

## COMMITTEE OF THE WHOLE MEETING AGENDA

JUNE 3, 2025 7:00PM

COUNCIL CHAMBERS, BERLIN CITY HALL, 2<sup>ND</sup> FLOOR

MEETING IS OPEN TO THE PUBLIC AND IS HANDICAPPED ACCESSIBLE

CITY MEETINGS CAN BE WATCHED LIVE OR RECORDED

ON THE CITY OF BERLIN YOUTUBE PAGE @CITYOFBERLIN5623

1. Call to order/Roll Call
2. Seat Virtual Attendees (if necessary)
3. General Public Comments. Registration card required (located at podium in Council Chambers). Comments will be limited to **3 minutes** per registrant.
4. Approval of Minutes. RECOMMENDATION: Approve the minutes from the May 6, 2025 Committee of the Whole meeting.
5. Discussion of pavement materials, potential parking and pedestrian/safety options for Connecting Highways road projects (Hwy 91 and Hwy 49). RECOMMENDATION: Discussion and action as appropriate.
6. Discussion of Child Safety Zone ordinance. RECOMMENDATION: Discussion and action as appropriate.
7. Discussion of intersection and pedestrian safety along Huron/Broadway St corridor. RECOMMENDATION: Discussion and action as appropriate.
8. Social Media Policy. RECOMMENDATION: Discussion and action as appropriate.
9. Strategic Plan process update and online survey. RECOMMENDATION: Discussion and action as appropriate.
10. Adjourn.

*Note: In adherence to the City of Berlin Public Meeting Participation Policy, public participation will be allowed under each agenda item at the discretion of the presiding officer, with the exception of the Consent Agenda. Attendees must register their intention to participate on either a general comments section or a specific agenda item prior to the meeting by filling out a Registration Card, which can be obtained from the Internet, City Clerk's office or in the City Hall Council Chambers at the podium. Registration Cards should be turned in prior to the meeting to either the presiding officer or City Clerk.*

*Please note, upon reasonable notice, efforts will be made to accommodate the needs of the disabled individuals through appropriate aids and services. For additional information to request services, contact the municipal Clerk at 390-361-5400.*

*Note: It is possible that members of and possibly a quorum of members of other governmental bodies of the municipality may be in attendance in the above stated meeting to gather information: no action will be taken by any other governmental body except by the governing body notified above.*

COMMITTEE OF THE WHOLE MEETING MINUTES  
TUESDAY, May 6, 2025, 7:00 PM  
COUNCIL CHAMBERS, BERLIN CITY HALL, 2<sup>ND</sup> FLOOR  
MEETING IS OPEN TO THE PUBLIC AND IS HANDICAPPED ACCESSIBLE  
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1. Call to order/Roll Call – *Meeting called to order by Mayor Burgess. Alderpersons in attendance, Boeck, Hill, Przybyl, and Stobbe. Alderperson Nigbor was excused.*
2. Seat Virtual Attendees (if necessary) - *None*
3. General Public Comments. Registration card required (located at podium in Council Chambers). Comments will be limited to **3 minutes** per registrant. - *None*
4. Approval of Minutes. RECOMMENDATION: Approve the minutes from the March 4, 2025 Committee of the Whole meeting, and March 4, 2025 closed session minutes. *Alderperson Przybyl made a motion to Approve the Minutes from the March 4, 2025 Committee of the Whole meeting and the March 4, 2025 closed session minutes, with a second made by Stobbe. Motion passed with a voice vote.*
5. Fixed Asset Capitalization Policy. RECOMMENDATION: Discussion and action as appropriate. *City Administrator Balcom discussed the Capital Improvement Plan process and went over suggestions that Baird had. The current threshold is currently set at \$5000, and asked the council if they felt any changes should be made. The council is comfortable with that number so no motion was needed.*
6. No Mow May Procedures. RECOMMENDATION: Discussion and action as appropriate. *After some discussion, Alderperson Hill made a motion to recommend to the Common Council to suspend the grass cutting ordinance for the month of May, annually until such time the council wishes to re-visit with a second by Przybyl. Motion passed with a voice vote.*
7. ARPA update. RECOMMENDATION: Listen to staff presentation. Discussion and action as appropriate. *City Administrator Balcom gave an update on the ARPA funds and how we will possibly be able to spend the last \$124,055.58. Payroll is obligated due to the fact that the positions that to be paid were created and filled prior to December 31, 2024.*
8. Fortnum Bequest of membership interests in Capron Corners LLC (including Parcel 206000680000). RECOMMENDATION: Discussion and action as appropriate. *Administrator Balcom will look into Grants to help pay for Phase 1 and/or Phase 2 environmental assessment to determine whether there are environmental concerns on the property. Balcom will follow up with owners as there was a motion in minutes from December 2024 to move forward.*
9. Update regarding 166 Huron Street. RECOMMENDATION: Discussion and action as appropriate. *Tim Ludolph, Planning and Development Director and John Lust, Building Inspector have determined that the property owner has followed all enforcements so far. The property doesn't require a Raze or Repair order, nor does it qualify as a Public Nuisance.*
10. Adjourn. *Alderperson Stobbe made a motion to adjourn the meeting at 7:25pm, with a second by Przybyl. Motion passed with a voice vote.*

DATE: 5/27/2025

TO: Committee Of The Whole

FROM: Scott Zabel

**RE: 6210-00-01 WIS 49/6540-01-03 WIS 91**

**BACKGROUND:** The Wisconsin Department of Transportation and KL Engineering are asking the city of Berlin to pick a choice of pavement type (asphalt or concrete) for the connecting highway project.

Based on the pavement design and life cycle cost analysis, concrete pavement is shown as the preferred alternative for WIS 49 which is what KL Engineering will propose in the preliminary design. This includes both segments: the east-west segment from Washington Street to Spring Street and the north-south segment from Huron Street to South Street. This is not a permanent decision and can be discussed if the City has a preference for the pavement type.

Based on the same analysis, asphalt pavement is shown as the preferred alternative for WIS 91 (Spring Street to the east City limits) which is what KL Engineering will propose in the preliminary design.

Though the concrete pavement is showing to be the preferred alternative for the 6210-00-01 WIS 49 segments of the highway it will likely not be the best choice. Historically concrete pavement is more costly up front and is more expensive to maintain throughout its lifecycle than asphalt. This will also become a factor as it relates to preserving parking within the project because any parking that the city chooses to keep is at the cities cost. Also any cost savings by choosing asphalt over concrete could be applied to (for example) upgrading from standard street lighting to decorative light poles and fixtures.

**RECOMMENDATION:** Discussion with action as appropriate.

As discussed at the WIS 49/91 Local Officials Meeting on May 20 here is some information on the parking and other items we will need to coordinate for the WIS 49 and WIS 91 projects.

### **General Items**

**Parking:** the preliminary parking costs for the City are listed below for each project and I've included displays showing the location of the proposed parking for review. Note that these costs are **preliminary** and will be refined once you review the locations and we discuss any potential changes.

**Utilities:** Brian provided us with the attached estimate for the proposed sanitary and water on WIS 49 and WIS 91. We will need the estimate broken down to separate out WIS 91 since it will be a separate agreement and project.

**Sidewalk:** please let us know of any new sidewalk extensions or replacement that the City would like to include.

**Right-of-way:** as a reminder the City is responsible for acquiring the right-of way for the projects so reach out with any questions.

**Access:** let us know of any access locations the City would like to remove, combine or reduce. We can provide recommendations, but the ultimate decision will be from the City.

### **6540-01-03 WIS 91**

The environmental document for this project is scheduled to be completed in September 2025. We will need to have any of the City's costs and any other additional items for WIS 91 determined to include in this document so we will need to keep this discussion moving to meet that date. **Parking:** preliminary estimated parking cost for the City is \$150,000. This is using asphalt pavement for the parking based on the attached display, and not providing any parking east of Johnson Street as discussed.

### **6210-00-01 WIS 49**

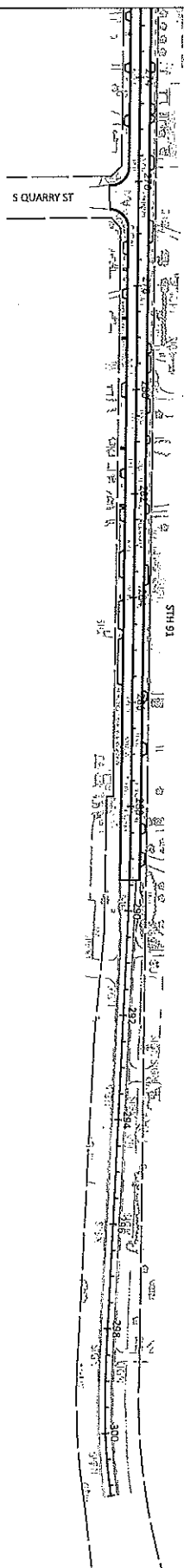
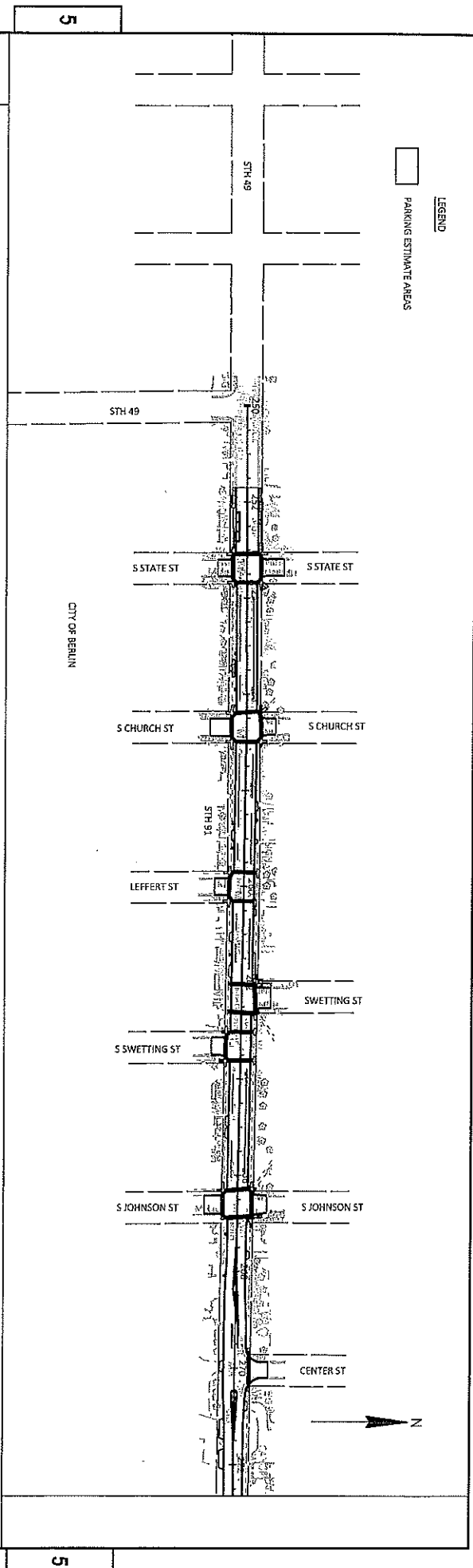
The environmental document for this project is scheduled to be completed in June 2026. We will need to have any of the City's costs and any other additional items for WIS 49 determined to include in this document. **Parking:** preliminary estimated parking cost for the City is \$245,000 for concrete pavement and \$210,000 if asphalt pavement is determined to be used. This is based on the attached display. One item to note is that as we continue coordination and the potential for bump-outs at intersections, the number of parking stalls may be reduced.

**Bump-out Locations:** as discussed at the Local Officials Meeting some of the intersections may be difficult to provide bump-outs due to truck turning movements. We had discussed reviewing them at Pearl and Wisconsin but are there other locations the City would like them evaluated.

All of this information is needed to update to cost agreement with the DOT for inclusion in the environmental documents so please review and provide responses after your council meeting. Feel free to bug me with any questions or other information you may need. Thanks.

Brad Halvensleben, PE





PROJECT NO: 6540-01-73

HWY: STH 91

COUNTY: GREEN LAKE

### EXISTING STREET PARKING LOCATIONS

SHEET



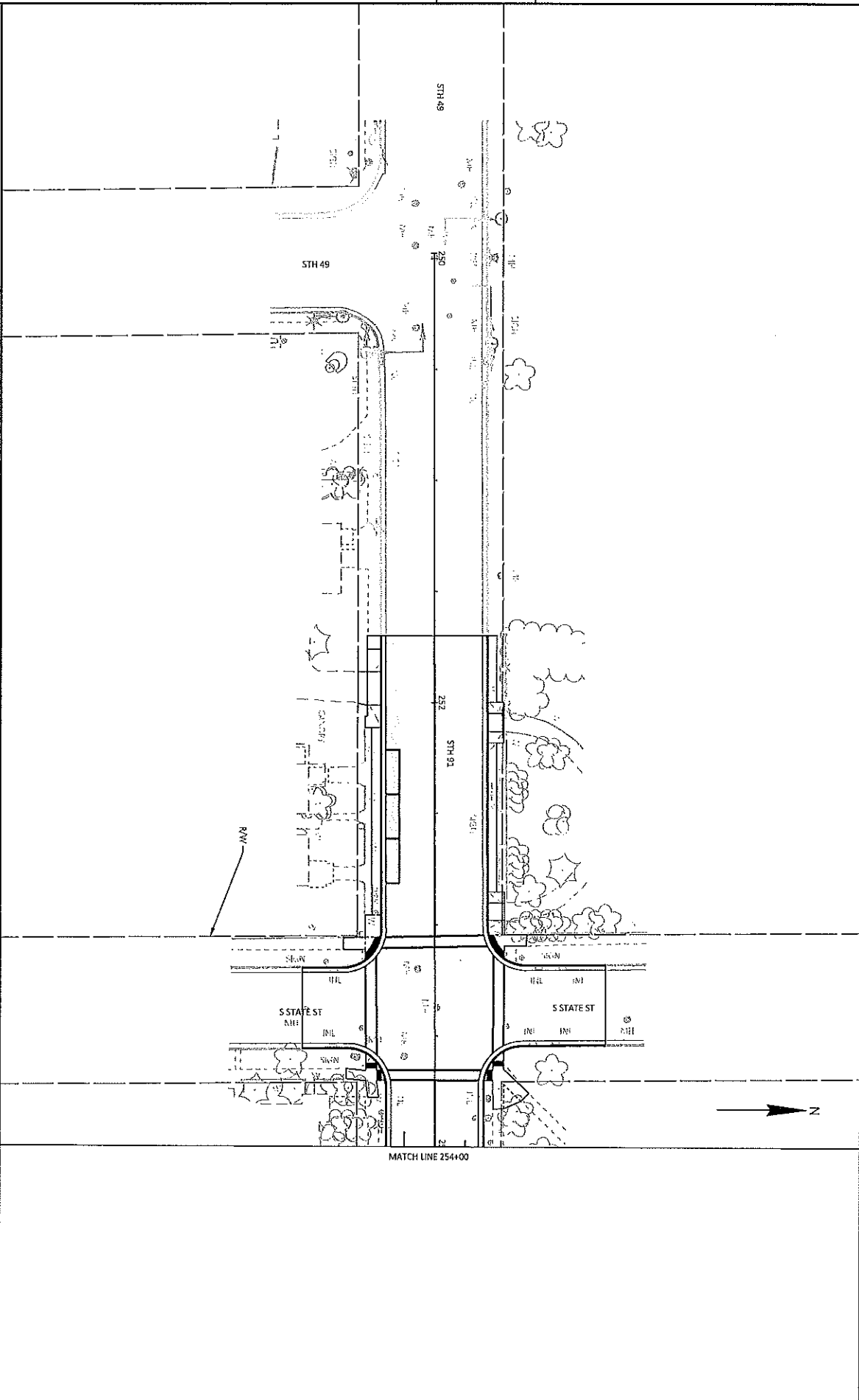
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LAYOUT NAME - 00

PLOT DATE: 5/28/2025 2:08 PM

PLOT 6Y :                      BRIAN ST. VINCENT                      PLOT NAME

PLOT SCALE: 1 IN=200 FT

WISDOT/CADDS SHEET 400



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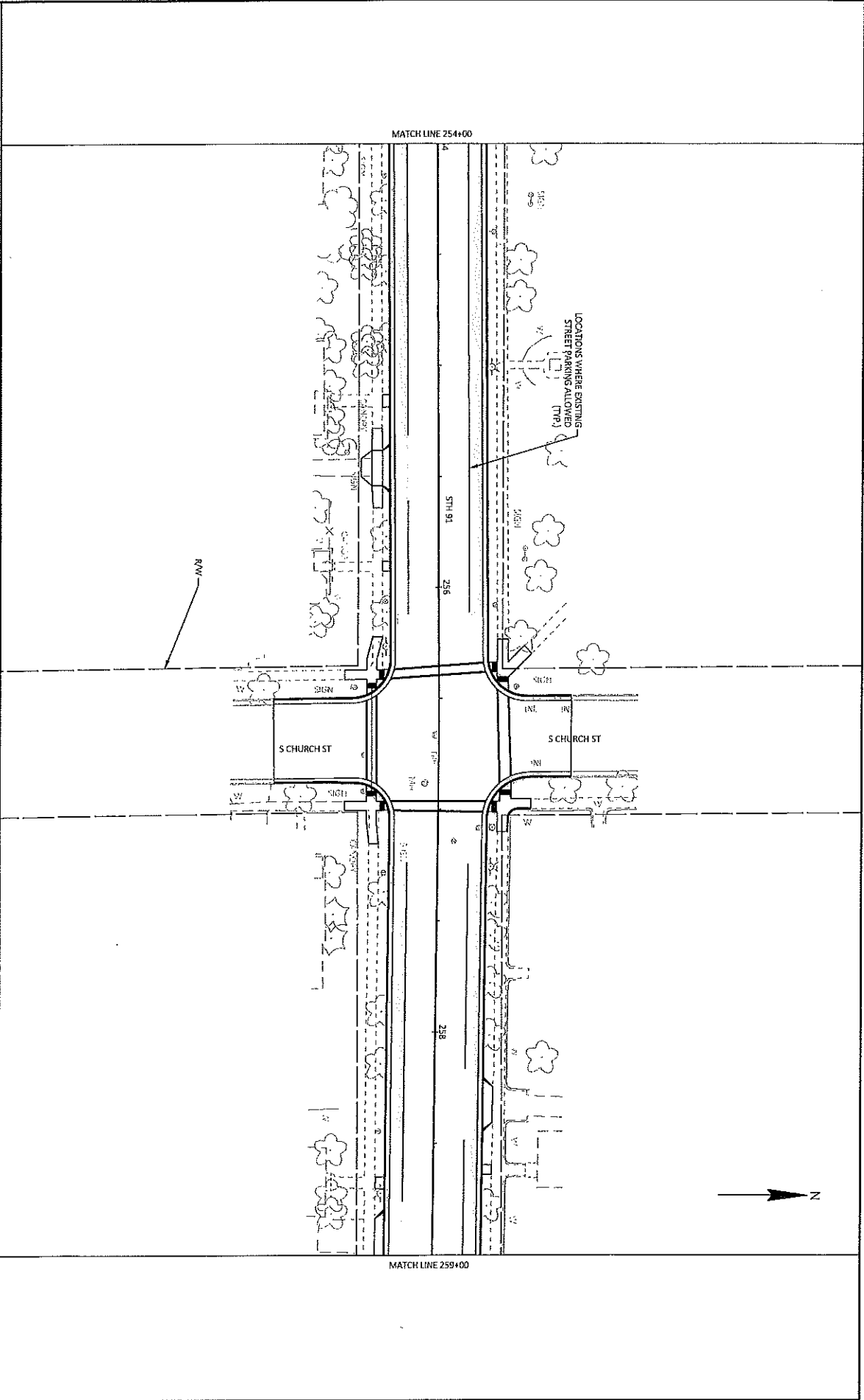
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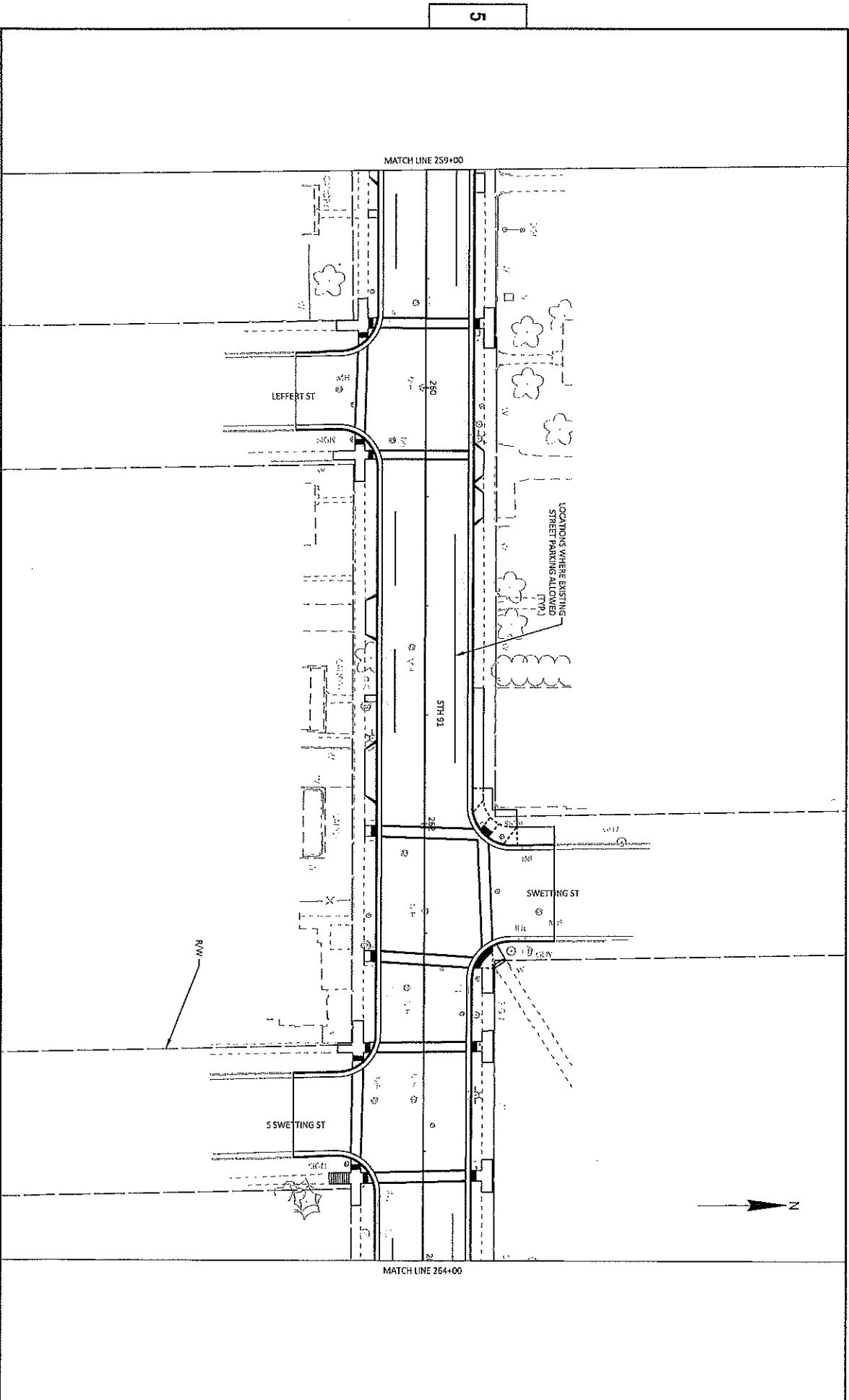
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LAYOUT NAME: 02

