
23	ACRE Properties	3.1
24	ACRE Properties	1.9
25	ACRE Properties	2.4
26	ACRE Properties	2.2
27	Advantek Americas, Inc.	3.5
28-31	Private owner	10.0
32	Valley Builders Hardware	2.9
33	Available	2.5

# High Speed Internet

**TDS FIBER**

**NETWORK BUILD  
IN PROGRESS**

**QUESTIONS?**

Call **1-855-259-8576**

or visit

**TDSFIBER.COM/CONSTRUCTION**



**2GIG INTERNET | TV | PHONE**

# Sonnentag



John & Carolyn  
**SONNENTAG** Fieldhouse

MAYO CLINIC  
HEALTH SYSTEM

SONNENTAG

# Costco





# COUNTRY JAM USA

**JON PARDI / CHRIS YOUNG / MORGAN WALLEN**  
**HARDY / CHRIS JANSON / CODY JOHNSON**  
**CRAIG MORGAN / RODNEY ATKINS / TRACY LAWRENCE**  
**PHIL VASSAR JOHN MICHAEL MONTGOMERY**  
**CHRIS KROEZE BLACKHAWK SHENANDOAH DAWN MARIE**

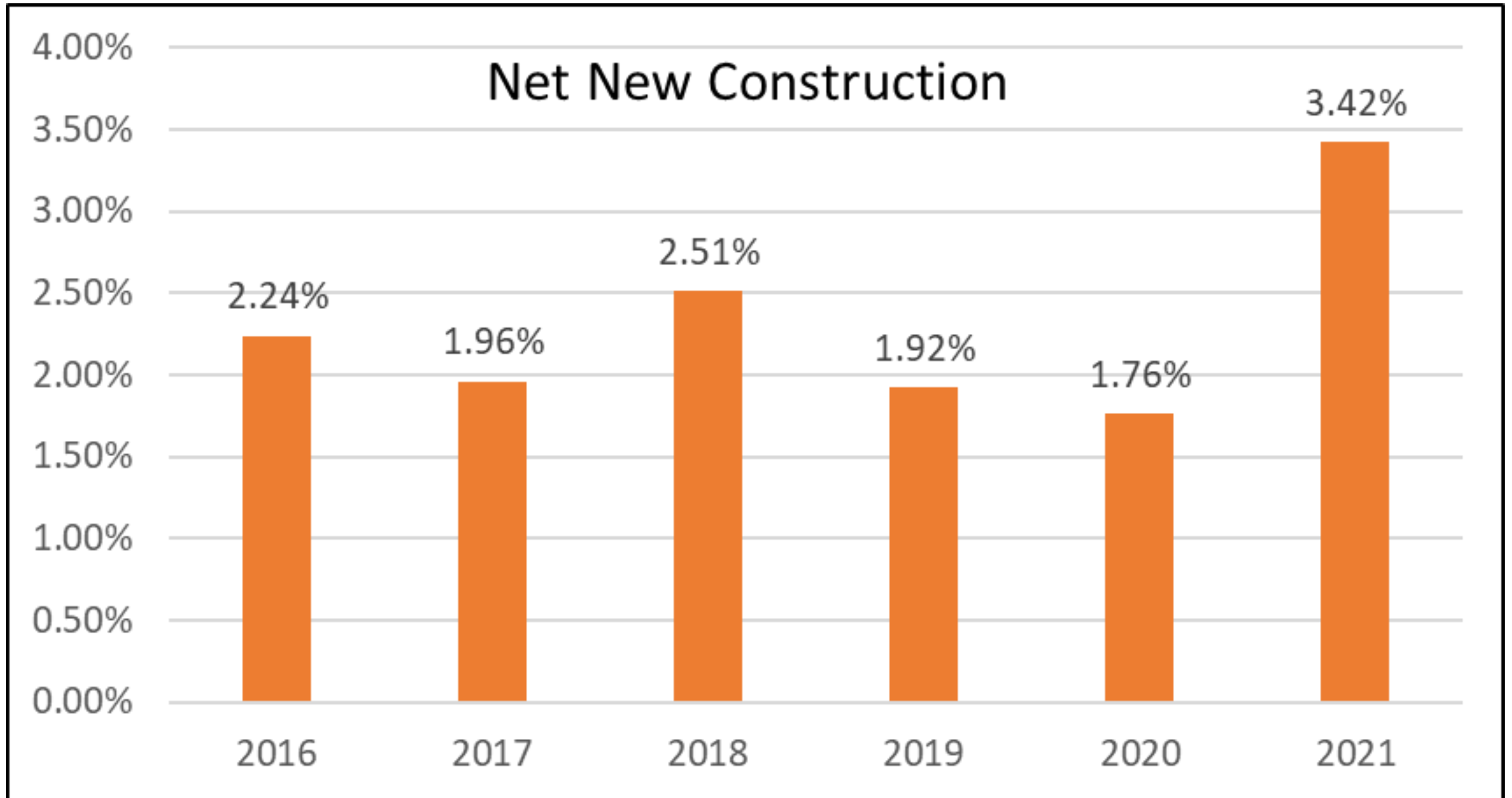
**JULY 15-17, 2021**

SONGS SOUND SWEETER. FRIENDSHIPS LAST LONGER.  
STARS SHINE BRIGHTER. BEER RUNS COLDER.

**#RaiseYourMug**

**Country Jam**

# Record Growth - 2021



# Record Growth - 2022

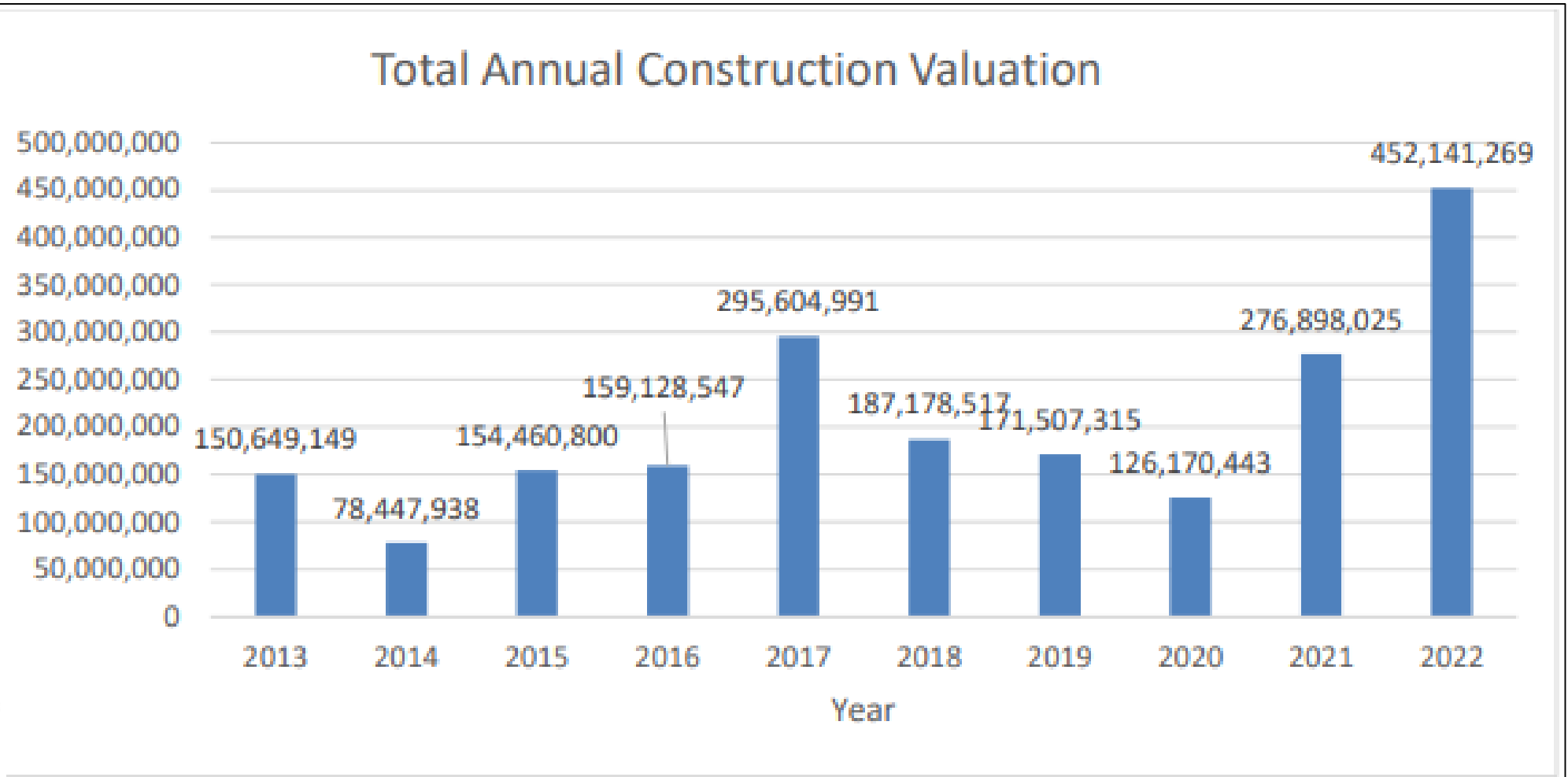
OUR VIEW

## Construction activity positive sign for EC

Eau Claire's new record for construction spending is indeed encouraging. It reflects not only the statistical reality of the community's growth, but the construction industry's recognition that Eau Claire is a good bet for their own endeavors.

The growth is indeed impressive. In 2019, the final pre-pandemic year, new construction stood at about \$171.5 million. It dropped considerably in 2020, to \$126.2 million. That fall should come as no surprise.

Neither [LEADER TELEGRAM](#) when it hit \$2.





## Pour and Play Playground Foundation and Wheel Chair Accessible Equipment

Location: Boyd Park 1202 Fairway Street



Boyd Park will soon have new playground equipment. This funding will add pour and play to the coming playground to allow a safer and more accessible surface to be installed. A wheelchair accessible merry-go-round will also be added to the play area.

Estimated  
Cost  
\$55,200



Boyd park will soon have new playground equipment added to the park. The city and neighborhood have co-funded the equipment to be installed.

Funding a Pour and Play surface allows for a soft non-slip surface that is both beautiful and durable. The type of material used for playground surfaces is important to ensure the safety of our children as most playground injuries result from trips, slips or falls on hard slick surfaces.

The addition of a wheelchair accessible merry-go-round will help create a safer playground and greater accessibility to users with different abilities. It will be the first of its kind of playground equipment in the City of Eau Claire.

The specific design of the merry-go-round will accommodate multiple users and allows easy access and use by people in wheelchairs.

