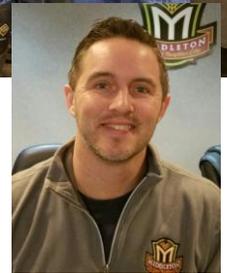


# City of Middleton Annual Report 2016

## New Faces in New Places



Over the past two years, the City of Middleton has had numerous retirements as Baby Boomers take on a new life. The front page of our annual report this year features most, but not all of our new employees or employees in new roles since 2014. On the back two pages we recognize departing Department Heads. Shown here:

**Back row:** Jayme Goodwin, Streets Crew; Tony Krohm, PLRF Crew; Matt Kahl, Utility Crew; Chris Statz, Utility Crew; Bill Burns, Finance Director; Matt Amundson, Director of Public Lands, Recreation & Forestry (PLRF); Shannon O'Connell, Plumbing Inspector; Mark Wegner, Asst. Director PLRF/Forestry & Conservancy; Scott Acker, Streets Crew.

**Front row:** Michelle Marx, Deputy City Clerk; Abby Attoun-Tucker, Director of Community Development; Rebecca Price, Assistant Director of PLRF/Recreation; Julie Peterman, Tourism Dir.; Katie Barrios, Police Officer; Bill Neitzel, Electrical Inspector; Todd Parkos, Building/Electrical Inspector; Jeff Smith, Streets Crew; and Brad Breunig, Utility Crew.

**Top right:** Jocelyne Sansing, Library Dir.; Melissa Bohse, Accounting Mgr./Treasurer.

**Bottom left:** Darren Graedel, Mechanic.

**Bottom right:** Greg Lamping, Recreation Coordinator.

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# Mayor and Common Council - 2016

Middleton's Common Council meets the first and third Tuesday night of every month at City Hall, 7426 Hubbard Avenue. Council agendas are posted on the City's website and at City Hall. The public is welcome to attend Council meetings.

The Common Council consists of eight alderpersons elected by districts and a mayor elected at large. The current Common Council consists of:



**Mayor**  
Kurt Sonnentag  
(2007)



**District 1**  
Kathy Olson  
(2015)



**District 2**  
Gurdip Brar  
(2008)



**District 3**  
JoAnna Richard  
(2011)



**District 4**  
Briana Porter  
(2015)



**District 5**  
Howard Teal  
(1999)



**District 6**  
Susan West  
(2008)  
**(Council President)**



**District 7**  
Hans Hilbert  
(2007)



**District 8**  
Mark Sullivan  
(2010)

# New Department Leadership in 2016



## **Bill Burns**

### **Finance Director**

Bill has nearly two decades of experience in municipal finance and administration. For the past 6 years, he served as the City Administrator for the city of Verona. Prior to that he was the Finance Director/Assistant City Administrator for the city of Sun Prairie. Bill has a Master's of Public Affairs from the University of Wisconsin-Madison.



## **Matt Amundson**

### **Director of Public Lands, Recreation, and Forestry**

Matt has 13 years of experience in public lands and recreation management, including the last 9 years as the Parks and Recreation Director for the city of Whitewater. He previously worked as the Recreation Program supervisor for the city of Appleton, and a Recreation Program Coordinator/Athletic Supervisor for the City of Coralville, Iowa.



## **Jocelyne Sansing**

### **Library Director**

Jocelyne brings a wealth of knowledge to the City of Middleton. She earned a Master's Degree in Information Studies from the University of Wisconsin-Madison. From 2008 - 2016 Jocelyne worked as the Public Services Manager at the Pike's Peak Library District in Colorado. Prior to that she worked as a Public Services Librarian for Imagine IF Libraries in Flathead County, Montana.



## **Julie Peterman**

### **Tourism Director**

Julie Peterman is a Certified Meeting Professional. She brings a depth and breadth of experience in tourism to the City of Middleton. Starting in 2007, she served as the Event Marketing Manager at CUNA Mutual Group (CMG). Prior to her work at CMG, from 2000-2007, Peterman worked as Director of Sales at the Monona Terrace Convention Center.

# Incumbent City Staff Leadership

(year started in current position)



**Mike Davis**

City Administrator  
(1998)

**Chuck Foulke**

Chief of Police  
(2014)



**Steve Wunsch**

EMS Chief  
(1996)

**Eileen Kelley**

Planning Director /  
Zoning  
Administrator  
(1988)



**Aaron Harris**

Fire Chief for Middleton  
Fire District  
(2003)

**Shawn Stauske**

Public Works  
Director / City  
Engineer  
(2010)



**Todd Forman**

Director of Information  
Technology  
(2005)

**Jill Kranz**

Senior Services  
Director  
(1986)

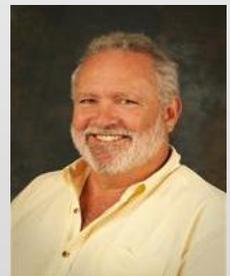


**Jeremy Cabalka**

General Manager of  
Pleasant View Golf Course  
(2014)

**Scott Ellarson**

Chief Building  
Inspector  
(2003)



# Economic Development

## Fiskars

**Fiskars, a leading global supplier of consumer products for the home, garden and outdoors, opened its Americas' corporate headquarters** (\$26.3 million construction costs) in Middleton. The new headquarters location supports the company's growing business and associated workforce. Fiskars combined its Madison, WI, and Peoria, IL, offices together into the new facility. **Fiskars added about 55 new, well paying jobs to the Middleton area, in addition to the current 276 employees it retained.**



selected Middleton to be its Headquarters in the Americas. Fiskars has had a longstanding commitment to this area, and we are pleased to have

found the means to keep them thriving in our community.”