Hwy: STH 91  
COUNTY: GREEN LAKE  
PLOT DATE: 5/28/2023 2:28 PM

EXISTING STREET PARKING LOCATIONS  
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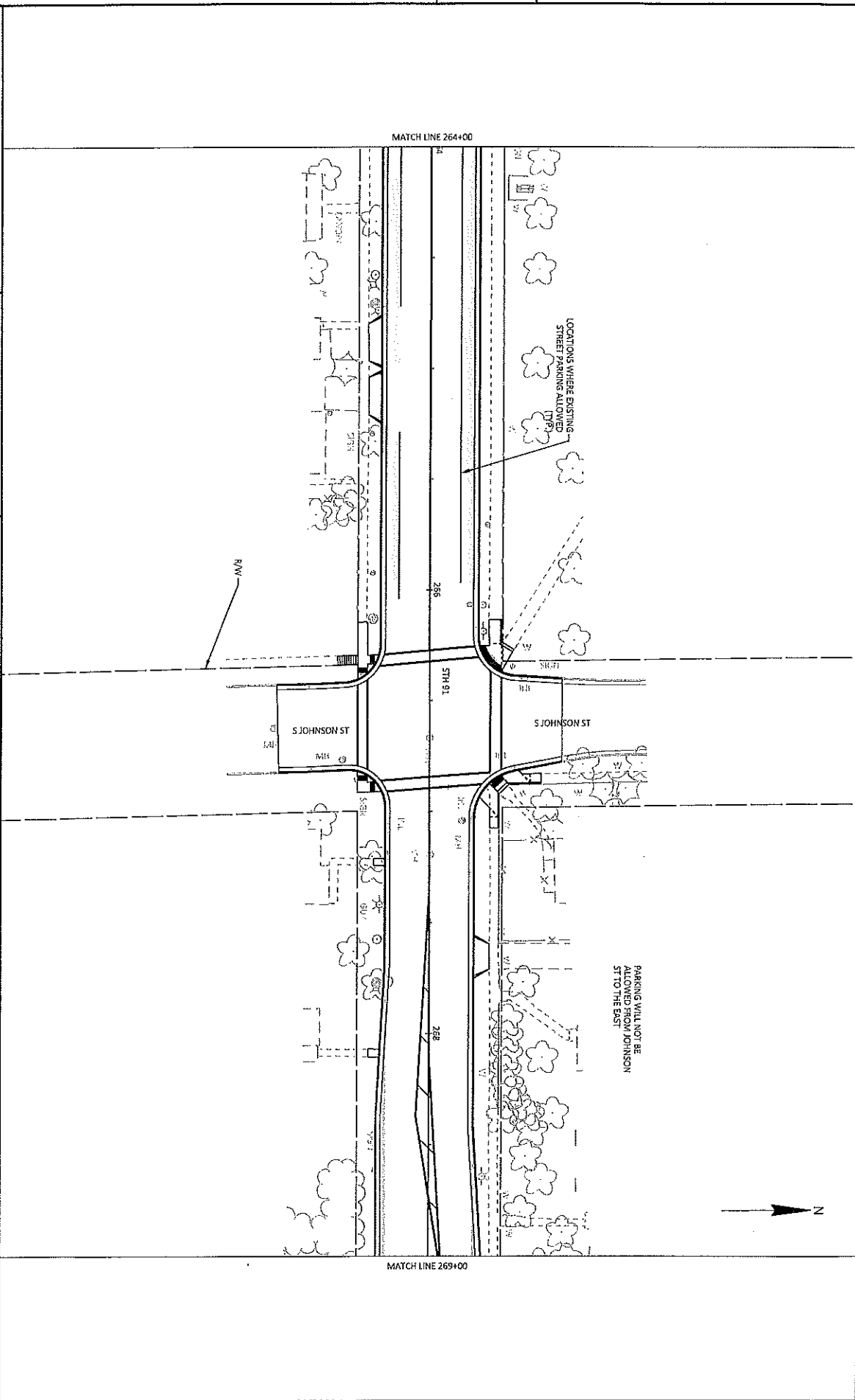
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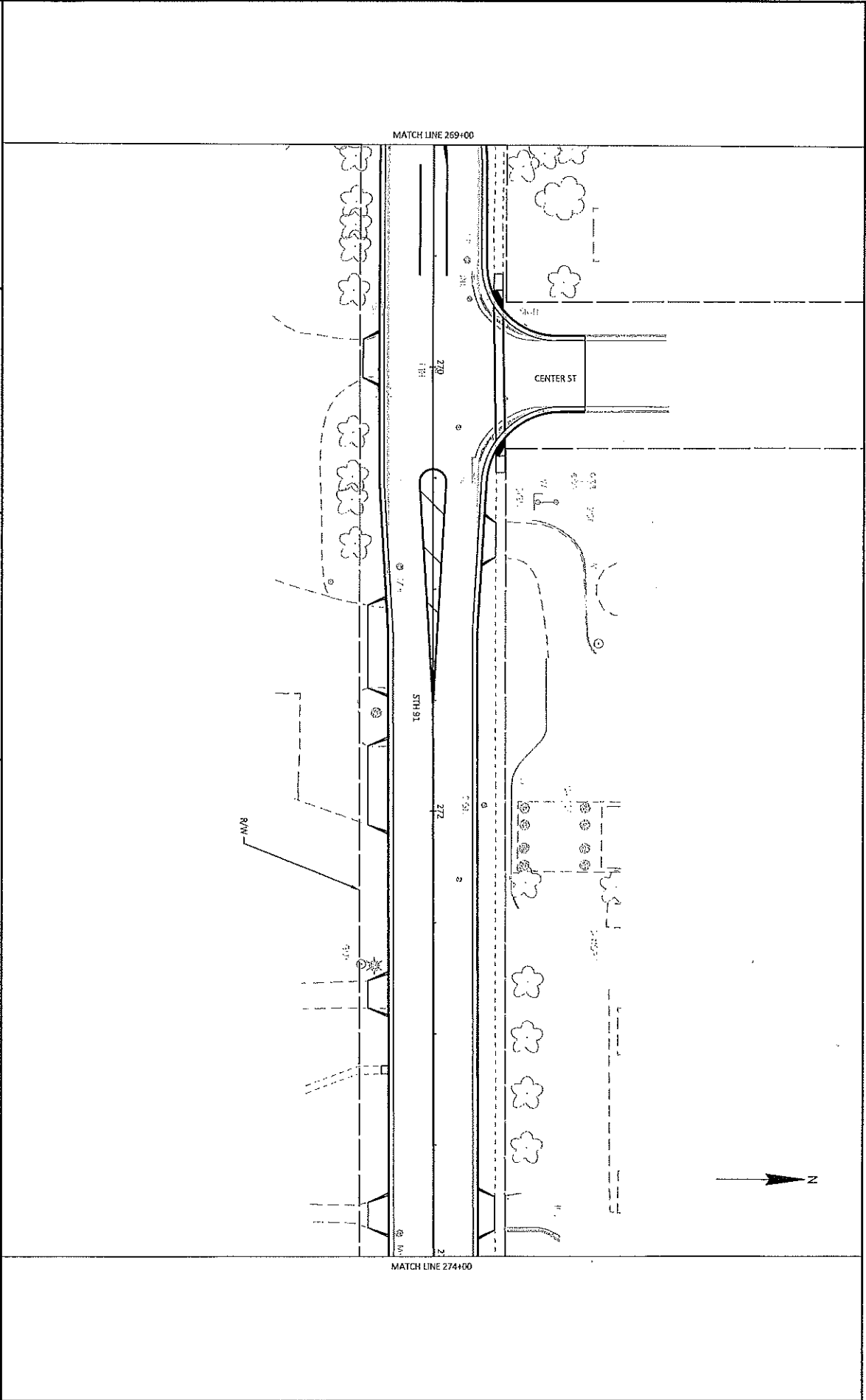


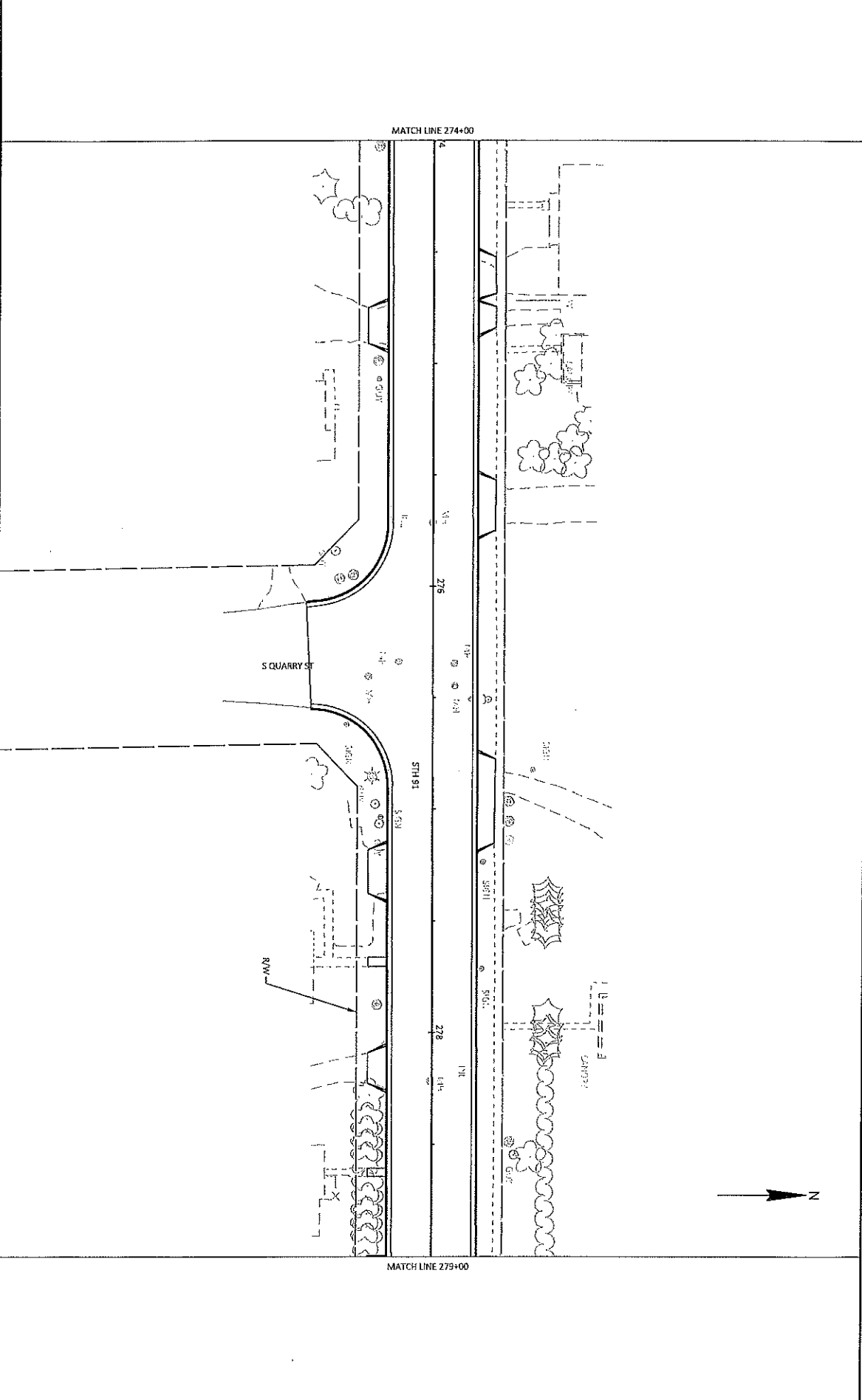


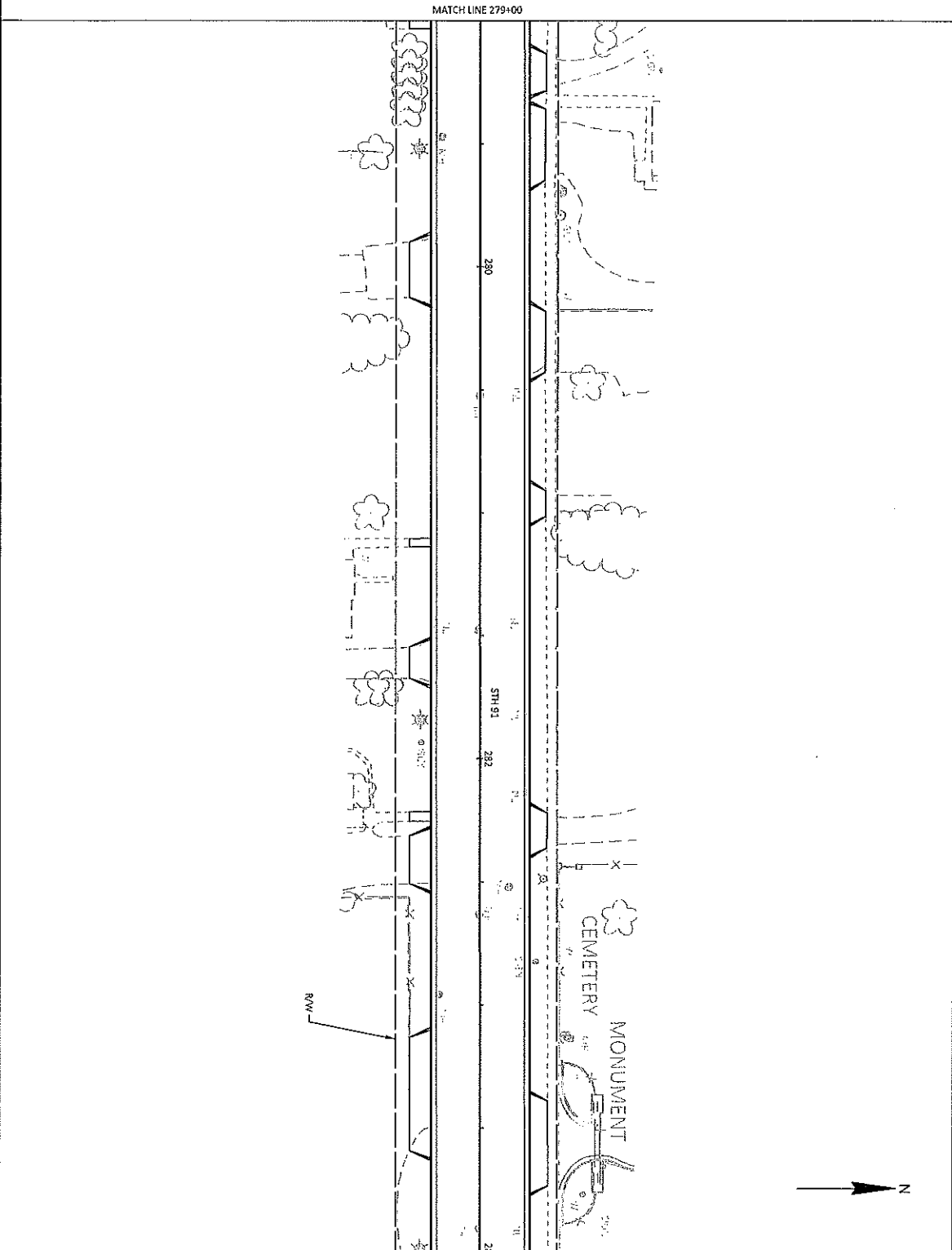
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WISDOT/CA005 SHEET 4











PROJECT NO.: 6540-01-73  
 COUNTY: GREEN LAKE  
 EXISTING STREET PARKING LOCATIONS  
 SHEET

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 LAYOUT NAME: 08

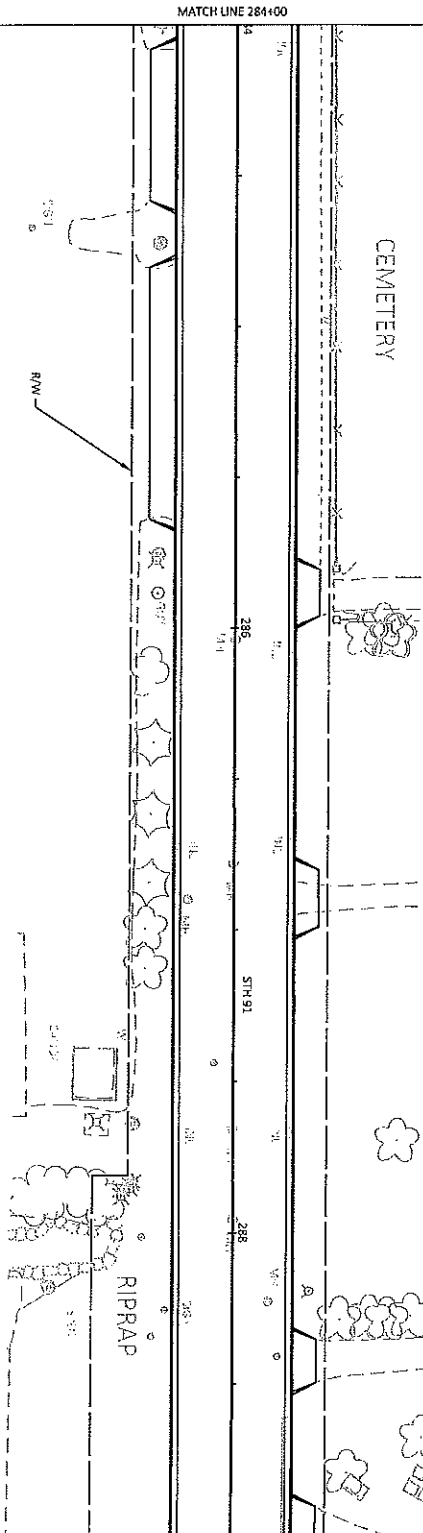
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PLAT BY: BRUN ST VINCENT

PLAT NAME:

