

Tuesday, June 29, 2021

Special Village Board
6:00 PM

McFarland Municipal Center
Community Room

AGENDA

You are invited to this meeting through a Zoom webinar. The Public is strongly encouraged to watch and participate in these meetings remotely through either the webinar or telephone options listed below.

PLEASE CLICK THE LINK BELOW TO JOIN THE ZOOM WEBINAR:

<https://us02web.zoom.us/j/89637748437>

Or by Telephone: +1 (312) 626-6799

Webinar ID: 896 3774 8437

1. CALL TO ORDER.
2. ATTENDANCE/ROLL CALL.
3. PUBLIC APPEARANCES.
 - a. This is an opportunity for members of the public to address the Village Board. Please remember this is a virtual meeting conducted through the Zoom online meeting platform. Zoom meeting attendees wishing to address the board may do so using the Question and Answer feature within the Zoom online meeting platform. You may state your name, address, and provide your comments to the board for their consideration. Members of the public who are present in person and wish to address the board should fill out a public comment form and turn into the meeting chairperson. Members of the public may speak during public appearances or during their selected agenda item as they designate on the public comment form. Please adhere to the 3-minute time limit. Additionally, you may send your public comments to cassandra.suettinger@mcfarland.wi.us to be included as part of the meeting.
4. BUSINESS.
 - a. Update regarding performance of the 2020-2021 McFarland Strategic Plan Annex as the Village Board goals and objectives for the past year.
 - b. Discussion regarding McFarland Strategic Plan update and implementation plan for 2021/2022.
 - 1) Goal A: Develop a multi-generational community center to serve seniors, youth and families
 - 2) Goal B: Plan for and align physical facilities and open space to support future service delivery, quality of life and infrastructure needs.
 - 3) Goal C: Promote responsible growth, increase economic development, and retain existing businesses.

- 4) Goal D: Improve the safety and well being of Village residents, businesses and visitors.
- 5) Goal E: Improve Community connectivity along pedestrian and vehicular corridors.
- 6) Goal F: Support the development of active and passive recreational amenities that appeal to all age groups and abilities.

5. ADJOURNMENT.

This meeting notice constitutes an official meeting of the above referenced group and was posted in accordance with all applicable laws related to Open Meetings Law. It is possible that members of and possibly a quorum of members of other governmental bodies of the municipality may be in attendance at the above stated meeting to gather information. No action will be taken by any governmental body at the above stated meeting other than the governmental body specifically referred to above in this notice. Upon reasonable notice, efforts will be made to accommodate the needs of disabled individuals. For additional information or to request this service, contact the McFarland Municipal Center at (608) 838-3153 or cassandra.suettinger@mcfarland.wi.us

MEMORANDUM ON 2021/2022 STRATEGIC PLAN ISSUES

To: Village of McFarland Board of Directors
(Submitted via email to Chairperson and Directors)

From: Concerned Residents of ParkView Apartments (via Carol Austin)

Date: Special Village Board Sessions for June 29 – 30, 2021

Subject: 2021/2022 Strategic Plan Business – Issues regarding
Goals C (Responsible Growth) and D (Safety Improvement)

I. Purpose

McFarland holds a unique position in Dane County in that there are approximately 108 aboveground and underground storage tanks (Tank Farm) located at its northwestern boundary, commonly referred to as the Terminal/Triangle District. These storage tanks contain hazardous, flammable and toxic liquids which flow through the above and underground pipelines throughout this area.

It does not appear that any comprehensive safety and/or risk assessments have been undertaken by qualified experts to determine whether it is safe and responsible to permit residential or any other development involving occupied buildings¹ in the Terminal/Triangle District. Further, as of this date, it does not appear that there is any updated Emergency Response Plan that adequately addresses the potential risks to lives and property in the event of a catastrophe in the Terminal/Triangle District.

Based, in part, on the foregoing, it is the purpose of this Memorandum to bring this critical matter to the Board's attention so that steps can be taken to (1) ensure the safety of all McFarland current and future residents, visitors and businesses, and (2) assist the Board with determining what will be allowed as responsible growth in the Terminal/Triangle District.

Attached to this Memorandum is the June 17, 2021 letter from the Concerned Residents of Parkview Apartments which sets forth objections to the rezoning proposal for the Waubesa Village, LLC expansion (the Objections). Part 1, Subpart B of the Objections is incorporated into this Memorandum as it specifically raises and addresses many of the safety issues along with the question of responsible growth in the Terminal/Triangle District in light of the proximity to the Tank Farm.