# Finance

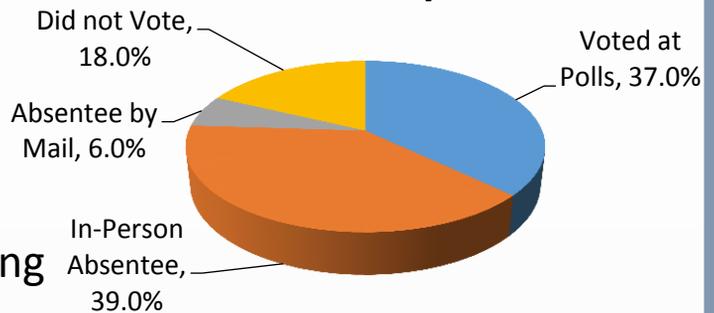
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## Presidential Election

The City successfully conducted the 2016 Presidential General Election. A total of 11,725 votes were cast at four polling places representing **82%**

**turnout of registered voters.** The City Clerk's office was open expanded hours for in-person early voting beginning on October 17 and processed a record number of absentee ballots. Over half of all votes cast were by absentee ballot with 6,473 residents voting early in-person or by mail.

## 2016 Election Voter Participation



## City Budget Process:

We restructured our annual budget process to include department review meetings with management and incorporated additional multi-year planning in several areas, including revenue forecasting, expenditure projections, and a vehicle replacement plan.

## Financial Audit & Post-Employment Benefit Study

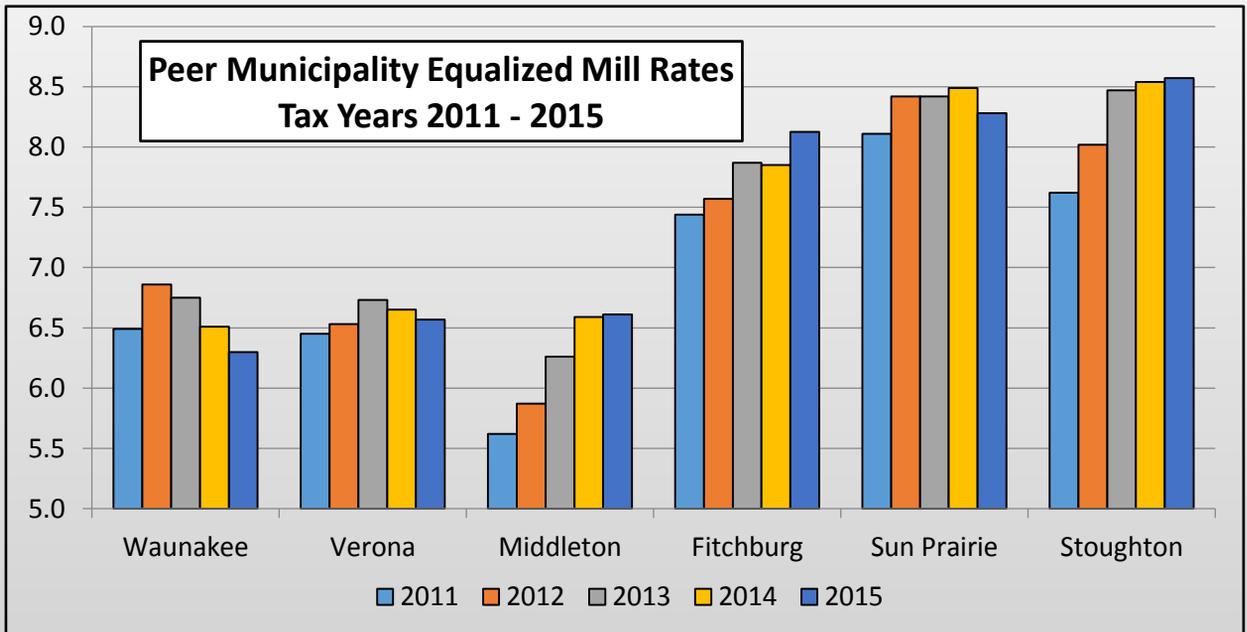
We also streamlined the process for the annual audit allowing for the earlier preparation of financial statements. The City also conducted an actuarial study of Other Post-Employment Benefits for inclusion in the City's financial reporting.

# Finance

The front page of the Middleton Times-Tribune on Thursday December, 15 helped spread the word: **the City of Middleton's tax rate will drop by 3.8% in 2017!**



Since 2011, Middleton has consistently been extremely competitive with surrounding taxing jurisdictions. **The cumulative tax rate of \$20.40 is the lowest for any of the larger municipalities in Dane County** (see chart on next page).



# Finance

## Dane County Peer Property Cumulative Tax Comparison

City (School District)	ON YOUR BILL *		FAIR COMPARISON **		
	2016 cumulative assessed value tax rate per \$1000	City/Village portion fair market value tax rate per \$1000	2016 market value tax rate per \$1000	Percent change	2016 tax on a home worth \$200,000
Fitchburg (Madison)	\$23.23	\$8.13	\$22.70	0.75%	\$4,540.62
Fitchburg (Oregon)	\$23.04	\$8.13	\$22.50	1.71%	\$4,502.45
Fitchburg (Verona)	\$23.29	\$8.13	\$22.77	0.81%	\$4,533.02
Madison	\$23.97	\$9.14	\$23.27	-0.77%	\$4,655.41
<b>Middleton</b>	<b>\$20.40</b>	<b>\$6.61</b>	<b>\$19.31</b>	<b>-7.17%</b>	<b>\$3,861.21</b>
Stoughton	\$22.21	\$8.57	\$22.12	-1.33%	\$4,423.48
Sun Prairie	\$24.10	\$8.28	\$22.77	-1.81%	\$4,553.57
Verona	\$21.81	\$6.57	\$20.57	-3.75%	\$4,113.11
Waunakee	\$21.51	\$6.30	\$20.23	-0.65%	\$4,046.57
<b>Total Cities Average</b>			<b>\$21.80</b>	<b>-1.36%</b>	

\* The 2016 cumulative tax rate includes all taxing jurisdictions including the city/village portion.

\*\* To compare municipalities, use the rates below, which show all municipalities as if assessed at fair market value. The tax listed shows the bill for a home with a fair market value of \$200,000. These numbers won't be found on any tax bill.

Source: Wisconsin State Journal

## Cash Management & Investing

The City developed a cash flow forecasting model and updated the City's investment policy. We also implemented changes to the City's investment portfolio to enhance yield while improving diversification and collateralization.

## Property Assessment Records

Electronic sketches of all taxable buildings in the City will be included as part of the online assessment records by April 2017.