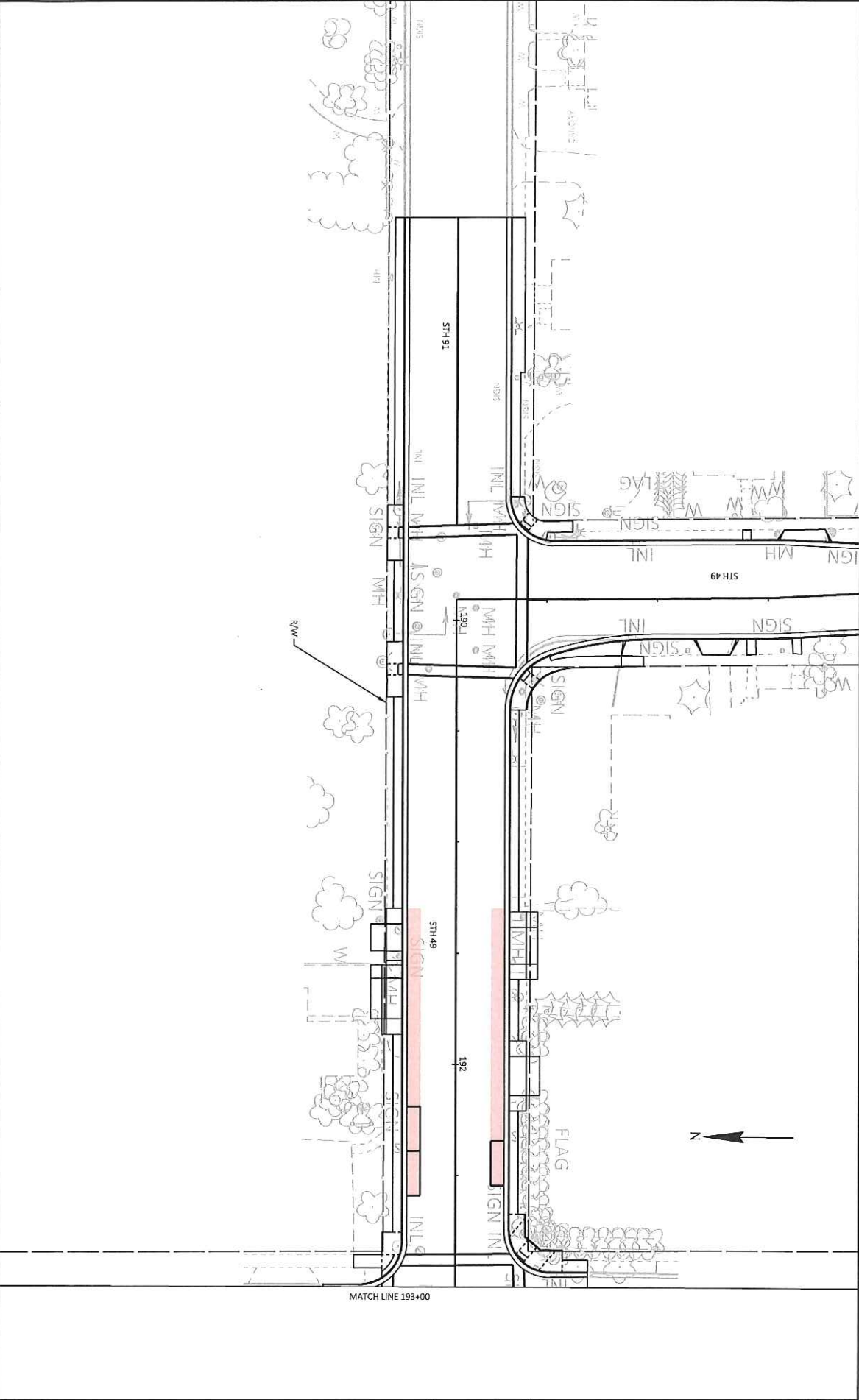
PLAT SCALE: 1 INCH = 1 FT

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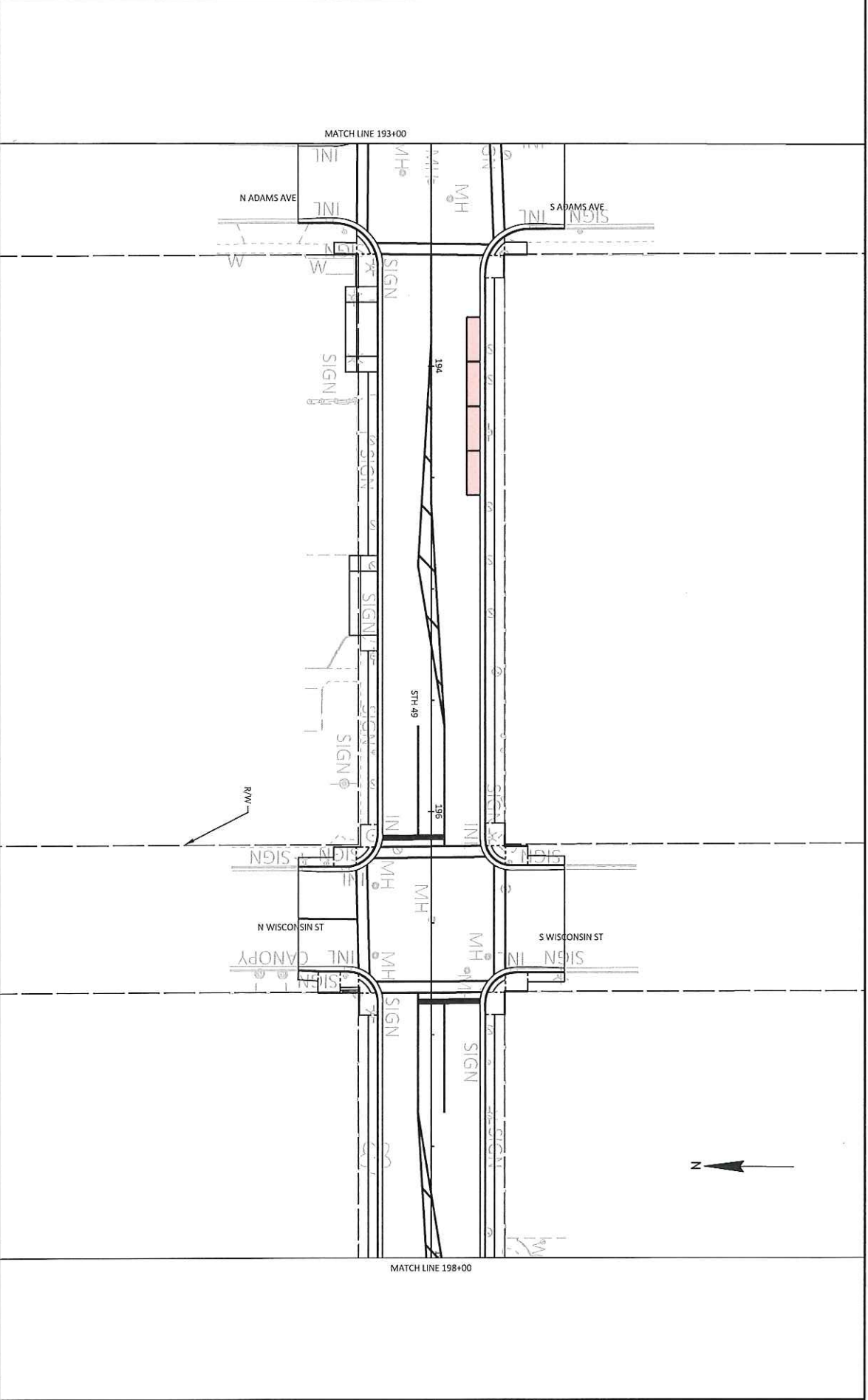
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PLOT SCALE: 1 IN=40 FT		PLOT NAME: W50072005 SHEET E		



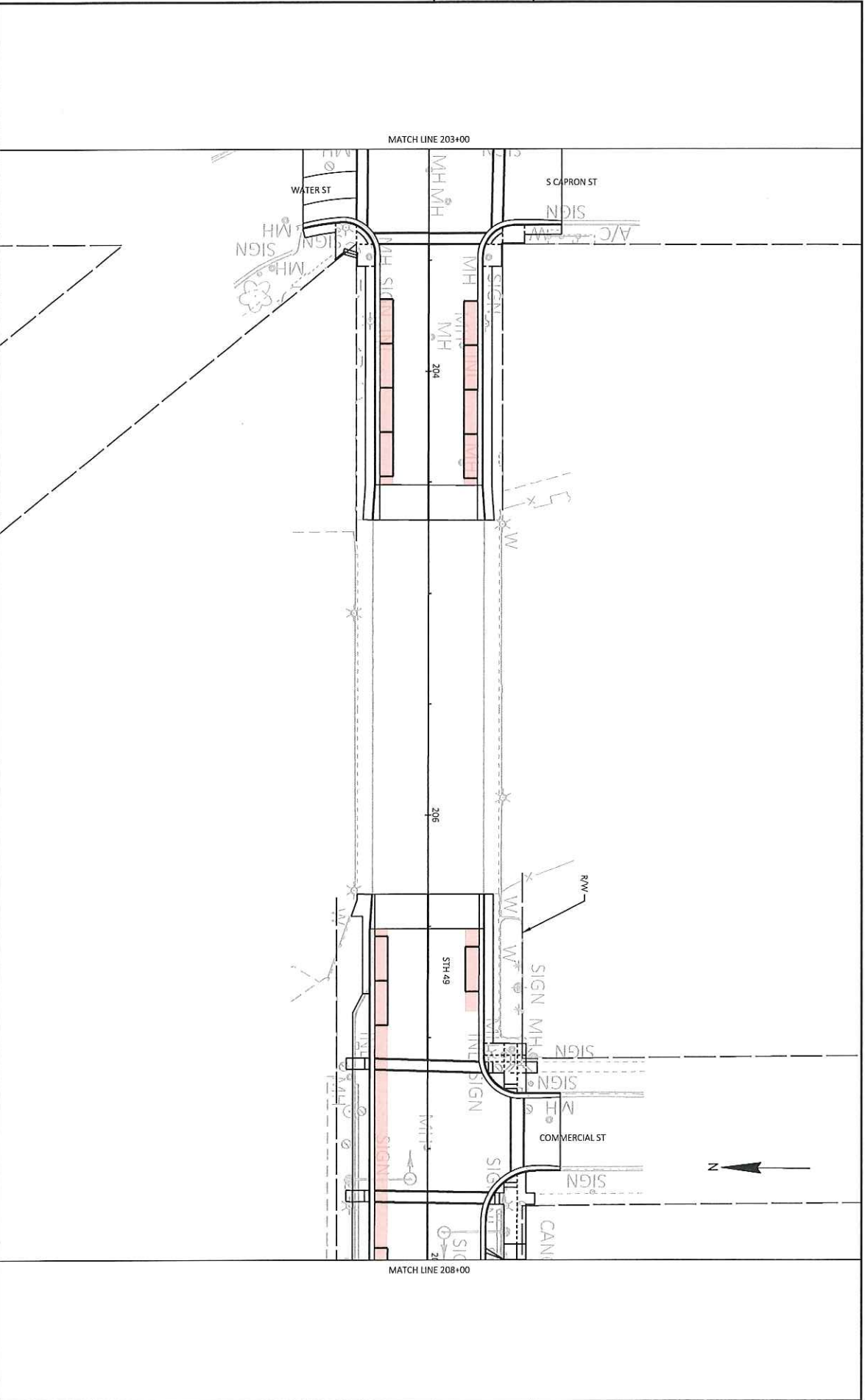


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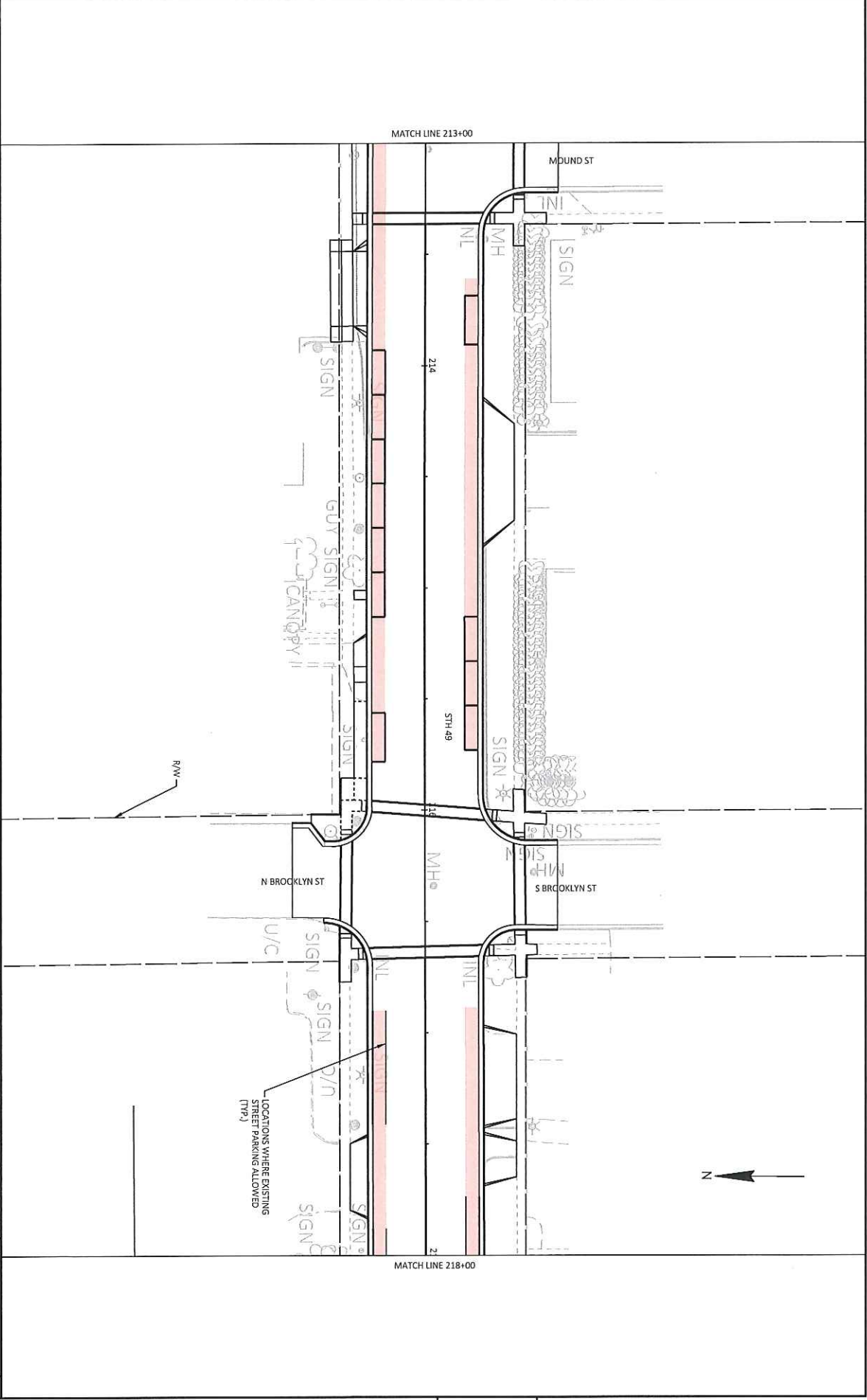




WISDOT/CADD SHEET 44

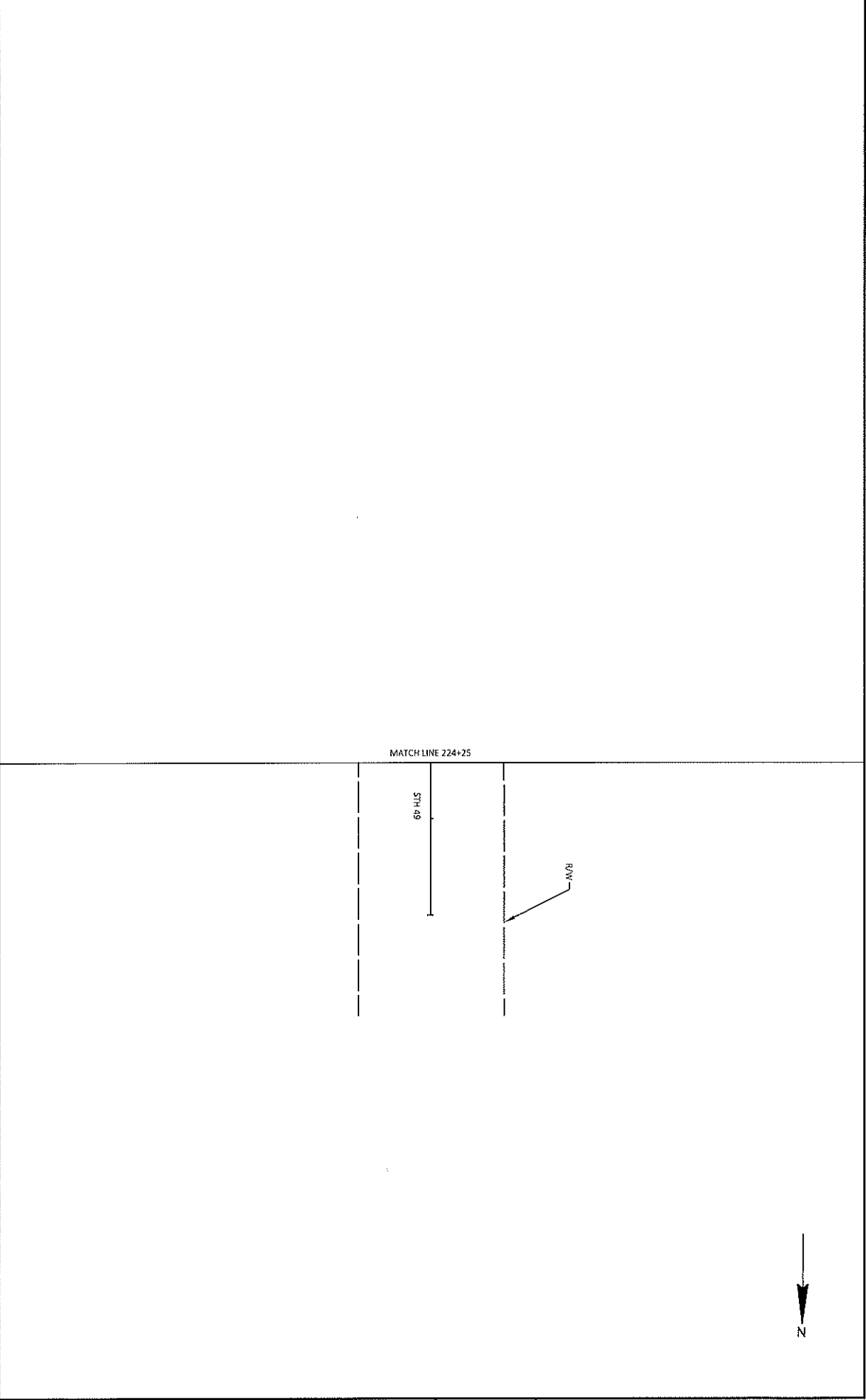








PROJECT NO: 6210-00-74		HWY: STH 49		COUNTY: GREEN LAKE		EXISTING STREET PARKING LOCATIONS		SHEET		E	
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**CITY OF BERLIN  
COMMITTEE OF THE WHOLE MEETING  
STAFF REPORT**

**TO:** Common Council  
**FROM:** Jessi Balcom, City Administrator  
**AGENDA ITEM:** Sex Offender Child Safety Zones ordinance amendment  
**MEETING DATE:** June 3, 2025

**BACKGROUND**

The Mayor and residents have inquired as to whether the City Council would like to look into the possibility of amending the area or distance of the City's established Child safety zones. Per Sec. 46-172 "No person shall enter or be present upon, or within 300 feet of the closest point of, any real property upon which there exists any facility used for or which supports a use of:" (...several uses are listed, uses that depict locations where children are likely to be or congregate).

When setting the distance/area of the Child Safety Zones the issues are the safety of the children of Berlin and the preservation of areas where Sex Offenders can locate. These issues can only be considered specific to the City of Berlin. The Courts have said that a map must be created and two calculations would need to be taken into consideration when determining safety zones: the percentage of housing units that remain available to Sex Offenders in Berlin and the percentage of land that remains available to Sex Offenders in Berlin. The anticipated cost to have a map created and the calculations determined would be approximately \$840 per distance requested, and there would be a similar cost to determine calculations as they relate to the current 300 ft safety zone as well. If the Council chooses to amend the code, additional changes may be needed to make the code more resilient to challenges, based on guidance from the City Attorney and past court decisions.

It must be noted that the purpose of the Child Safety Zones is to protect the children of Berlin from the risks of re-offense. It is imperative that this is the lens through which any review or discussion takes place. Those governed by the Child Safety Zones have already been convicted and served their time, there can be no punishment or discrimination aspect to the ordinance or the conversations had in creating or revising it.

