**Background:** The Wisconsin Division of Health Services awards annual block grants in a variety of programs to local health departments. The Franklin Health Department (FHD) has again been awarded grant funding for the following programs for 2020:

- Childhood Immunizations ($6,598)
- Maternal and Child Health ($7,188)
- Childhood Lead Poisoning Prevention ($1,197)
- Communicable Disease ($4,100)
- Public Health Emergency Preparedness ($39,352)
- Communities Readiness Initiative ($9,484)
- Preventive Health Services ($4,379)

These grants assist the FHD in offering additional programming and services to residents based upon annual analysis and assessment of community needs in addition to the services required of us by State and Municipal codes.

**Analysis:** In 2019, these funds allowed annual events like the Bike Rodeo, Community 5K, and Kids Club Vegetable Garden which promote health and safety to continue in the community with health messaging reaching over 800 residents. The funds also allow FHD the opportunity to offer continuous community services such as car seat installation, sharps collection, breast feeding support, adult speaker series events, and a variety of childhood growth and developmental screening opportunities to those that live and work in Franklin. Preparedness funds assist FHD in planning for natural and public health disasters at the Community level and allow for training of city staff and volunteers to handle such emergencies.

**Options:**
1. Allow the Director of Health and Human Services to accept the 2020 Consolidated Grant awards for the Franklin Health Department.
2. Decline the acceptance of 2020 Consolidated Grant awards.

**Recommendation:** The Director of Health and Human Services recommends approval to accept the Consolidated Contract Grants for 2020 awarded to the Franklin Health Department.

**Fiscal Note:** Without the additional grant funds above, many of the programs and services Franklin residents have become accustomed to would be reduced or become unavailable due to a loss of funds.
COUNCIL ACTION REQUESTED

The Director of Health and Human Services requests a motion to allow the acceptance of the 2020 Consolidated Contract Grants for the following programs: Childhood Immunizations, Maternal Child Health, Lead, Communicable Disease, Emergency Preparedness, and Preventive Health Services.

Health Department: CD
# Time Line for the CY 2020 Consolidated Contract Process

**Department of Health Services, Wisconsin**

- **April 6, 2020**
  - CVRS Payments Begin (reimbursement report for January expenses due approx. 3/8/20)
  - Local agencies complete Documentation Summary Process
  - Bureau of Operations sends electronic consolidated packets to BPC for Documentation processing

- **May 17, 2019**
  - DPH and LHD negotiations should be completed
  - Negotiations reached with contract monitors
  - Most problem allocations entered into CA; LHDs begin enrolling 2020 objectives into DPC and
  - (SW) if program objectives are not negotiated in DPC
  - CVRS Program Planning Meeting scheduled for 2020 contract year and Consolidated Grant responses due from programs

- **June 19, 2019**
  - Pre-Packets to Bureau of Operations for CVRS approval
  - Program Template Objectives, Boundary Statements, and Quality Criteria due to Bureau of Operations
  - LHD decisions on "Right of First Refusal" of funds
  - Identify fiscal agent for other LHDs (related to funds transfers)

- **July 19, 2019**
  - Letter to Local Health Department from Chairperson Water, DPH Deputy Administrator
  - Estimated program funding amounts due to Bureau of Operations

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**Date:**

***Note: All Tribal funding will be distributed by the DHS Tribal Affairs Office according to their consolidated contracting procedures***

**Revised: August 7, 2019**

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## Contract Programs

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### Expenditures/Program Match

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<th>Available Funds For Objective</th>
<th>Remaining Funds For Objective</th>
<th>Contract Objective Totals</th>
<th>Contract Statement Of Work Totals</th>
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</tbody>
</table>
BACKGROUND
Construction on the Pleasant View Pavilion is progressing. The pavilion needs electric service.

ANALYSIS
The attached WE Energies work order must be signed to authorize the installation of service. If the signed order and a check is not delivered before December 1, 2019, additional winter charges will be required.

The cost of this work was unknown in design because of new homes being built to the west on W. Evergreen Street. The development and location of homes had an impact on the length of facilities needed.

Funding is tight and Staff is proposing that some anticipated repairs to Ken Wendl Park that were not completed in 2019 be re-appropriated to this request. The Ken Wendl repairs have been included in the 2020 budget.

OPTIONS
A. Authorize staff to order electric service, or
B. Provide further direction to staff

FISCAL NOTE
Finance may have additional comments at the meeting

RECOMMENDATION
(Option A) Direct Staff to order electric service from WE Energies for $7,303.68.

Engineering Department: GEM
August 8, 2019

City of Franklin
Attn: Tom Iglinski
9229 W Loomis Rd
Franklin, WI 53132

Subject: Request for new electric service at 4901 W Eve9ie

Dear Tom,

Thank you for applying for electric service at the address listed above. Your next steps are:

1. Carefully review and sign the enclosed installation agreement.
   - These documents outline the proposed installation, the conductors, and any associated costs.

2. Review and sign your site sketch.
   - The site sketch represents an approximate location of the equipment and is to be used to verify its location.

3. Remit payment, if applicable, using one of the following options. Re-enter the work order number shown below on your check or when paying via phone or online.
   - Personal check.
   - Online at we-energies.com/ payconstructionbill
   - Phone at 855-570-0998

4. Sign and return the following in the enclosed envelope.
   - The drawing included with this letter.
   - A copy of this letter.
   - Payment if using personal check.
   - Your signed line extension installation agreement.

5. Send or fax the Electric Ready for Service card when the site is ready.
   - Your site is ready for service when all the requirements on the Electric Ready for Service card are met. We will schedule installation when we receive your completed card.
   - Construction will not begin until payment and a municipal electric inspection or Certificate of Compliance have been received.
   - If there is not an Electric Ready for Service card enclosed, that means it has been mailed to your builder/developer.

If you, your contractor, or your electrical inspector have questions about the installation or you have any natural gas needs, please contact me at (414) 423-5003. I look forward to working with you to make your project a success.

Sincerely,

[Signature]

Geri Gaglione
Energy Services Consultant

Enclosures
Installation Agreement (Standard Embedded Credit)

Customer: City of Franklin - Pleasant View Pavilion
Work Request #: 4221304
Political District: City of Franklin
Service Address: 4901 W. Evergreen St
We Energies Representative: Gen Gaglione
Phone: (414) 423-5008

Type: Commercial Class: Underground Size: 200A, 120/240 volt

Refundable Distribution: $7,31041
Credit Available: $1,11400
Subtotal: $6,19641
Nonrefundable Distribution: $1,10727
Service Charges: $00
Total Charges: $7,30368

Please review the following conditions of installation:

✓ The installation cost shown above covers electric facilities only. The total charges shown are valid for ninety (90) days from the date of this agreement and must be paid prior to the service being energized. In the event we encounter unusual conditions or circumstances while installing your service, additional charges may apply.

✓ Because our costs are higher during the winter months, seasonal charges are in effect between Dec. 1 and March 31. You will be assessed seasonal charges during our winter construction season unless you request to delay installation until after March 31, or your site is ready and the Ready for Service card is returned to us by Dec 1.

✓ The installation cost shown above has been reduced by a standard embedded credit for which your installation qualifies. Embedded credits can not be used to reduce the cost of nonrefundable distribution or other items such as excess facilities, seasonal and service charges. Those dollars, with the exception of the service charges, may be eligible for refund within five years from the installation up to the original dollar amount paid.

✓ An outlet location letter will be sent to your electrical contractor indicating the point of termination of our cables to your building.

✓ All trenches opened by We Energies for underground installation will be rough backfilled and compacted using existing soil. Excess earth, stones and debris will be left on the site. Please note that we do not restore.

✓ Locate and mark any buried obstructions and private underground facilities (septic lines, private electric lines, fencing, drain tiles, etc.) Also, mark any future or planned structures (pools, outbuildings, decks, patios, etc.) We Energies is not responsible for damages to unmarked, private facilities.

✓ We require adequate rights of way for the installation and maintenance of the service equipment, including the right to clear brush and remove trees and shrubs along the route of our facilities. You may be responsible for costs associated with relocation of our facilities if future changes to your plans interfere with them. Acceptance of this agreement grants us these rights.

✓ Complete and return the enclosed Ready for Service card by mail or fax when the site is fully ready for installation.

My signature below indicates my agreement to the installation contingencies outlined above.