# Sustainability

The Shared Solar Project with MG&E (Madison Gas and Electric) is underway. This is **the largest solar project on a municipal building in the state!**



- Madison Gas & Electric (MG&E) has installed a 500 kW solar array on the Middleton Operations Center.
- MG&E has also provided a 100 kW solar array on the Police and Municipal Court Building, which will power 25% of the building's energy needs.
- Combined, the two systems will offset 760 tons of CO2 emissions annually, which is equivalent to the CO2 emitted by:
  - 1.8 *million* miles driven
  - Annual electricity consumption of 112 homes



**The Middleton Recycling Center has been open one full year!**

## **Recycling**

Throughout the year the recycling center processed:

- ~1000 cubic yards of cardboard, metal, plastic, wood, and block styrofoam
- 1420 gallons of latex paint
- 233 TVs
- 52 CRT (tube) monitors
- 120 microwaves
- Over 42,000 pounds of electronics

# Sustainability

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## The Middleton Citizen Satisfaction Survey

- 70.1% of respondents were either 'very satisfied' or 'satisfied' with the sustainability programs initiated by the City.
- 26% of respondents indicated no basis for rating the programs.



## Climate Change Referendum

Question 1: Should the City of Middleton reduce the risks of global warming through its policy decisions and actions?

- 80.6% of residents voted 'yes'

Question 2: Should the City of Middleton endorse a federal carbon fee and dividend program as part of a national strategy to reduce the risks of global warming?

- 72.3% of residents voted 'yes'

**Middleton is the first city in the country to have an advisory referendum question related to a federal carbon fee and dividend on a ballot! We are justifiably proud of our community's commitment to addressing climate change.**

# Public Lands, Recreation, and Forestry

## National Recreation and Parks Association Gold Medal Finalist

For the fourth year in a row, the Public Lands, Recreation and Forestry Department was a finalist (top 4 of hundreds) for the National Recreation and Parks Association Gold Medal. While we are disappointed we did not win, we were happy that Penni Klein, retired director, was able to join us for the National Conference.

## Youth Center

The Youth Center piloted a **free bus route and summer lunch program in partnership with Second Harvest, the Madison and Middleton-Cross Plains Area School Districts.**

Enrichment activities were also expanded to include Mindfulness, Makers Club, Hip Hop Dance, Yoga, Art and Social Justice, Book Club, Improv, Multicultural Club, Radio Club, and a volunteer reading program at Little Red Preschool. The Youth Center served on average 30 students per day in 2016.



## CAPRA Accreditation

The Department is in the process of completing the Commission for Accreditation of Park and Recreation Agencies (CAPRA) accreditation process. As part of this multi-step process, Department Staff are currently completing a self-assessment due March, 2017.

# Public Lands, Recreation, and Forestry

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## RECREATION DIVISION

**2016 brought an increase in revenue and programs for the division.** A new twist on one day programs, called Friday Fun Days, flag football, Couch to 5K , additional volleyball leagues and an updated T-ball program are just a few of the Division's offerings.

Over the past year, the Recreation Division assumed the responsibility of the Youth Recreational Basketball Program from the Middleton Basketball Club. There are nearly 200 players on 16 teams within the program.

The Department, along with the Community Development Authority, facilitated the Downtown Holiday Tree Lighting and related events.

**Walter Bauman Aquatic Center (WBAC)**  
**The Aquatic Center had nearly 35,000 patron visits this summer.** We

implemented a new computerized check-in system that helped keep track of patron visits. As part of the 2016 Junior Disability Championships, the Aquatic Center hosted the swim portion of the first triathlon. In August over 500 children participated in the Tri-4 -Schools triathlon, with the WBAC once again hosting the swim portion of the triathlon.



# Public Lands, Recreation, and Forestry

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## PARKS DIVISION

### Harvey John & Lucille Taylor Park

Phase 2 of the development of Harvey John & Lucille Taylor Park occurred in 2016. Three football fields with irrigation were installed. An additional donation from Mrs. Lucille Taylor resulted in the development and installation of a pergola and landscaping.



### Other Projects

Additional parking has been added to Lakeview Park.

Construction of the Veterans of Foreign Wars (VFW) Memorial at Lakeview Park continues, with the anticipated opening Memorial Day, 2017.

At Orchid Heights Community Park, the fields have been reseeded and reconfigured to allow for additional soccer fields.



Several programs were conducted in City of Middleton Parks this year including National Trails Day and Pumpkins in the Park.

# Public Lands, Recreation, and Forestry

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## FORESTRY DIVISION

- 2016 marked the 22<sup>nd</sup> year as a TreeCity USA recipient
- **Planted 420 street and park trees – a new high!**
- **Removed 290 street ash trees – all infested with Emerald Ash Borer (EAB)**
- Notified residents with EAB infestation on private property resulting in an additional 250 ash trees being removed
- Transplanted 35 hazelnut shrubs from the Bock Community Garden nursery into the surrounding prairie restoration project area
- Held the 2016 Arbor Day observation at Bock Community Gardens with 350 5<sup>th</sup> and 8<sup>th</sup> graders from Middleton area schools.



# Public Lands, Recreation, and Forestry

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## CONSERVANCY LANDS DIVISION

**The National Coalition for Recreational Trails chose the Graber Pond Accessible Trail project as the winner of the Tom Petri Annual Achievement Award for Outstanding Use of Recreational Trails Program funds in the Accessibility Enhancement category.**

A pair of collaborative projects resulted in the installation of two bicycle/pedestrian bridges. The first, a joint venture of the Middleton Cross Plains Area School District and City, links the amphitheater of Kromrey Middle School to the Pheasant Branch Creek Corridor Trail. The second, a joint project with the City's Tax Increment District #3, connects the above ground parking structure at Aspen Commons to the City's largest employer, Pharmaceutical Products Development (PPD).

"Saban's Boardwalk," a new feature that highlights an amazing view of Frederick's hill from the Pheasant Branch Conservancy (PBC) completed in concert with a generous \$10,000 donation.