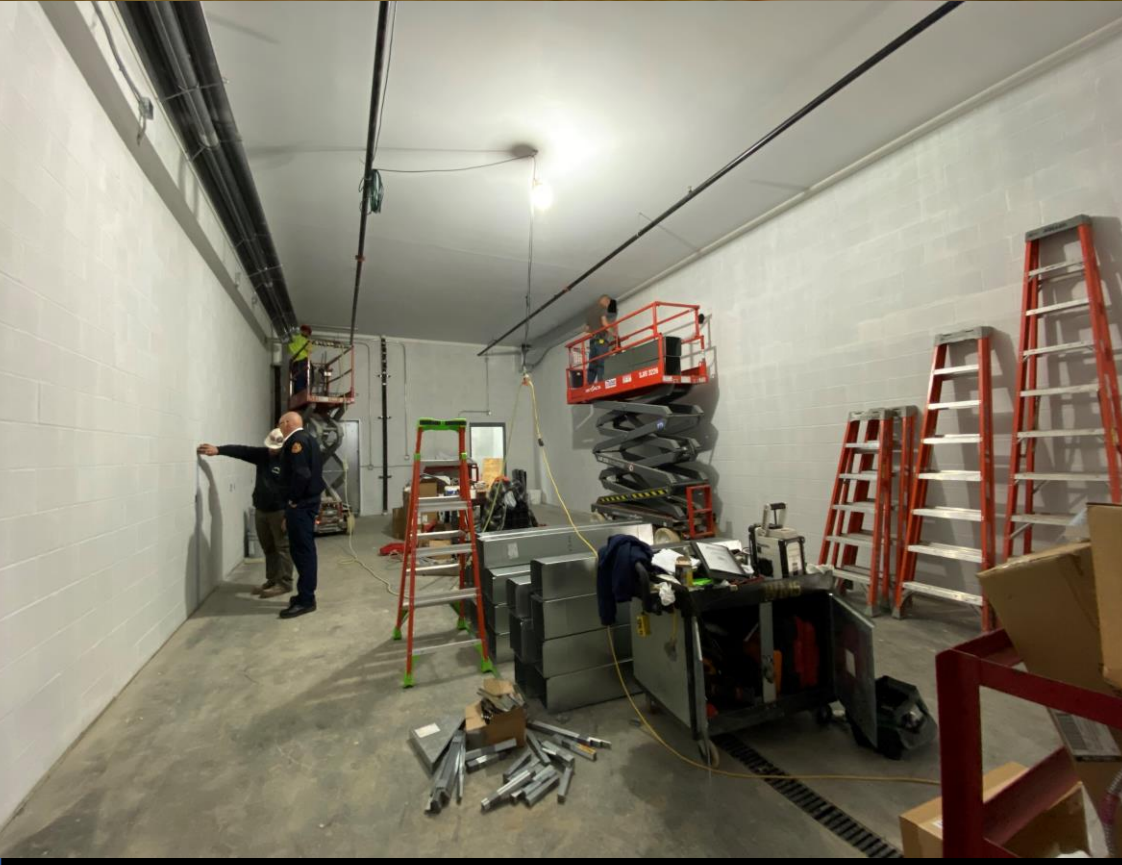
The city will fund the gravel needed for the initial installation in playground costs separate from the Empower funds.

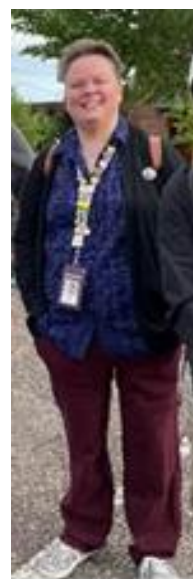


# Participatory Budgeting



# Station 6





# Big Transitions

New faces... and familiar faces in new roles

POLITICS NEWS

VOLUME ONE

## Three Fresh Faces Elected to E.C. City Council

incumbents Beaton, Jones also re-elected to at-large seats

Tom Giffey | April 18, 2022

SHARE



COMMENTS

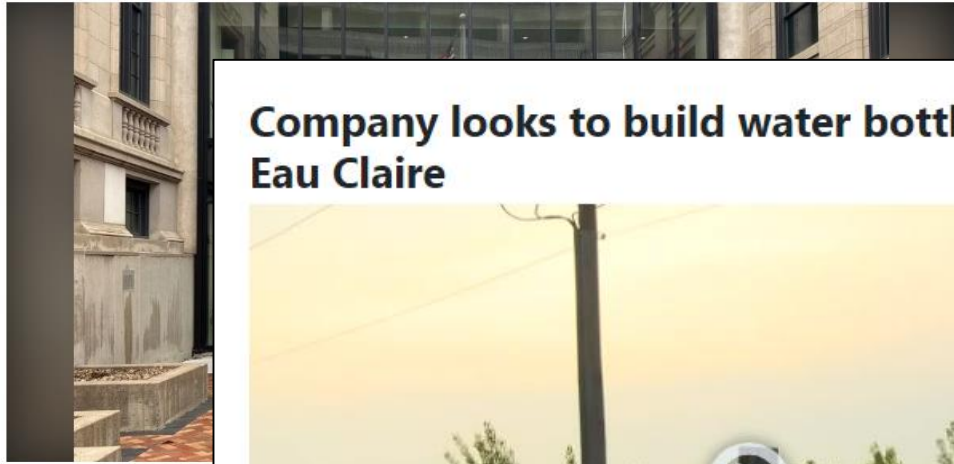


COUNCIL SQUAD ASSEMBLE. The three new at-large members of the Eau Claire City Council are, from left to right, Charlie Johnson, Larry Mboga, and Joshua Miller. (Submitted photos)

Three newcomers joined two incumbents in winning at-large seats on the Eau Claire City

# How the city of Eau Claire hopes to appropriate ARPA funds

By: Katrina Lim Jul 11, 2022 Updated Jul 12, 2022 0



## Company looks to build water bottling facility in Eau Claire



WQOW

# City of Eau Claire seeks dismissal of Town of Washington lawsuit

WEAU

The City of Eau Claire said the lawsuit over an annexation order doesn't meet statutory requirements.



By Jimmie Kaska

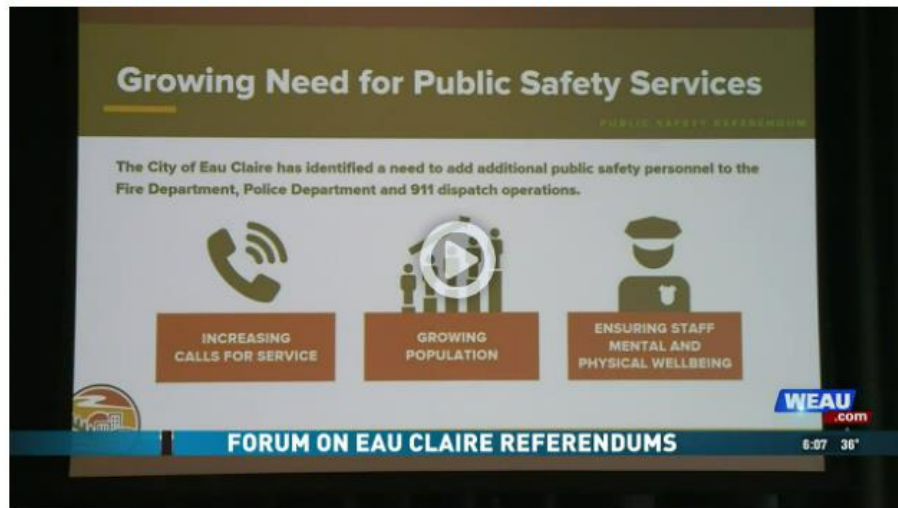
Published: Aug. 5, 2022 at 11:07 AM CDT



EAU CLAIRE, Wis. (WEAU) - The City of Eau Claire is responding to a lawsuit filed by the Town of Washington that said an annexation proposal by the city isn't legal.

According to documents filed Wednesday in Eau Claire County Circuit Court, the city's attorney, Douglas Hoffer, said that Wisconsin statutes don't allow townships to get in the way of a unanimous petition of private property owners who want to annex or nullify an

## The City of Eau Claire puts Public Safety Referendum on November 8th election ballot



By Leeann Stapleton

WEAU

WEAU

veloper called Purple Rain  
tling facility on the City of Eau

lant is expected to create arc

# Big Decisions

# Seven Mile Creek Landfill Siting Committee meets to talk about landfill concerns, again



The site of the landfill in Seven Mile Creek: (WEAU)

By [Leeann Stapleton](#)

Updated: May 26, 2021 at 6:59 PM CDT



EAU CLAIRE, Wis. (WEAU) - The Landfill Siting Committee met on May 20 in Eau Claire to discuss the landfill. Life in November of 2020.

During the "public comment" portion of the meeting, the Seven Mile Creek landfill attorney for the siting committee said negotiations are ongoing.

"We are going to be making a counter proposal to GFL to try to find a sociological annual payment." Anders Helquist said.

The residents say they have concerns about health implications, proximity to the landfill reaches and annual compensation. The association also says

The question that will be on the November 8th ballot

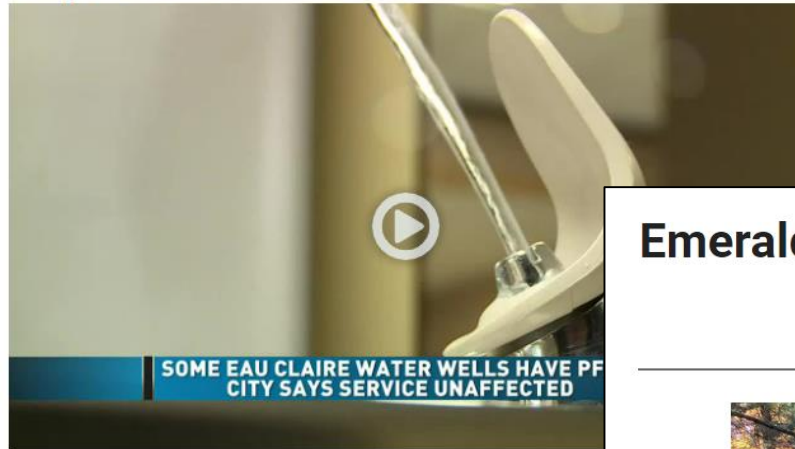
# You Ask, We Answer: Is the city going to salt the side streets?

By: Katrina Lim Jan 10, 2023 Updated Jan 10, 2023 0



WQOW

## Eau Claire city officials say service not affected despite PFAS



SOME EAU CLAIRE WATER WELLS HAVE PFAS CITY SAYS SERVICE UNAFFECTED

By Max Cotton

Published: Oct. 12, 2021 at 6:54 PM CDT



EAU CLAIRE, Wis. (WEAU) - The City of Eau Claire has taken three more water wells offline due to PFAS.

That brings the total number of wells not being used because of contamination to seven. The city has

The city's Utilities Manager, Lane Berg, said the city can easily meet demand using nine wells. People need to change.