**SUGGESTED MOTION**

If Council would like to look into the possibility of amending the area/distance of the City's child safety zones, Council may direct staff to have the maps and calculations drawn up at the distances they would like to have information on to start the review and discussion.

## **ARTICLE VI. SEX OFFENDER CHILD SAFETY ZONES**

### **Sec. 46-170. Purpose.**

This chapter is a regulatory measure aimed at protecting the health and safety of children in Berlin from the risk that convicted sex offenders may re-offend in locations where children tend to congregate or be regularly present. The city finds and declares that sex offenders are a serious threat to public safety. When convicted sex offenders reenter society, they are much more likely than any other type of offender to be re-arrested for a new rape or sexual assault. Given the high rate of recidivism for sex offenders and that reducing opportunity and temptation is important to minimizing the risk of re-offense, there is a need to protect children where they congregate or play in public places in addition to the protections afforded by state law near schools, day care centers and other places children frequent. The city finds and declares that in addition to schools and day care centers, children congregate or play at public parks.

(Ord. No. 16-08, 11-11-2008)

### **Sec. 46-171. Definitions.**

As used in this chapter and unless the context otherwise requires:

A *sexually violent offense* shall have the meaning as set forth in Wis. Stats. § 980.01(6), as amended from time to time.

A *crime against children* shall mean any of the following offenses set forth within the Wisconsin Statutes, as amended, or the laws of this or any other state or the federal government, having like elements necessary for conviction, respectively:

- Wis. Stats. § 940.225(1) First Degree Sexual Assault;
- Wis. Stats. § 940.225(2) Second Degree Sexual Assault;
- Wis. Stats. § 940.225(3) Third Degree Sexual Assault;
- Wis. Stats. § 940.22(2) Sexual Exploitation by Therapist;
- Wis. Stats. § 940.30 False Imprisonment—Victim was minor and not the offender's child;
- Wis. Stats. § 940.31 Kidnapping—Victim was minor and not the offender's child;
- Wis. Stats. § 944.01 Rape (prior statute);
- Wis. Stats. § 944.06 Incest;
- Wis. Stats. § 944.10 Sexual Intercourse with a Child (prior statute);
- Wis. Stats. § 944.11 Indecent Behavior with a Child (prior statute);
- Wis. Stats. § 944.12 Enticing Child for Immoral Purposes (prior statute);
- Wis. Stats. § 948.02(1) First Degree Sexual Assault of a Child;
- Wis. Stats. § 948.02(2) Second Degree Sexual Assault of a Child;
- Wis. Stats. § 948.025 Engaging in Repeated Acts of Sexual Assault of the Same Child;

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Wis. Stats. § 948.05 Sexual Exploitation of a Child;  
Wis. Stats. § 948.055 Causing a Child to View or Listen to Sexual Activity;  
Wis. Stats. § 948.06 Incest with a Child;  
Wis. Stats. § 948.07 Child Enticement;  
Wis. Stats. § 948.075 Use of a Computer to Facilitate a Child Sex Crime;  
Wis. Stats. § 948.08 Soliciting a Child for Prostitution;  
Wis. Stats. § 948.095 Sexual Assault of a Student by School Instructional Staff;  
Wis. Stats. § 948.1 1(2)(a) or (am) Exposing Child to Harmful Material—felony sections;  
Wis. Stats. § 948.12 Possession of Child Pornography;  
Wis. Stats. § 948.13 Convicted Child Sex Offender Working with Children;  
Wis. Stats. § 948.30 Abduction of Another's Child;  
Wis. Stats. § 971.17 Not Guilty by Reason of Mental Disease—of an included offense; and  
Wis. Stats. § 975.06 Sex Crimes Law Commitment.

*Person* means a person who has been convicted of or has been found delinquent of or has been found not guilty by reason of disease or mental defect of a sexually violent offense and/or a crime against children, or otherwise required to register as a sex offender under Wis. Stats. § 301.45.

*Residence* means the place where a person sleeps, which may include more than one location, and may be mobile or transitory.

(Ord.No. 16-08, 11-11-2008)

## **Sec. 46-172. Child safety zones.**

No person shall enter or be present upon, or be within 300 feet of the closest point of, any real property upon which there exists any facility used for or which supports a use of:

- (1) A public park, parkway, parkland, park facility;
- (2) A public swimming pool;
- (3) A public library;
- (4) A recreational trail;
- (5) A public playground;
- (6) A school for children;
- (7) Athletic fields used by children;
- (8) A movie theatre;
- (9) A day care center;
- (10) Any specialized school for children, including, but not limited to a gymnastics academy, dance academy or music school;
- (11) A public or private golf course or range;
- (12) Aquatic facilities open to the public;

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- (13) A church, synagogue, mosque, temple or other house of religious worship (collectively "church"), and
  - (14) Any facility for children (which means a public or private school, a group home, as defined in Wis. Stats. § 48.02 (7), a residential care center for children and youth, as defined in Wis. Stats. § 48.02 (15d), a shelter care facility, as defined in Wis. Stats. § 48.02 (17), a foster home, as defined in Wis. Stats. § 48.02 (6), a treatment foster home, as defined in Wis. Stats. § 48.02 (17q), a day care center licensed under Wis. Stats. § 48.65, a day care program established under Wis. Stats. § 120.13 (14), a day care provider certified under Wis. Stats. § 48.651, or a youth center, as defined in Wis. Stats. § 961.01 (22)).

A map, as amended from time to time, depicting the locations of the real property supporting the above enumerated uses, and the 300 foot restricted areas surrounding thereof, shall be kept on file in the police department for public inspection.

(Ord. No. 16-08, 11-11-2008)

### **Sec. 46-173. Child safety zones exceptions.**

A person does not commit a violation of section 46-172 above and the enumerated uses may allow such person on the property supporting such use, or within the 300-foot restricted area surrounding thereof, if any of the following apply:

- (1) The property supporting an enumerated use under section 46-172 also supports a church lawfully attended by a person as a congregation member and the following conditions apply:
  - a. Entrance and presence upon the property, or within the 300 foot restricted area surrounding thereof, occurs only during hours of worship or other religious program/service as posted to the public; and
  - b. Written advance notice is made from the person to an individual in charge of the church and approval from an individual in charge of the church as designated by the church is made in return, of the attendance by the person; and
  - c. The person shall not participate in any religious education programs which include individuals under the age of 18.
- (2) The property supporting an enumerated use under section 46-172 also supports a use lawfully attended by a person's natural or adopted child(ren), which child's use reasonably requires the attendance of the person as the child's parent upon the property, or within the 300-foot restricted area surrounding thereof, subject to the following conditions:
  - a. Entrance and presence upon the property, or within the 300-foot restricted area surrounding thereof, occurs only during hours of activity related to the use as posted to the public; and
  - b. Written advance notice is made from the person to an individual in charge of the use upon the property and approval from an individual in charge of the use upon the property as designated by the owner of the use upon the property is made in return, of the attendance by the person.
- (3) The property supporting an enumerated use under section 46-172 also supports a polling location in a local, state or federal election, subject to the following conditions:
  - a. The person is eligible to vote;
  - b. The designated polling place for the person is an enumerated use; and
  - c. The person travels directly to and enters the polling place property, proceeds to cast a ballot with whatever usual and customary assistance is provided to any member of the electorate; and the

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person vacates the property, and the 300-foot restricted area surrounding thereof, immediately after voting.

- (4) The property supporting an enumerated use under section 46-172 also supports an elementary or secondary school lawfully attended by a person as a student, under which circumstances the person who is a student may enter upon that property, or within the 300-foot restricted area surrounding thereof, supporting the school at which the person is enrolled, as is reasonably required for the educational purposes of the school.
- (5) The person is on property upon which the person's residence is located and that property is located within the 300-foot restricted area surrounding a property supporting an enumerated use under section 46-172, only if:
  - a. The person's residence has continuously been on such property since prior to the adoption of this section; or
  - b. The person's residence is in transitional housing contracted for by the department of corrections pursuant to Wis. Stats. § 301.08 which:
    - 1. Has continuously been on such property since prior to the adoption of this section; or
    - 2. Has been specially approved by the common council for placement on such property.
- (6) The person is actually engaged in travel to or from the person's residence excepted under section 46-173(5), only under the following conditions:
  - a. There is no other route upon a city highway available to the person which avoids entering a restricted area under section 46-172; and
  - b. The person does not stop, linger, loiter, wander, stroll, or stand for a period of time, or take any other action, which would be inconsistent with the purpose of continuing the immediate pursuit of travel to or from the person's residence.
- (7) The person is on a city highway while actually engaged in interstate travel, so long as the person does not stop, linger, loiter, wander, stroll, or stand for a period of time, or take any other action, which would be inconsistent with the purpose of continuing the immediate pursuit of such interstate travel.
- (8) The presence of the person is necessitated by an emergency situation in which property or human life are in jeopardy, and the prompt summoning or rendering of aid is essential.
- (9) Under a permit granted by the common council, upon recommendation from the chief of police, or his or her designee. A permit shall only be issued upon a determination that the permitted activities of the person will not likely lead to a disruption of the stated purpose of this article. The chief of police, or his or her designee, shall establish an application process and permit form consistent with this purpose, which process and permit form shall be approved by the common council. The chief of police, or his or her designee, shall have the power to revoke or temporarily suspend a permit issued hereunder if, in his or her opinion, the activities of the permit holder are not in compliance with the terms and conditions of this article or the permit granted, or circumstances have changed from the date of initial permit issuance whereby the permitted activities will constitute an unreasonable safety hazard to the general public or will otherwise lead to a disruption of the stated purpose of this article. Further, any permit granted hereunder may be revoked or temporarily suspended by the chief of police, or his or her designee, if the permit holder commits a crime or violates any other city ordinance as a result of or during the permitted activities hereunder. The decision of the chief of police, or his or her designee, to revoke or suspend a permit hereunder shall be final, subject only to review by the common council under Wis. Stats. Ch. 68.

(Ord. No. 16-08, 11-11-2008; Ord. No. 04-10, 5-11-2010)



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**Sec. 46-174. Child safety zone violations.**

Persons violating this article shall be subject to the general penalty provisions set forth under section 1-16 of the Code of Ordinances.

(Ord. No. 16-08, 11-11-2008)

**CITY OF BERLIN  
COMMITTEE OF THE WHOLE MEETING  
STAFF REPORT**

**TO:** Common Council  
**FROM:** Jessi Balcom, City Administrator  
**AGENDA ITEM:** Pedestrian Crossings and Intersection Safety on Broadway Street  
**MEETING DATE:** June 3, 2025

**BACKGROUND**

The Council asked staff to look into possible intersection/pedestrian improvements along the City's main street. A number of residents have expressed concern about the safety of those trying to cross Huron/Broadway, especially children.

Enclosed please find a summary of "Crosswalk Considerations for Broadway St" put together by Police Chief, Brian Pulvermacher. This summary lists the ten pedestrian crashes along the Huron/Broadway corridor since the beginning of 2015 (one of which was a fatality), the vehicle crashes along the corridor since the beginning of 2020, and notes several statutes that address intersection and crosswalk control/rules.

Enclosed please also find a "Crosswalks" memo from Scott Zabel, Street Superintendent. This memo provides some options of potential safety improvements and their costs that could be implemented along the Huron/Broadway corridor.

Of note, Hwy 49 through the downtown is scheduled to be reconstructed in 2030 and the design of that project by the WDOT is currently underway. In preliminary design conversations, safety concerns at the intersections along the corridor have been noted. It is anticipated that modifications to the street's layout will be utilized to increase pedestrian safety along Hwy 49.

Staff is looking for direction as to which, if any, safety improvements should be implemented prior to the Hwy 49 road project, what additional information is needed by the Council to make this determination and what the appropriate timeline and budget should be for such improvements.

## CROSSWALK CONSIDERATIONS FOR BROADWAY ST

Based upon the Police Department's review of crash data since January 1<sup>st</sup>, 2015, as it relates to pedestrians, no one intersection on Huron or Broadway St appears to be a significantly higher risk than the others. In that timeframe, we have had 10 pedestrian related crashes which included one fatality.

Contrarily, we have had 96 vehicle crashes since January 1<sup>st</sup>, 2020. Several of those crashes can be attributed to rear-end type crashes or Failure to Yield Right-of-Way when proceeding from stop signs. Another significant portion involve commercial motor vehicles attempting to conduct turns, other motorists influenced in their movement by the presence of a semi or even motorists "shadowed" (not visible) due to the size of a commercial motor vehicle.

There are a few statutes which are directly applicable to our concerns, they specifically govern right of way, pedestrians and intersections. Please see the attached excerpts regarding pedestrian crossing of roadways (346.23, 346.24 and 346.25). The vast majority of motoring public are familiar with 346.08 as it relates to passing on the right (for vehicles turning left). However, the majority of motorists are not aware of 346.10 which prohibits passing in general (including on the right) when within 100ft of an intersection in a business or residential district. Residential and business districts are determined by a 300ft area having 51% or more (of that area) devoted to residential or business occupation. Therefore, the vast majority of the City of Berlin would qualify as either a residential or a business district. Strict enforcement of 346.10 would likely be problematic because few (if any) motorists seem to be familiar with it.

Many communities have incorporated physical barriers such as "bump outs" to prevent motorists from passing on the right in areas where doing so is especially hazardous.

### **346.23** Crossing controlled intersection or crosswalk

(1) vehicles shall yield to pedestrians "crossing" within the crosswalk on a green or pedestrian signal (they have to have started their crossing on the appropriate signal)

### **346.24** Crossing at uncontrolled intersection or crosswalk

(1) must be "crossing" or in the crosswalk

(2) cannot rush into traffic when difficult for operator to yield

(3) vehicles cannot pass a vehicle stopped for a pedestrian on the stopped vehicle's right (I would speculate many of the "close calls" are a result of motorists not seeing or being aware the stopped vehicle is waiting for a pedestrian—likely perceive stop as anticipation of a left turn)

**346.25 Crossing at place other than a crosswalk (any point other than a marked or unmarked crosswalk)**

Pedestrians shall yield right of way to all vehicles on the roadway

**346.08 Overtaking and passing on right permitted (must be on roadway or paved shoulder)**

- (1) vehicle overtaken is making or about to take a left turn or U-turn
- (2) unobstructed pavement wide enough to permit two lines of lawful traffic in same direction
- (3) same as above but on one-way street

**346.10 Passing at intersection**

- (2), (3) business and residential district passing is prohibited within 100ft of an intersection

# Pedestrian crashes since January 2015:

Date	Location	Injury	X-Walk	Weather	Descr.
11/18/2015	Wisconsin / Huron	Y	Y	N	vehicle turning off Huron struck a pedestrian in north crosswalk at Wisconsin
11/4/2018	Huron / State	Y	Y	N	vehicle turning off Huron struck a pedestrian in north crosswalk at State
10/24/2019	Broadway / Commercial	Y	Y	N	vehicle turning off Broadway struck a pedestrian in crosswalk on Commercial
1/9/2021	Broadway / Pierce	Y	Y	N	vehicle struck motorized scooter in crosswalk on Broadway
5/18/2021	Broadway and Washington	Y	Y	N	vehicle struck a bicyclist in crosswalk on west side of Washington
8/4/2021	Broadway and Washington	Y	Y	N	vehicle struck a bicyclist in crosswalk on west side of Washington
6/26/2024	Broadway / Brooklyn	Y	Y	N	vehicle struck pedestrian crossing Broadway on west side of Brooklyn
9/20/2024	Broadway and Pierce	Y	Y	N	vehicle struck a bicyclist in the crosswalk
10/1/2024	Huron / Capron St	Y	Y	N	vehicle turning right off N Capron struck two pedestrians while crossing Huron in the western crosswalk
1/23/2025	Pearl / Broadway	F	Y	N	vehicle turning right off N Pearl struck pedestrian crossing Pearl on north side of Huron

## Anticipated construction zone(s) crashes since January 2020 (as of 05-21-25):

Date	Location	Injury	Inters.	Weather	Descr.
11/21/2024	Huron east of Quarry	N	N	Y	vehicle lost control on ice and struck a pole
3/3/2025	Huron east of Quarry	N	N	N	vehicle overcorrected after striking curb and hit cemetery gate
1/10/2020	Huron and Quarry	N	Y	N	vehicle drifted left of center and struck another
5/9/2021	Huron and Center	N	Y	N	rear-end crash as one slowed to turn left onto Center
8/13/2021	Huron and Center	N	Y	N	rear-end crash as one slowed to turn left onto Center
12/28/2021	Huron and Center	N	Y	Y	vehicle turning right off Huron struck vehicle at stop sign on Center, icy roads
10/26/2022	Huron and Center	N	Y	N	vehicle EB on Huron turning left onto Center struck a vehicle stopped on Center
10/29/2021	Huron and Swetting	N	Y	N	rear-end crash as vehicle EB on Huron slowed to turn left onto N Swetting
2/28/2020	Huron and Leffert	N	N	N	rear-end crash as one slowed for a dog in the roadway
3/26/2021	Huron and Leffert	N	N	N	angle crash when following vehicle tried to pass another on right as it slowed to turn right (thought lead vehicle was turning left)
10/29/2021	Huron and Leffert	N	Y	N	rear-end crash as a trailing vehicle struck the middle vehicle slowing for the lead vehicle as it turned left
1/5/2023	Church and Huron	N	Y	Y	rear-end crash on Church as lead vehicle was stopped at Huron, icy roads
1/6/2022	Church and Huron	N	Y	N	vehicle SB on Church failed to stop at stop sign, crossed Huron and struck tree
2/9/2024	Church and Huron	N	Y	N	vehicle SB on Church from stop sign, struck vehicle on Huron
5/17/2020	Church and Huron	N	Y	N	vehicle SB on Church from stop sign, struck by vehicle EB on Huron
9/18/2024	Huron and Church	N	N	N	vehicle WB on Huron struck hydrant (CWI)
9/29/2021	Huron and Church	N	N	N	rear-end crash as a trailing vehicle struck the middle vehicle causing it to strike the lead vehicle as it slowed in traffic
10/23/2020	Huron and Church	N	Y	N	vehicle WB on Huron turning left struck a vehicle stopped on Church
12/19/2023	Huron and Church	Y	Y	N	rear-end crash as one slowed to turn left onto Church
10/4/2024	State and Huron	N	Y	N	vehicle SB on State from stop sign, struck vehicle on Huron
12/4/2024	State and Huron	N	Y	Y	vehicle SB on State failed to stop at stop sign, entered Huron and struck vehicle on icy roads
1/24/2020	Huron and Spring	N	N	Y	slowing vehicle slid left of center striking an oncoming vehicle
5/11/2020	Huron and Spring	N	Y	N	WB semi stopped in right lane to turn left, trailer struck sign post as it turned left
5/11/2020	Huron and Spring	N	Y	N	WB semi stopped in right lane to turn left, WB passenger car stopped in left lane and was struck as the other turned left
9/27/2020	Huron and Spring	Y	Y	Y	EB motorcycle turning right lost control on wet road
5/2/2023	Spring and Huron	N	Y	N	NB commercial vehicle turning EB on Huron struck traffic control pole
5/6/2024	Spring and Huron	N	Y	N	NB commercial vehicle turning EB on Huron struck traffic control pole
8/13/2024	Spring and Huron	N	Y	N	NB commercial vehicle turning EB on Huron struck traffic control pole
9/20/2024	Huron and Spring	N	Y	N	EB commercial vehicle turning SB on Spring struck a vehicle NB on Spring
8/29/2021	Huron and Adams	N	N	N	vehicle parked on Huron backed into another as it merged into traffic
10/27/2021	Huron and Adams	N	N	N	rear-end crash as a trailing vehicle struck the middle vehicle causing it to strike the lead vehicle as it slowed in traffic
1/6/2022	Huron and Adams	N	Y	Y	WB vehicle on Huron turned left onto Adams and slid into a parked vehicle, icy roads
3/6/2020	Wisconsin and Huron	N	Y	N	vehicle SB on Wisconsin from stop sign, struck vehicle on Huron

CONTINUED Anticipated construction zone(s) crashes since January 2020 (as of 05-21-25):