Page 2 depicts why this Memorandum is submitted to the Board.

¹ Under federal regulations, an occupied building is any building in which a human is inside for two or more hours a day. Any such building – residential, office, commercial, etc. – within a mile of the Tank Farm would not meet HUD's Acceptable Separation Distance guidelines without mitigation. See Objections for further information.



Figure 1 April 2018 Husky Tank Farm Explosion (Superior, WI) caused by faulty valve.



Figure 2 June 2021 Rockton, IL Plant Explosion caused by human error.

II. Background

Wisconsin is home to in-use terminal and bulk plant storage tanks in seven counties: Brown, Chippewa, Dane, Douglas, Fond du Lac, Milwaukee and Portage. Of the 108 tanks in the Terminal/Triangle District, those of the greatest concern range in size from 2,000 – 4,200,000 gallons. These tanks are filled with flammable, hazardous, and toxic liquids and are located within a narrow area of approximately one mile long by half-mile wide (including those tanks sited east of Stoughton Road and south of Voges). This area covers approximately 350 acres of land. In comparison, the Superior Terminal in Chippewa County is home to only 45 aboveground tanks on 550 acres. Clearly, the Terminal/Triangle District is a high density tank farm.

Wisconsin law requires that all municipalities retain substantial responsibility for the well-being of their residents. McFarland Ordinance Sec. 62-15 is a legal mandate that new construction is prohibited if it “threatens public health, safety, comfort or welfare.”

Although both the 2010 and 2017 Comprehensive Plans briefly mention the safety issues in the Terminal/Triangle District, the authors virtually brush aside the serious potential hazards of any redevelopment near the Tank Farm. There is no recommendation that further expert safety and/or risk inquiry applying strict safety standards -- as required by HUD since the 1980s -- should be undertaken before any redevelopment in this area is permitted.

In addition, a review of the McFarland Emergency Response Plan (ERP) does not seem to directly cover or recognize the unique dangers of the Tank Farm, as shown in the ERP Hazard Summary (Appendix 9). Lightening is one of the top causes of storage tank explosions according to the experts, yet it does not appear anywhere on the list. Tank farm potential hazards also include explosion, overpressurization, overfilling, vapor cloud escape, equipment failure and human error. If there actually is an ERP covering the Tank Farm, does it include an updated evacuation plan for all of Waubesa Village and 4703 Terminal Drive? If not, should Waubesa Village Phase 3 even be occupied until the safety of all residents can be reasonably assured?

III. Board Action Requested

The 2017 Comprehensive Plan references a “new Tank Farm policy” which generally opposes expansion of the Tank Farm. However, the Village may consider expansion if the company can prove that it utilizes “best practices with regard to safety measures.”

The Concerned Residents of ParkView Apartments request that the Village adopt a best practice to abide by Ordinance Sec. 62-15 and comply with its Strategic Plan Goals for 2021/2022 by retaining a qualified expert firm to conduct a safety/risk assessment of the Terminal/Triangle District before permitting any redevelopment in this area. In addition, the Village must ensure that the ERP addresses all potential hazards of a Tank Farm catastrophe and covers all residents and development in the Terminal/Triangle District.

ATTACHMENT

A. Constructing Any New Buildings Near BSTs/Tank Farms Violates McFarland Ordinances Secs. 62-5 (a), 62-15 and 20-112 (g) and(h) and Possibly Other Applicable Laws and Regulations

1. The Village is Aware that Tank Farms are Potentially Dangerous

McFarland has within its boundaries approximately 108 currently in-use bulk storage tanks (BSTs), mostly placed aboveground (ASTs) but a few underground (USTs). See Exhibit. The vast majority of these BSTs are located within the Terminal/Triangle District aka Redevelopment District #1 (RD #1). The BSTs generally hold explosive, flammable and toxic petroleum and chemical fluids and gases. The McFarland-based BSTs were first constructed in the 1960s (the Tank Farms). In the 1980s, McFarland started permitting more residential properties to be built in RD#1. RD #1 is also the location of Waubesa Village and its proposed expansion. PV and each of the Residents also reside in RD#1. PV was built and first occupied in 1993. Phase 1 of Waubesa Village was approved by the Commission some 22 years after PV's construction; Waubesa Village Phase 1 has been occupied since 2018.

