Wisconsin Counties Association
# ANNUAL CONFERENCE
& Exhibit Hall 2023

Wisconsin Counties Association
ROADHOUSE
WCA ANNUAL CONFERENCE
2023

3:30 – 4:30 PM

Partnering with UW-Madison's UniverCity - County Success Stories and How to Engage
Speakers: Claire Johnson, Communications & Public Information Specialist, Polk County;
Gavin Luter, Managing Director, UniverCity Alliance, UW-Madison
Moderator: Alice Connors, County Board Chair, Calumet County

UniverCity Alliance

Better • Places • Together
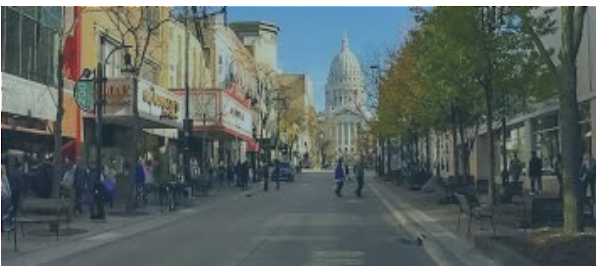
Partnering with UW-Madison's UniverCity Year Program – County Success Stories and How to Engage

WCA Conference
Gavin Luter, UW-Madison
Claire Johnson, Polk County

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Advisory Board

Department of Civil and Environmental Engineering

Division of Extension

Data Science Institute

Department of Planning and Landscape Architecture

COWS

Global Health Institute

Computer Sciences

Institute for Research on Poverty

Cartography Lab

Nelson Institute for Environmental Studies

Population Health Institute

Morgridge Center for Public Service

Law School

School of Medicine

La Follette School of Public Affairs

School of Business

School of Human Ecology

School of Education

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UniverCity Year: What do we do?

UCY Four-Step Process

Local government partner identifies issues or questions.
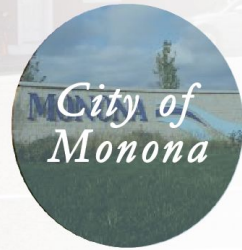
UCY matches projects with solution-based courses.

UW-Madison students work on the issues and questions.

Local government receives research, reports, designs, and implementation support.

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Previous and Current Partners

2016-2017
- City of Monona
- Dane County

2017-2018
- Green County
- Pepin County

2019
- Adams County
- Village of Marshall
- Brown County
- City of Wisconsin Rapids
- La Crosse County
- Village of Egg Harbor

2020
- Marathon County
- Racine County
- Village of Waunakee
- Milwaukee County

2021-24 Partners
- Columbia County
- Polk County
- Outagamie County
- Stoughton Innovation Center
- Koshkonong Creek Collaborative Sun Prairie/Cottage Grove/ Deerfield
- Town of Germantown

The Wisconsin Idea in Action

Our first 4 years:
- ✔ 185 projects & counting
- ✔ 1300 students involved
- ✔ 80 courses

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New Partners – Hot off the press!

- Eau Claire County
- St. Croix County
- Wood County Health Department
- Village of Cottage Grove
- Village of Shorewood
- Marinette
- Milton
- River Falls,
- Wausau

RECORD SETTING COHORT

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Health, Well-Being, & Equity

Green County

- Mental Health Navigator (Implemented); Teen Intervene Program (Toolkit being used), Data sharing to combat opioid crisis (Secured grant)

Wood County Health Department

- Creating a ROI model for Community Health Improvement Plan, roadmap for health equity, improving technology to activate trails

Adams County process for prioritizing mental health services

Diversity, Equity, and Inclusion: Native Nations, Equity in Hiring, Media Campaigns

City of Madison investigating creation of a "Friends of" group for Civil Rights

Involved Departments: Public Health, Environmental Studies, Civil Society and Community Studies, Industrial Systems Engineering

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Sustainability

- Outagamie County: Sustainability Action Plan for Appleton Airport, process for organizing county departments' approaches to sustainability

- Marathon County: Measured public perceptions of Fenwood Creek for next step of public outreach, strategies for reducing salt use