Progress continues on linking trail segments and improving bicycle commuter routes. Much of Allen Boulevard is now bicycle commuter friendly with a paved path on its east side. A connection between Graber Pond and the PBC is also underway with the construction of trail linkage between these two segments along Whittlesey Road. Eventually this trail will connect the Conservancy to the Highway 12 bicycle path.

# Pleasant View Golf Course

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MADISON MAGAZINE'S

**BEST**  
**OF MADISON**

2016  
GOLD

The Best of Madison Readers' Poll is an annual survey asking local customers to vote for their favorite establishment and people. Pleasant View Golf Course is honored to be awarded the gold medal for best public golf course in the Madison area after taking the silver award in 2014 and 2015.

## Golf Shop Merchandise as a New Revenue Source

This year marked the first time the City of Middleton began owning and operating the retail side of the golf business as all merchandise net revenue stays in the Golf Fund. With this move, Pleasant View Golf Course saw a gross revenue bump of roughly \$119,000 in 2016. In 2017, the net revenue impact will not be as significant as we are projecting a return on investment of roughly \$22,000; however, building up our inventory for year one was imperative, and we will see an improvement in the golf shop's Return on Investment (ROI) going forward.



# Pleasant View Golf Course

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## Outdoor Patio Upgrade

Pleasant View arguably has the best view in the greater Madison area, and we were able to enhance that feature by doubling the size of our patio, adding two fire pits and replacing outdoor furniture.



This project enhances the golf course experience and enables us to drive more non-golf events to the property while retaining our customers during league nights due to the improved ambiance, which, in turn, increases revenue.



## Best of the Burbs – Golf Winner

In 2015, Pleasant View Golf Course was proudly named the best public golf course in the suburban area, and we successfully repeated this award in 2016. Thanks to all who voted for PVGC!

## Revenue Continues to Grow in 2016

2015 was a record year for Pleasant View Golf Course with just under \$2 million in gross sales. In 2016, we finished approximately \$265,000 ahead of revenues for 2015.

# Library

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In 2016 the Middleton Public Library continued offering 21<sup>st</sup> century library services by creating opportunities for institutions, organizations, and individuals to connect and thrive.

Public space was in high demand. **2016 saw a 5% increase in study room bookings over the 4,021 bookings in 2015.** This



increase points toward the critical role libraries play as neutral mediators at the center of the community. While square footage continues to be in high demand, the library staff continues to expand the library's multi-layered approach to services.

The library introduced a new lecture series called *Scholar'd for Life*, in which outstanding professors share their favorite lectures. Speakers included mathematicians, astronomers, and historians, who drew crowds that packed the Archer meeting room. More lectures are coming in 2017!



# Library



Youth Services staff and volunteers expanded early literacy programs such as yoga, baby story times, and multi-sensory crafts that integrate science, technology, engineering and math (STEM) components. **The library continues to be an area leader in early literacy innovations and the go-to place for families.** 2016 outreach efforts grew to offer over 200 programs that reached more than 10,000 people outside of



the library. By leading efforts in community-wide training on early literacy with child caregivers, the library is increasing not only the quality of child care, but also levels of school readiness and success. Partnerships with other city departments,

like the Middleton Fire District, and events such as United Way Day of Caring, solidified the library's position as a community connector.

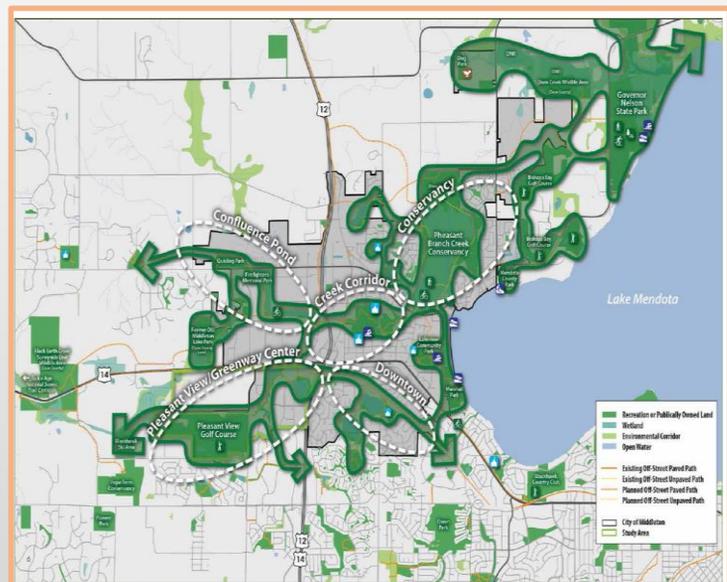
# Planning

After extensive public input, Planning staff, with direction from the Plan Commission, **completed a draft of the City's Comprehensive Plan with anticipated adoption in 2017.** \* **Consultants and staff also completed a draft of the Urban Greenway Study,** which is slated for adoption in early 2017.\*\*

Further, the Planning Department performed development review for significant projects in Middleton, including: Electronic Theater Controls (ETC) expansion; Gammex / Sun Nuclear building expansion; UW Health



Pharmacy Enterprise building; Laser Express; Oak Ridge Senior Housing; and the Middleton Center redevelopment project.



\*The City's Comprehensive Plan draft can be found at: <http://www.cityofmiddleton.us/index.aspx?nid=366>

\*\* The Urban Greenway Study draft is at: <http://www.cityofmiddleton.us/DocumentCenter/View/3879>