Date	Location	Injury	Inters.	Weather	Descr.
5/27/2021	Wisconsin and Huron	N	Y	N	vehicle NB on Wisconsin FVR from stop sign, struck vehicle on Huron
10/14/2021	Wisconsin and Huron	N	Y	N	vehicle NB on Wisconsin turned right too sharp from stop sign, struck pole
9/14/2022	Wisconsin and Huron	N	Y	N	SB commercial vehicle stopped in right lane to turn right, trailer struck sign post and building as it turned
4/10/2023	Wisconsin and Huron	N	Y	N	vehicle SB on Wisconsin FVR from stop sign, struck by vehicle EB on Huron
9/10/2023	Huron and Wisconsin	N	N	N	an EB vehicle sideswiped a parked vehicle
10/11/2023	Wisconsin and Huron	Y	Y	N	SB vehicle on Wisconsin FVR from stop sign and was struck by a vehicle on Huron
10/30/2023	Wisconsin and Huron	N	Y	N	SB vehicle on Wisconsin FVR from stop sign and was struck by a vehicle on Huron
3/27/2024	Huron and Wisconsin	N	N	N	an EB vehicle sideswiped a parked vehicle
12/19/2024	Huron and Wisconsin	N	Y	Y	WB vehicle on Huron turned right onto Wisconsin and struck a vehicle stopped at the stop sign, icy roads
1/24/2020	Huron and Pearl	N	Y	Y	rear-end at traffic light
4/20/2020	Huron and Pearl	Y	Y	N	vehicle struck building after driver had medical event
2/10/2021	Huron and Pearl	N	Y	Y	rear-end at traffic light, icy roads
5/21/2022	Huron and Pearl	N	Y	N	EB vehicle on Huron failed to stop for stop light and struck a vehicle SB on Pearl
12/12/2022	Huron and Pearl	N	N	N	vehicle merging into traffic from parking stall was struck by a vehicle WB on Huron
2/24/2023	Huron and Pearl	N	Y	N	WB vehicle on Huron failed to stop at traffic light and was struck by SB vehicle on Pearl
6/2/2023	Huron and Pearl	N	Y	N	SB vehicle on Pearl turned right onto Huron and struck vehicle merging into traffic from parking stall
8/23/2023	Huron and Pearl	N	Y	N	NB vehicle on Pearl turning left was struck by EB vehicle that failed to stop for the signal light on Huron
12/13/2023	Huron and Pearl	N	N	N	WB vehicle on Huron struck a vehicle as it merged into traffic from parking stall
1/13/2024	Huron and Pearl	N	Y	N	WB vehicle on Huron failed to stop at traffic light struck a vehicle SB on Pearl which then struck a stopped vehicle EB on Huron
5/30/2024	Huron and Huron	N	Y	N	rear-end crash at traffic light
7/8/2024	Huron and Pearl	N	Y	N	rear-end crash at traffic light
8/1/2024	Huron and Pearl	N	Y	N	rear-end crash at traffic light
8/19/2024	Huron and Pearl	N	Y	N	rear-end crash at traffic light
8/29/2024	Huron and Pearl	N	Y	N	vehicle on Huron struck another as it merged into traffic from a parking stall
9/21/2024	Huron and Pearl	Y	Y	N	rear-end crash at traffic light
1/23/2025	Pearl and Huron	F	Y	N	SB vehicle on Pearl turning right struck pedestrian in crosswalk on north side of Huron
2/20/2025	Pearl and Huron	N	Y	N	vehicle SB on Pearl struck vehicle NB on Pearl as it turned left
7/10/2020	Huron and Capron	Y	Y	N	moped crashed trying to turn off Huron
2/11/2021	Huron and Capron	Y	Y	N	vehicle SB on Capron FVR from stop sign and was struck by vehicle on Huron
3/17/2022	Huron and Capron	N	N	N	EB vehicle on Huron travelled onto sidewalk, across Capron and struck fence
7/1/2023	Huron and Capron	N	N	N	vehicle backed into another trying to park
2/28/2024	Huron and Capron	N	N	N	vehicle struck a pole during evasive braking for vehicle slowing in front of them
7/22/2024	Huron and Capron	N	Y	N	vehicle rear-ended another stopped for pedestrian in crosswalk
10/1/2024	Huron and Capron	Y	Y	N	vehicle turning right off N Capron struck two pedestrians while crossing Huron in the western crosswalk
8/13/2022	Broadway and Commercial	N	Y	N	vehicle rear-ended another stopped to turn left
1/9/2021	Broadway and Pierce	Y	Y	N	vehicle struck motorized scooter in crosswalk on Broadway
5/25/2023	Broadway and Pierce	N	N	N	vehicle on Broadway struck another as it merged into traffic from a parking stall
9/20/2024	Broadway and Pierce	Y	Y	N	vehicle stuck a bicyclist in the crosswalk
3/13/2020	Broadway and Mound	N	N	N	vehicle lost control possible medical event and struck a building
6/9/2020	Broadway and Mound	N	N	N	rear-end crash as leading vehicle slowed for traffic
8/9/2022	Broadway and Mound	N	Y	N	third vehicle struck a vehicle stopped waiting for lead vehicle to turn left, middle vehicle struck lead due to being impacted
4/20/2023	Broadway near Mound	N	N	N	rear-end crash as lead vehicle started left turn into parking lot
2/24/2024	Broadway near Mound	N	N	N	rear-end crash
5/26/2024	Broadway and Brooklyn	Y	Y	N	vehicle struck pedestrian crossing Broadway on west side of Brooklyn
9/4/2020	Broadway near Grove	N	N	N	rear-end crash as lead vehicle started left turn into parking lot
9/25/2022	Broadway near Grove	N	N	N	rear-end crash as lead vehicle started right turn into parking lot
11/1/2022	Broadway near Grove	N	N	N	rear-end crash

CONTINUED Anticipated construction zone(s) crashes since January 2020 (as of 05-21-25):

Date	Location	Injury	Inters.	Weather	Descr.
9/24/2021	Broadway and Grove	Y	Y	N	Vehicle FYR from stop sign and was struck by another motorist in rear-end type of crash
7/3/2020	Washington and Broadway	N	Y	N	rear-end crash on Washington at Broadway
11/10/2020	Washington and Broadway	N	Y	N	vehicle backed into another on Washington trying to make room for a turning semi
5/18/2021	Broadway and Washington	Y	Y	N	vehicle struck a bicyclist in crosswalk on west side of Washington
6/3/2021	Broadway and Washington	N	Y	N	semi turning right off Broadway sideswiped another vehicle beside it while it was stopped at the stop sign
8/4/2021	Broadway and Washington	Y	Y	N	vehicle struck a bicyclist in crosswalk on west side of Washington
9/21/2022	Broadway and Washington	N	Y	N	vehicle on Washington FYR from stop sign and struck a vehicle WB on Broadway
12/21/2022	Broadway and Washington	N	Y	N	rear-end crash while lead vehicle was stopped at stop sign
5/10/2023	Broadway and Washington	N	Y	N	vehicle on Washington FYR from stop sign and struck a vehicle EB on Broadway
7/15/2023	Broadway and Washington	N	Y	N	vehicle on Broadway sideswiped another beside it as it attempted to turn right from the left lane
8/2/2023	Broadway and Washington	N	Y	N	semi struck bollard as it attempted to turn right
8/28/2023	Broadway and Washington	Y	Y	N	vehicle failed to stop at stop sign and struck a NB vehicle on Washington
7/9/2024	Broadway and Washington	Y	Y	N	fleeing motorcycle failed to stop at stop sign and struck a pole
7/29/2024	Broadway and Washington	N	Y	N	semi struck bollard as it attempted to turn right
4/23/2025	Broadway and Washington	Y	Y	N	vehicle on Broadway FYR from stop sign and struck a vehicle turning left in front of it
5/13/2025	Broadway and Washington	N	Y	N	rear-end crash while lead vehicle was stopped at stop sign

DATE: 5/22/2025

TO: Committee Of The Whole

FROM: Scott Zabel

**RE: CROSSWALKS**

**BACKGROUND:** Staff was directed to provide options to improve the safety of the crosswalks in the segment of highway on Broadway St. between Pierce St. and Brooklyn St. I spoke with David Meurett of the Wisconsin Dept. of Transportation – North Central Region. After much discussion and input from other members of WisDot the following crosswalk improvements were suggested.

Double the foot print of the existing painted white crosswalk at Mound St. and Brooklyn St. and add bolder lines and center hash marks to make them more visible to traffic. Associated cost for this is \$750.00

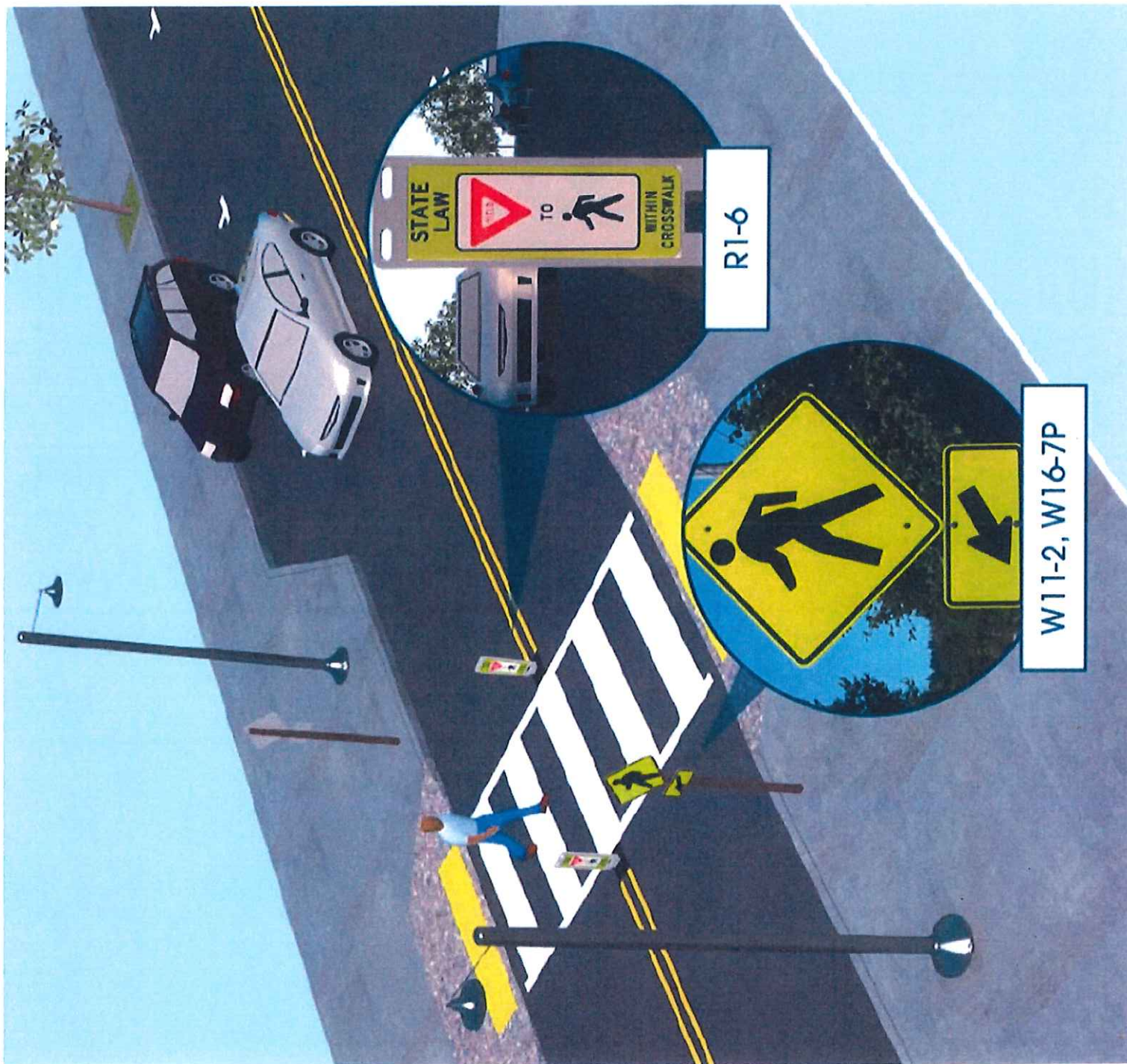
Add additional pedestrian signage on posts located on each side of the Mound and Brooklyn St. intersections. Cost associated for this is \$1100.00

Add three center line pedestrian signs, one at Mound, one at mid- block and one at Brooklyn. Cost associated with these is \$2400.00

The picture included with this information shows the three improvements or devices for the crosswalks.

**RECOMMENDATION:** Discussion with action as appropriate.





R1-6

W11-2, W16-7P

**CITY OF BERLIN  
COMMITTEE OF THE WHOLE MEETING  
STAFF REPORT**

**TO:** Common Council  
**FROM:** Jessi Balcom, City Administrator  
**AGENDA ITEM:** Social Media Policy  
**MEETING DATE:** June 3, 2025

**BACKGROUND**

Currently the City has a number of Facebook pages. In the past these pages have been used to share information only (comments have been turned off).

It has been suggested that the City Council may wish to move to opening up comments to allow community members to ask clarifying questions, pass on positive information and open up another form of communication with the City.

If the Council wishes to utilize Facebook more fully, it will be important to put a Social Media Policy in place. Because comments would be open to all, it is probable that at some point a post will need to be deleted or comments turned off due to inappropriate, threatening or vile content. The City will need to ensure that there is a policy in place that dictates when a post would be subject to deletion or comments turned off so that no one's First Amendment Rights are violated. Enclosed please find several versions of Social Media Policies that have been utilized in other communities as well as a draft version for the City of Berlin (this version has not yet been vetted by the City Attorney, as staff anticipates there may be revisions/additions made by the Council).

Due to the often private or difficult nature of things dealt with by the Police Department, staff would suggest that it may be most beneficial to continue to leave comments turned off on the Police Department's Facebook page. Additionally, the Council may wish to eliminate or combine some of the City's pages to make updating and communicating more consistent and streamlined.

Additionally, Facebook is considered a public record per Wis. Stats. Section 19.32(2) and the record must be kept by the City and access be provided to the record if a valid records request is made. Because the page would be changed/added to/commented on by others and there is the possibility that the City may need to alter/delete things from the pages, it will be imperative that the Facebook pages are archived. Staff reached out to other communities to find out the service they used and many suggested CivicPlus or ArchiveSocial (these two companies have merged).

CivicPlus offered two quotes, with varying service levels, to provide social media archiving for the City of Berlin. The Economy plan allows for the archiving of up to 12 social media accounts for \$4,188 for 12 months. The Standard plan allows for an unlimited number of social media accounts and includes Risk Management Analytics for \$6,188 for 12 months. Both plans have an additional one-time activation and set up fee of \$500, as well as a 5% annual uplift to the cost.

Staff is looking for direction as to whether or not the Council would like to open comments on the City's Facebook pages and if so, provide in put on a social media policy and determine how best to ensure that the pages are archived appropriately.

## Social Media Policy

The City of Berlin's social media accounts serve as a limited public forum. The City welcomes a person's right to express their opinion and encourages posters to keep comments relevant to the topic in question. The City reserves the right to delete or hide content placed by others on our social media, such as comments, replies, posts, reviews, photos, links or other content that include any of the following:

- Obscenity rising to the level of no constitutional protection
- Incites or promotes violence or illegal activities
- Contains spam, advertising or links that promote a business, service or product
- Malware, viruses, security threats to the City's network
- Promotes illegal discrimination
- Direct threats
- Contains defamation
- Uses the copyrighted work of another

The City of Berlin will not allow information intended to compromise the safety or security of the public or public systems. Users of the social media account participate at their own risk and take personal responsibility for their comments, username and any information provided.

Content posted on City of Berlin social media by anyone other than employees of the City of Berlin does not reflect the opinions or position of the City of Berlin or its elected officials or employees.

The view, guidelines and rules of the social media platform are those of the company that provides the platform and not those of the City of Berlin.

Activity on City of Berlin social media is subject to public disclosure under the Public Records Law of the State of Wisconsin (Wis. Stat. ss. 19.31-19.39).



Insert Logo

# Social Media For Government Agencies

Internal and external policy guidelines



## Internal Policy

### Purpose

This document defines the social networking and social media policy for [Agency's Name], the "Agency." To address the fast-changing landscape of the internet and the way residents communicate and obtain information online, agency departments may consider using social media tools to reach a broader audience. The agency encourages the use of social media to further the goals of the agency and the missions of its departments, where appropriate

# Personal vs. Professional Guideline

## Personal Use

All Agency employees may have personal social media profiles. These profiles should remain personal in nature and share personal opinions. While Agency employees may have a First Amendment right to comment on some Agency issues that are of significant public concern, employees should know that posts about Agency issues that are closer to employment complaints or human resources concerns may not be protected. Employees should be mindful of the distinction between sharing personal and agency views.

Agency employees must never use their agency e-mail account or password in conjunction with a personal social media profile. The following guidance is for agency employees who decide to have a personal social media presence or who decide to comment on posts about official Agency business:

- State your name and, if relevant, role, when discussing agency business.
- Use a disclaimer such as: "The postings on this profile are my own and don't reflect or represent the opinions of the agency for which I work."

If social media is used for official agency business, the entire agency profile, regardless of any personal views, is subject to best practice guidelines and standards.



## Professional Use

All official agency-related communication through social media should remain professional in nature and should always be conducted in accordance with the Agency's communications policy, practices and expectations. Employees must not use official agency social media for political purposes, to conduct private commercial transactions, or to engage in private business activities. Agency employees should be mindful that inappropriate use of official agency social media can be grounds for disciplinary action. Only individuals authorized by the Agency may publish content to the Agency's online platforms.

## Posting

Official social media content needs to be clear, precise and follow industry best practices for posting updates. All content posted to agency social media profiles should be:

### Relevant

Information that engages residents and pertains to their daily lives.

### Timely

Pertains to deadlines, upcoming events, or current news.

### Actionable

Prompts residents to take action.

Please refer to the Agency style guide for specific guidelines on content formatting expectations.

## What Not to Post

Agency employees may not publish content on agency social media sites that includes:

- Confidential information
- Copyrighted material without permission
- Profane, racist, sexist, threatening or derogatory content or comments
- Partisan political views
- Commercial endorsements or spam

## Registering a New Page

All agency social media profiles shall be:

- (1) approved by [contact]
- (2) published using an approved social networking platform and tools
- (3) administered by the contact or their designee.

## Deregistering an Existing Page

If a social media profile is no longer of use:

- (1) notify [contact]
- (2) ensure records have been archived according to agency guidelines
- (3) unpublish and delete the account





## Retention

Social media accounts are subject to [applicable public records laws]. Any content produced or maintained on an agency social media account, including communication posted by the agency and communication received from residents, is a public record.

The department maintaining a profile shall preserve records pursuant to the relevant records retention schedule in a format that preserves the integrity of the original record and is easily producible. Furthermore, retention of social media records shall fulfill the following requirements:

- ☑ Social media records are captured in a continuous, automated fashion throughout the day to minimize a potential loss of data due to deletion and/or changes on the social networking account.
- ☑ Social media records are maintained in an authentic format (i.e., ideally the native technical format provided by the social network, such as XML or JSON along with complete metadata.
- ☑ Social media records are archived in a system that preserves the context of communications, including conversation threads and rich media, to ensure completeness and availability of relevant information when records are accessed.
- ☑ Social media records are indexed based on specific criteria such as date, content type, and keywords to ensure that records can be quickly located and produced in an appropriate format for distribution (e.g. PDF).
- ☑ Each employee who administers one or more social networking profiles on behalf of the Agency has self-service, read-only access to search and produce relevant social media records to fulfill public information and legal discovery requests as needed.
- ☑ The Agency utilizes the CivicPlus Social Media Archiving solution to comply with applicable public records law and fulfill the above record retention requirements. The Agency archive is available at [applicable archive link], or contact your records coordinator.

# External Policy

## Purpose

To build communication and trust with our residents and visitors, and encourage participation through comments and feedback.

## Goals

[Agency Name] aims to effectively use its social media accounts to:

- Provide information
- Support community engagement and outreach
- Support marketing and promotional campaigns
- Frame the public conversation around [Agency]
- Assist with recruitment efforts





## Please be aware that when engaging with this Agency through social media, you agree to the following:

### Moderation of Third-Party Content

The agency does not necessarily endorse, support, sanction, encourage, verify or agree with third-party comments, messages, posts, opinions, advertisements, videos, promoted content, external hyperlinks, linked websites (or the information, products or services contained therein), statements, commercial products, processes or services posted on any social media account. This Agency social media account serves as a limited public forum and all content published is subject to preservation and disclosure in accordance with state public record law. User-generated posts may be rejected or removed if the content:

- Contains obscenity
- Incites or promotes violence or illegal activities
- Contains spam or links to malware
- Promotes illegal discrimination (e.g., housing discrimination)
- Contains actual defamation
- Uses the copyrighted work of another

We do not allow information intended to compromise the safety or security of the public or public systems. You participate at your own risk, taking personal responsibility for your comments, your username and any information provided.

### Retention

Any communications sent to or received by the Agency and its employees via social media may be subject to our retention and disclosure requirements. We are required to comply with [applicable public records statute] to ensure government is open and that the public has access to public records and information of which our agency is the custodian. These retention requirements apply regardless of the form of the record (e.g. digital text, photos, audio, and video). To that end, we automatically collect and store all information posted on this agency social media account. All information posted on this account may be subject to public disclosure under [applicable public records statute], even if it has been deleted. The department maintaining an account shall preserve records pursuant to a relevant records retention schedule.