- Brown County: Cost/benefit analysis for alternative uses for blue-green algae, strategies for harvesting the algae

- Juda School District: Energy audit, Alternative energy design, Resulted in more solar panels on the school & lower energy costs (saving $30,000 per year)

Involved Departments: Public Affairs, Civil & Environmental Engineering, Energy Analysis and Policy, Extension, Environmental Studies, Industrial Systems Engineering

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Criminal Justice Reform

Racine County

- Developing strategies for cultural competence in building of a new juvenile justice facility; Recommending changes for Alternatives to Corrections through Education (ACE) program; Designing community and family engagement strategies for new facility

Marathon County

- Evaluating drug treatment and OWI court; Evaluating arrest-decision models

Brown County

- Evidence-based recommendations for prisoner re-entry

Involved Departments: Public Health, Law, Psychology, Human & Family Studies, Public Affairs

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Child Care

Outagamie County

- Strategies for implementing cost-savings within facilities, innovations for increasing wages of child care workers

La Crosse County

- Cost/benefit analysis for policy measures to address affordability

Involved Departments: Public Affairs, School of Education

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Housing

- Affordable housing site analysis, values, and risks (Currently pitching rural, affordable pocket neighborhoods)
- Senior housing site plans (City council pitching to developers)

Site Acquisition Cost	$372,700
Construction Budget	$8,220,000
Developer Fee	$822,000
Total Capital Budget	$9,414,700
Less: HOME Grant	$(400,000)
Less: HUD Grant	$ (2,235,000)
Less: Tax Credit Equity	$ (4,801,497)
Net Capital Budget	$1,978,203

Income 2015	30% AMI	50%AMI	Market
$43,990	$13,197	$21,995	$26394
Affordable Rent	$329.93	$549.88	$1319.7

Involved Departments: Real Estate & Urban Economics, Civil & Environmental Engineering

Economic Development

- Polk County re-branding materials (logo, SWOT analysis, stakeholder engagement plans)

- Outagamie County Mosquito Hill Nature Center revenue capture strategies

- Tourism Marketing (Using marketing materials)

- Trade Market Analysis & Planning (New businesses locating in Brodhead; Brought new stakeholders to table in Adams)

- Infill development plans (Monroe building a pocket park)

- Developing strategies to link arts, culture, and economic development

Involved Departments: Journalism/Communications, Extension, Agriculture & Applied Economics, MBA in Arts Administration, MBA in Marketing, Urban Planning, Landscape architecture

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Examples of work
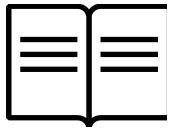
Best practice reports
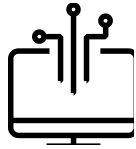
Data analysis

Communications/ promotional materials
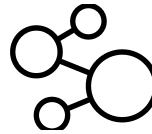
Data visualization
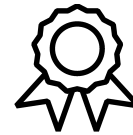
Program evaluation
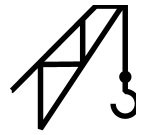
Site plans

Policy recommendations

Design recommendations
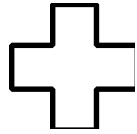
Health impact assessments
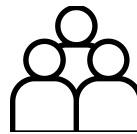
Community engagement

Staff trainings

Case study comparisons

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Summary

Can students do something productive for communities? YES

Can these activities help communities make progress on community-identified goals? YES

What's needed for this to be successful? STRUCTURE OF UNIVERCITY YEAR

How can we work with WCA to have long-lasting relationships with all counties? TBD

gavin@cows.org

www.univercity.wisc.edu

Partnering with UW-Madison's UniverCity

County Success Stories and How to Engage:
Partnership with Polk County

How Did We Get Here?

- Polk County
  - Northwest Wisconsin (Twin Cities)
  - Population of 45,431
  - 956 square miles
  - Natural Beauty (400 lakes, St. Croix river)
  - Tight-knit communities

How Did We Get Here?