Authorized Signature: ___________________________ Date: ________/_______
Title: ______________________________________ Company: ________

Return one signed copy to We Energies in the envelope provided.
Contact the We Energies representative shown above if you have questions.
Background

The City included a $5 million grant to the Developer of The Statesman multifamily project on S 27th Street in November, 2017. The Grant was payable in equal installments as each of the six apartment buildings received occupancy permits.

The 2019 TID3 Budget assumed that the first of the Grants would be paid in 2018. The 2019 Budget included only five of the six grant payments. The Developer has now received occupancy permits for the last of the apartment buildings.

TID3’s Jan 1, 2019 fund balance was $833,335 higher than expected as the first of the grants were delayed to 2019. With the completion of the sixth building, the last of the grant funds are now due.

The attached TID3 budget amendment provides $833,335 of appropriations for the sixth and final grant.

Analysis

TID3 borrowed $3 million earlier in 2019 to finance the Developer Grants, which when combined with increment accumulated from prior years will fund all the Developer Grants.

Recommendation

The Director of Finance & Treasurer recommends approval of the proposed budget amendment to provide appropriations for the final Developer Grant for the Statesmen Apartment Complex.

COUNCIL ACTION REQUESTED

Motion adopting an ordinance to amend Ordinance 2018-2345, an Ordinance adopting the 2019 annual budgets for TID3 to appropriate additional developer grant funds delayed from 2018.

Roll Call Vote Required

Finance Dept - Paul
WHEREAS, the Common Council of the City of Franklin adopted the 2019 Annual
Budgets for TID3 on November 13, 2018; and

WHEREAS, the City provided a developer’s grant for the Statesmen apartments on S 27th
Street in November, 2017 payable as each building received its occupancy permit; and

WHEREAS, the first grant was delayed from 2018 which was assumed to have been paid
in 2018 when the 2019 TID3 budget was adopted, providing no 2019 appropriations; and

WHEREAS, the sixth and final apartment building received an occupancy permit on
October 10, 2019 causing the final $833,335 developer grant to become due and payable; and

WHEREAS, TID3 has sufficient funds to provide for the entire $5 million grant.

NOW, THEREFORE, the Common Council of the City of Franklin does hereby ordain as
follows:

Section 1 That a 2019 Budget for TID3 be amended as follows:

<table>
<thead>
<tr>
<th>Economic Development</th>
<th>Increase</th>
</tr>
</thead>
<tbody>
<tr>
<td>Developer Grants</td>
<td>$833,335</td>
</tr>
</tbody>
</table>

Section 2 Pursuant to §65.90(5)(a), Wis. Stats., the City Clerk is directed to publish a Class 1
notice of this budget amendment within ten days of adoption of this ordinance.

Passed and adopted at a regular meeting of the Common Council of the City of Franklin
this _____ day of ____________, 2019.

APPROVED:

__________________________________________
Stephen R Olson, Mayor

ATTEST:

_______________________________
Sandra L. Wesolowski, City Clerk

AYES____ NOES____ ABSENT____
BACKGROUND
Pursuant to the development of the Wellness Center located at 8800 S 102nd Street, please be advised that Staff has reviewed the public improvements contained in the development agreement and find that all items have been completed.

ANALYSIS
Staff recommends releasing the escrow deposit of $2,421 86

OPTIONS
A. Approve release of escrow; or
B. Provide further direction to staff.

FISCAL NOTE
Does not impact budgets.

RECOMMENDATION
(Option A) Motion to authorize staff to release the escrow deposit for the public improvements at the Wellness Center located at 8800 S 102nd Street

Engineering Department: GEM
Director of Economic Development Calli Berg began on June 18, 2018 and produced an annual report covering from that time through June 18, 2019. The report has been shared to the City website and through the Business Appreciation Celebration. The report is intended to update the Common Council and taxpayers of the City on both activities of the department and the economic climate of the City of Franklin during that time. This agenda item is strictly informational and provides an opportunity for Council to acknowledge the report and place it on file.

**COUNCIL ACTION REQUESTED**

No action requested. This presentation is only for providing updates from the Economic Development Department.

Economic Development Department - CB
Annual Report
City of Franklin
Economic Development

2018-2019
Department Activities and
Scan of the Economic Landscape

Celebrating Quality of Life
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The Year in Review

The Economic Development Department (EDD) was represented in a number of ways and communicated with the public, stakeholders, and customers using several channels throughout the year. While not all-inclusive, these numbers offer a way to gauge the level of interest, involvement, interaction, and outreach between the department and others.

By the Numbers

While many economic development activities are difficult to quantify, there are a few benchmarks that help convey the amount of traffic and interest in Franklin economic development initiatives.

- 18,628 emails
- 580 Total Likes on Facebook Economic Development Commission Page
- 68 New Likes on the Facebook Economic Development Commission Page
- 65 posts on the Facebook on the Facebook Economic Development Commission Page
- 437 meetings
- 20 Common Council Meetings

Development Connections and Prospects

Interest in the City of Franklin continues to grow, with development inquiries and proposals coming from developers, construction firms, realtors, and financial institutions. The types of development proposed are across the board from industrial, commercial, and residential, with particular interest in the tax increment districts (TID’s) as well as major thoroughfares such as Rawson Avenue, Ryan Road, and 27th Street.

Ashley Capital  
Capstone Quadrangle  
Cardinal Capital  
CCB Technology  
Colliers  
Confidential Developer  
Cushman-Wakefield Boerke  
Gerald Nell  
HAS Commercial  
Johnson Bank  
Kahler Slater  
Kapur & Associates  
KSingh

Lee & Associates  
MLG  
Northwest Mutual  
Odyssey Hotel Group  
PNC Bank  
Point Real Estate  
The Concord Group  
The Learning Experience  
The Ryan Companies  
Various Local Realtors  
VJS  
Zilber
Business Support

Through the process of developing new business and assisting existing businesses, the EDD was able to connect with a number of Franklin businesses throughout the year. Several new companies also joined the Franklin business community, which is another way to measure growth of the community as a whole.

### Business Interaction
- Allis Roller
- Ascension Hospital
- BTL Pallets
- Carma Labs
- Central Aquatics
- Drizzle Cheesecake
- Edward Jones
- FedEx
- Forte Theater Company
- Franklin Business Park Consortium
- Franklin Village
- Goodwill
- Hermle USA
- Krones, Inc.
- Oakwood Golf Course
- Payne & Dolan
- The Polish Cultural Center
- ROC Ventures
- Root River Center/Swagger
- Southwestern Suburban Symphony
- The Conservancy for Healing & Heritage
- Gift of Wings
- The Polish Center
- The Root River Center
- Terracon
- Waste Management
- Wheel & Sprocket
- XPO Logistics

### New Businesses
- Bridgewater Performance
- Ceco Concrete
- Concentra Medical Center
- Deadstock
- Floor & Wall Carpet Company
- Flyers Energy, LLC
- Image 360
- Mars Family Foundation, Inc.
- Mimaki
- Mo's Barbershop
- Rainbow Child Care Center
- Reliance Partners
- Rockstar Athletics
- Star Trucking, LLC
- Terracon Consultants
Community, Partner, and Stakeholder Connections

The EDD interacted with other individuals and organizations throughout the year in order to position Franklin as a collaborative partner and to ensure that Franklin is included in opportunities to advance economic development goals for the City. Some of the notable outreach activities/organizations are included here:

Aerotropolis/Gateway to Milwaukee
Alliance for Regional Development
Employ Milwaukee
Franklin Business Park Consortium
Franklin High School Business Capstone Course speaker
Franklin Library Strategic Planning
Landmark Credit Union
Congressman Bryan Steil
Milwaukee 7
Milwaukee Area Technical College
Milwaukee County Economic Development
Racine County EDC
Regional Transit Leadership Council
Saber Business Alliance
Site Location Partnership
Small Business Administration
South Suburban Chamber of Commerce
Southeastern Wisconsin Regional Planning Commission
Visit Milwaukee
Wisconsin Association of Convention Centers and Visitors Bureaus
Wisconsin Department of Natural Resources
Wisconsin Department of Tourism
Wisconsin Department of Transportation
Wisconsin Department of Workforce Development
Wisconsin Economic Development Association
Wisconsin Economic Development Corporation
Wisconsin Housing and Economic Development Authority
Wisconsin Manufacturers & Commerce (chamber/association)
Regional Activities

The EDD made a point of participating in a number of meetings, conferences, and other initiatives in order to bring back best practices, gather information about new programs and opportunities that could be applied in Franklin, and ensure that potential partners are continually reminded of the assets and strengths that can be leveraged for development and growth in Franklin. Activities that address those goals included:

2019 Annual Meeting and Party with the Partners (Visit Milwaukee)
CARW 2018 Market Update
CARW 25th Anniversary Celebration
CARW at Ballpark Commons
CARW Holiday Party
Chamber Annual Awards Dinner
Chamber Legislative Committee Member
Chamber Networking Breakfasts
CRE Networking Meeting
Focus on Manufacturing Breakfast
Franklin Business Appreciation Celebration
Governor’s Small Business Summit
Intergovernmental Cooperation Council
MATC – Oak Creek
MATC – West Allis
MATC Lunch with Representative Jesse Rodriguez
Milwaukee 7 Annual Meeting
Milwaukee 7 Economic Development Forum
NAIOP Development Showcase
NAIOP 2019 Capital Markets Update
NAIOP Annual Meeting
Quarry Tour
Regional Transit Leadership Council Meet and Greet
Saber Business Alliance Recognition Breakfast
Saber Business Alliance Tour
Sixth Annual Summit on Regional Competitiveness
State of the Cities 2018
State of Wisconsin Business & Industry Luncheon
Top Golf Benchmarking Tour
Wisconsin Economic Development Association (WEDA) Annual Conference
WEDA Governor’s Conference on Economic Development
WEDA Legislative Day
Wisconsin Governor’s Conference on Tourism
Public Relations

City Tours
Any individual or organization involved in business development and interested in deal-making in Franklin was invited on a personal familiarization tour of the City. Throughout the year, the following participants learned of the breadth and scope of the community and the number of development projects both underway and contemplated for the City:

- CBRE
- JVS Development
- KSingh
- WEDA
- Wisconsin Economic Development Corporation

Media
The EDD was approached many times throughout the year by various members of the press. The most notable was a WTMJ interview on City Development Opportunities which aired on the Morning News Program in April, 2019.

Internal Relations
The EDD is responsible for administration of the Economic Development Commission (EDC) and the Tourism Commission. Each board met on average monthly with additional concurrent meetings specific to the Branding Initiative. In addition to these two commissions, staff attended several meetings held by other city-sanctioned entities (listed below) in order to provide broader coverage and knowledge when helping customers, build an understanding of how the City functions overall, and learn how the EDC and Tourism Commission could potentially collaborate on projects.

- Community Development Authority
- Environmental Commission
- Finance Committee
- Parks Commission
- Plan Commission
- Quarry Monitoring Committee
- Technology Commission
- Zoning Board of Appeals

Building Permits
Building permits are one way to measure economic vitality in the City. From June of 2018 till June 2019, the following and number of business permits were recorded by the Inspections Department:

<table>
<thead>
<tr>
<th>Type</th>
<th>$</th>
<th>#</th>
</tr>
</thead>
<tbody>
<tr>
<td>Residential</td>
<td>$19.9M</td>
<td>57</td>
</tr>
<tr>
<td>Commercial</td>
<td>$43.4M</td>
<td>64</td>
</tr>
<tr>
<td>All</td>
<td>$63.3M</td>
<td>121</td>
</tr>
</tbody>
</table>
Community Assets / Opportunities

Franklin has many strengths and assets that enrich the community. There are three relative newcomers to the mix who are seeking awareness of their goals and exposure for their business as they look to grow in Franklin and to provide more value and opportunity to residents and visitors alike.

Forte Theatre Company

Forte Theatre Company is trying to create a thriving, professional theatre company in Franklin. Currently they are using other facilities in or near Franklin to put on shows and readings while they work towards leasing or purchasing a permanent home in Franklin. Forte also has a Theatre School that offers after school classes and summer camps in Franklin, Brookfield, Hales Corners, New Berlin, and Oak Creek.

Southwestern Suburban Symphony

The Symphony strives to produce three concerts per season and have held concerts in various locations including the Polish Center and the Indian Community School. Although the Symphony currently does not have a physical location, the Conductor and Executive Director resides in Franklin and has been looking to locate the symphony in Franklin.

Conservancy for Healing and Heritage

The Conservancy for Healing and Heritage is a 36-acre parcel of land off the NE corner of Rawson Avenue and 76th Street and is home to Kopmeier Lake, a ten acre glacier lake and the only one of its kind in Milwaukee County. Spring-fed with no invasive species, it is the most pristine lake in the region. With a chapel on the grounds and plans for healing gardens and nature trails, the Conservancy was originally intended as a respite for cancer patients seeking treatment at the Reiman Cancer Center nearby, but has grown into a destination for residents and visitors alike who are seeking to commune with nature and gain comfort and spiritual healing.
CELEBRATIONS AND EVENTS

July 2018. Mimaki Ribbon Cutting

Mimaki, a Japanese-based company specializing in digital printing and cutting products with locations in several major U.S. Cities, opened their new Milwaukee Technology Center in Franklin.

July 2018. Rhythm of Life Chiropractic Grand Opening

Rhythm of Life expanded their operations at Franklin Village to include an outdoor patio and provide more room for patient operations.
August 2018. Veridian Homes Groundbreaking

Veridian Homes breaks ground on Aspen Woods, a 69-unit single family home development located on 51st and Puetz.

October 2018. Business Appreciation Celebration

The Franklin Economic Development Commission hosted the 2018 Business Appreciation celebration at Tuckaway Country Club. More than 125 guests enjoyed Keynote speaker Dr. Bill Mitchell, CEO of Aguila, A Foxconn Company, and VP Business Operations Americas, Foxconn. The following businesses were awarded (and those in parentheses nominated) in these four categories:

- Excellence in Large Business: Carlisle IT (Northwestern Mutual Payne & Dolan, Vesta, Inc.)
- Excellence in Small Business: Innovative Health & Fitness (Anderson Dental, Mimosa, Southwestern Suburban Symphony)
- Excellence in Leadership: David Dull, Allis Roller (Richard Simonson, Carma Laboratories; Seth Tiegen, Ascension; Tom Schulz, Krones)
- Excellence in Innovation: ROC Ventures (Krones, Ascension, Aurora)
February 2019. Krones, Inc. Training & Technology Center Grand Opening

Krones, Inc. holds a ribbon cutting and employee luncheon to celebrate the opening of their newly built 40,000 square foot, state-of-the-art Training and Technology Center in the Franklin Business Park.
February, 2019. Landmark Ribbon Cutting

The South Suburban Chamber of Commerce and Franklin officials help Landmark Credit Union officially open their doors to their new location on Rawson Avenue in front of the Franklin Centre.

March, 2019. Workforce Summit

The City of Franklin partnered with Employ Milwaukee to hold the first of a series of Workforce Summits, designed to address the issues surrounding employee attraction, retention, and skill building. This first event was hosted by Ascension and focused on Employ Milwaukee Training Grant programs and creative ways to find and keep talent.
June 2019. Hermle 20-year Anniversary

Machine Builder Hermle USA, Inc., commemorated their 20 year anniversary in the USA (and 16 years in the Franklin Business Park), with a nod to their German heritage and a refreshments for their employees.

June 2019. Routine Field Ribbon Cutting

Routine Field, home of the professional baseball team the Milwaukee Milkmen and UW-Milwaukee Panthers, held their home game opener in June, 2019. Despite heavy rain storms, fans filled most of the 4,000 seats in the stadium to celebrate the newest community asset in Franklin.
PROJECTS

Tax Increment Financing Districts (TIDs)

In addition to zoning and ordinances, TIDs are another way for the City to designate areas for specific types of development primarily industrial and mixed-use development. The City currently has five active TIDs.

TID 3
This TID was originally created for the 2000-employee Northwest Mutual campus. As a final project before closing in 2025, Zilber is developing apartments and a daycare Development began with demolition of an old motel next to Little Cancun on 27th Street and continues with the near-completion of the Statesman and Kindercare. Four of six buildings, each of which has 30 units, are completed as is the clubhouse with swimming pool and fitness center and the daycare is almost completed.
TID 4

Designated as a future corporate park for the City, the parcels in the SE corner of the City have garnered a lot of attention from the development community and by confidential prospects looking to expand or consolidate to this area. The expenditure period for this TID ends in June of 2020 and is slated to close in 2025; however, based on the level of interest and the support of the Common Council, staff is in the process of creating a new TID. With the increment currently collected in TID 4, property is being acquired along ELM Road for future public infrastructure easements and additional easement purchases are being contemplated on other property for roads, water, and sewer. All property in this TID is privately held by several owners, and all of the large, undeveloped parcels are actively for sale.
TID 5 and 7

In 2012, ROC Ventures started The Rock Sports Complex on a closed and failing landfill; developing six major league baseball replica fields, a large outdoor "Umbrella Bar" with food trucks and live music, and the regional Halloween attraction "The Hills Has Eyes" on the adjacent Crystal Ridge Ski Hill ("The Snow Park")

Encouraged by the 125,000 annual visitors, ROC Ventures began expanding The Rock by acquiring the landfill in 2017, adding the adjacent Snow Park, and created Ballpark Commons (BPC), a 168-acre sport-anchored mixed-use development that incorporates The Rock and the Oak Leaf Trail (which circles all of Milwaukee County), with additional retail, commercial, office, residential, and other health and recreational components.