Various scientific studies have been conducted on the dangers of ASTs and USTs which include fires, explosions and toxic chemical releases. In one 2005 study, fires and explosions accounted for 85% of the BST accidents, lightening 33%, and human error 30%. Other lesser causes were equipment failure, sabotage, structural issues, leaks, static electricity, natural disaster and worst of all ... runaway reaction, i.e., where adjacent tanks explode or burn in a domino effect from a first tank exploding and burning. (See recent photos of June 15, 2021 Rockton, IL explosion as an example of why proper zoning is required near BSTs. As of this date, the fire is still burning.)

Several Village planning documents created in the last 15 years clearly acknowledge the existence of the Tank Farms and even give lip service to potential safety, environmental and other serious health and welfare issues involving siting redevelopment areas near hazardous facilities. Incredibly, the 2010 Comprehensive Plan even references the possibility of developing the buffer property of the Tank Farm owners. However, to date, I have not been able to find any substantive proof that the Village took affirmative steps to study these issues.

The Residents understand and are grateful that the Tank Farms have not suffered any catastrophic events which endangered the nearby residents, the public and/or the environment. **The Residents are NOT advocating for closing the Tank Farms as it is recognized that they have seniority rights, contribute financially to the Village, provide necessary services to the Village and Wisconsin citizens, and also take their responsibilities to the public seriously.** However, it seems to be the Village that does not recognize that there is always the potential for a catastrophic event and that the Village has the responsibility to plan for and protect the public should such event happen in the future.

It is my understanding that one or more McFarland Citizens even voiced concerns over this exact issue while Waubesa Village was in the development process. Unfortunately, it appears that these concerns were summarily dismissed without further investigation. To date, I have not discovered or been made aware of any safety studies undertaken by the Village (or Quam). If such a document exists, I would like a copy of it.

2. McFarland's Ordinances Prohibit Unsafe Construction

McFarland's Zoning Ordinance Sec. 62-5(a), requires the Commission to "... protect the comfort, public health, safety, morals, prosperity, aesthetics and general welfare of the people." Similarly, subsection (g) restricts the use of structures that do not "secure safety from fire, panic, flooding, pollution, contamination and other dangers." Sec. 62-15 addresses potential hazards and public nuisances which include fire and explosive hazards where it threatens public health, safety, comfort or welfare. Finally, under the Public Nuisance ordinances (Sec. 20-112 (h) and (l), noxious odors and air pollution are prohibited.

Each of those subsections reference the potential dangers of a catastrophic Tank Farm incident. Since Tank Farms are widely and patently known to be potentially dangerous to the public, it is puzzling to see more construction -- and residential in particular -- to be permitted in RD#1 when that entire area is in such close proximity to the Tank Farms. For example, Quam's Terminal Drive 27-unit apartment building development (which may or may not be part of Waubesa Village) is just a stone's throw (approximately 300 feet) from a 2 million gallon tank. And, Quam's Phases 1 and 2 apartment buildings overlook the Siggelkow Drive fuel station at an approximate distance of 200-300 feet.

To most McFarland Citizens, the Ordinance subsections cited above would mean that any rezoning application would first be reviewed to see if the proposed construction is in compliance with these health and welfare sections and, if not, would be denied. The Residents' position at this time is that the Application does not meet the non-negotiable criteria set forth in the McFarland Ordinances and should be denied.

3. Federal Regulations Require a **ONE MILE** Buffer from ASTs

As mentioned in Objection A above, the Residents are still in the process of investigating this matter and, due to the late notice, have not had the opportunity to complete their investigation. However, I was able to easily discover that the federal government has been aware of the potential dangers of residing near tank farms for decades and have taken regulatory steps to protect people's lives and property along with federal funds.

The Department of Housing and Urban Development (HUD) has established a **ONE MILE buffer zone** to be required for any project involving residential (especially those

projects increasing residential density), institutional, office, recreational, commercial or industrial uses if the project includes any HUD subsidy, grant, assistance, loan, loan guarantee or mortgage insurance. Beginning in the 1980s, HUD thoroughly studied the dangers involved in hazardous siting, even to the point of studying at what temperatures and distance human skin burns. The outcome of their study was the creation of the Acceptable Separation Distance Guidebook (ASD) which offers calculators and other tools for professionals to use. The ASD is currently being updated. There are also limited mitigation standards that may apply to a project to determine if it can be sited within the one mile buffer but if the mitigation does not meet the ASD guidelines, then the project must be cancelled or a different site in compliance found.

I have also discovered other authorities which have adopted similar BST buffer zone standards, including Massachusetts which passed a **5,000 foot** buffer in 2008 ... just 280 feet short of a mile. Some localities have used NFPA LPG BST structure separation distance standards which is (or was) 10 feet for lpg tanks up to 500 gallons and 25 feet for 501-1,000 gallons. In those instances, a 2 million gallon AST like the one within approximately 300 feet of Quam's Terminal Drive apartment extrapolate to an almost **one mile** buffer. And, typically if there is a catastrophic event involving a BST, the evacuation buffer zone is also generally **one mile**. See news reports of the Rockton, IL event.