### Emergency Postings

Social media accounts are not monitored 24/7. If there is an emergency, contact 911.



## CITY OF GREEN BAY PERSONNEL POLICY

<b>Policy Title</b> Social Media Policy	<b>Policy Reference</b> Chapter 24
<b>Policy Source</b> Human Resources Department	<b>Legal Review Date</b> August 19, 2021
<b>Personnel Committee Approval</b> August 24, 2021	<b>City Council Approval</b> September 7, 2021

- 24.1 **PURPOSE.** The City of Green Bay recognizes the fast-changing landscape of the internet and the evolving role of technology in the workplace, including social media technologies. Where appropriate, the use of social media technologies in work-related activities, events, and announcements is encouraged to enhance customer service, increase citizen involvement, and further communication efforts of the City.

However, the City has an overriding interest and expectation in deciding what is “spoken” or communicated on behalf of the City through the use of social media. The purpose of this Policy is to establish guidelines for the creation and use of social media on behalf of the City for conveying information about the City and its events and activities. This Policy also establishes guidance for employees acting in a personal capacity when using social media.

Other laws, ordinances and policies may also apply to the use of social media and this Policy should not be interpreted to conflict with any of those laws, ordinances and policies, including requirements under the Americans with Disabilities Act. Nothing in this Policy shall be applied to prohibit or infringe upon any communication, speech or expression that is protected or privileged under law.

24.2 **DEFINITIONS.**

24.2.1 **Authorized User:** Employees or officers of the City authorized to monitor, manage, supervise, or control a City social media account as provided in this Policy.

24.2.2 **City social media accounts:** Those pages, sections, or posting locations in social media websites established, managed, or maintained by an employee or officer of the City authorized to do so as part of their duties.

24.2.3 **Content:** Any posts, writings, material, documents, photographs, graphics, or other information that is created, posted, shared, distributed, or transmitted via social media.

24.2.4 **Social media:** The various activities that integrate technology, social interaction,



and content creation. Through social media, individuals or groups may create, organize, edit, comment on, combine, and share content. Social media providers offer web pages that provide a means for various forms of discussion and information-sharing and include features such as social networks, blogs, video sharing, podcasts, wikis, message boards, and news media comment sharing/blogging. Social media providers are hosted by websites that authorize multiple users to establish, post content on, and operate their own individual social media profile. Technologies associated with social media often include picture and video sharing, wall postings, instant messaging, and music sharing. Examples of websites that host social media profiles include, but are not limited to, Facebook, Instagram, YouTube, and Twitter.

24.2.5 Social media account: Any account established on social media.

- 24.3 CITY WEBSITE. The City's official website ([www.greenbaywi.gov](http://www.greenbaywi.gov)) will remain the City's primary and predominant internet presence. Whenever reasonable, content posted to a City social media account should also be available on the City's official website, and should contain links directing users back to the City's official website for in-depth information, forms, documents, and online services necessary to conduct business with the City.
- 24.4 COMPLIANCE WITH LAWS AND CITY POLICIES. All City social media accounts shall be operated in conformance and be consistent with applicable state, federal, and local laws, regulations, and policies including all information technology security policies. Additionally, all City-related communication through social media must be conducted in accordance with the City's *Electronic Communication and Information Systems Usage Policy*, *Harassment and Discrimination in the Work Place Policy* and/or other applicable policies.
- 24.5 OPEN MEETINGS LAW COMPLIANCE. All conduct by those persons serving on a governmental body, or subcommittee of a governmental body, must comply with Wisconsin's open meetings laws, including avoiding virtual or walking quorums. All such persons should therefore refrain from discussing business or action of the governmental body with one another while using social media. Additionally, Authorized Users publishing on the City's social media accounts should not engage or "tag" anyone serving on a governmental body when engaging in the City's social media activity.
- 24.6 OPEN RECORDS AND RECORDS RETENTION. City social media accounts are subject to public records laws. Any content in a social media format related to City business, including list(s) of subscribers and posted communication(s), constitutes a public record. City social media accounts shall clearly indicate that any content posted or submitted for posting is subject to public disclosure.
- Additionally, Wisconsin state law and applicable City records retention schedules apply to social media formats and their content. The City will archive content in accordance with the public records laws. Any content that is removed may also be considered "public records" and will be archived as required by law to the extent possible using then-current reasonable options.
- 24.7 SOCIAL MEDIA PROVIDER TERMS OF SERVICE. Each social media provider maintains a term of use agreement for users. All posts and comments on any City social media profile

are bound by these terms and conditions. The City reserves the right to report any user violation under the terms and conditions. This Policy does not modify the terms and conditions established by the social media provider. Nor does the City assume any responsibility or liability for decisions made by the social media provider involving the conduct or absence of conduct by the social media provider or by the user.

Authorized Users should be aware of the terms of service and/or use for the particular form of social media used, and should consult the most current versions in order to avoid violations. If the terms of service and/or use contradict any City policy, Management and/or Human Resources will determine whether continued use of that form of social media is appropriate.

- 24.8 ADMINISTRATION OF CITY SOCIAL MEDIA ACCOUNTS. Each Department Director is responsible for implementing and complying with this Policy, and for designating the Authorized User(s) for their department. The Director of Information Technology Services (ITS) is responsible for maintaining a list of social media profiles, including login and password information, approved for use by departments and employees for communicating City business. Each Department Director shall inform the Director of ITS of any administrative changes to existing social media accounts for said department.

24.9 CREATION AND CONTROL OF CITY SOCIAL MEDIA ACCOUNTS.

- 24.9.1 New accounts. Any social media account created or maintained for the City must be capable of editing, removing, and archiving content. All proposals for new City social media accounts are subject to review and approval by the appropriate Department Director and the Director of ITS. Such proposals shall include a list of proposed Authorized Users.

- a. Upon creation of a new social media account, the Department Director shall provide the account username and password to the Director of ITS. Updated credentials shall be provided to the Director of ITS any time such information is modified.
- b. All City social media profiles, including any login information and passwords, are the sole property of the City and not the property of an employee or other party.
- c. There is no reasonable expectation of privacy associated with the administration of a City social media account established under this Policy.

- 24.9.2 Authorized Users. Department Directors may authorize certain individuals to access and maintain certain City social media accounts. Only such Authorized Users may create, post, or modify content on an authorized City social media account on behalf of the City. Department Directors are responsible for ensuring that the Authorized Users for their accounts complete and sign an Authorized User Agreement Form, attached to this Policy as Exhibit A, which the Directors shall submit to the Human Resources Department.

Authorized Users posting to social media accounts on behalf of the City may not post content to City social media accounts or engage in social networking activities related to publishing the City's business during personal time. All social media



activity on behalf of the City must be conducted as part of the employee's regular work activity.

24.9.3 Required content. All City social media accounts must clearly indicate that the account is maintained by the City and must have appropriate City contact information prominently displayed. Each City social media account shall include a statement that clearly specifies the intent, purpose, and subject matter of the social media site, as well as any other required disclosures described in this Policy, such as forum designation. A link to the City's website ([www.greenbaywi.gov](http://www.greenbaywi.gov)) should accompany the purpose statement. All City social media accounts shall clearly indicate that any content posted or submitted for posting is subject to public disclosure. All City social media accounts designated as limited public forums shall include the "Required Notice and Use Policy" attached to this Policy as Exhibit B.

24.10 CONDUCT ON CITY SOCIAL MEDIA SITES. Authorized Users representing the City on social media must conduct themselves at all times as professional and dignified representatives of the City and in accordance with all policies, directives, and professional expectations.

24.10.1 Forum designation. City social media accounts are not intended to operate as traditional open public forums. When the City opens the account for public comment it does not intend to open the site for any and all purposes but to open the site for limited discussion of only those topics specified by the City on that site. In some instances, sites may be non-public forums—that is, not open to public comment at all—and in other instances, sites may be designated limited public forums and their purpose is only to advance the business purposes of the City on those specific topics.

Each City social media account must contain a statement clearly articulating whether the site accepts comments and, if so, any restrictions that might affect the nature of the forum as either limited or traditional. When the City social media account has not been opened as a traditional public forum, or where the account has been opened as a "non-public" or "limited public" forum, the Director of ITS is authorized to remove unapproved content or links posted on the City social media account at issue that do not conform with the requirements of this Policy. Such removal must be done in a viewpoint neutral manner.

Where comments are solicited or invited on City social media accounts, the Terms of Use policy at the end of this Policy must be included.

24.10.2 Standards. The following general standards apply to all City social media accounts, including departmental, committee, board, agency, or commission sites:

- a. Communications must be consistent with the goals, branding, mission, vision, and values of the City.
- b. Communications must be factual and accurate and not reflect opinions or biases.
- c. Communicate meaningful, respectful entries that are on topic while also recognizing that postings are widely accessible and not easily retractable.

- d. Communications must be written in plain business English with proper grammar and vocabulary and should avoid acronyms and jargon.
- e. Communications must comply with policy, directives, professional expectations, and respect for privacy, confidentiality, and applicable legal guidelines for external communication.
- f. Ensure that legal right exists to publish all materials, including photos and articles, and comply with all trademark, copyright, fair use, disclosure of processes and methodologies, confidentiality, and financial disclosure laws.
- g. If identifying yourself, maintain transparency by using your real name and job title, and be clear about your role regarding the subject. Write and post only about your area of expertise. Remember that your postings are your responsibility.
- h. Communications must never be for political purposes or in support of or opposition to political campaigns or ballot measures.
- i. Communications must never be for purposes of private business activity or commerce, or for personal motivation or sharing of personal opinion or commentary.
- j. Communications must not promote, foster, or perpetuate discrimination, harassment, or retaliation on the basis of sex, race, religion, creed, color, age, religion, gender, marital status, familial status, national origin, ancestry, disability, sexual orientation, gender identity, or other protected status.
- k. Communications must not compromise the safety or security of the public, public systems, or public services.

24.10.3 Content of posts and comments. An important part of social media use is restraint. While the City desires to inform the community of City business, the City is not entering into a debate or discourse with those reading the social media profile. As such, commenting on, "liking," or otherwise reacting to a post or comment by any other person is not permitted except in the following limited circumstances, and the employee's name and title should be included in the responsive comment:

- a. An Authorized User may provide a brief, factual response to answer a question posed in a post or comment. If a question requires an explanation or detailed answer, the employee should instead provide contact information and direct the commenter to seek additional information through that channel.
- b. An Authorized User may respond to a comment when the employee is providing contact information to the commenter to seek or provide further information.
- c. An Authorized User may respond to a comment or post to direct the poster to the City's website or to a previous social media post by the City.

24.10.4 Original content restriction. If content from a social media platform cannot be



archived via the software the City uses to archive social media content, no original content may be posted to any City social media account on that platform. City accounts on such platforms must only contain content shared from other City social media accounts that are capable of being archived by the Department of ITS.

- 24.11 REPORTING/REMOVAL OF SOCIAL MEDIA ACTIVITY ON CITY SITES. A post, like, or comment by a member of the public on any City social media account is the opinion of the commentator or poster only. Publication of a user's post, like, or a comment does not imply endorsement of, or agreement by, the City, nor reflect the opinions or policies of the City. The City assumes no liability for any comment, like, or post made by another person. Posts, likes, and comments which do not violate this Policy may not be removed from any City social media account. In the event a post, like, or comment is in violation of this policy, the following process shall apply.

24.11.1 Grounds. If the comment or post at issue contains any of the following content, the comment may be subject to removal or restriction by the City:

- a. Obscene Content,
- b. Content that is threatening or incites violence;
- c. Solicitation of commerce, including, but not limited to, advertising of any non-City-related event, or business or product for sale;
- d. Conduct in violation of any federal, state, or local law;
- e. Content that promotes, fosters, or perpetuates unlawful activity;
- f. Content that infringes the intellectual property rights of others;
- g. Content that is malicious or harmful software or malware.

24.11.2 Process. In the event an Authorized User suspects that posted material may violate this policy, violate the terms of use of the social media provider, is illegal, or potentially infringes the copyrights or other rights of any person(s), the Authorized User shall not alter or remove the content, but instead shall immediately notify the Director of ITS. The Director will investigate the potential violation and, if grounds to do so exist, shall take action on the content, which may include permanent removal. *Before* taking any action on the posted material, the Director of ITS should confer with the City Law Department for assistance in determining whether the material is subject to removal. When such content is removed, the Director of ITS shall attempt to contact the person promptly to notify them of the removal action. The person may appeal the decision under Subsection D. Notice is not required when content is removed because it is a potential security breach or may contain a virus.

24.11.3 Access. No Authorized User should "block" or otherwise deny access to any City social media site to any individual who violates the City's social media policy. The social media provider may, relying on their terms and conditions and their discretion, block a user or remove content in violation of those terms and conditions, and nothing herein restrains the social media provider from such

actions.

24.11.4 Appeal. When the Director of ITS has removed a post or comment, anyone aggrieved may seek to have the Director reconsider the removal decision by providing the Director with a written request stating the reason(s) why the comment(s) do not fall within the limitations established in this Policy or offering other bases establishing a right to publish the comments or other communications on the City social media account. The Director of ITS must render a written decision on the request within two business days of receipt. The decision of the Director of ITS shall be the final administrative decision of the City.

- a. The appeal rights in this section do not apply to employees when they are acting in an official capacity or as a representative of the City. Such rights may only apply when an employee is acting in their personal capacity as a private party and when exercising rights accorded a person under the Constitution and laws of the United States. Any employee who feels aggrieved by an action under this Policy that is not covered by this section should seek review through established grievance procedures, if applicable, or through their chain of command.

24.12 CONDUCT ON PERSONAL SOCIAL MEDIA SITES. Employees may use social media profiles not belonging to the City for their personal social media purposes; however, an employee's personal social media profile or use must remain personal in nature and must not be used to share the City's official government positions or views. Employees must recognize that most uses of personal social media are still part of the public domain regardless of privacy settings, and are easily replicated and published. Regardless of whether an employee identifies on a personal social media account that they work for the City, employment with the City is public record and members of the public may associate the employee with the City. Employees must therefore exercise care when posting and commenting on social media as personal views can be tied back to employment with the City. Personal activity is the personal responsibility of the employee, including the consequences that flow from such activity. In recognition of these principles, employees must comply with the requirements of this section when using their personal social media sites.

24.12.1 Disclaimer. If commenting on City business on social media in a personal capacity, an employee must use a disclaimer that establishes that their comments represent their own opinions and do not represent those of the City. Said disclaimer must also be used when the person can be identified as a City employee as a result of their identification, posts, or other information on the social media account. Whenever doubt exists or is likely to arise regarding the personal nature of social media activities, an employee must include a disclaimer clarifying that the social media communications reflect only the employee's personal views and do not necessarily represent the views of the City or the employee's department/board/agency/etc. A clear and conspicuous disclaimer will usually be sufficient to dispel any confusion that may arise.

- a. Employees are not required to include a disclaimer with their social media communications when such communications are made on a platform



dedicated to networking and/or job searching, such as LinkedIn, for the purpose of recruitment to City employment.

- b. Sharing social media communications from official City accounts without additional commentary is always permitted as a public service announcement, and does not require a disclaimer.

24.12.2 Guidelines for personal use of social media. The City respects its employees' private rights to post and maintain personal websites, blogs, and social media pages, and to use and enjoy social media on their own personal devices during non-work hours. The following guidelines apply to personal communications using various forms of social media:

- a. The City expects its employees to be truthful, courteous, and respectful toward supervisors, co-workers, residents, customers, and other persons or entities associated with or doing business with the City. When a person can be identified as a City employee, the employee must not engage in name-calling or personal attacks or other such demeaning behavior if the conduct would adversely affect their duties or workplace for the City. This Section and its limitations apply when the action of the employee adversely affects the employee's work, job duties, or ability to function in the Employee's position or creates a hostile work environment.
- b. Employees should never use their City email account, login, or passwords in connection with a personal social media profile.
- c. Employees and others affiliated with the City must not use any City brand, logo, or other City identifiers on their personal social media accounts, nor post information that purports to be the position of the City without prior authorization or unless authorized by federal, state, or local law.
- d. Employees are discouraged from identifying themselves as City employees when responding to or commenting on social media sites with personal opinions or views. Employees must not use their City titles when engaging in personal use of social media, and must use the disclaimer described in Section A. when posting or commenting on a matter related to City business.
- e. Incidental and occasional access to personal social media accounts during work hours may be permitted, but employees must adhere to the guidelines outlined in the Electronic Communication and Information Systems Usage Policy.

24.12.3 Potential coaching or discipline. There may be times when personal use of social media in violation of this Policy, even if it occurs while the employee is off-duty and on their own equipment, may subject an employee to coaching or discipline as described in Section XIII.

24.13 VIOLATIONS BY EMPLOYEES. Use of social media may affect or impact the workplace. Examples of situations where this might occur include, but are not limited to:

- a. Friendships, dating, or romance between co-workers;

- b. Cyber-bullying, stalking, or harassment;
- c. Release of confidential or private data;
- d. Unlawful activities;
- e. Misuse of City-owned social media;
- f. Inappropriate use of the City's name or logo, or the employee's position or title;
- g. Using City-owned equipment or City time for extensive personal social media use;
- h. Violation of federal, state, or local law, or of City policy.

Failure to comply with this Policy is considered misconduct and may result in employee coaching or disciplinary action up to and including termination. Unlawful social media use, based on the level of offense, may result in referral for criminal prosecution.

Each situation will be evaluated on a case-by-case basis because the laws in this area are evolving. Employees are encouraged to discuss types of activities that might result in discipline with the Human Resources Department.

Nothing in this Policy is meant to prevent an employee from exercising his or her right to make a complaint of unlawful discrimination or other workplace misconduct through the proper processes, to engage in lawful protected concerted activity, or to express a personal opinion on a matter of public concern which may be balanced against the interests of the City.

**24.14 REPORTING REQUIRED.** The City is not imputed with knowledge of any activity on any personal social media accounts of employees or elected officials, or any other social media accounts other than official City accounts. Employees have a duty to notify their supervisors of any violations of this Policy, as City staff is only able to address those violations of which they have been made aware. Additionally, any violation of this Policy occurring during an individual's term of employment may lead to discipline regardless of the amount of time that has passed since the violation has occurred, provided that management had no previous knowledge of the violation prior to it being reported.

**24.15 GUIDANCE FOR ELECTED OFFICIALS USING SOCIAL MEDIA.** Accounts of elected officials are official City social media accounts for purposes of the First Amendment, open records and open meetings laws, records retention, etc. The official accounts of the Mayor, Municipal Judge, and Alderpersons are considered City accounts because they are likely to be used for the purpose of conveying information about City business to the public and are likely to contain content directly tying the account to the City government, such as the official's title, link(s) to the City website, government contact information, posts related to what's happening in the City or on Council, dates of City events, etc.

**24.15.1 Rules.** Elected officials should adopt rules for posting on their pages and ensure that those rules are readily visible to every visitor to the page. Such rules must be in accordance with City policies and First Amendment requirements. Elected officials should consult with the City Law Department to ensure their rules conform to current applicable law.



24.15.2 Access. No elected official should “block” or otherwise deny any individual access to any social media site(s) determined to constitute government-sponsored speech. A social media provider may, relying on its own terms and conditions and its discretion, block a user or remove content in violation of those terms and conditions, and nothing herein restrains the social media provider from such actions.

24.15.3 Removing content. If an elected official allows the public to comment on their social media account, the official has created an open public forum for purposes of the First Amendment. Posts or comments on an elected official’s social media account may be subject to removal by the official if they contain any of the content specified in Section XI.A. of this Policy. *Before* taking any action on the material in question, the elected official shall confer with the City Law Department for assistance in determining whether the material is subject to removal. The elected official shall attempt to contact the person promptly to notify them of the removal action. Notice is not required when content is removed because it is a potential security breach or may contain a virus.

- a. Any person aggrieved by the removal of a post or comment to an elected official’s social media account may appeal the decision to the Director of ITS under Subsection XI.D. of this Policy by submitting a written request stating the reason(s) why the content should not be removed. The Director of ITS must render a decision within two business days of receipt. Such decision shall be the final administrative decision of the City.

24.15.4 Open records laws. Public officials’ social media accounts are subject to public records laws. Additionally, officials’ campaign or personal accounts, or individual posts or messages thereon, may be considered government speech that is also subject to public records laws. Officials are expected to retain records as required and produce such records if they are responsive to an open records request.

24.15.5 Records Retention. Elected officials’ social media accounts and posts are subject to records retention requirements established by state law and the City’s records retention schedule. Records of all elected officials’ social media accounts shall be retained via software designed for the purpose of archiving social media content, as chosen by the Director of ITS. All officials are responsible for retaining records of their campaign or personal social media accounts.

