



136 N. MONROE STREET, WATERLOO, WI 53594
PHONE (920) 478-3025
EMAIL cityhall@waterloowi.us
FAX (920) 478-2021

PUBLIC NOTICE OF A COMMITTEE MEETING OF THE COMMON COUNCIL OF THE CITY OF WATERLOO

Pursuant to Section 19.84 Wisconsin Statutes, notice is hereby given to the public and to the news media, that the following meeting will be held:

COMMITTEE: COMMUNITY DEVELOPMENT COMMITTEE
DATE: Thursday, February 20, 2014 **TIME:** 6:30 p.m.
LOCATION: Municipal Building - 136 N. Monroe Street, Police Training Room

to consider the following:

1. CALL TO ORDER & ROLL CALL
2. APPROVAL OF PREVIOUSLY UNAPPROVED MEETING MINUTES
3. CITIZEN INPUT
4. UNFINISHED BUSINESS
 - a. County/Municipal Trash and Recycling Opportunities – E-Waste, Chemical Waste And Other Waste Streams
 - b. Rock River Coalition – Local Chapter, February 4th Meeting Update
 - c. Waterloo – UW-Milwaukee Applied Planning Workshop Partnership - Project Overview: Tom Fleming, Student Team Member
 - d. Economic Development Planning Process – Overview
5. NEW BUSINESS
6. FUTURE AGENDA ITEMS AND ANNOUNCEMENTS
7. ADJOURN

Morton Hansen
Clerk/Treasurer

*** See Council Packet

Committee Members: Van Holten, Ziaja and Reynolds

Posted, Emailed & Distributed: February 17, 2014

PLEASE NOTE: 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 meeting(s) to gather information. No action will be taken by any governmental body other than that specifically noticed. Also, upon reasonable notice, efforts will be made to accommodate the needs of disabled individuals through appropriate aids and services. For additional information or to request such services please contact the clerk's office at the above location.

CITY OF WATERLOO – UW-MILWAUKEE APPLIED PLANNING WORKSHOP PROJECT SCOPE

February 3, 2014

GREEN AND HEALTHY WATERLOO UW-MILWAUKEE URBAN PLANNING 811

1. Project Background and Description

From an urban planning perspective, how can the City of Waterloo best leverage its existing assets to ensure a vibrant community into the future? With a focus on sustainability, provide a commuting analysis and how existing retail establishments are affected by out-of-town vehicle trips. Tie in other measures to aid the case for sustainable, Waterloo-based activities generating a walk score and other measures that allow for cross-community comparisons over time.

2. Project Scope

2a. Provide a Commuting Analysis relating to retail purchasing for a typical Waterloo household or Waterloo employee. Analyze the costs and energy usage associated with purchasing retail goods in Dane County, Madison, and Watertown, rather than in Waterloo.

Identify public and private strategies to persuade residents to modify their shopping habits in ways that save them money, save them time, and save the environment.

2b. Walk Score and healthy community comparisons

Conduct an analysis of how Waterloo compares to other communities in being friendly to pedestrians and cyclists.

Identify strategies to market Waterloo as a community that is a good place to live and work.

Identify strategies to build on existing strengths, increase the Walk Score, and increase the share of trips taken by walking and cycling.

3. Deliverables

A written report covering:

- A Commuting Analysis relating to retail purchasing for a typical Waterloo household.
- Walk Score and healthy community comparisons.
- A narrative with the team identifying and making the case for three strategies to market Waterloo while building sustainable practices.