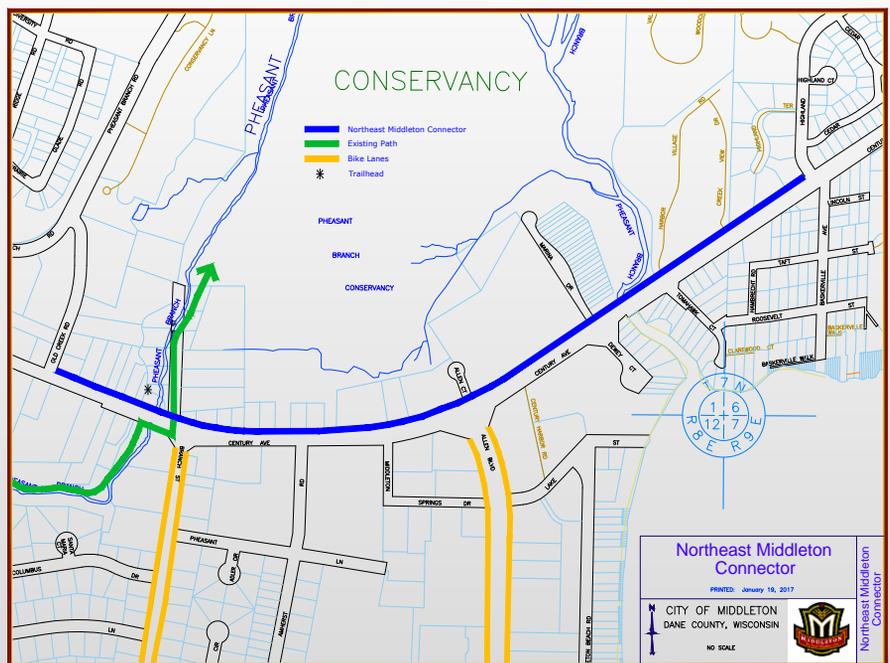
# Planning

## Bicycle and Pedestrian Grants

Walking and bicycling along Century Avenue between the Pheasant Branch Conservancy and Highland Way in northeast Middleton will soon become a lot more enjoyable! In November, the City received notice of a **\$172,000 DNR Stewardship grant to help fund acquisition** of the Gerhardt property for development of a **trailhead and parking area** across Century Avenue from the Stamm House. Also, the City is planning to construct a 10 ft. wide, shared-use path along the north side of Century Avenue, connecting the trailhead and Branch Street with the Highland Way signalized intersection almost a mile

to the east. Tentatively planned for construction in 2019, the “Northeast Middleton Connector” will provide an important, all-season

connection between Middleton’s northeastern neighborhoods and the rest of the city.



# Police

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## COMMUNITY ENGAGEMENT

The Police Department continues to consider the relationship with the community to be one of our top priorities. Our programs include Shop With a Cop, National Night Out, Family Safety Day, Citizens Academy, Coffee With a Cop, Polar Plunge, Battle of the Badges, Senior Citizen Car Winterization, Safe Assured ID, Stuff the Squad, Kromrey Mentoring Program and many other day-to-day formal and informal interactions.

Consistent with remaining accountable to the community, the Department outfitted all patrol officers with Body Worn Cameras in December.



The Police Department continues to partner with our minority communities on equity issues. Chief Foulke is a member of the Dane County Law Enforcement Leaders/Leaders of Color

Collaboration and the Middleton Equity Team.



# Police

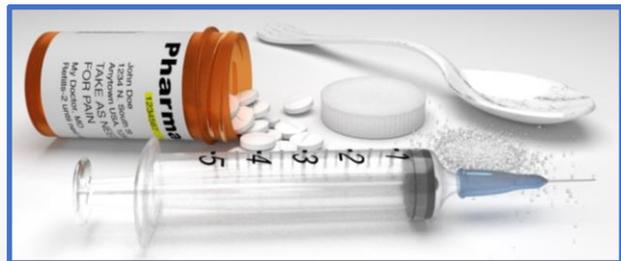
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## OPIOID ISSUE

**In 2016, the vast majority of significant criminal activity in the City of Middleton can be directly linked to the abuse of opioids.**

The Middleton Police and Middleton Emergency Medical Services responded to more than 22 opioid related overdose calls in the first eleven months of 2016, three of which resulted in fatalities.

Middleton Police Officers now carry Narcan Nasal Spray, a medication that blocks the effects of



opioids in overdose situations and can be administered prior to Paramedics arrival

## COMMUNICATIONS CENTER

**In 2016, the Middleton Police Department Communication Center answered an estimated 32,000 phone calls.** 3200 of those are landline and wireless 9-1-1 calls. Those are answered quickly in order to expedite getting the right help to our callers as quickly as we can.

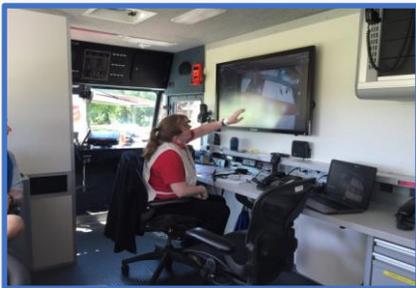
- 89% were answered within 10 seconds
- 98% were answered within 20 seconds
- 99% were answered within 30 seconds

# Police

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## FULL SCALE TRAINING EXERCISES

On August 17 the Middleton Police Department participated in one of the largest training events in the Department's history. In conjunction with the Middleton-Cross Plains Area School District and numerous other local emergency responders, the Police Department participated in a full-scale training event held at Middleton High School. Planning for this full-scale event started in 2014, and some of the main objectives included: responding to an active shooter incident, establishing warm zones, negotiating with a barricaded individual, implementing Unified Command concepts, and providing medical care to victims as quickly as possible.



Lessons learned from this training event will be valuable in the unfortunate circumstance of a real life event occurring in the City of Middleton.



# Emergency Medical Services (EMS)

---

In June, the department completed the transitional scheduling plan for implementation of the 48 hour work week (down from 56) for the full-time paramedics as outlined in the 4-year labor contract with IAFF Local 311.

The EMS call volume has increased by 5.7% from 2015 to 2016. In line with the work week changes and the continued increase in call volumes, the department added two full-time paramedics, bringing the total to 14 full-time, licensed paramedics.

WORKLOAD ACTIVITIES	2014 Actual	2015 Actual	2016	2017 Projected
ANNUAL NUMBER OF EMS RESPONSES	1,673	1,680	1776	1,860

EMS maintained a 88.75% net revenue collection rate, compared with an industry standard of 85%. As such, the department has renewed its contract with its receivables vendor, Emergency Medical Services Medical Billing Associates.