There was no existing usable public infrastructure in place and the landfill was failing so through a public-private partnership the City of Franklin created TID 5 to provide $22M+ to assist with what was estimated to be $34M+ in public infrastructure costs. In 2018 as public infrastructure construction began, it became clear that construction costs would be higher than anticipated, due in great part to challenges associated with landfill development, and the developer requested additional assistance for public infrastructure. Simultaneously, Mandel Group proposed a 265-unit, 5-building high-end apartment complex and requested TID assistance to make the project financially feasible.

To meet the needs of both new requests, the City created TID 7, which designates the apartment portion of TID 5 as a new district to allow TIF financing for the multi-family project.

Additionally, the City stepped up to provide more financing to assist TID 5 in completing the public infrastructure. Between the two TIDs, the City was able to provide a total of $43M in TIF financing and ROC Ventures and Mandel Group have guaranteed between $160-180M in private investment.
BPC Completed Developments include:
- 4,000-seat stadium for pro team Milwaukee Milkmen and UW-Milwaukee Panthers
- 46,000 SF mixed-use office and retail building, home of Wheel & Sprocket, ROC Ventures, and a coffee shop (confidential at the time of this report)

BPC Ongoing Projects include:
- Velo Village – 5-building, 265-unit luxury apartment complex with underground parking
- Luxe Golf (like Top Golf) with two restaurants and a beer garden
- New Perspectives Senior Living – full continuum of care, 150 units
- Performance & Wellness Village - sports medicine, orthopedic, fitness center; in partnership with Exos, Milwaukee Wave, and Midwest Orthopedic Specialty Hospital

BPC Phase 2 Developments to include:
- 22,000 SF mixed-use, 1st floor commercial, 65 apartments
- Hotel
- Brew Pub
- 11,000 SF commercial
TID 6

In August, 2018 Bear Development asked the City to create a TID in the SW corner of the City for a mixed use development. The developer had a large industrial user committed to building a $120,000 s.f. building, which would be the anchor for the development, which also included commercial and residential components.

By November, 2018, the City had created TID 6 to provide Bear Development with $21M in TIF assistance as part of the $64M total project costs. This assistance enables the developer to put in all components of public infrastructure, including water, sewer, and roads.

Construction is slated to begin and the development will include Ryan Meadows, 72 single-family homes to the east; a conservancy in the south-central area; and the Loomis Business Park, consisting of commercial development along Ryan and Loomis to the North and Strauss Brands will expand and diversify their business to the West. Many prospects have indicated an interest in locating in the commercial and industrial areas and TID 6 is an economic development tool to attract new business to the community.
Developmental Area Conceptual Map
Includes contiguous parcels outside the TID boundaries
Branding

After years of discussion, staff brought the Economic Development Commission and the Tourism Commission together in the summer of 2018 to work jointly on creating a new brand and logo for the City. The commissions invited five firms to present proposals for a branding initiative and THIEL Brand Design was selected to spearhead the project. The two commissions selected two logos for presentation to City Council, who selected the final logo and the tagline “Celebrating Quality of Life.”

By June 2019, departments began incorporating the new logo into stationery, vehicles, and other branded City property. THIEL provided the City with Brand Standards and a Usage Guide to ensure that the brand and logo are used correctly and to help staff correctly order branded items.

The Tourism Commission continues to expand the brand to include campaignable themes that complement the logo and support the brand while creating targeted messaging. THIEL provided the Tourism Commission with a menu of activities, including print, TV, radio, social media, and virtual advertising; place-making (banners, welcome signs, etc.), brochures, billboards, etc.

Excerpt from Brand Guidelines
Tourism Commission Projects

In addition to the Branding initiative, the Tourism Commission engaged in other notable activities described here.

Community Inventory of Assets

The Wisconsin Department of Tourism facilitated an exercise over the summer of 2018 with the Tourism Commission to identify and categorize assets in the City of Franklin.

This asset list, shown on the next page, became a baseline document used for production of the City Showcase Video Series by the CGI Company, and for THIEL Brand Design’s community survey during the Branding Project. The asset list also forms a basis for an impactful marketing campaign in conjunction with ROC Ventures.

Wisconsin Department of Tourism 50-50 Co-Op Grant Program

The Wisconsin Department of Tourism runs a Co-Op advertising program whereby eligible tourism-based businesses can buy into any of a set of advertising opportunities, such as social media content, Wisconsin Traveler emails, and digital ad programs. These programs can be costly for smaller Franklin businesses who do not have robust marketing budgets. The Commission created a grant program that reimburses an advertising business for 50% of their media buy upon proof of activity and sharing of results. The commission created a $20,000 annual budget with a $2,000 maximum reimbursement annually per advertising business. Members of the commission have started building awareness for the program within the community.

Community Promotional Videos

The Tourism Commission engaged CGI Communications to produce a cost-free Community Showcase Video Program that focuses on Tourism, Economic Development, Quality of Life, and Community Assets. The videos will be featured online and will include local company advertising alongside the community videos. A local videographer took footage of many assets throughout the community over the course of two days and that footage is being combined with additional local photos and videos. Final product is anticipated third quarter of 2019 and will be part of the future Tourism Commission website as well as on the City’s website, pending review.

Web Development

The Commission contracted with THIEL Brand Design to produce a website for tourism which should be live by the end of summer.
Routine Field Co-op Advertising Campaign

The commission approved spending of $14,080 on a one-year contract to partner with the Routine Field and the Milwaukee Milkmen by participating in the following:

- **Milwaukee Milkmen Delivery Route Concourse Sign** – this will be a keyed map of the City denoting locations for lodging, restaurants, tourism-based businesses, parks, and other assets of interest to visitors taking in a baseball game at the stadium;
- **Boom with a Beat – Fireworks and Music Themed Milwaukee Milkmen Games** – the Tourism Commission will sponsor one of these performances as a way to build name recognition;
- **Milwaukee Milkmen Game Presenting Partner** – includes marketing booth, logo inclusion on all digital, social, web, and email collateral;
- **Milk on Tap! Show Sponsored Segment** - Commission selects location and is recognized as sponsor of the online video
- **Dominant Signage in Bathrooms at Routine Field** – the Commission provides flyers to market current events, businesses, or programs. These flyers will be placed on stall doors and bathroom walls at Routine Field.

Tourism Community Support and Advertising

The commission used the campaignable theme “the space to be FESTIVE” twice in the summer of 2019. The commission donated $1,000 to Franklin Park Concerts Inc. to sponsor one of the concerts in the Summer Concert Series and used the theme on the banner which advertised the sponsorship.