WEAU

"The water's still safe," he said. "Do not make any alternative plans. Do not make any alternative plans"

## Emerald ash borers continue to ravage Wisconsin ash trees

Adam Reed Apr 19, 2022 Updated Aug 24, 2022 0



WQOW

# Challenges, from both Nature & Humans



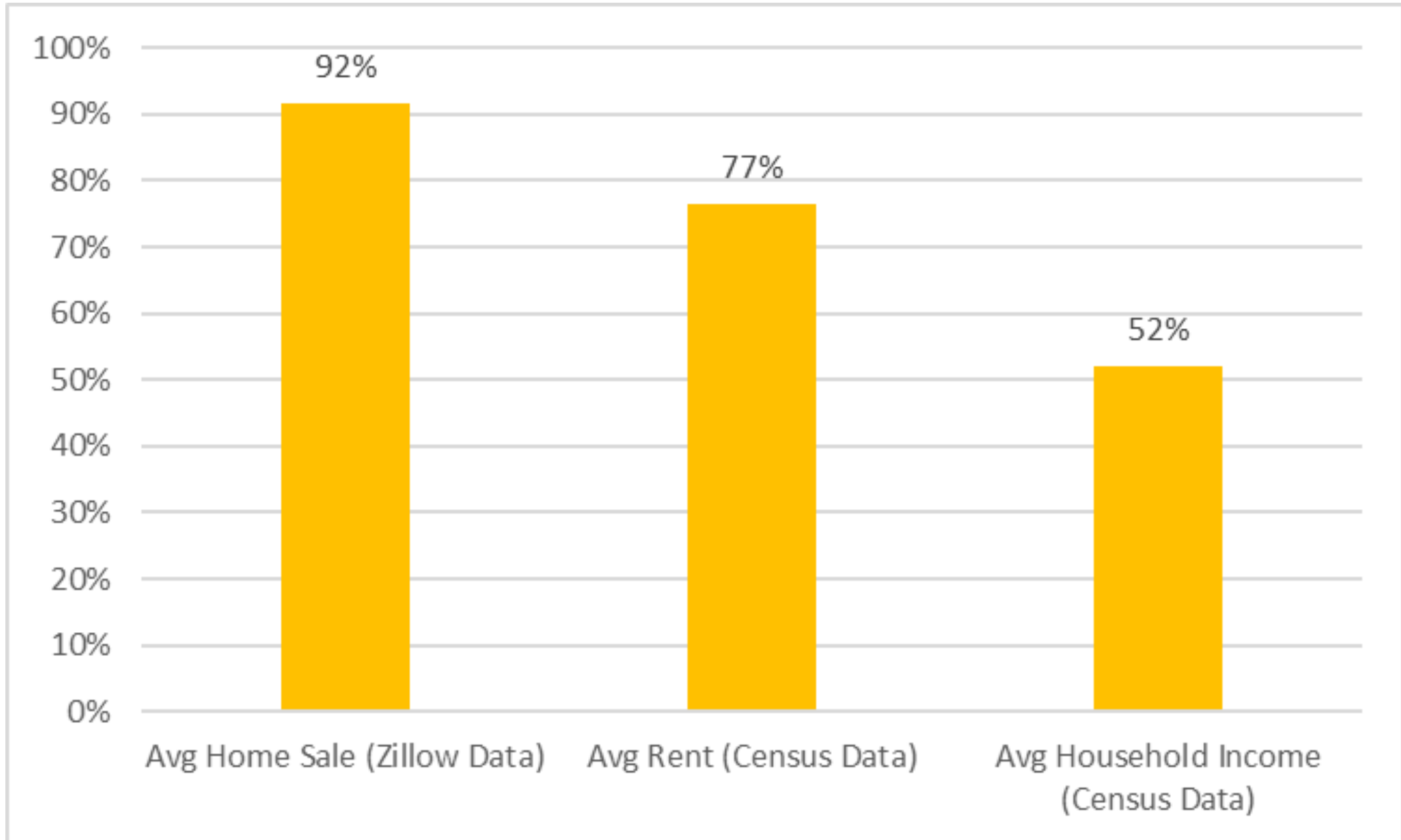
# Some “Gnarly” Challenges

# Gnarly Challenge #1

**HOUSING**

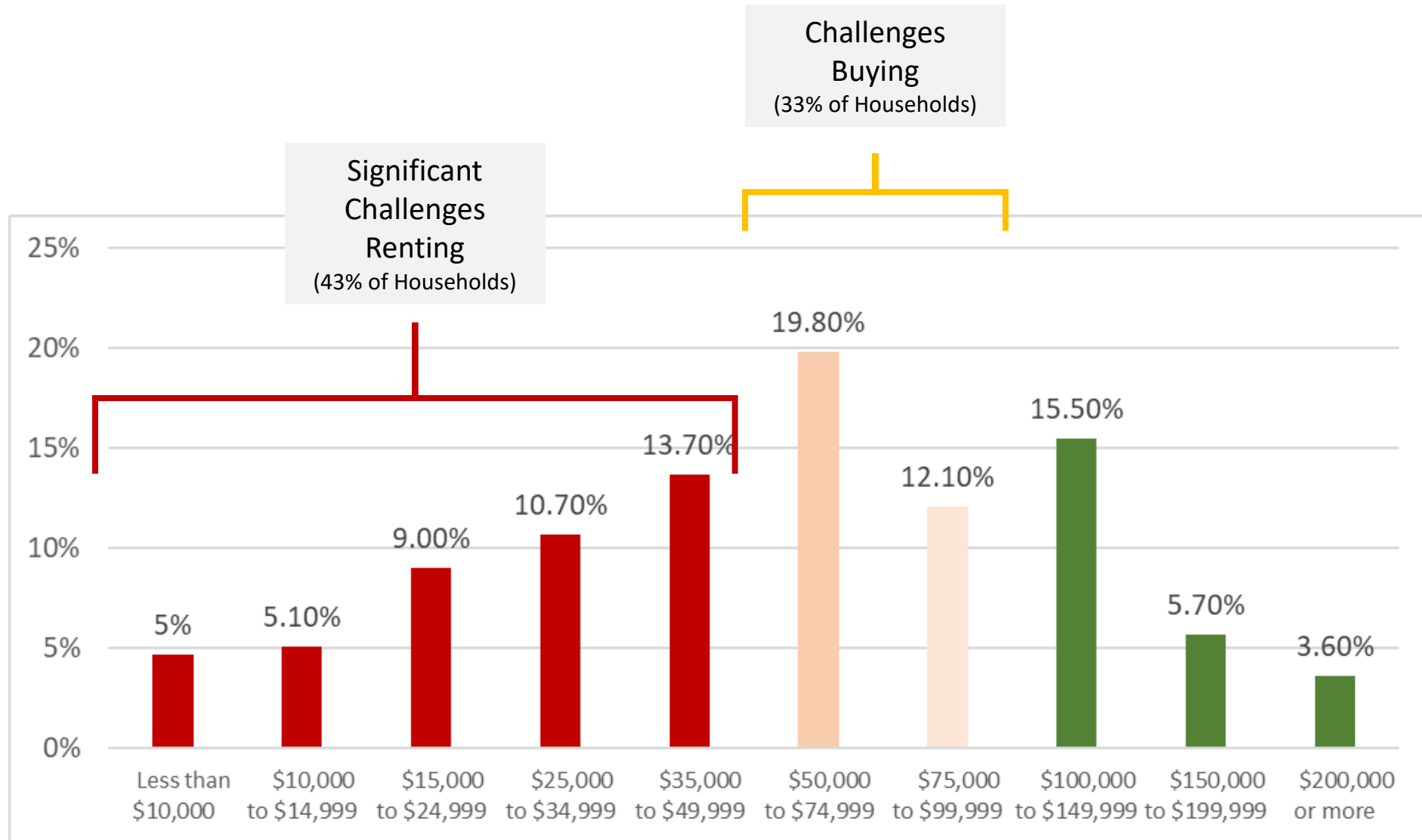


## Percent Increase in Home Sales, Rent, and Household Income, 2010 - Present



# 2021 Income for City of Eau Claire Households

US Census , American Community Survey



## Winding Down of Pandemic Supports

### Winding down of Pandemic Supports, including...

- Wisconsin Emergency Rental Assistance (WERA) enrollment ending.
- Many who received Badgercare or Medicaid may no longer be eligible.
- Foodshare recipients will receive less food per month.
- Many COVID related services will no longer be free.

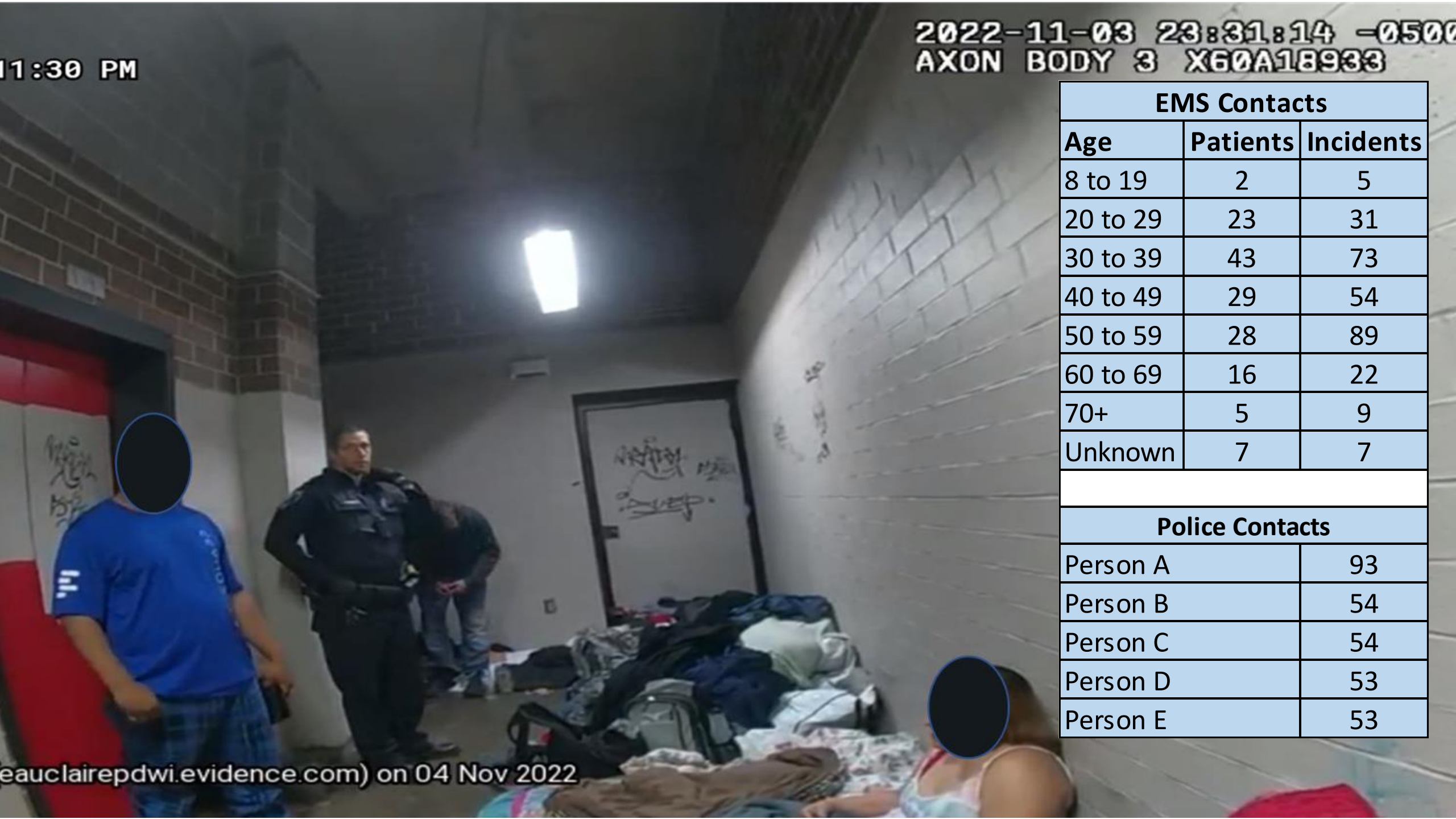
### From Human Services Department

- As of December 2022, County has 13,917 households with 20,654 people open for BC/Medicaid Healthcare programs.
- This is a 39% increase of households and a 15% increase of individuals since 2019.
- A “continuous eligibility waiver” that has been in place since 2020 is ending.