24.15.6 Other social media accounts. Other social media pages maintained by elected officials, such as campaign pages or even personal pages, may also be considered City pages if the owner of the page is determined to be a “state actor.” That determination is based on the totality of the circumstances, by examining things such as whether the stated purpose of the account is private or public; whether the official uses government resources to maintain the page; whether the page contains the official’s title, government contact information, and information about issues or events occurring in the City; and similar considerations.

To avoid having a personal account designated as a City social media account, the elected official should follow the guidelines for employee conduct on personal

social media sites as outlined in Section XII. of this Policy. Importantly, the official should avoid discussing City business on their personal account.

24.15.7 Consult the Law Department. Social media law is evolving as more and more court cases are decided. Elected officials should reach out to the City Law Department regularly to ensure they are complying with the most up-to-date standards and for answers to any questions they may have.

24.16 SEVERABILITY AND SAVINGS. If any part or provision of this Policy or the application to any person or circumstance is held invalid or unconstitutional, such declaration shall not affect other parts or provisions or application of this Policy which can be given effect without the invalid or unconstitutional part or provision or application and are therefore deemed severable.

24.17 REVIEW AND REVISION. The City reserves the right to rescind and/or amend this and all City policies at any time.

# Social Media Content Policy

Welcome to the City of Madison Government Social Media pages.

The City of Madison uses social media to communicate and engage with social media users. The City recognizes the rights, benefits and responsibilities of using social media. We encourage you to consider how your comments and actions on our sites may impact others as you interact with the City and other people using these platforms.

The City cannot prevent, and is not responsible for, content placed by others that may be offensive, hurtful, in poor taste or disagreeable. This means the City cannot moderate content on its social media for vulgarity, profanity or even hate speech. However, there are some things that may not be considered “free speech” under the U.S. and Wisconsin Constitutions, listed below.

The City reserves the right to delete or hide content placed by others on our social media, such as comments, replies, posts, reviews, photos, links, or other content that include any of the following:

- Spam, advertising or links that promote a business, service or product
- Malware, viruses, security threats to the City network; or flooding
- Advocating illegal activity
- Direct Threats as defined by law
- Obscenity rising to the level of no constitutional protection (graphic depictions)
- Infringement of copyrights or trademarks
- Statements that are defamatory according to law

Please note: Content posted on City of Madison Government Social Media by anyone other than employees of the City of Madison does not reflect the opinions or position of the City of Madison or its elected officials or employees.

The views, guidelines and rules of the social media platform are those of the company that provides the platform (such as Facebook, Inc. or X, Corp.) and not those of the City of Madison.

Activity on City of Madison Government Social Media is subject to public disclosure under the Public Records Laws of the State of Wisconsin (Wis. Stat. ss. 19.31-19.39).

Nothing in this policy or on this site is intended as legal advice.



## **Social Media Terms of Use for the Public**

### **VILLAGE OF PLEASANT PRAIRIE**

#### **POLICE DEPARTMENT**

#### **SOCIAL MEDIA TERMS OF USE FOR THE PUBLIC**

Updated: August 26, 2022

##### **TERMS OF USE**

By posting or commenting on any social media platform used by the Pleasant Prairie Police Department, you participate by your own choice, taking personal responsibility for your comments, your username and any information you provide therein. You further agree to the following Terms of Use:

The Pleasant Prairie Police Department maintains a social media program for the purpose of engaging and interacting with our community, providing relevant and timely community news, information and events, distribution of crime prevention and public safety tips, for urgent notifications of critical incidents which may affect residents, business owners and visitors of the Village of Pleasant Prairie, and for those people having an interest in the Pleasant Prairie Police Department.

##### **Limited Public Forum**

All social media platforms used by the Pleasant Prairie Police Department are designed as Limited Public Forums. The department welcomes a person's right to express their opinion and encourages posters to keep comments relevant to the topic in question. Posting any content on any social media platform used by the Pleasant Prairie Police Department, by any visitor, follower, subscriber or fan, constitutes acceptance of the Terms of Use described here in this policy.

For purposes of this policy, a social media platform is the website or app offered to the public to provide audio, video, still-photo or written communication between other members of the public and/or representatives of certain groups, businesses, organizations or departments. Examples of social media platforms include but are not limited to; Facebook, Twitter, YouTube, Flickr, LinkedIn, Instagram, TikTok, website blogs with commenting capabilities, forums and emergency notification services.

##### **Emergency or Non-Emergency Requests for Police Assistance**

The posting of requests for police assistance, regardless if it is of an emergency or non-emergency nature, is strongly discouraged and will not guarantee a response by the Pleasant Prairie Police Department or any emergency provider. In case of an emergency, or if police assistance is needed, please DIAL 911. If you wish to report a crime or information relevant to a crime that is not an emergency please call the Pleasant Prairie Police non-emergency number at 262-694-7353.

In the event you post information related to a crime, you may be placing yourself in a position of becoming a witness and subject to being subpoenaed for court.

##### **Endorsements**

"Friending" or "Liking" the Pleasant Prairie Police Department, or an officer or employee of the Pleasant Prairie Police Department, does not indicate an endorsement of that person's actions or comments.

A comment posted by a member of the public on any Pleasant Prairie Police Department social media site is the opinion of the commentator or poster only, and publication of a comment does not imply endorsement of, or agreement by, the Pleasant Prairie Police Department, nor do such comments necessarily reflect the opinions or policies of the Pleasant Prairie Police Department.

### **Moderation of Content**

The Pleasant Prairie Police Department's social media platforms are intended to be "family friendly". When applicable, the department uses platform provided content moderation/filtering options to limit foul or obscene content. The Pleasant Prairie Police Department does not actively monitor the social media platforms used by the department, and will remove inappropriate content without prior notice, and as soon as possible. The department shall reserve the right to remove and/or block anyone who posts inappropriate material as determined by the department. Examples of inappropriate content include but are not limited to the text, images or video of; pornography, drug use or any other illegal activity, racial slurs, hate speech, profanity and/or anything that would grossly prohibit the investigation by law enforcement of a criminal act. Due to spamming, posts by the public that contain links will be automatically hidden.

### **Denial of Access**

The Pleasant Prairie Police Department reserves the right to deny access to any Pleasant Prairie Police Department social media sites for any individual, who violates the Pleasant Prairie Police Department's Social Media Terms of Use, at any time and without notice.

### **Facebook's Community of Standards**

All comments posted to any Pleasant Prairie Police Department Facebook site are bound by Facebook's Community Standards, and the Pleasant Prairie Police Department reserves the right to report any violation of Facebook's Community Standards to Facebook with the intent of Facebook taking appropriate and reasonable responsive action.

### **Twitter Rules**

When applicable, the Pleasant Prairie Police Department reserves the right to report any violation of Twitter Rules, with the intent of Twitter taking appropriate and reasonable responsive action.

### **Questions**

Should you have any questions in regards to items contained herein this Terms of Use, please contact, Chief David Smetana at 262-694-7353.

**CivicPlus**

302 South 4th St. Suite 500  
Manhattan, KS 66502  
US

**Order Form****Quote #:****Date:****Expires On:**

Q-101169-1

5/27/2025 2:41 PM

6/30/2025

**Client:**

City of Berlin, WI

**Bill To:**

BERLIN CITY, WISCONSIN

SALESPERSON	Phone	EMAIL	DELIVERY METHOD	PAYMENT METHOD
Josh Taylor	984-664-1626	josh.taylor@civicplus.com		Net 30

## One-time(s)

QTY	PRODUCT NAME	DESCRIPTION	12 Month Value
1.00	Social Media Archiving Provisioning Fee - Economy	Social Media Archiving Account Activation and Setup	USD 500.00

## Recurring Service(s)

QTY	PRODUCT NAME	DESCRIPTION	12 Month Value
1.00	Social Media Archiving - Economy	Social Media Archiving Subscription - Up to 12 Accounts & Up To 1.6k Records Per Month	USD 4,188.00

Total Investment - Initial Term	USD 4,688.00
Annual Recurring Services (Subject to Uplift)	USD 4,188.00

Initial Term	12 Months
Initial Term Invoice Schedule	100% Invoiced upon Acceptance Date

Annual Uplift	5% to be applied in year 2
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This Order Form sets forth the commercially binding terms of the Client's (as defined above) usage of the Social Media Archiving services (the "Services"). By accepting this Order Form, which may be evidenced by your return of this completed Order Form, written acceptance (e-mail is sufficient), or Client's access and use of the Services, you, on behalf of the Client, are representing that you are authorized to bind the Client listed herein to the pricing and term stated in this Order Form

**Acceptance of Quote # Q-101169-1**

Please note that if you plan to issue a purchase order, we request you include the following language on the front of the PO:

*Social Media Archiving's maximum liability under this purchase order is limited to the total amount of fees received during the 12-month period preceding the event giving rise to the liability, except that such limitation of liability will not apply to Social Media Archiving's indemnification for intellectual property infringement or personal injury.*

Organization Legal Name:

\_\_\_\_\_

Billing Contact:

Title:

\_\_\_\_\_

Billing Phone Number:

\_\_\_\_\_

Billing Email:

\_\_\_\_\_

Billing Address:

\_\_\_\_\_

Mailing Address: (If different from above)

\_\_\_\_\_

PO Number: (Info needed on Invoice (PO or Job#) if required)

\_\_\_\_\_

**CivicPlus**

302 South 4th St. Suite 500  
Manhattan, KS 66502  
US

**Order Form****Quote #:**

Q-101168-1

**Date:**

5/27/2025 2:38 PM

**Expires On:**

6/30/2025

**Client:**

City of Berlin, WI

**Bill To:**

BERLIN CITY, WISCONSIN

SALESPERSON	Phone	EMAIL	DELIVERY METHOD	PAYMENT METHOD
Josh Taylor	984-664-1626	josh.taylor@civicplus.com		Net 30

## One-time(s)

QTY	PRODUCT NAME	DESCRIPTION	12 Month Value
1.00	Social Media Archiving Provisioning Fee - Standard	Social Media Archiving Account Activation and Setup	USD 500.00

## Recurring Service(s)

QTY	PRODUCT NAME	DESCRIPTION	12 Month Value
1.00	Social Media Archiving - Standard	Social Media Archiving Subscription - Unlimited Accounts & Up To 3.5k Records Per Month - Includes Risk Management Analytics (RMA) and Web Snapshots	USD 6,188.00

List Price - Initial Term Total	USD 8,188.00
Total Investment - Initial Term	USD 6,688.00
Annual Recurring Services (Subject to Uplift)	USD 6,188.00

Initial Term	12 Months
Initial Term Invoice Schedule	100% Invoiced upon Acceptance Date

Annual Uplift	5% to be applied in year 2
---------------	----------------------------

This Order Form sets forth the commercially binding terms of the Client's (as defined above) usage of the Social Media Archiving services (the "Services"). By accepting this Order Form, which may be evidenced by your return of this completed Order Form, written acceptance (e-mail is sufficient), or Client's access and use of the Services, you, on behalf of the Client, are representing that you are authorized to bind the Client listed herein to the pricing and term stated in this Order Form

**Acceptance of Quote # Q-101168-1**

Please note that if you plan to issue a purchase order, we request you include the following language on the front of the PO:

*Social Media Archiving's maximum liability under this purchase order is limited to the total amount of fees received during the 12-month period preceding the event giving rise to the liability, except that such limitation of liability will not apply to Social Media Archiving's indemnification for intellectual property infringement or personal injury.*

Organization Legal Name:

\_\_\_\_\_

Billing Contact:

Title:

\_\_\_\_\_

Billing Phone Number:

\_\_\_\_\_

Billing Email:

\_\_\_\_\_

Billing Address:

\_\_\_\_\_

Mailing Address: (If different from above)

\_\_\_\_\_

PO Number: (Info needed on Invoice (PO or Job#) if required)

## INFORMATION SHEET

# The Right Plan for You

Please note that all plans are billed annually and subject to a provisioning fee.



### Economy Plan

- Schedule a demo
- No overage fees
- 1,600 new records/month
- 12 social accounts
- Unlimited data storage
- Blocked lists



### Standard Plan

- Schedule a demo
- No overage fees
- 3,500 new records/month
- Unlimited social accounts
- Unlimited data storage
- Blocked lists
- Web snapshots
- Risk Management (RMA)



### Premium Plan

- Schedule a demo
- No overage fees
- 6,000 new records/month
- Unlimited social accounts
- Unlimited data storage
- Blocked lists
- Web snapshots
- Risk Management (RMA)

## Enhance Your Archive

### Risk Management and Analytics Suite

Set up alerts and receive powerful monitoring and reporting to stay informed about activities across all your accounts.

### Open Archive

Promote transparency and minimize the cost and effort of fulfilling public record requests with open public access.

### Web Snapshots

Automatically capture, search, and export your website pages for improved website compliance and management.

### Using Federal Funding for CivicPlus® Social Media Archiving

United States agencies: You may be eligible to utilize COVID-19 relief funding from the federal government, such as programs like CARES, ESSER, or ARP, to acquire public records archiving software like CivicPlus Social Media Archiving software.

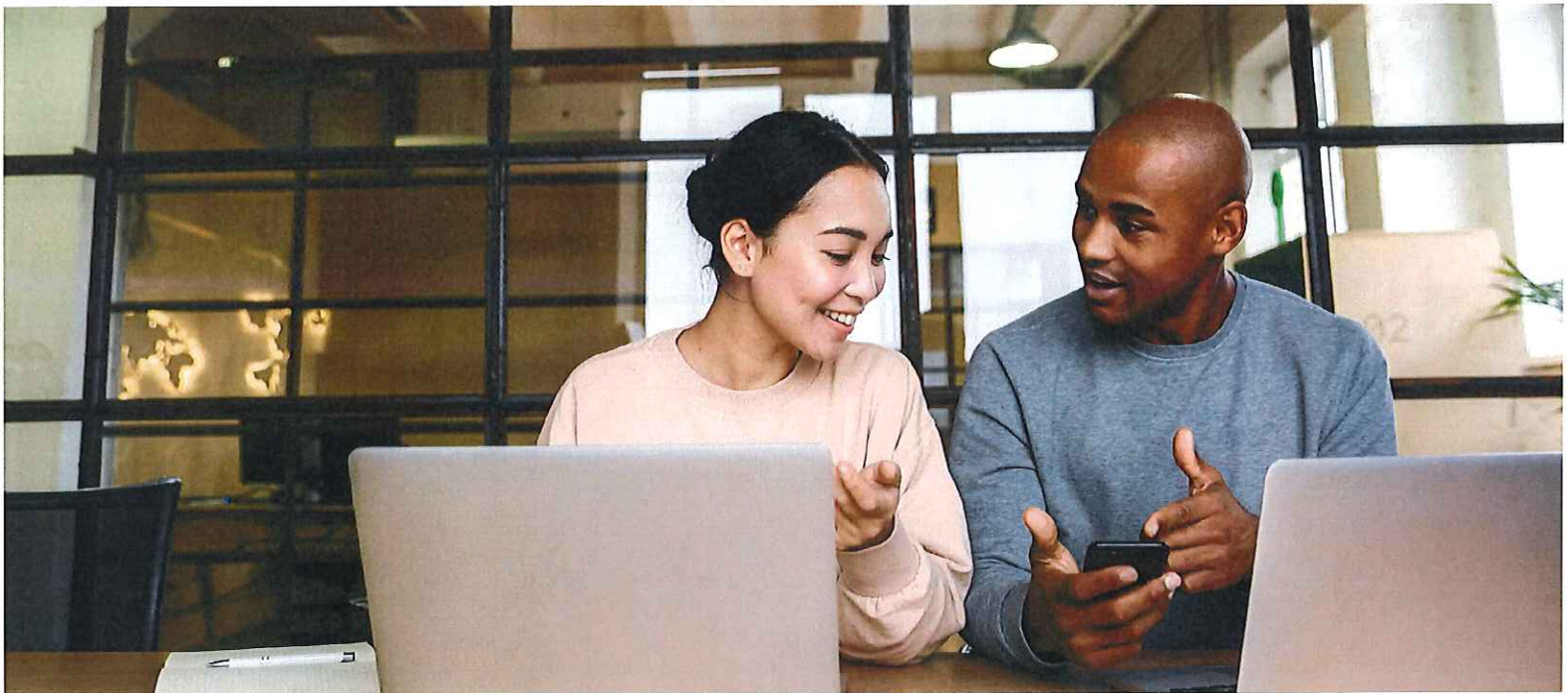
**The CivicPlus Social Media  
Archiving Solution Overview**

Download the Solution Overview to understand how social media archiving helps you achieve public records compliance. Automatically keep every post, photo, comment, and more from your social pages for record retention.

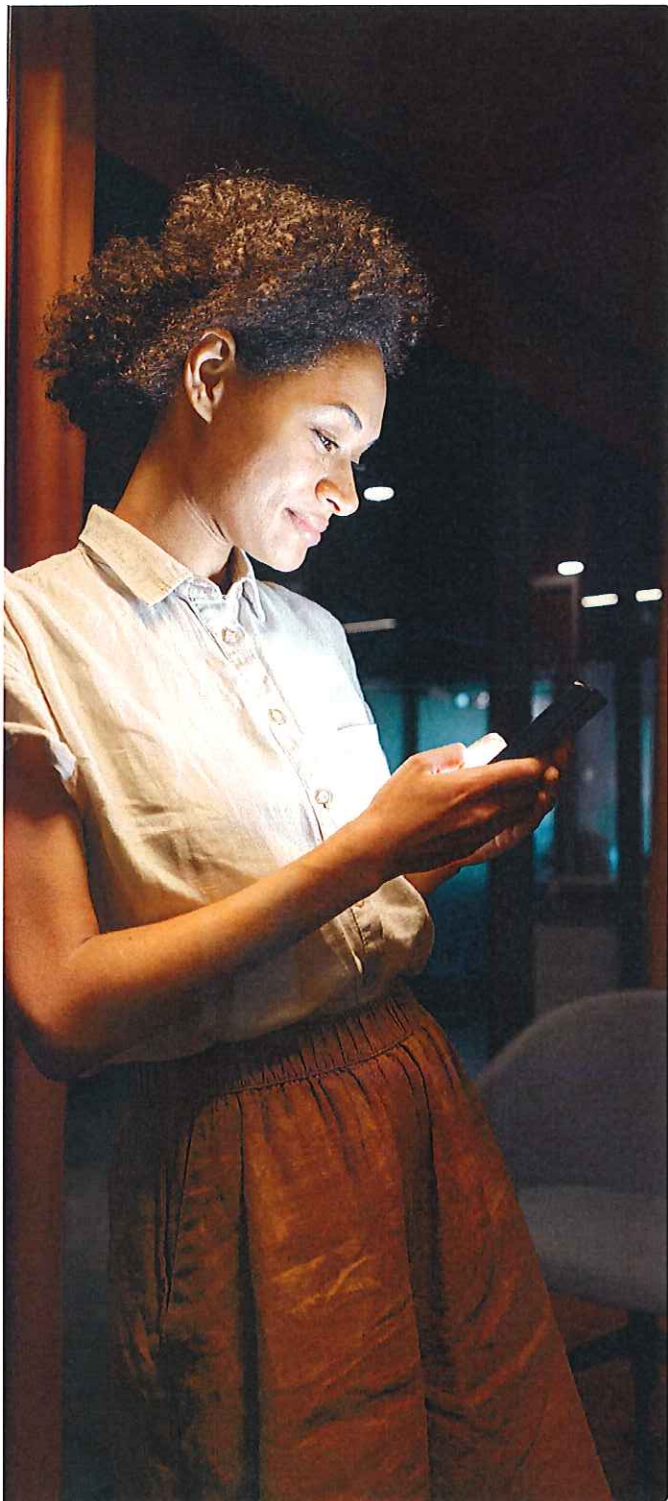
**Download**  
→

# Risk Management and Analytics Solution Overview

Unleash the power of the data in your archive with monitoring, alerts, and reports.