The commission sponsored the volunteer t-shirts for the 2019 Civic Celebration for $3,579.65 and used the same campaignable theme in white, which was on placed on the back of the shirts.
<table>
<thead>
<tr>
<th>Attraction Name</th>
<th>Attraction Type</th>
<th>Categories</th>
<th>Reach</th>
</tr>
</thead>
<tbody>
<tr>
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<td>Parades</td>
<td>Special Events</td>
<td>L</td>
</tr>
<tr>
<td>Boerner Botanical Gardens</td>
<td>Arboretum / Botanical Gardens</td>
<td>Nature</td>
<td>U</td>
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<tr>
<td>Boerner Botanical Gardens</td>
<td>Bird Watching</td>
<td>Nature</td>
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<td>Fall Foliage</td>
<td>Nature</td>
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<tr>
<td>Boerner Botanical Gardens</td>
<td>Nature Trails</td>
<td>Nature</td>
<td>U</td>
</tr>
<tr>
<td>Boerner Botanical Gardens</td>
<td>Woodlands</td>
<td>Nature</td>
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<tr>
<td>Boerner Garden - White Nature Center</td>
<td>Bird Watching</td>
<td>Recreation</td>
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<td>Boerner Garden Summer Concerts</td>
<td>Music Festivals and Concerts</td>
<td>Special Events</td>
<td>U</td>
</tr>
<tr>
<td>Boerner Gardens</td>
<td>Holiday Celebrations &amp; Festivals</td>
<td>Special Events</td>
<td>U</td>
</tr>
<tr>
<td>China Lights Boerner Gardens</td>
<td>Ethnic / Multi-Cultural Celebrations</td>
<td>Special Events</td>
<td>U</td>
</tr>
<tr>
<td>Corn Stand - 5th and Plain</td>
<td>Farmers' Market</td>
<td>Special Events</td>
<td>L</td>
</tr>
<tr>
<td>Croatian Fest</td>
<td>Ethnic Celebrations / Festivals</td>
<td>Cultural &amp; Heritage</td>
<td>U</td>
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<tr>
<td>Croatian Fest</td>
<td>Ethnic Celebrations / Festivals</td>
<td>Cultural &amp; Heritage</td>
<td>U</td>
</tr>
<tr>
<td>Croation Soccer Club</td>
<td>Ball Parks / Tournaments</td>
<td>Recreation</td>
<td>U</td>
</tr>
<tr>
<td>Food Truck Event at The Rock - summer</td>
<td>Culinary Fairs and Events</td>
<td>Special Events</td>
<td>U</td>
</tr>
<tr>
<td>Franklin High School</td>
<td>Ball Parks / Tournaments</td>
<td>Recreation</td>
<td>L</td>
</tr>
<tr>
<td>Franklin Historic Park</td>
<td>Early Settlements</td>
<td>Cultural &amp; Heritage</td>
<td>L</td>
</tr>
<tr>
<td>Franklin Historic Park</td>
<td>Historic Districts</td>
<td>Cultural &amp; Heritage</td>
<td>L</td>
</tr>
<tr>
<td>Franklin Savanna</td>
<td>Prairies and Grasslands</td>
<td>Nature</td>
<td>L</td>
</tr>
<tr>
<td>Froenminar Park</td>
<td>- on Oak Leaf Trail</td>
<td>Parks</td>
<td>L</td>
</tr>
<tr>
<td>Gifts of Wing Kite store</td>
<td>Kite Flying</td>
<td>Recreation</td>
<td>H</td>
</tr>
<tr>
<td>Hill's Have Eyes - Halloween Event</td>
<td>Ghost Towns / Haunted Buildings</td>
<td>Cultural &amp; Heritage</td>
<td>H</td>
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<tr>
<td>Hunger Task Force Tours</td>
<td>Farm Tours</td>
<td>Special Events</td>
<td>H</td>
</tr>
<tr>
<td>Kiel Plageground - Adaptive Playground</td>
<td>Parks</td>
<td>Recreation</td>
<td>H</td>
</tr>
<tr>
<td>Kenwood Park - tennis - pavilion</td>
<td>Parks</td>
<td>Recreation</td>
<td>H</td>
</tr>
<tr>
<td>Legend Park - Pickle ball</td>
<td>Ball Parks / Tournaments</td>
<td>Recreation</td>
<td>L</td>
</tr>
<tr>
<td>Legends Park</td>
<td>Music Festivals and Concerts</td>
<td>Special Events</td>
<td>U</td>
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<tr>
<td>Legends Park - Band Shell - Concerts</td>
<td>Parks</td>
<td>Recreation</td>
<td>L</td>
</tr>
<tr>
<td>Legion Park Buildings</td>
<td>Memorials and Monuments</td>
<td>Cultural &amp; Heritage</td>
<td>L</td>
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<tr>
<td>Legion Park Buildings</td>
<td>Recreated Villages</td>
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<td>L</td>
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<tr>
<td>Lipons Park, Legend Park</td>
<td>Tennis</td>
<td>Recreation</td>
<td>H</td>
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<tr>
<td>Millard in Whitnall Park</td>
<td>Lakes</td>
<td>Nature</td>
<td>U</td>
</tr>
<tr>
<td>MKE County Complex Show</td>
<td>Antique and Collectibles Show</td>
<td>Special Events</td>
<td>H</td>
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<tr>
<td>MKE County Complex Show</td>
<td>Arts, Crafts &amp; Hobbi Fairs</td>
<td>Special Events</td>
<td>H</td>
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<tr>
<td>MKE County Complex Show</td>
<td>Boat Shows</td>
<td>Special Events</td>
<td>H</td>
</tr>
<tr>
<td>MKE Land Conservancy</td>
<td>Parks</td>
<td>Recreation</td>
<td>H</td>
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<tr>
<td>MKE Sports Complex</td>
<td>Music Festivals and Concerts</td>
<td>Special Events</td>
<td>U</td>
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<tr>
<td>MKE Sports Complex - Roller Derb</td>
<td>Ball Parks / Tournaments</td>
<td>Recreation</td>
<td>U</td>
</tr>
<tr>
<td>Native American School</td>
<td>Religious / Spiritual Observances</td>
<td>Special Events</td>
<td>U</td>
</tr>
<tr>
<td>Oak Leaf</td>
<td>Nature Trails</td>
<td>Nature</td>
<td>U</td>
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<tr>
<td>Oak Leaf, Boerner Gardens, Whitnall Park</td>
<td>Hiking / Walking</td>
<td>Recreation</td>
<td>U</td>
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<tr>
<td>Oakwood Park</td>
<td>Golf</td>
<td>Parks</td>
<td>H</td>
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<td>Oakwood Whitnall</td>
<td>Golf</td>
<td>Recreation</td>
<td>H</td>
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<td>Parks</td>
<td>Ploting</td>
<td>Recreation</td>
<td>H</td>
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<tr>
<td>Parks</td>
<td>Snow Skiing - Cross-Country</td>
<td>Recreation</td>
<td>H</td>
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<tr>
<td>Polish Fiest at Polish Center</td>
<td>Ethnic Celebrations / Festivals</td>
<td>Cultural &amp; Heritage</td>
<td>H</td>
</tr>
<tr>
<td>Polonia Soccer Club</td>
<td>Ball Parks / Tournaments</td>
<td>Recreation</td>
<td>U</td>
</tr>
<tr>
<td>Sacred Heart Catholic Seminars</td>
<td>Religious Sites and Facilities</td>
<td>Cultural &amp; Heritage</td>
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<tr>
<td>Sacred Heart Catholic Seminars</td>
<td>Religious / Spiritual Observances</td>
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<td>Southwestern Suburban Symphonic</td>
<td>Symphonic / Orchestral</td>
<td>Special Events</td>
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<tr>
<td>St Martin Road</td>
<td>Fall Foliage</td>
<td>Nature</td>
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<tr>
<td>St Martin Fair</td>
<td>Agricultural Fairs</td>
<td>Special Events</td>
<td>H</td>
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<tr>
<td>St Martin Fair</td>
<td>Flea Markets</td>
<td>Special Events</td>
<td>U</td>
</tr>
<tr>
<td>St Martin Fair - Mondays</td>
<td>Farmers' Market</td>
<td>Special Events</td>
<td>L</td>
</tr>
<tr>
<td>St Martin District / Church</td>
<td>Historic Districts</td>
<td>Cultural &amp; Heritage</td>
<td>L</td>
</tr>
<tr>
<td>St Martin District / Church</td>
<td>Religious Sites and Facilities</td>
<td>Cultural &amp; Heritage</td>
<td>L</td>
</tr>
<tr>
<td>St Martin Park - Dog trails</td>
<td>Parks</td>
<td>Recreation</td>
<td>H</td>
</tr>
<tr>
<td>The Alpha Trail</td>
<td>Ball Parks / Tournaments</td>
<td>Recreation</td>
<td>U</td>
</tr>
<tr>
<td>The Oak Leaf - paved</td>
<td>Roller Blading</td>
<td>Recreation</td>
<td>H</td>
</tr>
<tr>
<td>The Rock</td>
<td>Star Gazing Sites</td>
<td>Nature</td>
<td>U</td>
</tr>
<tr>
<td>The Rock</td>
<td>Snow Sking - Downhill</td>
<td>Recreation</td>
<td>H</td>
</tr>
<tr>
<td>The Rock</td>
<td>Snow Skiing - Snowboard</td>
<td>Recreation</td>
<td>H</td>
</tr>
<tr>
<td>The Rock</td>
<td>Music Festivals and Concerts</td>
<td>Special Events</td>
<td>U</td>
</tr>
<tr>
<td>The Rock - Umbrella Bar</td>
<td>Natural Lookout Points</td>
<td>Nature</td>
<td>H</td>
</tr>
<tr>
<td>The Rock - Whitnall Park</td>
<td>Sledding</td>
<td>Recreation</td>
<td>H</td>
</tr>
<tr>
<td>The Rock and Ballpark Commons</td>
<td>Sports Events</td>
<td>Special Events</td>
<td>U</td>
</tr>
<tr>
<td>The Rock Sports Complex</td>
<td>Ball Parks / Tournaments</td>
<td>Recreation</td>
<td>U</td>
</tr>
<tr>
<td>The Rock River</td>
<td>Rivers, Streams and Waterways</td>
<td>Nature</td>
<td>H</td>
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<tr>
<td>Vher Nature Center</td>
<td>Bird Watching</td>
<td>Nature</td>
<td>U</td>
</tr>
<tr>
<td>Vher Nature Center</td>
<td>Wildlife Sanctuaries and Preserves</td>
<td>Nature</td>
<td>U</td>
</tr>
<tr>
<td>Whitnall Park - Golf, winter sports, Natural</td>
<td>Arboretum / Botanical Gardens</td>
<td>Nature</td>
<td>U</td>
</tr>
<tr>
<td>Wisconsin Native American School</td>
<td>Native American Historic Sites</td>
<td>Cultural &amp; Heritage</td>
<td>U</td>
</tr>
</tbody>
</table>