**The department participated in numerous community outreach programs, such as the Battle of the Badges Charity Softball Game, United Way Day of Caring, Good Neighbor Festival, as well as numerous AED (Automated External Defibrillator) placement events.**

# Middleton Senior Center

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The Middleton Senior Center is a multi-purpose activity and service center, serving older adults and their families in Middleton. The Senior Center provides the highest quality activities and programs. **It is one of a small minority of centers that continues to be accredited by both the Wisconsin Association of Senior Centers (WASC) five straight times and the National Institute of Senior Centers (NISC) three straight times. Offering over 70 programs each week, our purpose is to “Enrich the Lives of Older Adults.”**

## **Medical Equipment Loan Closet**



The center has loaned equipment for over 15 years and the program’s reputation has grown tremendously. **450 equipment loans have been made in the last 10 months!**

Equipment includes 55 wheelchairs and hundreds of walkers, canes, shower benches, raised toilet seats, bedrails, and other re-usable items. The program serves all ages, including children as young as 10, with our oldest user at age 101.

# Middleton Senior Center

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## Early Memory Loss Enrichment Group

This new program is a partnership with St. Luke's Church and the Senior Center. Planning began this spring and the program launched in late September with 14 active participants and their families. After an initial screening with Senior Center Case Managers, folks are invited to join the group to participate in social and physical activities twice per month.

## New Senior Center programs in 2016

**TOPS** – Take Off Pounds Sensibly now has a chapter at the Senior Center, staffed by the Volunteer Coordinator and volunteers.

**Women Embracing Change** – Support group covering a wide variety of topics and providing support to one another as women age.

**Social Seniors** – A Self-Directed group that gets together and enjoys all kinds of different activities, restaurants and cultural events in Middleton and beyond.

**Dementia Friendly Communities – The Senior Center continues to play the lead role in the Dementia Friendly movement in Middleton through its involvement in the task force and continued training of volunteers and community members.**

# Tourism

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## GRANTS

The Tourism annual budget includes funds for events and project grants. The intent of the grants is to provide funding for new events, conferences and/or



conventions coming to Middleton, and to encourage multiple year commitments. Organizers must submit an application that outlines the criteria for evaluating the request. The Middleton Tourism Commission reviews and approves all applications.

### In 2016:

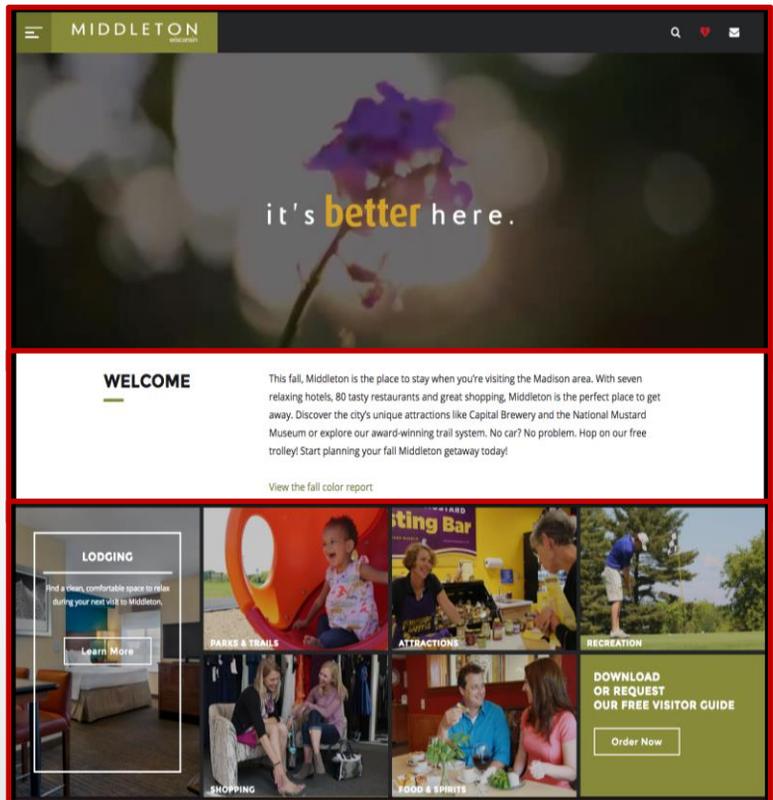
- **Six grants** totaling \$20,000 were approved by the Middleton Tourism Commission.
- **Events generated approximately 10,000 visitors to Middleton.**
- Market segments included sports, meetings and conventions.

# Tourism

## WEBSITE REDESIGN

In 2016, visitmiddleton.com was given a complete redesign.

- Constructed a brand new custom design for visitmiddleton.com.
- Created site pages for Middleton Parks, Recreation & Forestry Department.
- Wrote new copy, including substantial additions for parks, trails, facilities, and natural areas sections.



- Completed extensive coding to add: interactive maps and video headers, a “favorites” function, custom fields, related post articles and individual business listings with photos.
- Shot and edited videos which auto-play on the header of each category page.
- Launched new site to the public on September 16.

# Tourism

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## SOCIAL MEDIA/PROMOTIONS

The Tourism Department has been promoting the City of Middleton via social media. The results for 2016 are astounding.

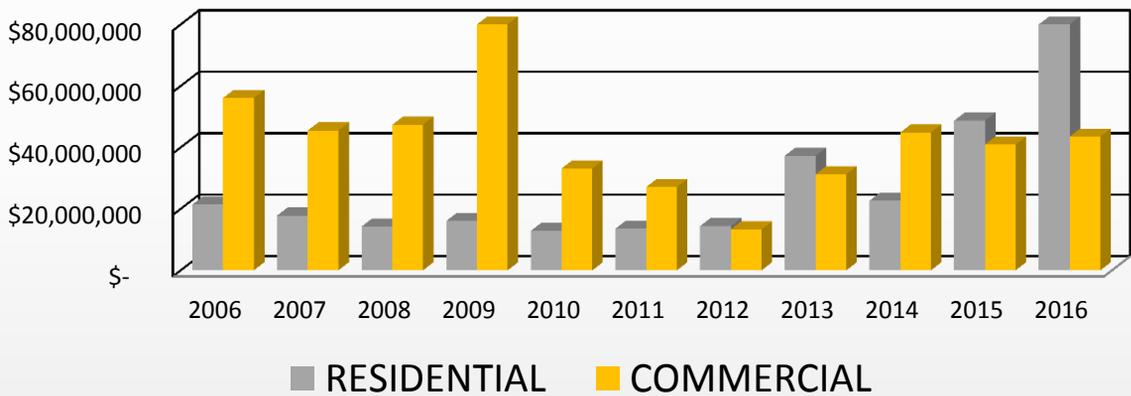
- Facebook fans up **12.2%**, created **295 posts**
- Twitter followers up **88%**, authored **197 tweets**
- Pinterest followers up **19%**
- Instagram account **added 277 followers** (launched end of March), created **49 posts**
- **Tourism Commission hosted four full-scale promotions with a total of 5,572 (& counting!) entries, contributing to over 20,000 page views on visitmiddleton.com**

We continue to promote our city as a tourism destination in 2017.