11:30 PM

2022-11-03 23:31:14 -0500  
AXON BODY 3 X60A18933



EMS Contacts		
Age	Patients	Incidents
8 to 19	2	5
20 to 29	23	31
30 to 39	43	73
40 to 49	29	54
50 to 59	28	89
60 to 69	16	22
70+	5	9
Unknown	7	7
Police Contacts		
Person A		93
Person B		54
Person C		54
Person D		53
Person E		53

beauclairepdwi.evidence.com) on 04 Nov 2022

A complex knot made of colorful ropes (blue, yellow, red, black) against a white background. The knot is intricate, with multiple strands of rope intertwined. The colors are vibrant and the texture of the rope is clearly visible.

## **Gnarly Challenge #2**

**FISCAL STABILITY**



## In the Year of 1995...

There are many reasons that changes are needed in the way that we provide City services and finance new and replacement infrastructure!

Our revenue sources are growing at a much slower rate than operating costs are increasing. State shared revenue, one of our major revenue sources, is showing very little growth and may be in serious danger of being reduced further. Total employee wage and benefit costs, which make up the major portion of our operating budget, are increasing at a rate greater than the rate of growth in revenues.

The city is facing increased pressure to correct problem infrastructure systems. Some of our storm drainage systems need upgrading. Council faces increased demand to replace deteriorating utilities. Council will continue to see an increase



Don T. Norrell  
City Manager

***“OUR REVENUE SOURCES ARE GROWING AT A MUCH SLOWER RATE THAN OPERATING COSTS ARE INCREASING...”***

# In the Year of 2010...

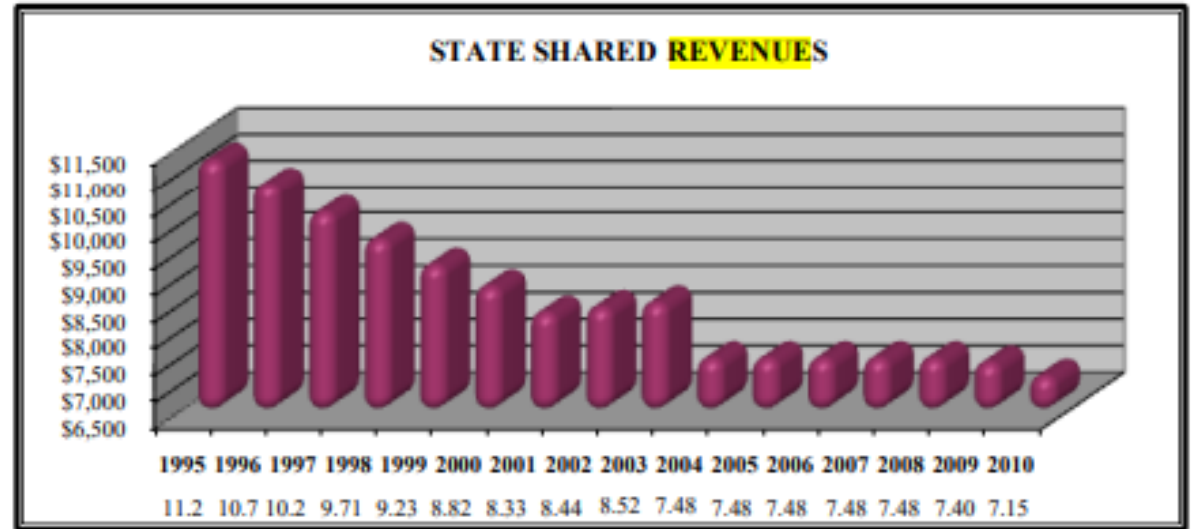
## For the Future

The difficult fiscal environment we face may produce challenges, but it also invites the opportunity for change. As we look forward, we must continue to identify creative approaches to effective management and control of City resources and services.

Respectfully submitted,



Mike Huggins  
City Manager



***“THE DIFFICULT FISCAL ENVIRONMENT WE FACE MAY PRODUCE CHALLENGES, BUT IT ALSO INVITES THE OPPORTUNITY FOR CHANGE...”***

# In the Year of 2020...

In addition to a growing list of services, the City is limited in its ability to increase its tax levy for operations. The State's levy limit program restrains the growth of municipal levies to a function of the property value growth in their communities (net new construction). Not included in the levy adjustment calculation are increases for inflation. The rate of inflation is a useful indicator for estimating the prices of goods and services, such as those that are required for the City to provide its services.

Since 2009, when levy limits went into effect, annual inflation has totaled 18.53 percent. During that same time period, net new nonconstruction for Eau Claire has totaled 15.27 percent. From 2013 through 2018, annual inflation has totaled 11.11 percent while the annual increase in the property tax levy for Net New Construction has totaled 10.20 percent. This is not a financially sustainable course.

***“THIS IS NOT A FINANCIALLY SUSTAINABLE COURSE...”***

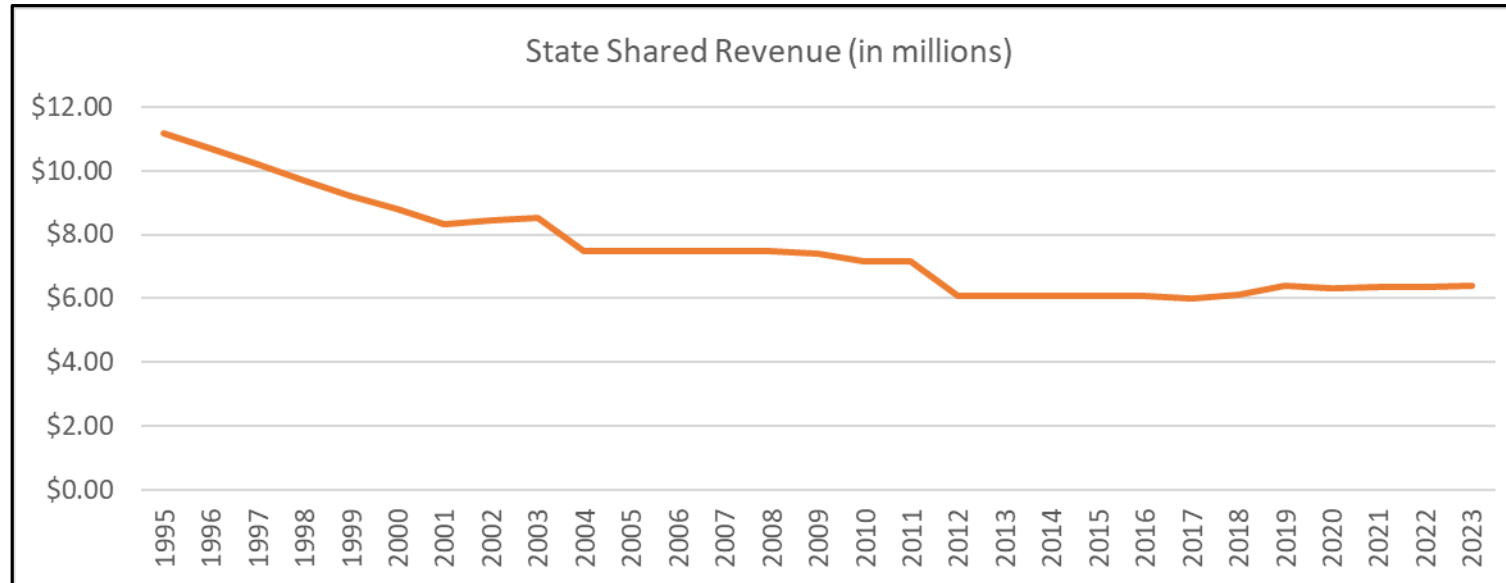
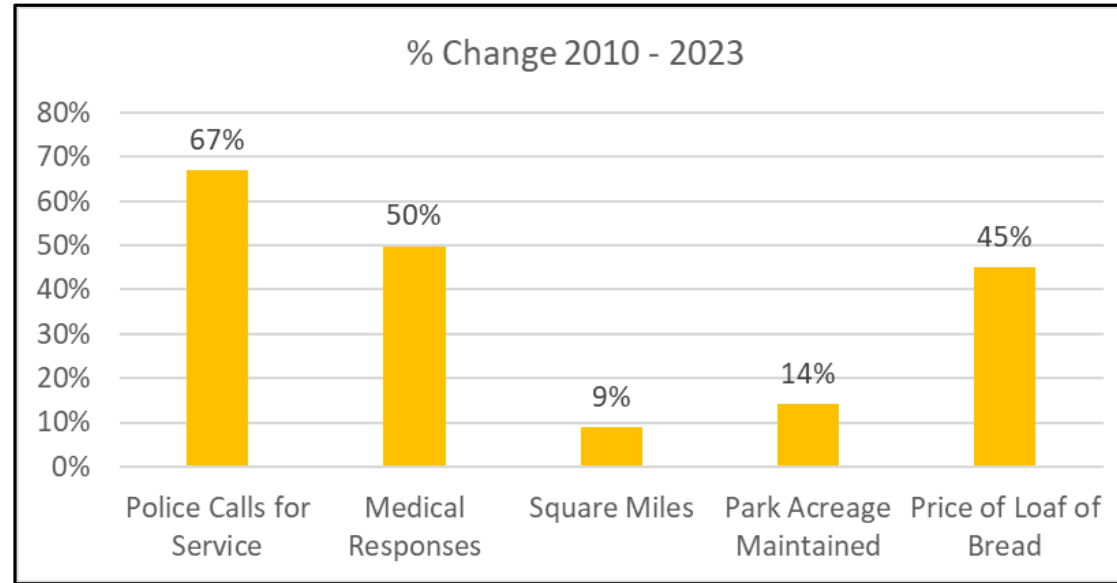
Respectfully submitted,