Tourism Assets in the City of Franklin
FRANKLIN TOURISM COMMISSION
50/50 GRANT PROGRAM

STRETCH YOUR AD MONEY TWICE AS FAR!
Advertise with the Wisconsin Department of Tourism Co-op Program and the Franklin Tourism Commission will reimburse you.

GET HALF YOUR MONEY BACK IN THREE EASY STEPS:

1. Make a media buy with Wisconsin Department of Tourism
http://industry.travelwisconsin.com/marketing-opportunities/co-op-advertising

2. Submit proof of payment, ad copy, and any available metrics regarding your ad buy to the Tourism Commission via City Hall

3. Receive reimbursement for 50% of your spend, up to $2,000 annually

Submissions are only accepted from businesses located in Franklin, Wisconsin, and 50/50 grants are only available for co-op advertising with the Wisconsin Department of Tourism. Other advertising platforms are not eligible.

All documentation must be submitted to the Tourism Commission by December 30th, 2019.

The Tourism Commission has allocated $20,000 for this program in 2019. Businesses should check in with the Director of Economic Development prior to commitment with the Wisconsin Department of Tourism to ensure program funds are still available.

FOR MORE INFORMATION PLEASE CONTACT:
Calli Berg, Director of Economic Development
City of Franklin
414-427-7566
cberg@franklinwi.gov
9229 Loomis Road, Franklin WI 53132
FRANKLIN EMPLOYERS - SNAPSHOT

This marketing piece demonstrates to prospects and developers that Franklin supports a diverse array of businesses that employ significant numbers of people and supports a diversified manufacturing base as well.

---

2019 Employers Ranked by # of Employees

20 Largest Employers

<table>
<thead>
<tr>
<th>Employer</th>
<th>Industry</th>
<th>Employees</th>
</tr>
</thead>
<tbody>
<tr>
<td>Northwestern Mutual</td>
<td>Insurance/Investment Services</td>
<td>2,000</td>
</tr>
<tr>
<td>Ascension</td>
<td>Hospital</td>
<td>869</td>
</tr>
<tr>
<td>Franklin Public Schools</td>
<td>K-12 Education</td>
<td>554</td>
</tr>
<tr>
<td>Krones, Incorporated</td>
<td>Bottling/Labeling Equipment</td>
<td>537</td>
</tr>
<tr>
<td>Milwaukee County Corrections</td>
<td>Government</td>
<td>535</td>
</tr>
<tr>
<td>Baptist's Bakery</td>
<td>Commercial Bakery</td>
<td>418</td>
</tr>
<tr>
<td>Manna, Inc.</td>
<td>Restaurant Administration</td>
<td>400</td>
</tr>
<tr>
<td>Vesta Inc</td>
<td>Medical Device Contract Manufacturer</td>
<td>351</td>
</tr>
<tr>
<td>Senior Flexonics-GA Precision</td>
<td>Machine Shops</td>
<td>350</td>
</tr>
<tr>
<td>Waste Management</td>
<td>Landfill and refuse collection</td>
<td>340</td>
</tr>
<tr>
<td>Electronic Cable Specs Inc</td>
<td>Electrical Contractors</td>
<td>315</td>
</tr>
<tr>
<td>Wal-Mart</td>
<td>Retailer</td>
<td>302</td>
</tr>
<tr>
<td>Central Garden and Pet</td>
<td>Aquariums, Pet Products</td>
<td>300</td>
</tr>
<tr>
<td>Athletico Physical Therapy</td>
<td>Health Care</td>
<td>300</td>
</tr>
<tr>
<td>Carlisle Interconnect Technologies</td>
<td>Wire harnesses</td>
<td>269</td>
</tr>
<tr>
<td>Conway Trucking</td>
<td>Trucking</td>
<td>257</td>
</tr>
<tr>
<td>City of Franklin</td>
<td>Government</td>
<td>256</td>
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<tr>
<td>XPO Logistics</td>
<td>Logistics</td>
<td>250</td>
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<tr>
<td>Target</td>
<td>Department Stores</td>
<td>249</td>
</tr>
<tr>
<td>Sam's Club</td>
<td>Retail</td>
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</tr>
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</table>

15 Largest Manufacturers

<table>
<thead>
<tr>
<th>Employer</th>
<th>Employees</th>
</tr>
</thead>
<tbody>
<tr>
<td>Krones, Incorporated</td>
<td>537</td>
</tr>
<tr>
<td>Baptist's Bakery Inc</td>
<td>418</td>
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<tr>
<td>Vesta</td>
<td>351</td>
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<tr>
<td>Senior Flexonics-GA Precision</td>
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<tr>
<td>Electronic Cable Specs Inc</td>
<td>315</td>
</tr>
<tr>
<td>Central Garden and Pet</td>
<td>300</td>
</tr>
<tr>
<td>Carlisle Interconnect Technology</td>
<td>269</td>
</tr>
<tr>
<td>General Thermodynamics</td>
<td>180</td>
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<tr>
<td>Strauss Brands Inc</td>
<td>100</td>
</tr>
<tr>
<td>Nova Coil</td>
<td>100</td>
</tr>
<tr>
<td>Proteus Packaging Corp (Quad Graphics)</td>
<td>100</td>
</tr>
<tr>
<td>Carma Laboratories Inc</td>
<td>100</td>
</tr>
<tr>
<td>Allis Roller LLC</td>
<td>100</td>
</tr>
<tr>
<td>Transpak Corporation</td>
<td>70</td>
</tr>
<tr>
<td>Meltec</td>
<td>58</td>
</tr>
</tbody>
</table>

Note: employment figures are for Franklin facilities only.
RESIDENTIAL DEVELOPMENT MAP - SNAPSHOT

This map represents notable large-scale residential development that has recently taken, or will soon be taking, place in Franklin. Interest in residential development continues unabated, and there is opportunity and space to create additional housing units as demand for Franklin living grows.

Franklin Residential Development

A. Aspen Woods/Veridian Homes - 69 single-family
B. Bear Development - 79 single-family
C. Neumann Development - 68 single-family
D. Neumann Development - 56 duplex
E. Zilber Development - 180 apartment
F. Ballpark Commons - 219 apartment
G. Autumn Leaves Memory Care - 46 units
H. Ballpark Commons - 139 senior living units
I. Woodlands Edge - 48 senior living units

Single Family Total: 216
Multi-Family Total: 455
Senior/Assisted Total: 233
Total Units: 23,455

City of Franklin
2020 AND BEYOND

Economic Development builds community wealth using three basic tenants: retention, attraction, and expansion. Much of the work planned through 2020 and beyond revolves around activities that support those basic tenants.