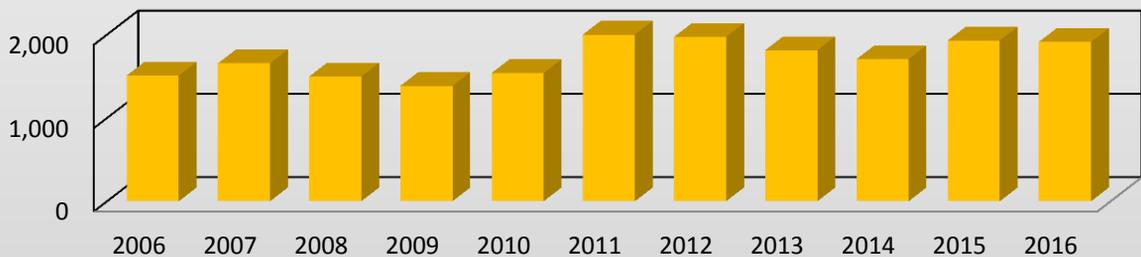
# Building Inspection

**Middleton has issued permits for over \$146,403,241 worth of construction for 2016.** This includes 50 new single family homes, 12 new commercial buildings and additions, 9 new multifamily and numerous additions, alterations and repairs. Middleton's multi family needs are being served with the **addition of over 700 new apartment units.**

### \$ Value of Construction Permitted



### # of Construction-Related Permits Issued: 2006-2016



# Building Inspection

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**In 2016 over 700 new apartment units have been constructed!**

## We Welcomed New Inspection Staff in 2016!



Left to Right: Shannon O'Connell (Plumbing), Bill Neitzel (Electrical & Building), Todd Parkos (Building, Plumbing & Electrical)

# Public Works

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## **ENGINEERING AND OPERATIONS**

### **Community of Bishops Bay**

Another phase of development in the Community of Bishops Bay (CBB) was added in 2016, which included construction of more City streets with associated storm sewer, street lights, traffic signs, solid waste collection and water & sewer utilities. **The City and CBB came to agreement on a long-term utility agreement too. With the recent additions, the City now has about 70 miles of streets to maintain and plow.**

### **Street Maintenance**

The city hired a contractor to seal cracks and cover about 5 miles of roads with a chip seal. The crack filler and seal coat is intended to prevent water intrusion into the pavement which can cause potholes, and it helps prevent ultraviolet degradation of the asphalt in the road surface. This is a very cost-effective way to keep roads in good condition and prolong their useful life.

### **Roof Replacements**

The City replaced roof membranes on the City Hall (built in 1965), Library (1990) and Senior Center (2001) to enhance and protect our older municipal buildings.

# Public Works

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## **ENGINEERING AND OPERATIONS**

### **Street Improvements**

In the 2016 construction season, major street improvement work concluded the following:

### **Mendota Avenue, N. Gateway Street and Charing Cross Lane -**

These three roads near Lakeview Park were reconstructed in 2016, including the addition of curb & gutter, sidewalk and paths to enable better pedestrian connections.

**Prairie Drive** – This short, residential street was resurfaced to eliminate extensive cracking and minor surface defects.

**Deming Way** – A portion was resurfaced by removing the brick pavers and installing asphalt pavement.

**Park Street and High Road** – Water mains were replaced along a significant length of these two streets and a pedestrian path extended from the Pheasant Branch Creek path up to Kromrey Middle School. Bike lanes were marked along this roughly mile-long street resurfacing project, and the intersection of Park Street with Park Lawn Place was reconfigured to better delineate travel lanes.



# Public Works

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## WATER RESOURCES

### Confluence Pond

In spring 2017, the City will conclude a multi-year effort to accomplish the maintenance dredging of Confluence Pond, the City's most important storm water management facility. The pond was originally constructed in late 2001 to serve as a flood plain reduction measure. Subsequent design enhancements to the pond resulted in the creation of the City's most effective sediment trap, a facility critical to preserving water quality of storm water runoff to Pheasant Branch and Lake Mendota.

In 2014, the City learned that the pond had worked so well since its construction that the trapped sediments had filled the available storage area, requiring those materials to be dredged. Current calculations estimate that the total quantity of material removed will be between 16,000 and 20,000 cubic yards.



**Completion of the project will restore the Confluence Pond to its status as perhaps the most cost-effective facility of its type in this part of the state.**

# Public Works

## WATER RESOURCES

### Mendota Avenue

The Mendota Avenue and North Gateway Street reconstruction included a rain garden to reduce sediments in storm water runoff. Check it out this spring.



### Lakeview Park

Included in the Mendota Avenue reconstruction is a new parking lot at Lakeview Park. The City used porous asphalt instead of standard pavement. **Porous asphalt has several advantages: it reduces storm water runoff, removes pollutants and sediments from the storm water, and, because it's permeable through much of the winter, reduces the need for snow plowing and the need to apply salt.** Chlorides from road salt have been identified as one of the pollutants of greatest concern in public surface waters like Lake Mendota.



*Porous asphalt*



*Non-porous asphalt*

# Information Technology

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The Middleton I.T. Department worked with GIS Inc. to create a “Health Check”, or plan, for future development of Middleton’s Geographic Information site. This document will be used to provide direction in the short-, medium- and long-term to allow the City to expand its geographic based information services.