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

Dale Peters  
City Manager

# Changes In Demand for City Services and State Shared Revenue

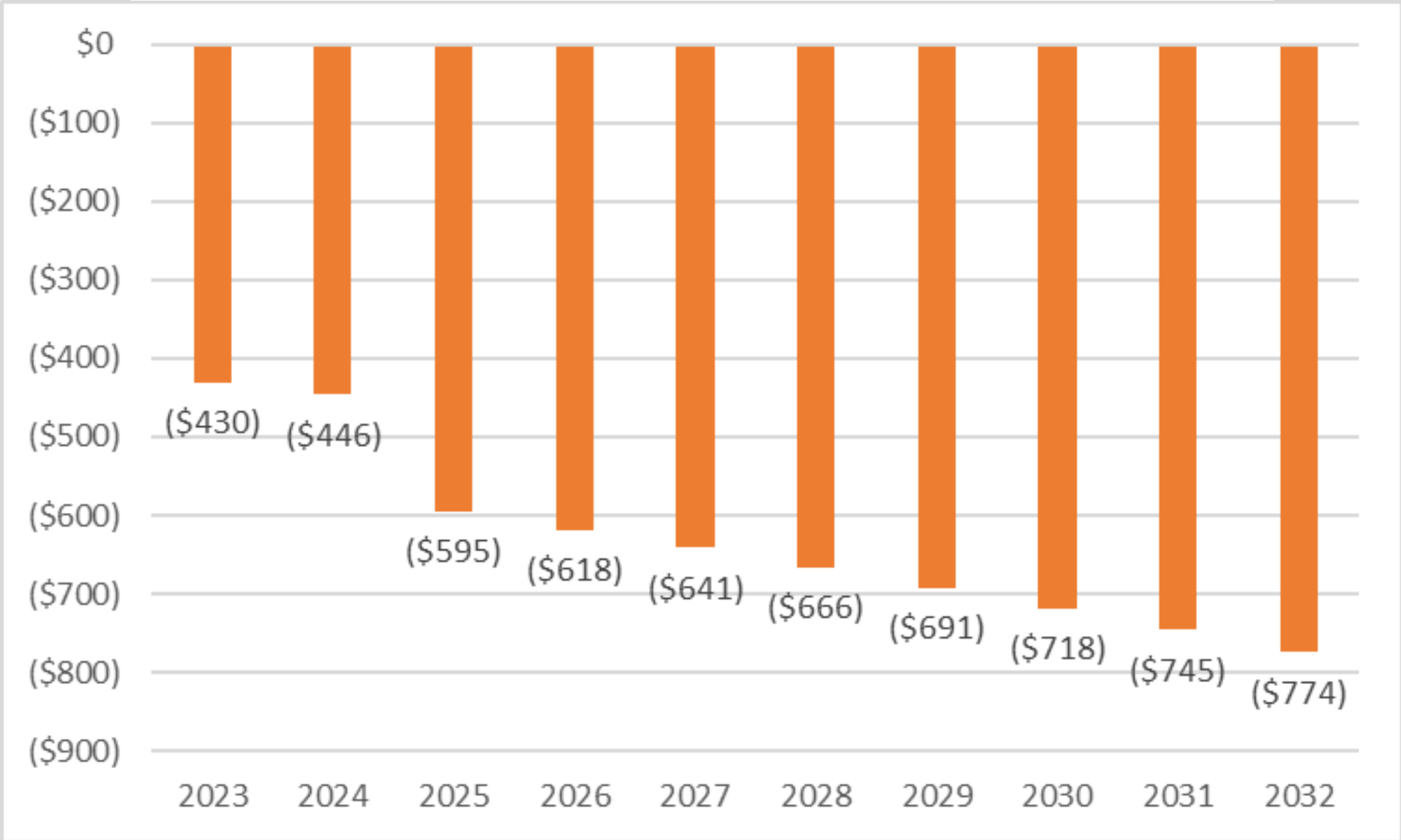
City of Eau Claire Budget Books



## Very Few Tools

<b>Tool</b>	<b>Feasible?</b>
Implement a new sales tax.	<b>NO</b>
Charge new fees or increase fees.	<b>NO</b>
Negotiate a Payment in Lieu of Taxes with large non-profits	<b>NO</b>
Implement a local income tax	<b>NO</b>
Use room tax for City Operations	<b>NO</b>
Rely more on State Funding (Shared Revenue)	<b>NO</b>
Use a vehicle registration tax “wheel tax”	YES
Ask voters to vote to pay more taxes, which is called a referendum vote.	YES

# Growing Projected Deficit (in millions), Even without Additions

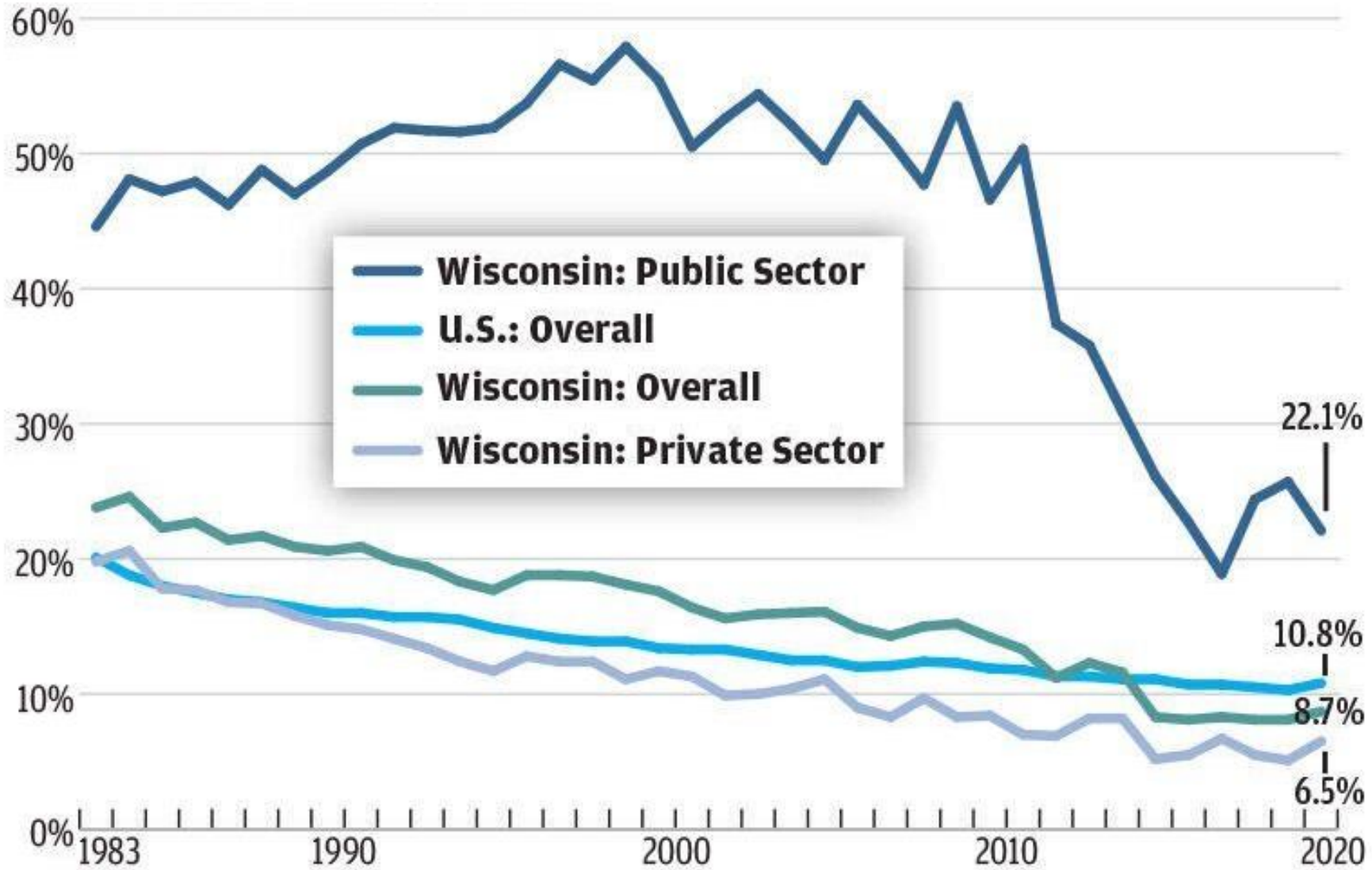




## **Examples of Projects on Hold**

Additional Inspections Staff  
Office 365 Subscription  
Computer Support Specialist  
Cyber Security Specialist  
Forester  
New Payroll System  
And many more...

# Declining Union Membership (Below) Declining Wages and Benefits for Public Employees



Source: Wisconsin Policy Forum

Lee Enterprises graphic



# Recruitment Challenges

Source: Indeed.com

## Plumber salary in Eau Claire, WI

How much does a Plumber make in Eau Claire, WI?

Average base salary ?