The Residents do not know at this time, of course, whether there are any HUD-assisted dollars involved in the currently-occupied or proposed expansion of Waubesa Village. Presumably the Village knows the answer to that question. But, even if there is none, it is clear that the federal government has set a reasonable buffer safety standard for siting projects near Tank Farms. What the Residents want to know is ... what safety standards does the Village use?

Request: The Residents request that the Commission either (1) stay any recommendation on the Application until such time that the Village retains qualified experts to determine if it is reasonably safe and entirely legal under all applicable Ordinances, laws and regulations to rezone for the purpose of expanding Waubesa Village, including whether the appropriate public services including a comprehensive evacuation plan, have been established, or (2) in the alternative, deny the Application in its entirety.

Further, the Residents request that Waubesa Village Phase 3 (or 4, it's unclear from Quam's Application what project building number is assigned to the building at 4608 Siggelkow Rd) not be permitted an approved Certificate of Occupancy until this matter is fully settled. It is not fair (or potentially safe) to allow people to move into Quam's apartment building if it does not and cannot meet the Ordinance criteria and safety standards.

Finally, it is requested that the Village amend the Planned Development District Standards to include issues covering the safety, health & welfare of McFarland Citizens.

McFarland
SUMMARY SHEET

MEETING DATE: Tuesday, June 29, 2021

SECTION: Business

DEPARTMENT: Administration

CONTACT: Matt Schuenke, Village Administrator

AGENDA ITEM: Update regarding performance of the 2020-2021 McFarland Strategic Plan Annex as the Village Board goals and objectives for the past year.

PREVIOUS ACTION:

This document was accepted by the Village Board on August 24, 2020.

ISSUE SUMMARY:

Included within your packet is the 2020-2021 Strategic Plan Annex which for the past year has served as the board goals and objectives. The Strategic Plan was originally accepted by the Village Board early in 2020 which attempted to provide perspective on future efforts through 2030. Our traditional goal setting process was meant to be a bridge from that plan to future years as priorities evolve. The plan annex within your packet was created around the goals and strategies from the original plan, but also incorporated a current action plan to prioritize work for the upcoming year. Annually the Village Board uses this process to identify their priorities including those that may have budgetary implications in the Fall. This agenda item is included as an update and summary regarding our performance within the past year. Those items listed in green are priorities for the year, items in yellow are issues that are ongoing from year to year, and items listed in red are not priorities for the year. The Village Administrator will review this information in the meeting to go over our progress on these items over the past year.

FINANCIAL/BUDGET IMPACT:

Cost implications are detailed within the attachment.

VILLAGE PLAN REFERENCE:

[Please click on this link to view](#) the full McFarland Strategic Plan 2020-2030.

ORDINANCE REFERENCE:

None.

BOARD, COMMISSION OR COMMITTEE RECOMMENDATION:

This item is presented as an update and allow for discussion, no action needed nor required.

ATTACHMENTS:

1. 2020 through 2021 McFarland Strategic Plan Annex (PDF)



2020-2021

McFarland Strategic Plan Annex

August 24, 2020

Village Board Review and Acceptance

Village of McFarland

Updated July 26, 2018

VISION STATEMENT

The vision of the Village of McFarland is to create an inviting, dynamic, diverse community that offers a high quality of life and a supportive environment in which all citizens may practice their individual value choices. The community actively seeks to preserve its proud heritage, protect its abundant natural resources, plan for responsible and balanced residential and commercial growth, promote a viable economic base, support educational excellence, provide diverse leisure options, and foster a healthy social fabric.

MISSION STATEMENT

With direction encouraged from an engaged citizenry, Village elected officials and employees will maintain and enhance the quality of life of the community by delivering quality services in an efficient and accountable manner and by providing an orderly, unbiased system of government that is transparent and accessible. To create and sustain a high level of confidence in Village government, we pledge to function with: professional integrity; fiscal responsibility; open communications; environmental sustainability; sensitivity to the values of each individual; full cooperation in achieving the priority goals determined by the community.

2020/2021 - McFarland Strategic Plan Annex

Village Board Goals, Objectives, and Action Plan

All goals should be consistent with the Village Mission statement and vision statement.