# Contents

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**03**      The Risk Management and Analytics Suite  
[Go to Section](#)

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**05**      Enforce Your Policy  
[Go to Section](#)

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**07**      Increase Your Focus  
[Go to Section](#)

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**08**      Improve Your Response Time  
[Go to Section](#)

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**09**      Reduce Your Risk  
[Go to Section](#)

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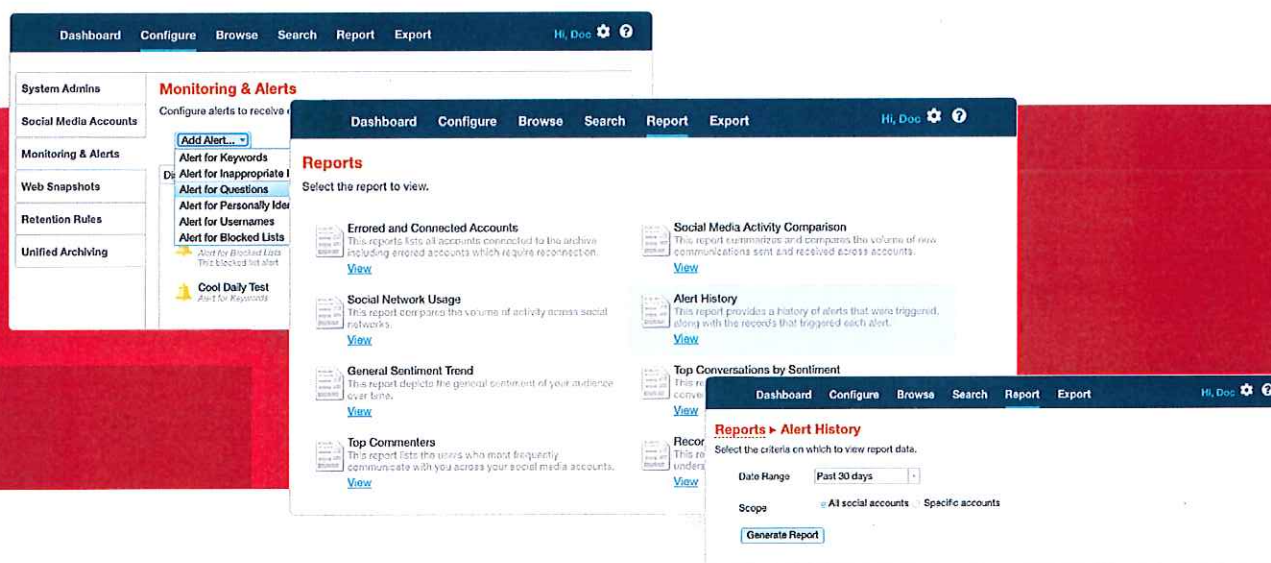
**10**      Prove Your Effectiveness  
[Go to Section](#)





# The Risk Management and Analytics Suite

Archiving social media for legal compliance is essential for today's businesses, government agencies, and educational organizations, but smart communicators don't stop there. The captured data from your social media is rich with valuable insights, if you have the tools to extract them.



The CivicPlus® Social Media Archiving solution's Risk Management and Analytics (RMA) suite does precisely that, turning your archived data into a set of powerful tools to enhance the control and visibility of your social media.

The RMA module pairs customizable monitoring and alerting functionality with robust reporting so you can enforce your policy, make swift decisions, rapidly solve problems, and leverage visible, actionable data for continuous improvement and to gain internal support. Check out the power our The Risk Management and Analytics module brings to your archive below.



## Gain Meaningful Insights

Gain an advanced understanding of...

- Commenter sentiment
- Engagement levels
- Platform usage over time

## Create Custom Alerts

Get notified when...

1. Inappropriate images are detected
2. Keywords are used that violate policy
3. Questions are asked
4. Personally Identifiable Information (PII) is shared
5. Specific usernames comment on your page
6. An employee blocks someone from one of your represented pages

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## Receive Alerts on Your Time

You can customize how you receive your alerts and the rate at which you receive them – whether immediate, daily, weekly, or just inside your archive.





# Enforce Your Policy

A good social media policy should be the foundation of any social media strategy, but a policy that's not enforced might as well not exist at all. Our Risk Management and Analytics module makes it easy to uphold your entity's reputation by ensuring you are responding to questions in time, moderating content that violates your terms of use, such as violent or obscene comments, and ensuring your policy is properly followed.

## Accurate and Consistent Moderation

Our RMA module monitors your social media and sends alerts when certain words, phrases, patterns, or actions are found. Pre-populated dictionaries make it easy to get started, and customizable keyword alerts allow you to get notified about the topics that matter most to your agency.

### Keyword Alerts

Get notified when a keyword or phrase appears on one of your social media pages.

- Leverage standard and custom-built keyword dictionaries for public safety and emergency management.
- Eliminate surprises with pattern matching monitoring and gain immediate notice on phrases you define, questions, praise, profanity, and PII.
- Protect yourself and your agency from trolls with username alerts that let you know when either a name or handle interacts with your social media.
- Get notified immediately when someone in your organization blocks a user to reduce potential lawsuits.
- Make sure you or someone in your organization knows when you have done something that has been received in a positive way with praise and positive alerts.



The screenshot displays the 'Monitoring & Alerts' section of the RMA module. It features two main configuration panels. The left panel, titled 'Configure Alert for Keywords', includes a description of the alert, a text input for 'Alert Name', a 'Description' text area, a 'Scope' section with radio buttons for 'All accounts' and 'Specific accounts', a checkbox for 'Also trigger alert for outgoing content from these accounts', and a 'Keywords & Phrases' section with buttons for 'Start with a predefined dictionary' and 'Add custom keywords'. The right panel, titled 'Configure Alert for Personally Identifiable Information', includes a description, an 'Alert Name' text input, a 'Description' text area, a 'Scope' section with radio buttons for 'All social accounts' and 'Specific accounts', a checkbox for 'Also trigger alert for outgoing content from these accounts', an 'Email Recipients' dropdown menu, a 'Notification Frequencies' section with radio buttons for 'Send immediate notification', 'Send daily summary', 'Send weekly summary', and 'Show in Alert History report only', and a 'Personally Identifiable Information' section with checkboxes for 'Social Security number', 'Credit card number', 'Phone number', 'Email address', 'Physical street address', and 'Generic identification number'. Both panels have 'Save' and 'Cancel' buttons at the bottom.

? The RMA module monitoring and alerts make it easy to keep tabs on the content posted on your social media accounts, helping reduce worry and risk.

## Predefined Dictionaries

The RMA module sends alerts on what matters most to you, whether PII, profanity, questions, praise, or keywords and phrases that you define. However, to help save you time with other common areas of risk, we've created prepopulated dictionaries.

These predefined dictionaries include keywords relating to:

- COVID-19
- Praise and positivity
- Profane, offensive, and inappropriate content
- Public safety and emergency management

## Image Alerts

Get immediate alerts about inappropriate images that need reviewing for efficient and effective moderation.

There are four different inappropriate content categories you can set up:

- Explicit images of nudity or sexual activity
- Suggestive images of swimwear, underwear, partial nudity, or revealing clothes
- Violence in images, whether physical, weapon, self-injury, or gore
- Visually disturbing images of emaciated bodies, corpses, and hanging





# Increase Your Focus

Social media is a necessary part of public sector communication, but if you don't understand the effectiveness of your content and sentiment behind your audience's interactions, you can't effectively leverage these platforms to engage your community.

With our RMA module, you'll gain insight into what is working in your social media and uncover opportunities for improvement with built-in reports that track activity volume, sentiment, social network usage, top commenters, and top conversations.

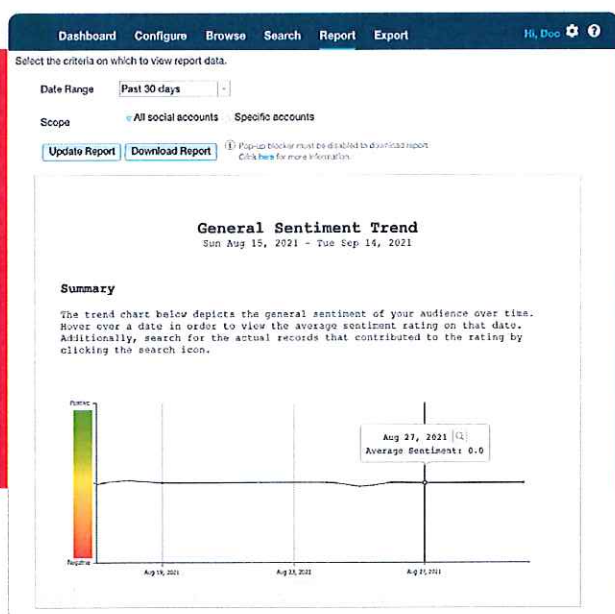
The RMA module lets you keep a pulse on how your audience is feeling and track sentiment trends over time or scope to a specific topic or event.

## Built-In Reports

The Risk Management and Analytics module gives you quick insight into activity metrics, audience insights, and sentiment analysis.

There are six different types of built-in reports and two base reports:

- Social Network Usage
- General Sentiment Trend
- Top Commenters
- Social Media Activity Comparison
- Alert History
- Top Conversations by Sentiment



The RMA module allows you to monitor the public perception of your agency and use that information to guide policy, revise communication strategies, or even recognize staff for a job well done.






With so many people actively searching and sharing information online, the ability to respond quickly has become critical. How you respond can define your agency – for better or worse.

## Question Alerts

The RMA module monitors your accounts and sends an alert whenever a question is posted to your social media feed, allowing you to respond promptly. The Alert History report will enable you to investigate what sorts of questions are being asked and can be used to gauge the responsiveness of the team.

 With the Risk Management and Analytics module's question alerts, you can deliver superior customer service to all of your social media followers.

Question on social media - 2 record(s) matched

2 matching records for  @ArchiveSocial

[Hide record\(s\)](#)



# Reduce Your Risk

Get serious security for your social media pages with automated alerts for emerging risks and shield your public entity from explicit themes, threatening dialog, and more. Our software monitors your social media pages for high-impact events and critical breaking information to identify risks in real-time and limit your liability.

## Blocked List Alerts

We know that while there are tremendous benefits to social media, it also brings an avalanche of misinformation, opposing viewpoints, and extremist speech, which makes it tempting to block users. But that's the easiest way to get afoul with First Amendment lawsuits.

The fact is, public entities are responsible for identifying any records that have been hidden or deleted, as well as any users that have been blocked and when. Our Social Media Archiving solution's Blocked Lists feature lets you get a handle on who you've blocked, when it happened, and the records associated with these users.

As well as who everyone else in your organization is blocking, even for accounts that you may not usually have access to. And with live alerts, you can ensure your internal policy is followed correctly and even help avoid legal risk.

Blocked Lists Alerts notifies you when a block occurs and lets you know who the block came from, to help prevent legal risk. Blocked Lists maintains a single list of blocked users and pages, for all your managed accounts, with clear timelines and supporting evidence to defend your actions.

## Protect Privacy and Limit Spam

It's never a good idea to post private information such as Social Security numbers, customer IDs, and other sensitive data on social media, but it does happen.

The RMA module monitors connected social media accounts for patterns of personally identifiable information PII and send alerts to remove sensitive data quickly. PII alerts can also be used to catch commercial spam, such as business listings that include phone numbers and addresses.

### PII Alert Match:

- Social Security number
- Credit card number
- Phone number
- Email address
- Physical street address
- Generic identification number



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The Risk Management and Analytics module monitors your accounts for information that shouldn't be posted publicly and sends alerts to facilitate rapid removal.



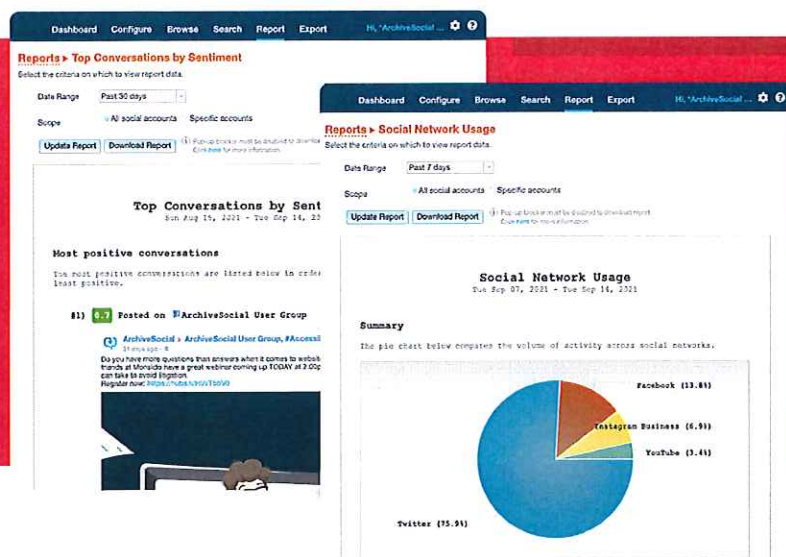
# Prove Your Effectiveness

One-dimensional metrics such as “likes,” “shares,” and “retweets” offer little insight into the actual performance of your social media. So, it can be challenging to demonstrate the value of social media to internal stakeholders and decision-makers, and build the internal support you need.

Our software turns your data into visually dynamic reports that demonstrate the impact of your campaigns and the overall value of social media for your agency. Now, you can communicate to stakeholders, improve the impact of your campaigns, and follow up on decisions faster with meaningful insights into commenter sentiment, engagement levels, and platform usage.

## Gain insight into:

- How much and what type of content posted on each platform
- Content drives the activity
- The increased audience created by that activity
- Trends over time
- Top commenters
- What works for your specific audience
- Which accounts are active and which accounts could be doing more



The Risk Management and Analytics module keeps a pulse on your agency's social media for you, analyzing activity spikes, and pointing out accounts that need attention. It also finds your biggest fans and critics, so you always understand who is engaging with your agency online.



**CITY OF BERLIN  
COMMITTEE OF THE WHOLE MEETING  
STAFF REPORT**

**TO:** Common Council  
**FROM:** Jessi Balcom, City Administrator  
**AGENDA ITEM:** Strategic Plan  
**MEETING DATE:** June 3, 2025

**BACKGROUND**

Staff is working with CP2 to get the community survey ready for distribution. The survey is an important step in engaging the community, to encourage participation in the process and to gain insight as to the impressions, desires and concerns of the public.

Enclosed please find a draft survey. Most of these questions have been used in many previous surveys by CP2 before. This is important because it allows for some benchmarking in relation to other communities when reviewing the aggregate information gathered from Berlin community members (and anyone who chooses to complete the online survey). There is the possibility to add a question or two to address Berlin specific inquiries/issues. Two potential questions regarding repairing the pool have been put together for Council's review. Should a question(s) about the pool be included in the survey? (Or are the questions too general and require more background information than can reasonably be provided in a short survey, or should the questions focus more broadly?) If such questions should be included, how should they/it be worded (what type of response is the Council looking for at this point, overall impression on the need/desire for the pool or willingness to pay up to a certain dollar figure or some other important information)?

Staff is also looking for guidance on how to get the survey out to the community. Putting a QR code on the City's website and Facebook pages would allow a lot of people to access the survey at next to no cost. Additionally, fliers with the QR code could be made and distributed among community partners. Also, the QR code could be put in the paper as many times as the Council wishes (for a fee). Some communities have sent the survey out by mail or by postcard (QR code); this type of distribution would incur a cost – should Council wish to look into this route, staff will come back to you with anticipated costs.

Once the survey has been finalized and dates for distribution and response have been determined, CP2 will work with the Council to determine when to schedule focus groups and workshops for the Strategic Plan process.

## **City of Berlin strategic planning engagement survey**

### City of Berlin Strategic Planning Engagement Survey

Your voice matters! The City of Berlin invites you to help shape the future of our community. The results of this survey will guide the City's Strategic Planning process as we work to identify community priorities and complete the City's first Strategic Plan. This survey can be completed in 6-8 minutes from your home, office, the couch, or kitchen table. So please take a few minutes and help shape the next 3-5 years!

1) Please choose all that apply:

- a. I am a resident of Berlin
- b. I am a business owner in Berlin
- c. I am a homeowner in Berlin
- d. I own property other than my home in Berlin
- e. None of the above

2) What do you like best about living in Berlin? (Please select up to 3)

- a. Parks and recreation areas
- b. Location
- c. Grew up here and/or have family in the area
- d. Peaceful community
- e. Clean community
- f. Schools
- g. City services
- h. Local stores/restaurants/shopping
- i. Employment opportunities
- j. Affordability/cost of living
- k. Sense of community
- l. Other (please specify)

3) Please rate how important, if at all, the following are to your quality of life in Berlin?

(Essential – Somewhat important – Neutral – Not very important – Not at all important – Don't know)

- a. Public safety
- b. Schools
- c. Neighborhood appearance



- d. Housing (type/quality)
- e. Parks and recreation areas
- f. Employment opportunities
- g. Expressway/major road access
- h. Public transit
- i. City services
- j. Local stores and shopping
- k. Affordability/cost of living
- l. Accessibility around the City

4) Please rate how satisfied, if at all, you are with the quality of the following services/features in Berlin?

(Very satisfied – Somewhat satisfied – Neutral – Somewhat dissatisfied – Dissatisfied – Don't know)

- a. Parks and park facilities
- b. Police
- c. Quality of life
- d. School system
- e. Home property values
- f. Neighborhood appearance
- g. Arts and cultural opportunities
- h. Drinking water
- i. Multiple transportation options (biking, walking, driving, public transportation)
- j. Roads
- k. Recreational programming offerings
- l. Fire and emergency medical response

5) Thinking about the future of Berlin, what are the three most important things for a strong and healthy community?

(choose 3)

- a. High-quality schools
- b. A sense of safety and security
- c. Well-maintained residential and commercial properties
- d. High-quality City services (i.e., snow plowing, fire prevention, water/sewer utilities)
- e. Employment opportunities
- f. Plenty of green space
- g. A variety of housing types
- h. A good street and highway system
- i. New business development
- j. High property values
- k. Access to public transit

- l. Biking and walking trails
- m. Access to arts and culture
- n. Being a welcoming community (word choice can be edited based on preferred language in the local environment)
- o. Sustainable community
- p. Community accessibility
- q. Other (please specify)

6) Please rate how important, if at all, each of the following are to the future of Berlin:

(Essential – Somewhat important – Neutral –Not very important - Not at all important – Don't know)

- a. A broad range of employment opportunities
- b. A safe community
- c. A commitment to environmental sustainability
- d. High quality schools
- e. A welcoming place for diverse populations
- f. A well-maintained community
- g. A variety of recreational opportunities
- h. Green space preservation
- i. A good place to raise a family
- j. Affordable City services (i.e., water, garbage, building permits)
- k. A diverse set of shopping options
- l. Good traffic flow in Berlin
- m. Accessibility for all mobility and ability levels
- n. Housing affordability

7) Please indicate the extent to which you agree or disagree with the following statements:

(Strongly agree – Somewhat agree - Neither agree nor disagree– Somewhat disagree – Strongly disagree)

- a. The City has done a good job upgrading its infrastructure (water, roads, sanitary sewer) over the past decade.
- b. A high-quality school system is an important factor in the success of the community
- c. The City of Berlin has a good reputation
- d. The City government is fiscally responsible with its resources
- e. The City should invest in projects and programs that enhance the quality of life for all community members
- f. The City should invest in creating jobs and growing local businesses.
- g. The City should be a leader in environmental sustainability
- h. Providing a safe and healthy environment is the highest priority of the City's government

- i. The City should prioritize an equitable and inclusive community
- j. Berlin is a good place to live for those of all ages.
- k. The City is effective at communicating with residents.

8) How do you prefer to get your information from the City of Berlin? (select all that apply)

- a. Mailings (postcards, letters, etc.)
- b. In-person events
- c. City website
- d. Cable TV station
- e. Social media (Facebook, Twitter, YouTube, etc.)
- f. Electronic newsletter
- g. Text messages
- h. Traditional print media
- i. Traditional electronic media

9) Any additional comments you wish to share?

10) What is your gender?

- a. Female
- b. Male
- c. I do not identify as male or female (non-binary)
- d. I prefer not to answer

11) What is your age?

- a. 17 or younger
- b. 18-24
- c. 25-34
- d. 35-44
- e. 45-54
- f. 55-64
- g. 65-74
- h. 75 years or older

12) Living situation

- a. Homeowner
- b. Renter
- c. Other (please specify)

13) What is your race/ethnicity? (Mark one or more races to indicate what race/ethnicity you consider yourself to be.)

- a. American Indian or Alaska Native
- b. Asian

- c. Black or African American
- d. Hispanic, Latino/a/x, or Spanish origin
- e. Middle Eastern or North African
- f. Native Hawaiian or Other Pacific Islander
- g. White or Caucasian
- h. A race not listed

14) Does a member of your household have a disability?

- a. Yes
- b. No

15) Do you have children 17 or under in your household?

- a. Yes
- b. No

16) Are you or any other members of your household aged 65 or older?

- a. Yes
- b. No

17) Please indicate what Ward or District you live in (attach map)

- a. Wards (options for as many as necessary)
- b. I live outside of the City limits of Berlin

18) It is important for the City of Berlin to continue to have an outdoor pool facility?

(Strongly agree – Somewhat agree - Neither agree nor disagree– Somewhat disagree – Strongly disagree)

19) I would support up to \$100 in additional property taxes per year on an average home to fund pool repairs and ongoing maintenance?

(Yes or No)