**\$96,376**

Per year ▼

↑ 72% above national average

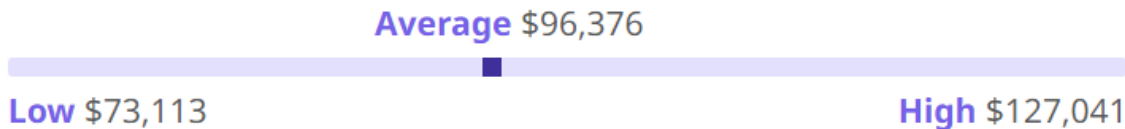


Overtime  
**\$6,750 per year**

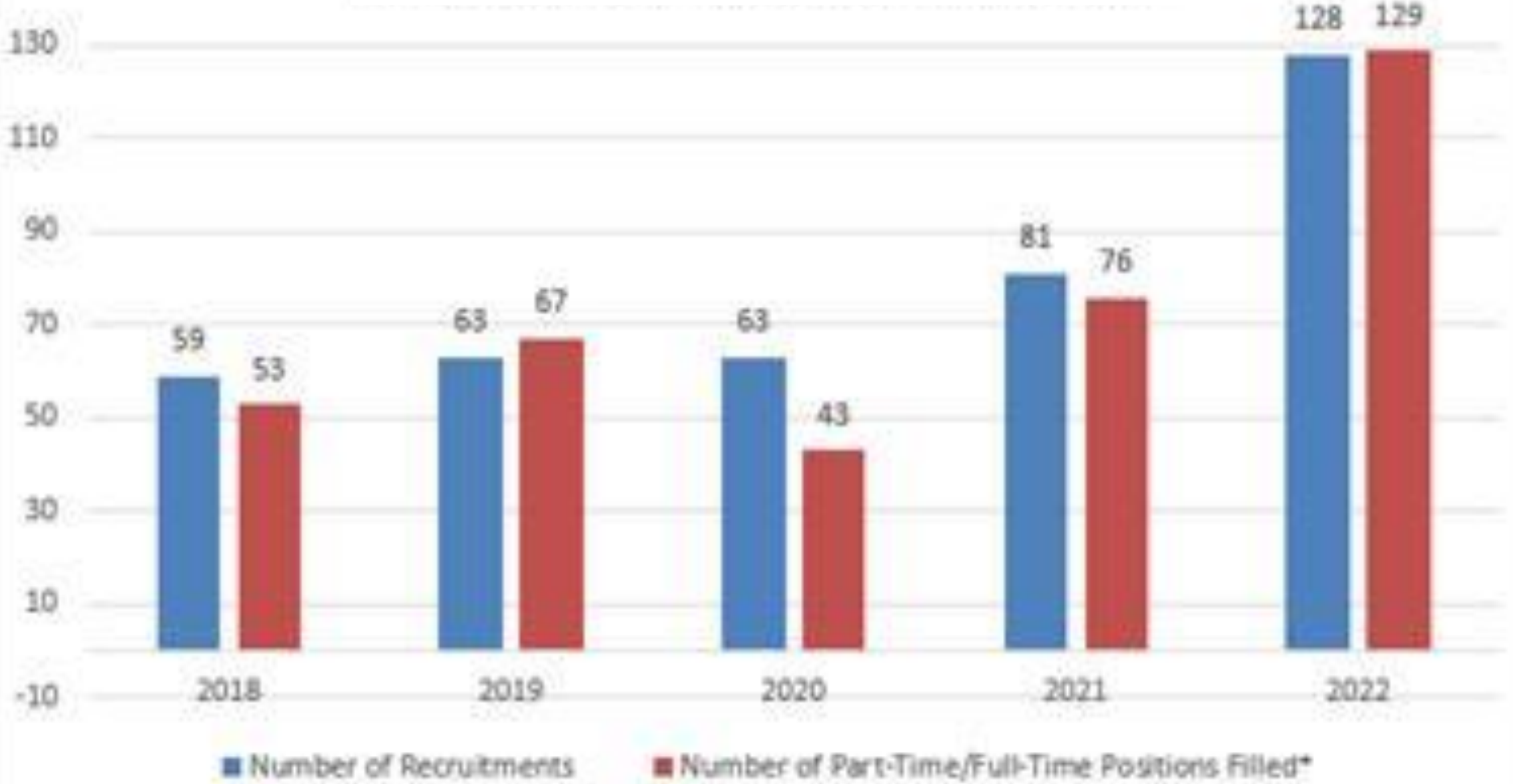


Non-cash benefit  
**401(k)**

[View more benefits](#) →

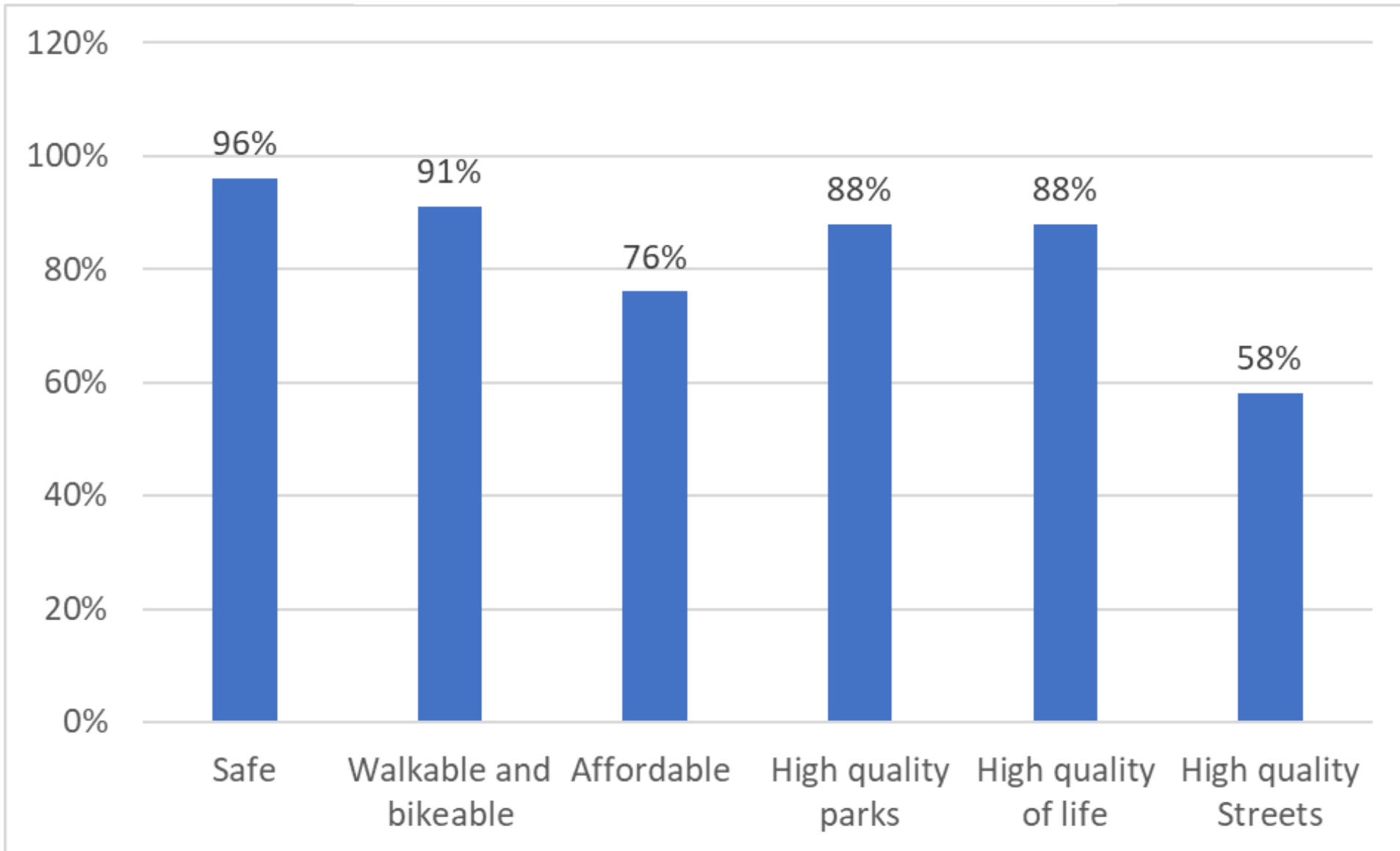


## Recruitments and Positions Filled by Year



# Resident Satisfaction Continues to be High... For Now

Source: Survey of EC Residents, Administered by Baker Tilly in Spring of 2022



# **Our Plans and Hopes**

# **Our Approach**

- Values Driven
- Data Informed
- Making the Tough Decisions

# **DRAFT Community Values/Aspirations**

## **Community Engagement and Connections**

Every voice matters, all residents know how to contact the City, and residents and employees have opportunities to shape the City's future. Strong, multi-cultural, and inclusive neighborhoods and community organizations meet the needs of residents for connection, friendship, support, and learning.

## **Equity and Supports**

All residents and employees experience belonging, health, and happiness, and have the ability to thrive.

## **Resident Well Being**

Eau Claire is a safe, comfortable, and easy place to live for people of all ages, needs, and backgrounds.

## **Environmental Sustainability**

The City works towards carbon neutrality and protects its eco system and natural assets.

## **Stewardship**

The City runs efficiently and well, and pursues all its work with integrity. It maintains and improves its assets, cares for its employees, spends each dollar for the biggest impact, and uses proven and innovative tools to improve operations.

## **Thoughtful Growth**

The City's growth promotes tax revenue, high-paying jobs, local amenities, higher-density neighborhoods, diverse housing stock, interesting public spaces, and unique local arts, businesses, and other organizations.

# EauStat Organizational Learning Process

Team of Analysts and Project Managers, work with core Amin staff (Finance, HR, Law, IT) to better understand all Departments, Divisions, and Community needs...

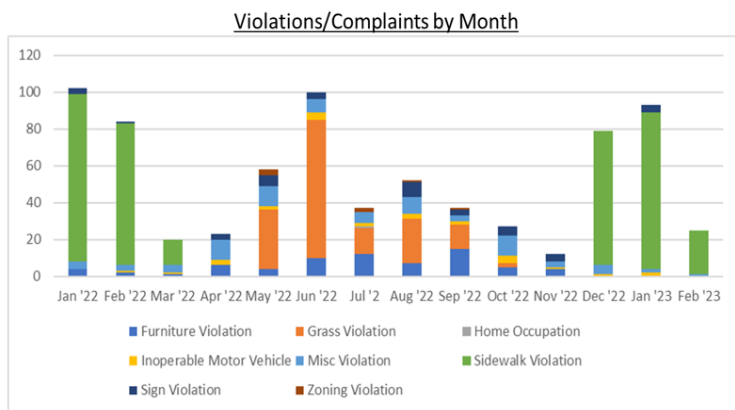
- Hold regular meetings with each functional area;
- Review financial data, activity data, and projects;
- Track task completion and update goal status; and
- Work on data sharing and projects with partners within Eau Claire and beyond.



# Purpose

- Increase consensus on complicated topics;
- Speed decision making and problem solving; and
- Provide “relentless” follow up.

## 4. Activity Data: Code Violation Data - City



Jan 2022 vs. Jan 2023

Type	2022	2023	23 vs. 22	% Change
Furniture Violation	4	0	-4	-100%
Inoperable Motor Vehicle	0	2	2	
Misc Violation	4	2	-2	-50%
Sidewalk Violation	91	85	-6	-7%
Sign Violation	3	4	1	33%
Total	102	93	-9	-9%

### Data Team Task List

Tuesday, February 14, 2023

#### CODE & TRASH

##### SOLID WASTE

Determine new location for brush site.

*Source* EAUSTAT TASKLIST  
*Primary Person:* AARON WHITE

Travis Davis

Set up Brush Site tour with Council Members.

*Source* EAUSTAT TASKLIST  
*Primary Person:* STEPHANIE HIRSCH

Lane Berg

Increase municipal involvement in trash collection and reduce code violations.

*Source* 2023 GOALS  
*Primary Person:* TRAVIS DAVIS

Travis Davis

Integrate waste reduction strategies in trash management and code enforcement.

*Source* 2023 GOALS  
*Primary Person:* TRAVIS DAVIS

Steve Nick  
Travis Davis

Work with siting committee related to 7-mile creek landfill expansion proposal. Update 1/28/2023: Agreement with all partners reached late in 2022.

*Source* 2019 STRATEGIC PLAN  
*Primary Person:* STEVE NICK

Lane Berg

Increase organic and composting recovery rates.

*Source* 2023 SAC WORKPLAN  
*Primary Person:* NED NOEL

Travis Davis

Draft debris management policy.