A. Goal: Develop a multi-generational community center to serve seniors, youth, and families.

Strategies (i.e. - Objectives)

- (1) Assess future community/senior center(s) space needs and design features and address indoor and outdoor activities and planned expansion areas.
- (2) Identify and engage a broad spectrum of residents, including seniors, youth, adults, and community partners in all aspects of the community center planning process.
- (3) Identify operational issues, challenges, and fiscal impacts associated with the development and construction of a community center.

Action Steps:	Cost	Timeline	Assignment
i. Review former Facilities Master Plan and prepare further definition as to the development of a Community Center.	N/A	September 2020	Administrator Municipal Center Depts Village Board
ii. Create RFP to hire consultant for plan and design utilizing established definition.	N/A	November 2020	Administrator
iii. RFP Scope of Services will address items (1) - (3) above.	N/A	November 2020	Administrator
iv. Consider committee/group representation for review and input.	N/A	December 2020	Administrator Village Board
v. Solicit proposals and select consultant.	\$50,000	February 2021	Administrator Municipal Center Depts
vi. Draft and prepare plan for VB to consider acceptance to move to design.	N/A	December 2021	Administrator Municipal Center Depts
vii. Evaluate programming concepts created within the facility as they relate to School District Recreation Department.	N/A	Duration	Administrator
viii. Study financial impact including borrowing, fund balance, and other sources/uses.	\$2,500	Duration	Administrator Municipal Center Depts

- (4) Build the community/senior center.

Action Steps:	Cost	Timeline	Assignment
i. Complete Design	\$300,000	March 2022	Administrator
ii. Bid Project/Hire Contractor	\$25,000	April 2022	Administrator
iii. Construct Facility	\$5,000,000	May 2022	Administrator

2020/2021 - McFarland Strategic Plan Annex

Village Board Goals, Objectives, and Action Plan

B. Goal: Plan for and align physical facilities and open space to support future service delivery, quality of life and infrastructure needs.

Strategies (i.e. - Objectives)

(1) Plan, design, and construct a standalone public safety facility for fire, EMS, police, and court services.			
Action Steps:	Cost	Timeline	Assignment
i. RFP to hire firm to plan, design, and bid facility.	N/A	December 2019	Administrator
ii. Solicit proposals and select consultant.	N/A	February 2020	Administrator Fire & Rescue Police
iii. Study financial impact, operating and capital included.	\$2,500	October 2020	Administrator
iv. Develop Plan - Phase 1	\$132,000	October 2020	Administrator Fire & Rescue Municipal Court Police
v. Complete Design - Phase 2	\$406,000	April 2021	
vi. Bid Project - Phase 3	\$22,000	May 2021	
vii. Proceed to construction following award of contract.	\$16,300,000	June 2021	Administrator
(2) Improve current Village facilities, including maintenance enhancements, and identify new systems to promote sustainability.			
(3) Develop a long-range Facilities and Infrastructure Master Plan to support future growth with an implementation schedule and funding plan to address construction and maintenance costs.			
Action Steps:	Cost	Timeline	Assignment
i. Develop and Advance new Technology through GIS	\$15,000	March 2021	Community Development Public Works
ii. Complete Sustainability Plan	\$25,000	May 2021	Community Development
iii. Design/Build parking lot to support Brandt Park and Lower Yahara River Trail.	\$200k	June 2021	Public Works
iv. Develop plan for digital archiving project, building recommendations into future budget(s).	TBD	September 2021	Administration
v. Develop Inventory and Improvement Needs of All Village Facilities, Infrastructure	TBD	December 2021	Public Works
vi. Update 5 Year CIP for Improvement Needs of All Village Facilities, Infrastructure	TBD	December 2021	Administrator Public Works

2020/2021 - McFarland Strategic Plan Annex

Village Board Goals, Objectives, and Action Plan

B. Goal: Plan for and align physical facilities and open space to support future service delivery, quality of life and infrastructure needs (CONTINUED).