I.T. also worked closely with the Police Department to enhance their video surveillance capabilities. This included **upgrading the video capturing software and adding a storage server, squad video equipment and body cameras. It also included connecting to the City’s fiber optic network.**

The City has increased the reliability of its network by working with CoreBTS to monitor and manage its core infrastructure. This, along with upgraded hardware and in-house tools, will allow for strong continued support of its growing technology needs.

# Utility

## Water Conservation Program

This program includes a 50% reimbursement for commercial water audits, a \$25 rebate for commercial pre-rinse spray valves and a \$100 toilet rebate for residential and commercial customers who purchase and install low-flow toilets to replace inefficient ones. **In 2016, rebates were approved for 2 commercial and 56 residential toilets!** The program's intent is to reduce water usage City-wide as outlined in the Middleton Sustainable City Plan. The plan outlines goals and action steps for decreasing the gallons of groundwater pumped per capita annually. To learn more about qualifying toilets, spray valves, and about the water audit program, visit the City website at <http://cityofmiddleton.us/waterconservation> . We encourage all properties to take advantage of these rebate opportunities.

**RESIDENTIAL PROPERTIES:  
DON'T FLUSH THIS  
OPPORTUNITY!**

**\$100 Toilet Rebate\***  
when you replace an old or inefficient  
fixture with a WaterSense labeled toilet

1 Shop for a new toilet with  
a WaterSense label

2 Submit your receipt and  
rebate form to:  
City of Middleton  
7426 Hubbard Avenue  
Middleton, WI 53562

3 Receive up to \$100!

Look for  
WaterSense  
Label EPA Certified

Visit [cityofmiddleton.us/waterconservation](http://cityofmiddleton.us/waterconservation) for more details.  
Questions? Call 608-821-8370

\* Limit 1 per address per year. Single-family and duplex owners and renters eligible for above rebate.

**COMMERCIAL PROPERTIES**

\*\* Including  
triplexes,  
multi-family,  
commercial,  
industrial, and  
public  
authority.

A 50% water audit reimbursement, \$100 toilet  
rebate, and \$25 pre-rinse spray valve rebate are  
available for commercial customers.\*\*

The audit program is subject to pre-approval. Audit  
reimbursements and rebates available while funding lasts.

**DON'T FLUSH THIS  
OPPORTUNITY!**

**\$100 Toilet  
Rebate**

# Utility

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## Resident Notice!

Employees of the Middleton Water Utility and inspectors from HydroCorp are performing inspections of residential, commercial and industrial buildings throughout the community. These inspections are to detect actual and/or potential cross connections and make recommendations for the installation of backflow prevention devices or assemblies where necessary. This will help ensure that contaminated or polluted water cannot backflow into the Utility's clean drinking water. Residential customers will also have their meter changed during this inspection by Middleton Utility personnel. **If you are contacted to have this work performed at your residence, please schedule an appointment at your earliest convenience.** Commercial and Industrial customers will be contacted directly by Hydrocorp with date of inspection for their facilities. Thank you for your cooperation.

# Middleton Municipal Airport

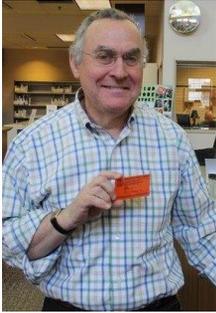
Two buildings were completed at the airport during 2016—a snow removal equipment building and a private hangar that was constructed on the sole remaining building site along Airport Road. **The airport now features 43 hangar buildings, two of which have 10 units apiece. In total, there are now 61**



**privately-owned hangar spaces at the airport, all of which occupy land leased by the City.** This does not include the large maintenance hangar that is

connected to the terminal building and used by Morey Airplane Company, which manages the airport through an agreement with the city. During 2016, the City also coordinated with the developer of Laser Express (east of the airport) to allow that project to deposit excavated and surplus fill material on adjoining airport property, in a location where the City anticipates the construction of a future road to access the northeast end of the airport. In a related development, the City Council this past fall authorized a joint City and Wisconsin Bureau of Aeronautics study of the feasibility of siting an additional hangar development area near the northeast corner of the airport.

# Best Wishes to Departing Department Heads



**John Lehman**  
Finance Director/  
Assistant City  
Administrator

John played a major role in elevating Middleton's financial information to modern standards and beyond. He also played a significant role in the success of Middleton economic development financing and with Tax Increment Districts' projects. John served as Finance Director for 6 years after a long and successful 40 year career in public finance.



**Pamela Westby**  
Library Director

Pamela left the City of Middleton this past summer. She had served as the Library Director since 2008, before taking the Director's position in Eau Claire, Wisconsin. Pamela worked hard to expand the Library's many programs, including the Outreach program. In 2014, the Library was recognized by the South Central Library system award for excellent programming.



**Val Steel**  
Tourism Director

Val, now retired from the City, had been with Middleton since 2002, and became the Director of Tourism in 2003. Val helped bring the free Trolley to Middleton, and during her tenure Tourism revenues increased rapidly.



**Scott Ellarson**  
Chief Building  
Inspector

Scott has been with the City of Middleton for the past 30 years as an engineering technician, building inspector, and starting in 2003, as the Chief Building Inspector. Scott has brought great customer service and professionalism in his work over the years. He will work his last day with us on March 9 prior to retirement.

# Congratulations to Penni Klein on her Lifetime Achievement Award!

Penni Klein, retired Public Lands Manager, was presented with the **Lifetime Achievement Award by the Wisconsin Park and Recreation Association**.

As Penni stated in her retirement letter, “It has been an honor and privilege to serve in partnership with individuals, colleagues and communities through my professional career and work. I consider it my God-given purpose and am truly grateful to the City of Middleton and other employers for the opportunity to do what I love.” Penni’s contributions have been profound over her 16 years with the City. **She was the driving force behind the highly loved and successful trail system in Middleton, as well as vast improvements in conservancy management, development of the American Girl playground/splash pad & the John Harvery & Lucille Taylor Memorial Park, planning of the Good Neighbor Trail system and numerous financial grants (well over \$1 million total!).**





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<http://www.ci.middleton.wi.us/list.aspx>