*Source* 2019 STRATEGIC PLAN  
*Primary Person:* LANE BERG



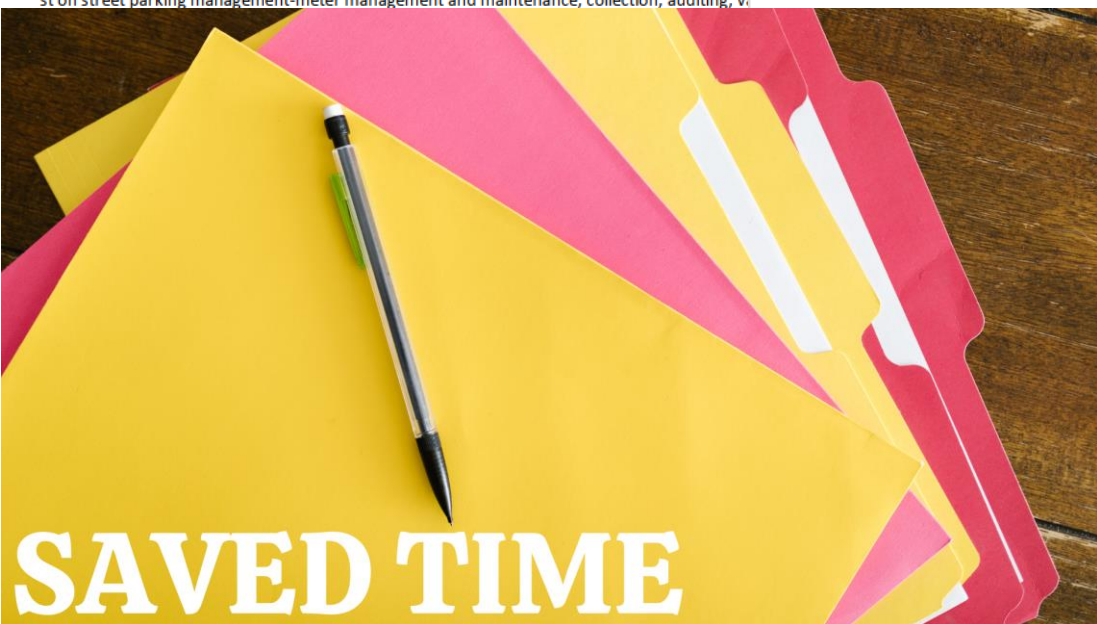
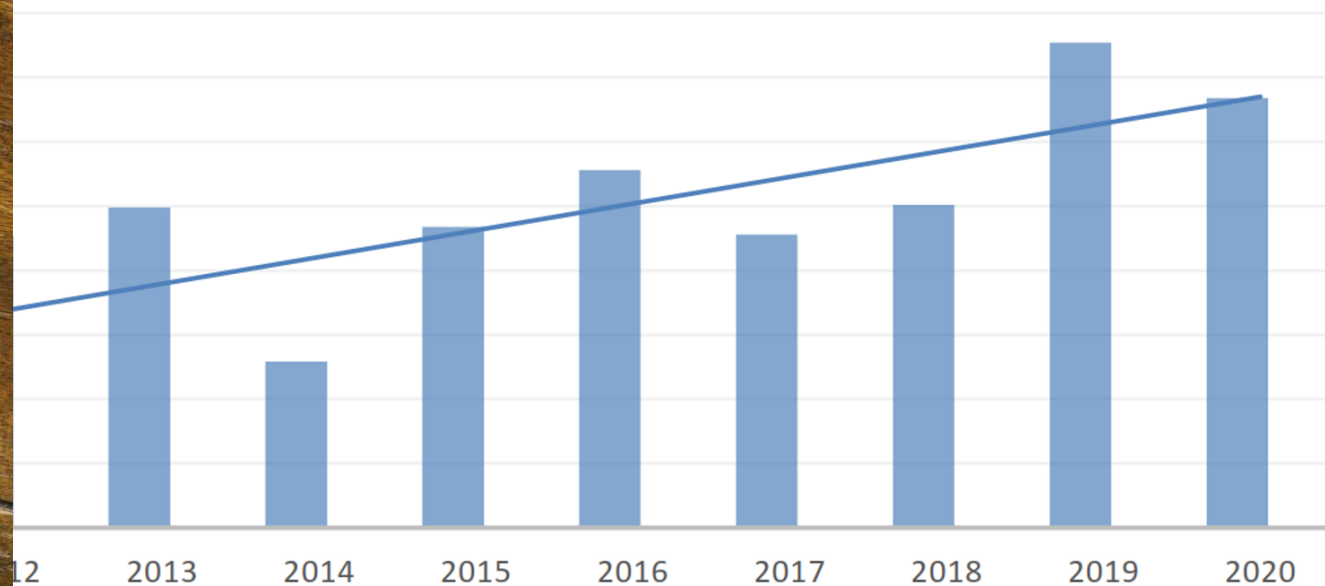
# Example 1 – Speed Problem Resolution

## 5. Projects: Parking Study Quick Reference List (part1)

What
enforcement, Enforcement, Enforcement
take into account Pablo center and other events and what this will do to parking demand
observed that parking around Mayo Clinic has an increased demand likely due to hospital patients
address on street parking, line of sight concerns
dedicate parking roles
Monitor Key Performance indicators
consolidate parking responsibilities (Engineering and Police)
establish a parking liaison to communicate a cohesive parking management program
All parking info should be located on 1 landing page on the city website
Post on street parking management-meter management and maintenance, collection, auditing, v

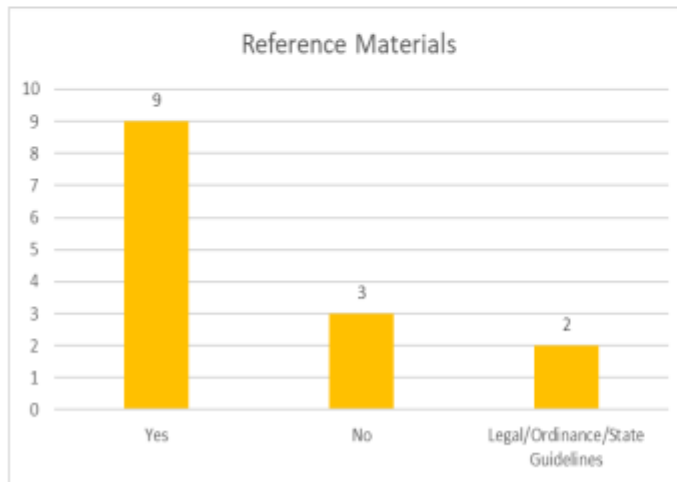
## 22. Projects: Matching Staffing to Workload and Revenue

Permitted Dwelling Units



# Example 2 – Learning Together to Review Practices

## 8.Activity Data: Survey Results, Admins



## 16.Task list: Door Signs



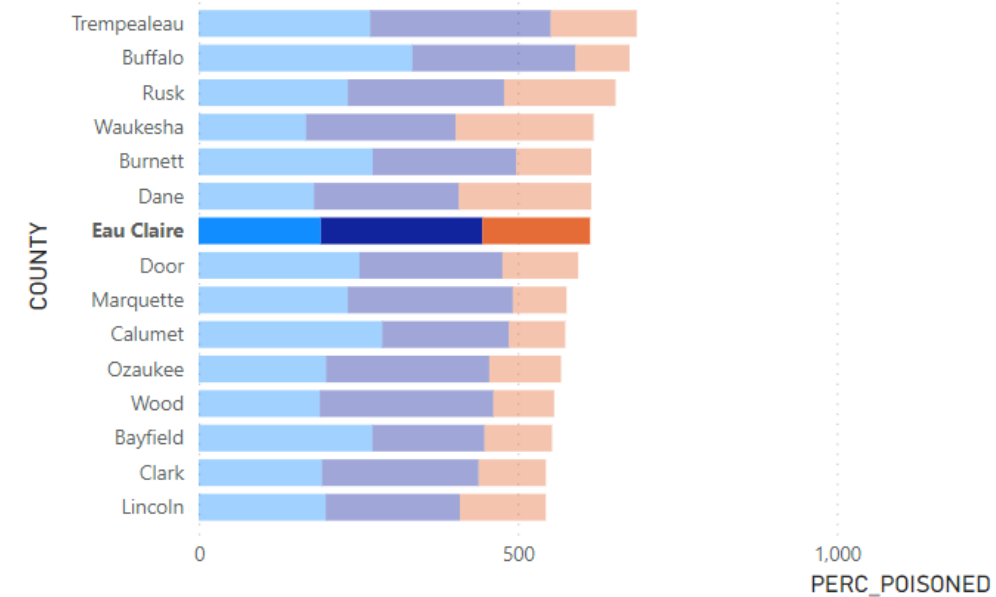
# Example 3 – Data Sharing for Problem Solving

## MCH Health Equity Grant

- Understand child health outcome data and data challenges/next steps in Eau Claire County
- Work with local partners to help analyze data relating to maternal and child health outcomes (ECASD, United Way, Boys and Girls Club)