Strategies (i.e. - Objectives)

(4) Develop a central Village plaza to connect the Library with the planned community/senior center.			
<u>Action Steps:</u>	<u>Cost</u>	<u>Timeline</u>	<u>Assignment</u>
i. Develop Plan - Phase 1	\$25,000	2023	Library Municipal Center Depts
ii. Complete Design/Bid - Phase 2	\$100,000	2024	Public Works
iii. Construct Project - Phase 3	\$1,000,000	2025	Public Works
(5) Partner with the Library Board to plan for and support future library facility improvements.			
<u>Action Steps:</u>	<u>Cost</u>	<u>Timeline</u>	<u>Assignment</u>
i. Collaborate with Library Board on their space needs planning.	None	March 2021	Administrator Library
ii. Integrate Library space needs planning into Community Center planning.	None	September 2021	Administrator Library
iii. Build proposed Library improvements into CIP.	None	December 2021	Administrator Library
iv. Discussion as it relates to the collaboration, integration of programming where applicable within future facility development.	None	December 2021	Administrator Library

2020/2021 - McFarland Strategic Plan Annex

Village Board Goals, Objectives, and Action Plan

C. Goal: Promote responsible growth, increase economic development, and retain existing businesses.

Strategies (i.e. - Objectives)

(1)	Enhance commercial and retail uses in the downtown area.
(2)	Improve the mix of commercial development along Highway 51.
(3)	Develop incentives for business growth, such as incubator programs and tax increment financing districts (TIF) districts.
(4)	Identify areas for expanding commercial and industrial development.
(5)	Improve business retention and recruitment efforts.

Action Steps:	Cost	Timeline	Assignment
i. Conduct Affordable Housing Study, Gap Analysis.	\$25,000	June 2021	Community Development
ii. Develop TID #6 Project Plan as TID #3 Overlay.	\$25,000	October 2021	Community Development
iii. Establish new Downtown redevelopment plan.	\$50,000	December 2021	Community Development
iv. Conduct update to East Side Neighborhood Growth Plan commercial development feasibility including all newly annexed properties.	\$50,000	December 2021	Community Development
v. Consider Department staffing and resource allocation to assist planning, zoning, GIS, sustainability, and other core services.	TBD	Duration	Administrator Community Development
vi. Evaluate code revisions as they impact diversity, zoning, and commercial uses.	TBD	Duration	Community Development
vii. Consider property acquisition where appropriate.	Case by Case	Duration	Administrator

(6)	Promote Village history and heritage using statues, murals, music, special programming, etc.
(7)	Create a public art program that enriches the community and enhances the local quality of life.

Action Steps:	Cost	Timeline	Assignment
i. Consult with local historians and artists to plan for mural on Well #1.	N/A	June 2021	Administrator
ii. Partner with local groups on implementation of historical mural.	\$5,000	September 2021	Administrator
iii. Consult public, groups, and artists to plan for public art at "Conversation Corner"	N/A	December 2021	Administrator
iv. Develop Public Art Inventory and archive through digital story boards.	TBD	Duration	Administrator Community Development
v. Partner with Historical Society to create Original Programming about local history.	N/A	Duration	Comm & Tech

2020/2021 - McFarland Strategic Plan Annex

Village Board Goals, Objectives, and Action Plan

D. Goal: Improve the safety and well being of Village residents, businesses, and visitors.

Strategies (i.e. - Objectives)

(1) Evaluate staffing models and organization structure to meet future public safety service delivery needs.			
<u>Action Steps:</u>	<u>Cost</u>	<u>Timeline</u>	<u>Assignment</u>
i. Study the future inclusion of a multi-disciplinary Case Manager within the Village to assist Police, Fire/Rescue, and Senior Outreach in alternative emergency response and followup.	N/A	June 2021	Administrator Fire and Rescue Police Senior Outreach
ii. Review and consider recommendations from the Public Safety Analysis.	Case by Case	Duration	Fire and Rescue Police
iii. Intergovernmental cooperation between like Departments.	TBD	Duration	Fire and Rescue Police
iv. Create long term staffing plans, identify efficiencies.	TBD	Duration	Fire and Rescue Police
(2) Prioritize community-based policing practices and identify areas for extended outreach and program development.			
<u>Action Steps:</u>	<u>Cost</u>	<u>Timeline</u>	<u>Assignment</u>
i. Review policies and procedures on use of force and align with allowable best practices.	\$5,000	Duration	Police
ii. Research, advise, develop, train, etc. on Community Based policing best practices	TBD	Duration	Police
iii. Utilization of Community Restorative Court (CRC).	None	Duration	Police
(3) Enhance pedestrian safety for walkers and bicyclists throughout the community, including areas of Highway 51 that go through the Village.			
<u>Action Steps:</u>	<u>Cost</u>	<u>Timeline</u>	<u>Assignment</u>
i. Identify and pursue off-road pedestrian improvements.	\$200,000	June 2021	Public Works
ii. Review opportunities for pedestrian safety enhancements.	\$25,000	September 2021	Police
iii. Work with WisDOT on Environmental Document for USH 51.	TBD	Duration	Administrator Public Works