- Crossroads of emerging opportunity.
  - Expected growth from Twin Cities
  - Increasing suburbanization in southwest corner
  - Large ag. sections still present
  - Clashing identities
  - Capitalize on growth (tourism, business, and educational)

Our Partnership Proposal

- Ideal time for community visioning and goal setting

- Create a consistent brand identity for Polk County

- Need to involve diverse groups for input for effective future policies

- Foster positive change with long-lasting impacts

- Polk County chosen as a UniverCity Alliance partner!

Our Partnership Proposal

- Requested Deliverables:
  - SWOT analysis
  - Logo redesign options, mission and vision statement options
  - Survey method(s) + community input gathering methodology
  - Communications strategy/plan

- Five Projects:
  - Planning a Polk County community branding program via SWOT analysis
  - Developing a community engagement methodology for the rebranding initiative
  - Rebranding Polk County: Multimedia tools to reach diverse audiences
  - Exploring digital tools to collect Polk County community input
  - Creative campaign messages to rebrand Polk County

Partnership Timeline

- Year 1: Setting the stage
  - Project Descriptions
  - Faculty
  - Scope of work

- Year 2: Working with students
  - Creation of deliverables
  - "Busy" work

- Year 3: Review + moving forward
  - Determine which to move forward in policy + plans

Methods of Planning Analysis

- First project match! Fall 2022 Semester

- Department of Planning & Landscape Architecture

- High level courses

- SWOT analysis & community engagement methodology
  – Lots of information gathering

- "Bedrock" to other projects

- Students all worked together

- Students interviews with community stakeholders

Methods of Planning Analysis

- "We adapted the techniques of the Orton Family Foundation's Community Heart & Soul process (Orton Family Foundation 2015b, 2022) to guide this engagement plan. The Community Heart & Soul process was designed for small cities and towns to identify community values with an emphasis on reaching people who may be reluctant to participate. The Community Heart & Soul engagement method encourages residents to lead the engagement process, identify important projects, and implement them through additional activities. This process comprises four phases, which we applied as a framework for the recommended community engagement plan below. We adapted components of Phase 1: Imagine, and Phase 2: Connect, for this semester-long project. In future work, Polk County can build on the first two phases, and carry out Phase 3: Plan and Phase 4: Act. Moving forward, we recommend the project team continue to adjust tools and ideas from the Heart & Soul process as they best see fit." – Engagement Plan
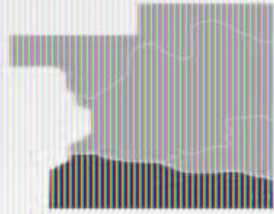
Multimedia Design

- Second project match, also Fall 2022 semester

- Built off SWOT analysis from previous class, but concurrent

- Students broke into 4 teams

- Multimedia/Graphic Design for:
  - Logo
  - Social media headers
  - Sample posts
  - Website mockup with new logo
  - Employee recruitment materials + employee handbook

ROADS
To Success Lead
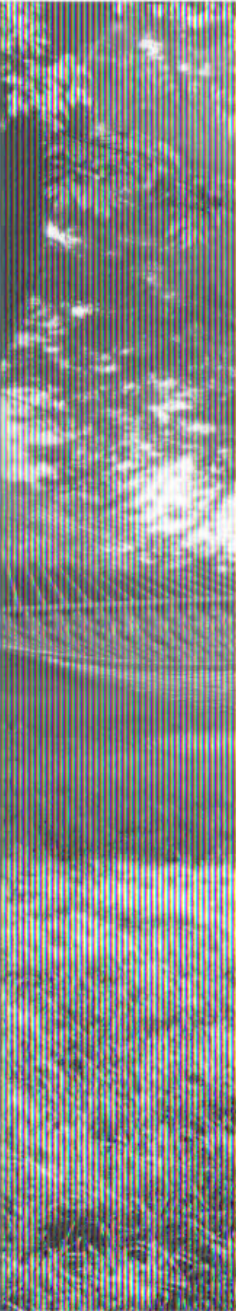To Polk Co.

www.polkcounty.com

POLK COUNTY

OUR COMMUNITY IS GROWING.