- Continue TID project management and administration.
- Continue relationship building with area developers and development influencers.
- Adopt a Customer Relationship Management tool to populate and maintain an accurate city-wide database that reflects critical information and contact information for the business community.
- Update the EDC web content, including demographics and marketing information.
- Implement an economic development marketing strategy guided by the EDC. Components may include advertising in trade journals, virtual attraction campaigns, and round tables and other content aimed at the business community.
- Begin a retention visit program.
- Establish TID application procedures and developer agreement templates.
- Train and transfer Tourism Commission administration duties to their new hire.
- Produce the 2020 Business Appreciation Celebration.
BACKGROUND
As instructed by Common Council, Staff is progressing on the development of Tax Increment District No. 4 (TID 4), now known as Franklin Corporate Park. Staff needs additional guidance as these efforts are proceeding.

ANALYSIS
Staff needs guidance on the issue concerning TID expenditures prior to the June 21, 2020, deadline. The utility corridor project along S. Hickory Lane (the north/south road from W. Oakwood Road to W. County Line Road that the existing W. Elm Road will tee) is anticipating that all construction will be complete prior to this deadline. Additional construction, such as the improvements of W. Elm Road, can occur if Staff is directed to have other projects bid and awarded prior to the deadline with the contract amount to be paid to an escrow account.

Staff needs permission to bid the S. Hickory Lane Utility Corridor project. Ruekert & Mielke has provided Staff with a project schedule that anticipates construction completion by June 1, 2020. To meet this schedule, advertisements need to be sent to the newspapers on, or before, November 13, 2019. Bids are anticipated to be received on December 11, 2019, and awarded by Common Council on December 17, 2019.

Staff needs authorization to purchase equipment for the pumping station pre-fabricated building and pump controls. See attached summary of the quotes from Ruekert & Mielke with quotes from USEMCO and Starnet/Arrow. Staff discussed the details of the quote with Ruekert & Mielke and is recommending to Common Council that equipment should be purchased from USEMCO for $182,816.00. This equipment has a long production lead time and the contractor will be instructed to make arrangements for delivery and install the equipment in the utility project anticipated to be awarded on December 17, 2019. If by chance the construction contract is not awarded, this equipment could be delivered to the Utility Operations Center and be used in the future at the same location or for another yet-to-be-determined pump station site. Without ordering this equipment now, it is unlikely that the utility contractor will be able to have final payment prior to the June 2020 deadline.

OPTIONS
A. Guidance to Staff on escrow question, and
B. Authorize Staff to bid S. Hickory Lane Utility Corridor project and
C. Authorize Staff to purchase pump station equipment from USEMCO, and/or
D. Provide further direction to staff

FISCAL NOTE
Finance may/ may not have additional comments at the meeting
RECOMMENDATION

(Options A, B, and C) Direct Staff to proceed as if project elements (choose one) may / may not be escrowed prior to June 21, 2020; direct Staff to proceed with bidding S Hickory Lane Utility Corridor Project; and direct Staff to purchase pump station equipment from USEMCO for $182,816.00.

Engineering Department: GEM
Glen Morrow

From: Van Weelden, Mark <mvanweelden@ruekert mielke com>
Sent: Thursday, October 31, 2019 3:23 PM
To: Glen Morrow, Mike Roberts
Cc: Petersen, Anthony, Arnott, David; Wohlers, Patrick
Subject: Corporate Park Wastewater Pumping Station Building Quotes
Attachments: USEMCO Proposal pdf, Arrow Proposal pdf

Glen and Mike,

As we discussed yesterday, there has been ongoing work to secure two quotes for the future building at the pumping station site. We apologize for the delay in getting them over, but there were some setbacks in personnel at Starnet/Arrow, so we had to transition equipment reps in the middle of the process.

Attached are the two quotes USEMCO and Starnet/Arrow provided. The prices for the scopes included are $182,816.00 and $177,776.36 for USEMCO and Starnet/Arrow, respectively. However, there are a number items to keep in mind when comparing the quotes related to the scopes from each company. R/M provided identical specifications to both equipment reps in an attempt to achieve the closest comparison possible, but there are inevitable differences in the two proposed packages based on the way both companies construct their buildings. These differences are described below:

- The USEMCO building includes the 8” process piping, fittings, and valves to be enclosed in the building. Based on our estimate and coordination with a contractor, we value this scope item at approximately $25,000. Starnet/Arrow, does not include these items in their scope, instead relying on the contractor to install the valve assembly and placing the building on top. For this reason, you can effectively reduce the quote price from USEMCO to $157,816.00.
  - Note that the inclusion of process piping in the scope of the USEMCO building provides some non-economic benefit through less coordination with the contract on the location of the valve assembly, etc.
- The other key differentiator in the two scopes is the control systems included in each building. As we discussed briefly yesterday, the Starnet controls have the ArcSafe UL Listed feature which adds a level of safety to the systems which surpasses the USEMCO controls. This discussion really comes down to the City’s comfort level with the different systems, as consistency with other applications in the City may be favorable.
- USEMCO includes one day of startup services which is not included in the Starnet/Arrow quote. They value this day of work at $1,000.00.
- USEMCO includes level control devices (floats and level transducer) while these are not included in the Arrow package.
- Arrow includes a generator enclosure while USEMCO does not.
- Note that the dimensions of the building are slightly different for each system, with USEMCO at 25’x10’ and Arrow at 24’x12’. This difference will not have a large impact on the facility floor plan, but Arrow’s building may have slightly more clearance on either side of the generator.

Please review as soon as possible and let us know which building the City would like to move forward with. We request that you let us know your selection by the end of the day on Tuesday November 5 so that we can integrate the building system into our drawing sets.

If you have any other questions or concerns, don’t hesitate to call me.

Thank you,
One - USEMCO Walk-In PumpMate above grade valve and control chamber factory assembled on a common epoxy coated steel base, enclosed in a modular steel building and include the following:

- Estimated Weight 28,000 lbs.
- Nominal dimensions 25'Long x 10' Wide x 8'Inside height - Two rooms
- Shingled gable roof
- Brickwal siding
- R30 Insulation in walls & ceiling
- 72" Wide double insulated steel entry door - Generator room
- 36" Wide insulated steel entry door - Control/Valve room
- 8" Sewage piping & valves
- Air release valve - Manual ball valve
- Dehumidifier
- Heaters
- Ventilation
- 100 KW Natural gas generator & 200 Amp automatic transfer switch
- Motorized louvers
- Interior LED lights
- External light w/photo cell
- Internal wiring within building (PVC rigid conduit)
- External junction box
- 480 Volt 3 Phase 4 Wire service
- NEMA 1 (Painted steel) Control Panel
- 200 AMP Main breaker
- (2) Pump breakers
- (2) NEMA size 2 FVNR starters * NOTE: Wall space is provided for future 50 HP VFD's
- 10 KVA Transformer w/primary & secondary protection
- Twenty circuit load center
- UL 698 Label
- Duplex GFI Outlet
- Station low temperature alarm thermostat
- Intrinsically safe transducer & back-up float circuit
- USEMCO "SENTRY" variable speed touch screen controller – AB Micrologix 1400 PLC
- (2) Hand-Off-Autos
- (2) Run lights
- (2) Seal fail relays – KSB
- (2) Overtemp relays
- Dry contacts for Scada
- Ship Loose Items or Spares as follows.
  - Submersible transducer
  - (3) Floats
  - Touch up kit
NOTE: 1. Some states require that fabricated structures not built on site possess a state certification label. This quote does not include any state label. The customer assumes all liability if the local building inspector requires a state label to approve the project.

Price: **$182,816.00** FOB factory. This price does not include any taxes which may apply. Any applicable taxes are the sole responsibility of the buyer. Freight charges allowed to the job site or rail siding of USEMCO's selection. Unloading and special transportation expenses related to job site conditions are not included.

Prices quoted and contained herein are firm. Provided quotation is accepted within 30 days from date of bid and if approved submittals are received within 60 days after mailed from USEMCO for approval.

Two (2) Operational and Maintenance manuals will be supplied at time of start up. Additional copies may be purchased for $50.00 each.

Terms. Net thirty (30) days from the date of invoice, or at start up, whichever occurs first, if credit is approved, otherwise due in full upon delivery. These terms are independent of and are not contingent upon the manner in which the purchaser may receive payment from others. The sale of the equipment described above is made solely and expressly subject to the terms and conditions on the face and reverse side hereof.

Shipment is estimated 16-18 weeks after receipt in USEMCO's office of complete approved submittal data. One day of factory trained service representative time for startup purposes is included in price. If additional days are required, USEMCO will furnish a factory trained service representative for $1,000.00 per day, plus travel time and expenses.

This proposal is subject to change until Buyer's offer is accepted by USEMCO. Our sales representative does not have authority to accept this offer.