2020/2021 - McFarland Strategic Plan Annex

Village Board Goals, Objectives, and Action Plan

D. Goal: Improve the safety and well being of Village residents, businesses, and visitors (CONTINUED).

Strategies (i.e. - Objectives)

(4) Promote the concept of a healthy community in an integrated way; from policy to planning and development.			
<u>Action Steps:</u>	<u>Cost</u>	<u>Timeline</u>	<u>Assignment</u>
i. Creation of a Diversity and Inclusion Committee.	None	November 2020	Administrator
ii. Committee to assist Staff in implementation of Resolution #2020-14 Action Plan, consider also facilitator.	\$25,000	November 2021	Administrator
iii. Committee and Staff to prepare and publish annual report on these initiatives.	None	December 2021	Administrator
iv. Research best practices to integrate healthy living	TBD	2022	Community Development Senior Outreach
v. Document best practices most suited for Village.	TBD	2022	Community Development Senior Outreach
vi. Draft healthy community policies.	TBD	2022	Community Development Senior Outreach
vii. Train staff on best practices for health living.	TBD	2022	Community Development Senior Outreach
(5) Enhance Community communication and presence through the Communications Plan which includes the use of a broad range of electronic mediums to reach residents, businesses, and the general public alike.			
<u>Action Steps:</u>	<u>Cost</u>	<u>Timeline</u>	<u>Assignment</u>
i. Upgrade and develop new website platform.	\$25,000	January 2021	Comm & Tech
ii. Develop new model for consolidating information for capital and development projects.	None	January 2021	Comm & Tech
iii. Create information GIS layers that depict interactive mapping for capital and development projects.	TBD	June 2021	Community Development
iv. Utilize Communications and Technology Committee to review performance of Communications Plan and market its ongoing use.	None	Duration	Comm & Tech

2020/2021 - McFarland Strategic Plan Annex

Village Board Goals, Objectives, and Action Plan

E. Goal: Improve Community connectivity along pedestrian and vehicular corridors.

Strategies (i.e. - Objectives)

(1) Improve, maintain, and enhance bike/walking path connections throughout the Village and in cooperation with neighboring municipalities and government agencies.			
<u>Action Steps:</u>	<u>Cost</u>	<u>Timeline</u>	<u>Assignment</u>
i. Study new amenities and improvements to support trail development, internal and external.	\$10,000	February 2021	Community Development Public Works
ii. Implement trail opportunities following study and plan, enhance trail signage.	\$100,000	October 2021	Public Works
iii. Maintain existing network as applicable.	Varies	Duration	Public Works
(2) Partner with neighboring municipalities to provide all forms of public transportation within and outside of the Village.			
<u>Action Steps:</u>	<u>Cost</u>	<u>Timeline</u>	<u>Assignment</u>
i. Collaborate with neighboring municipalities to extend public transportation.	TBD	September 2021	Administrator
ii. Develop cost sharing and fare models.	TBD	December 2021	Administrator
iii. Review Options with Board, Public, Staff.	\$25,000	December 2021	Administrator
(3) Enhance and increase access to the lakefront and waterways.			
<u>Action Steps:</u>	<u>Cost</u>	<u>Timeline</u>	<u>Assignment</u>
i. Study and evaluate the feasibility of water access within Lewis Park.	\$10,000	June 2021	Public Works
ii. Identify options to add access points.	None	Duration	Public Works
iii. Estimate Costs of increasing access points.	TBD	Duration	Public Works
iv. Review funding sources to add access points.	None	Duration	Public Works
v. Develop long range funding plan to add access points.	TBD	Duration	Public Works

2020/2021 - McFarland Strategic Plan Annex

Village Board Goals, Objectives, and Action Plan

F. Goal: Support the development of active and passive recreational amenities that appeal to all age groups and abilities.

Strategies (i.e. - Objectives)