WHAT ARE YOU WAITING FOR?
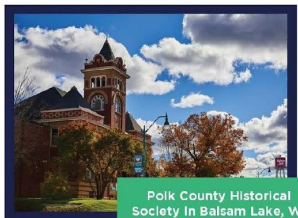
Explore Polk County today.

POLK COUNTY
THE PERFECT PLACE TO WORK

EST. 1853

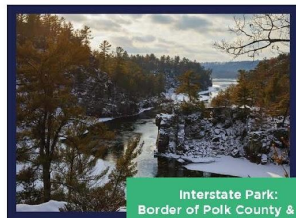# BRIDGING THE GAP BETWEEN WISCONSIN AND THE TWIN CITIES

SOME OF POLK COUNTY'S GEMS:

Polk County Historical Society In Balsam Lake, WI

Polk County annual Fourth of July Parade

Interstate Park: Border of Polk County & MN

ENJOY BEAUTIFUL SCENERY, GREAT JOB OPPORTUNITIES & MORE HERE IN POLK COUNTY!

POLK COUNTY IS HIRING!

Scan the QR code to the left to find out all of the positions that Polk County is looking to fill! With over 50 positions open, we're looking for YOU to start your career with us at Polk County! We welcome you with open arms as you can help us bridge the gap between the past and future!

Contact Us:
100 Polk County Plaza
Balsam Lake, WI 54810
Phone: 715-485-9226
Hours: M-F, 8:30 AM - 4:30 PM

Polk County Government — Wisconsin
Serving and representing the public of Polk County with integrity.

Applied Leadership Competencies in Engineering

- Third project match, Spring 2023 semester

- Built off Methods of Planning Analysis

- Multiple counties had projects, broken into groups

- Group of five students, proposed budget/stipulations
  - Delivered decision matrix of three different survey methods
  - Considerations for survey contents
  - Methods of distribution
  - Incentivization
  - Advertisement
  - Collection

SURVEY CREATION

1 = Worst 5 = Best	Survey Monkey	Google Forms	Custom
User Ease of Use	3	3	4
County Customization	3	2	5
Cost	2	4	1
Average Score	2.67	3.00	3.33

SURVEY METRICS

We consider multiple metrics in evaluating various survey software packages. These metrics are applied to Survey Monkey, Google Forms, and a custom solution done by a contracting firm, but they are applicable to any other software solutions available. The metrics we choose are voter ease of use, flexibility and opportunity for the county to customize, time and money cost, vote security, and data security. We rate these on a scale of 1 to 5 with 1 being worst and 5 being best at a surface level "first glance" evaluation as conditions can change with negotiation between the county and various companies.

Creative Campaign Messages

- Fourth and final project match, Spring 2023 semester

- "Culmination"
  – Expanded on group's work from Multimedia Design
  – Had all prior materials

- Responsible for many deliverables in client brief:
  – Mission + Vision statement options
  – Social media plans
  – External communications plans
  – Brand book draft
  – Development of drafted logo
  – Promotional materials

Creative Campaign Messages

- Site visit!

- Take in Polk County

- Immerse within county's communities

- Luncheon with Polk County

- Eye-opening for all

Creative Campaign Messages

- After the site visit, students broke down workload
  - Better sense of what they wanted to do, ideas, etc.

- Class split into two teams

- Teams were different "marketing firms"
  - Entirely different pitches
  - Different set of deliverables; yay for us!

Creative Campaign Messages

Where frame-worthy memories are made

Polk County
WISCONSIN

Small Town Charm, Big Time Adventure

www.polkcountywi.gov/

Why is this important?

- For the Students
  - Hands-on work in their fields
  - More opportunities for learning
  - Enact impactful change

- For Polk County
  - High quality deliverables
  - New perspectives
  - Ways to solve problems

- Claire's Final Thoughts

Questions & Discussion

- Claire Johnson, Polk County: claire.johnson@polkcountywi.gov

- Gavin Luter, UniverCity Alliance @ UW-Madison: gavin@cows.org