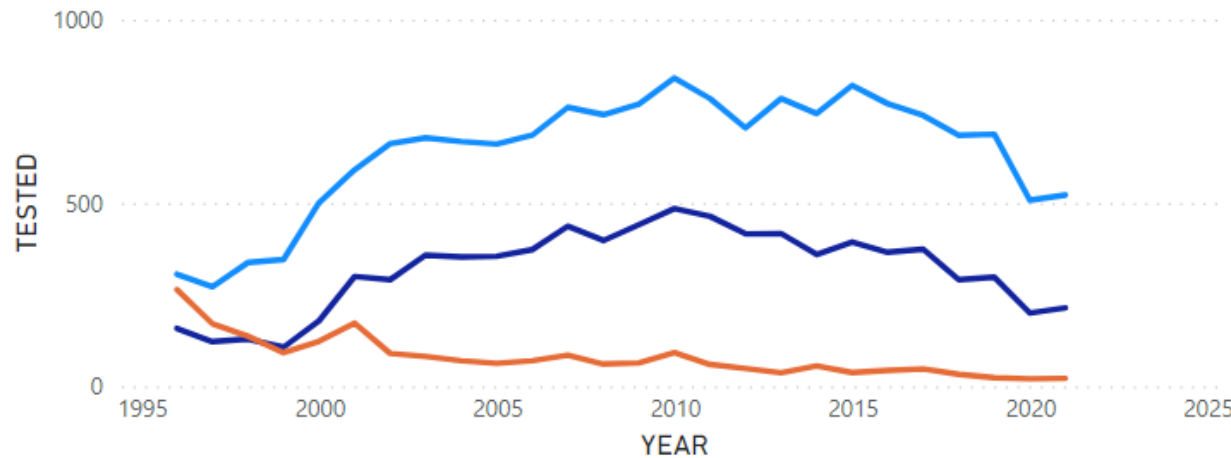
PERC\_POISONED by COUNTY and AGE

AGE ● 1 to <2 years ● 2 to <3 years ● 3 to <6 years NPT



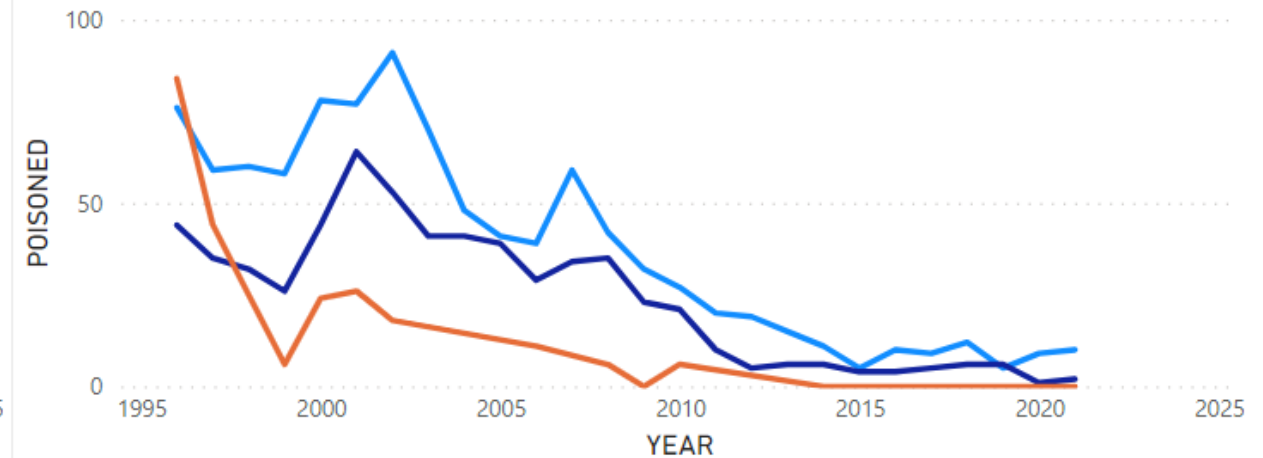
TESTED by YEAR and AGE

AGE ● 1 to <2 years ● 2 to <3 years ● 3 to <6 years NPT



POISONED by YEAR and AGE

AGE ● 1 to <2 years ● 2 to <3 years ● 3 to <6 years NPT

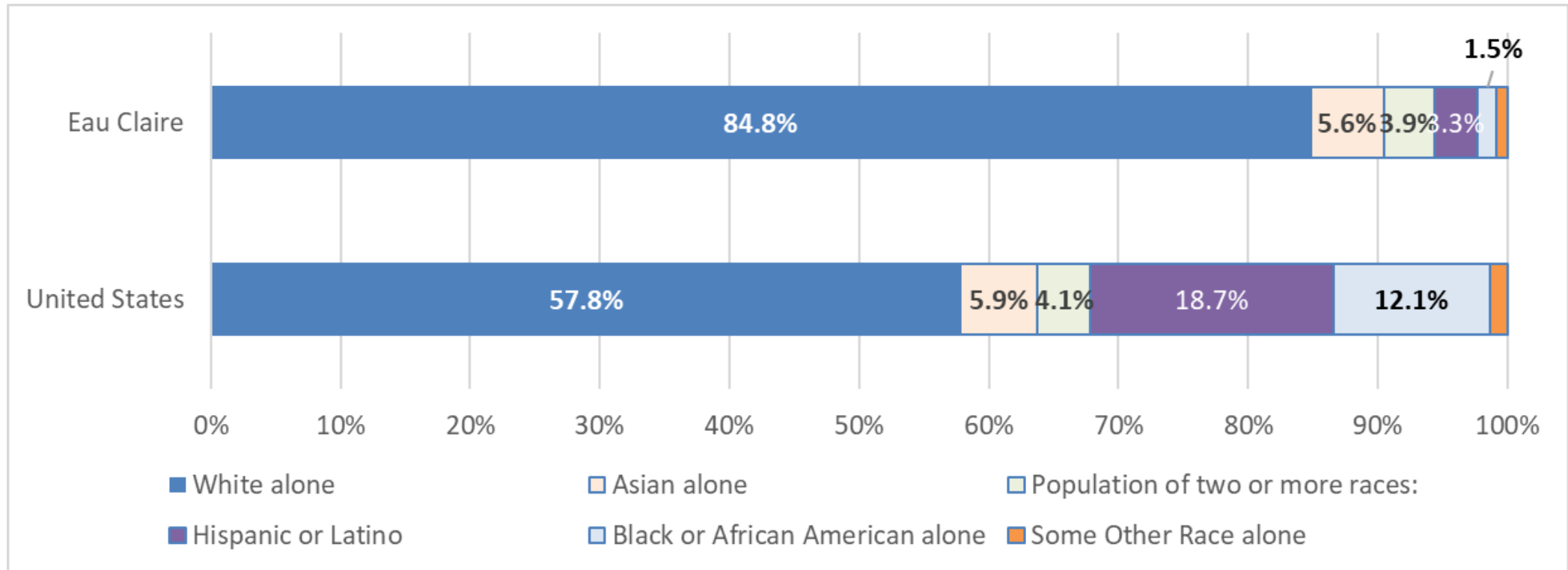


# Examples of Housing Goals for 2023

- Take leadership role in coordination of problem solving related to Housing.
- Through Housing Needs Assessment, produce report and trackable/updateable metrics on target number, type, location of housing.
- With partners, continue to investigate feasibility of establishing Day Resource Center.
- Continue to deploy the HOT Team, with expansion if possible.
- Expand the Mental Health Co-Response program.
- In conjunction with ARPA funding, pilot one promising housing stability practice.
- Use City-owned land Andy Lane project to pilot affordable/attainable housing approaches.
- Implement at least one zoning-related change to promote supply of attainable housing.
- Update short-term rental regulations.
- Develop and report on options for establishing revenue stream for housing.

# Example of Equity and Inclusion Effort

	United States	Eau Claire
White alone	57.8%	84.8%
Asian alone	5.9%	5.6%
Population of two or more races:	4.1%	3.9%
Hispanic or Latino	18.7%	3.3%
Black or African American alone	12.1%	1.5%
Some Other Race alone	1.4%	0.8%

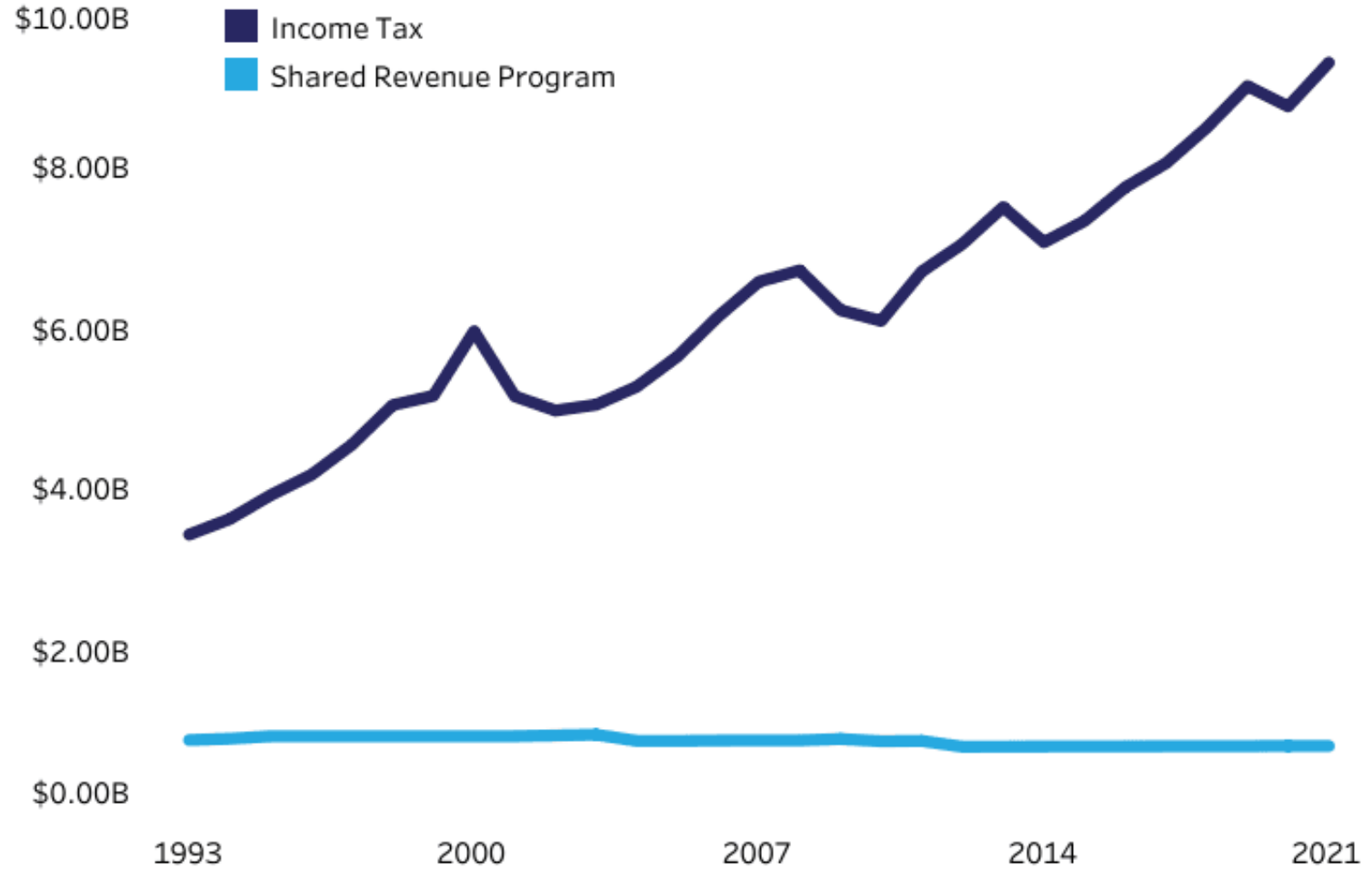


# Examples of Fiscal Stability Goals for 2023

- Join with other municipalities to lobby State for change to Shared Revenue formula.
- Examine terms of contracts and partnerships with partners.
- Pursue cost recovery options for PFAS remediation.
- Closely monitor all expenses and overtime for all departments.
- Explore options for shifting 20-year bonds to 10-year bonds.
- Promote collection of animal fees.
- Optimize sales and advertising at Fairfax Pool and Hobbs Ice Arena.
- Undertake rate case for water/sewer utility.
- Research and communicate with Council and Public regarding models of paying for street infrastructure maintenance.
- Evaluate EMS service delivery model and costs.
- Look into feasibility of charging for Fire Inspections and increasing False Alarm collection.
- Balance staffing to demand for inspections and permitting, so as to speed inspection times.

# Example of Fiscal Stability Effort

**Figure 3: Shared Revenues Not Keeping Up with Income Taxes**  
Total state income tax revenue vs. shared revenue payments to counties and municipalities, 1993-2021



Sources: Legislative Fiscal Bureau, Department of Administration

# Using All our Tools and Values

Add Higher Density Housing



Reduce Energy Costs



Increase Code Enforcement



Improve Mobility



**Community Engagement and Connections**  
**Equity and Supports**  
**Environmental Sustainability**

**Resident Well Being**  
**Stewardship**  
**Thoughtful Growth**

Increase Parking Regulation



Strengthen Safety Net



Create Awesome Public Spaces



Attract Development







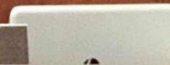




DALE PETERS  
CITY MANAGER



TERRY WELD  
PRESIDENT



CARRIE RIEPL  
CITY CLERK





The city council and city staff work together  
with the community to assure the common good.









"Let public service be  
a proud and lively career"