(1) Develop new and diverse park system amenities for indoor and outdoor use that are not currently offered in our Community.			
<u>Action Steps:</u>	<u>Cost</u>	<u>Timeline</u>	<u>Assignment</u>
i. Plan, Design, and Construct Pickleball Court with supporting amenities as applicable.	\$300k-\$600k	May 2021	Public Works
ii. Design/Build Playground Improvements within aged or under utilized existing park.	\$50k-\$100k	July 2021	Public Works
iii. Review Opportunities for Public/Private Partnerships.	TBD	Duration	Administrator Public Works
iv. Conduct surveys and public input sessions where feasible.	Case by Case	Duration	Administrator Comm & Tech
(2) Dedicate resources to enhance existing parks and green spaces throughout the Village.			
<u>Action Steps:</u>	<u>Cost</u>	<u>Timeline</u>	<u>Assignment</u>
i. Create inventory of all active and passive uses on a park by park basis, create interactive web based platform.	None	March 2021	Comm & Tech Public Works
ii. Prepare annual maintenance plan to address current need and make recommendations on future needs.	None	June 2021	Public Works
iii. Collaborate to bring together funds and resources to enhance system.	Case by Case	September 2021	Public Works
iv. Generate budget requests to address higher maintenance priorities as funds are available.	Case by Case	September 2021	Public Works
(3) Evaluate the costs and benefits of an outdoor aquatic facility, including construction and operation.			
<u>Action Steps:</u>	<u>Cost</u>	<u>Timeline</u>	<u>Assignment</u>
i. Conduct public input session on planning level improvements.	None	October 2020	Administrator
ii. Evaluate options for finalizing a location.	None	November 2020	Administrator
iii. Work with Consultant to finish planning for outdoor aquatic improvements.	\$25,000	March 2021	Administrator
iv. Study capital/operating financial cost implications, economic impact, determine funding parameters, extent of referendum question if desired.	None	June 2021	Administrator

2020/2021 - McFarland Strategic Plan Annex

Village Board Goals, Objectives, and Action Plan

F. Goal: Support the development of active and passive recreational amenities that appeal to all age groups and abilities (CONTINUED).

Strategies (i.e. - Objectives)

(4) Partner with the School District to expand recreational opportunities for families.

Action Steps:	Cost	Timeline	Assignment
i. Evaluate feasibility for Village led recreational services.	TBD	Duration	Administrator
ii. Inventory existing public and private recreational opportunities.	None	Duration	Public Works
iii. Research additional recreational offerings for families.	None	Duration	Public Works
iv. Estimate costs for additional activities.	Case by Case	Duration	Administrator Public Works
v. Partner with the School District to jointly fund and offer additional offerings.	TBD	Duration	Administrator Public Works

(5) Develop individual park master plans that prioritize future developments, including a new Community Park.

Action Steps:	Cost	Timeline	Assignment
i. Complete Master Plan for Community Park including feasibility for domed athletic structure.	\$25,000	December 2020	Public Works
ii. Complete Master Plan for McFarland Park.	\$25,000	December 2020	Public Works
iii. Complete Master Plan for Special Needs Park.	\$27,000	December 2020	Public Works
iv. Consider master planning services for parks within the system.	Case by Case	Duration	Administrator Public Works
v. Build phased improvements from completed master plans into 5 year CIP.	None	Duration	Administrator Public Works

(6) Expand and develop programs to promote greater use of the lakefront, wetland conservancy, and waterways.

Action Steps:	Cost	Timeline	Assignment
i. Prepare plan for utilization of programmable space at McDaniel Park.	TBD	March 2021	Administrator
ii. Review and evaluate new programs that promote waterfront use within Village.	TBD	Duration	Public Works
iii. Review costs, and public/private partnerships for programs that promote waterfront.	TBD	Duration	Public Works

McFarland
SUMMARY SHEET

MEETING DATE: Tuesday, June 29, 2021

SECTION: Business

DEPARTMENT: Administration

CONTACT: Matt Schuenke, Village Administrator

AGENDA ITEM: Discussion regarding McFarland Strategic Plan update and implementation plan for 2021/2022.

PREVIOUS ACTION:

None.

ISSUE SUMMARY:

Going forward now our objective is to revisit our goals and adjust our priorities as we provide an outlook for the next year. Some of things started last year may need to continue, some things may need to discontinue, and yet more there may be new ideas we want to incorporate. Again this work is meant to serve as a bridge from the Strategic Plan as we work through the years since our priorities will shift over time and this work is meant to update how we adjust from year to year. We will work from the existing goals and begin to build our implementation plan as to what the board would like to accomplish in the next year. The first part of this is really about idea development in order to align with the goals. Then Village Staff works to breath life into the ideas to fill out the remainder of the implementation plan and help show how it can be tied to the budget. The second part of this will be our meeting in August where we will look at and review the full implementation plan for the coming year. Each of the goals are listed on the agenda and we'll work through each one by one over the two nights. The Village Administrator will track the items raised and facilitate discussion as is needed.

FINANCIAL/BUDGET IMPACT:

None.

VILLAGE PLAN REFERENCE:

None.

ORDINANCE REFERENCE:

None.

BOARD, COMMISSION OR COMMITTEE RECOMMENDATION:

Presented for discussion only.

ATTACHMENTS:

None