---

Buyer offers to purchase the equipment this ___ day of __________, 20__

Buyer: L W Allen

Address: 4633 Tompkins Drive

Madison, WI 53716

By: Bill Buckles

---

Offer accepted this ___ day of __________, 20__

USEMCO, Incorporated

PO Box 550 Tomah, Wisconsin 54660

Phone: 608-372-5911

By: ____________________________

Bill Draeger
Date: October 24, 2019

Attention: Ruekert-Mielke
Project: G1224 Arrow / ArcSafe Proposal
Location: Franklin, WI Lift Station

This proposal is based upon the information available at the time that it was created. Proposal is subject to changes due to changes in project conditions. Please contact factory for updates to proposal if changes are made to the design which may affect this proposal.

### SCOPE OF SUPPLY

<table>
<thead>
<tr>
<th>NO.</th>
<th>QTY.</th>
<th>ITEM</th>
<th>DESCRIPTION</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.1</td>
<td>1</td>
<td>Prefab Lift Station</td>
<td>Arrow G1224 Prefabricated Control Building</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Specified Exterior Siding &amp; Roofing and Fiberglass Insulated Door w/ Keypad</td>
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<td></td>
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<td></td>
<td>Interior &amp; Exterior Lighting</td>
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<td></td>
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<td></td>
<td>Magnetic Door Switch</td>
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<td></td>
<td>Thermostatically Controlled Heating &amp; Ventilation</td>
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<td></td>
<td>Service Entrance Main Fused Disconnect</td>
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<td></td>
<td></td>
<td></td>
<td>Exterior Termination Junction Boxes and Vented Skirt for Airgap</td>
</tr>
<tr>
<td>1.2</td>
<td>1</td>
<td>Pump Controls</td>
<td>ArcSafe® UL Listed Pump Control Center (PCC)</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>24Vdc Power Supplies</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>24Vdc Uninterruptible Power Supply</td>
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<td></td>
<td></td>
<td></td>
<td>Cummins 100 KW enclosed generator</td>
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<td>Relay Logic Backup Controls w/ Alternating Relay</td>
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<td></td>
<td>Intrinsic Safe Barrier (Transducer) &amp; Relay(s) (Floats)</td>
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<td>Phase Monitor Relay</td>
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<td></td>
<td>30mm HD LED Push-to-Test Indicators, Pushbuttons, and Selector Switches</td>
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<td>NEMA Size 1 FVNR Starters</td>
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<td>Install of (FBO) Pump Protection Modules</td>
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<td></td>
<td>Control Power Transformers w/ Primary &amp; Secondary Fusing</td>
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<td></td>
<td>Elapsed Runtime Meters</td>
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<td></td>
<td></td>
<td></td>
<td>Molded Case Circuits Breakers</td>
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<td></td>
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<td></td>
<td>65kA Transient Voltage Surge Suppressor</td>
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<td></td>
<td></td>
<td>5kVA Lighting Transformer</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>120V Distribution Circuit Breakers</td>
</tr>
<tr>
<td>1.3</td>
<td>1</td>
<td>System Integration</td>
<td>System Integration Services</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Custom CAD Drawings &amp; PDF Submittals</td>
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<td></td>
<td>Configuration of Provided Equipment</td>
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<td></td>
<td>Pre-shipment Testing of provided equipment</td>
</tr>
<tr>
<td></td>
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<td></td>
<td>Operation &amp; Maintenance Manuals</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Freight for provided equipment</td>
</tr>
</tbody>
</table>
**SPECIFICALLY EXCLUDED ITEMS**

- Utility Metering Equipment
- Offloading
- Level Devices
- Pump Protection Modules
- Flow Meter, Valves, Piping, Gauges
- Remote Telemetry Unit
- Foundation
- Field Wiring & Installation
- Demolitions / Removals / Relocations
- Startup & Training
- Tax(es) [Add if Applicable]
- Any Items and Services not listed in the Proposal

**QUOTATION**

**Total NET Price to Ruekert-Mielke for Listed Items & Services:** $177,776.36

Freight is included.

Respectfully Submitted,

Nick Valdez
Electric Pump
501-515-3737 [Mobile]
nickv@pumpcon.com

Thank you for the opportunity to provide this proposal
The terms and conditions are listed on the final 2 pages of this proposal
ITEMS AND SERVICES
Scope of Supply is limited to the items and services that are specifically named and/or described within the Quotation.

PRICING AND PAYMENT
Pricing is valid for ninety (90) days. Terms are NET 30. Add 1.5% per month for late payment. Pricing is based on the information available at the time of this proposal. Pricing includes items listed in this proposal within the nature outlined in this document. Seller may charge partial payments, progress payments, for item(s) as they are available for delivery even if the customer is not ready to receive the item(s).

TAXES
In Wisconsin we will add tax unless customer has provided a resale or exemption certificate with the purchase order. Purchases made outside of Wisconsin, customer is responsible for paying state use tax directly if applicable.

PURCHASE
Starnet Technologies requires either a signed and returned copy of this proposal or a purchase order which references this proposal. Starnet Technologies is an equipment manufacturer and supplier, not a subcontractor, and as such will not accept a subcontract.

CANCELLATION
Cancellation of purchase is only allowed with sufficient notice as determined by the seller. Seller may charge a percentage of the total sale price for partial completion occurring prior to order cancellation.

RETURNS AND EXCHANGES
Full or partial returns and/or exchanges are subject to the seller’s discretion. Additional charges may be added for exchanges if it is evident that the exchange is due to design or specification errors or inadequacies which are outside of the seller’s control or influence. Charges for exchanges will be based on the cost(s) for additional time and material as determined by the seller. Additional charges will be added for returns if they are not covered under agreed upon warranties during the warranty period.

FORCE MAJEURE
Seller is not responsible for any damages or losses that are due forces outside of its reasonable control. These include but are not limited to acts of God, improper handling or storage by purchaser, acts of government or government agencies, floods, fires, lightning strikes, etc. Seller will be given adequate time added to project deadlines to provide replacements for items covered under warranty or purchased in addition to original order.

SUBMITTALS
Submittal documents, if required and included in this proposal, (CAD drawings, data sheets, and other required information) should be available in 4 to 8 weeks after receipt of purchase. Up to seven (7) Hard Copies and one (1) Electronic Copy, if required, will be provided upon request after receipt of purchase. Each additional Hard Copy submittal required will be charged at one-hundred dollars ($100.00) per copy. Return of approved submittal and/or signed copy of approved review sheet is treated as notice to begin production. Resubmittal(s), if required, will be provided at no additional charge if original are returned for edits/additions/replacements. Resubmittal(s), if required, will be charged at one-hundred dollars ($100.00) per copy if originals are not returned.

EQUIPMENT CABLES
If cables are provided as integral to equipment (e.g. Floats, Transducer, Mag Meter Cables) they will be provided at fifty (50) foot length standard. Each additional foot will be charged as an adder with pricing being dependent on equipment manufacturer’s current rate.

DELIVERY
Freight, whether prepaid or prepaid & added, is FOB origin. Freight for items included in this proposal is provided for shipment to one location. The location of delivery is presumed to be either the job site or the customer’s facility. Offloading of equipment upon delivery is not included. Customer or Contractor must provide means for offloading equipment. Some equipment may require a crane or forklift to offload, if a machine is required for offloading it is to be provided and scheduled by the Customer or Contractor.

INSURANCE
Insurance will be provided for equipment stored at our facility and in transport when delivered by a Starnet Technologies provided truck. Starnet provided insurance does not cover equipment once it is in the possession of the Customer or Contractor.

SCHEDULING
A two (2) week notice for scheduling of any site visits is recommended. Starnet technicians who perform start-up and similar duties often have appointments and obligations up to two (2) weeks out. Starnet will try to accommodate with a shorter notice if we have someone available. Scheduling is based on a first come first served basis.

Continued on next page
START-UP
If Start-up is applicable to this project and listed in the "Scope of Supply" for this proposal, one day of on-site or phone support is included. A time and material charge will be added for additional site visits if they are due to insufficient facilities or causes outside of the responsibility of Starnet Technologies.

WARRANTIES
A one (1) year warranty is provided standard on Starinet provided equipment. On-site work for warranty covered replacements is not included and will be charged at standard time and material rates as applicable. Warranties may be voided by improper installation, unauthorized modifications, or inadequate storage of provided equipment. Warranty period begins at the time of start-up.

TRAINING
If Training is applicable to this project and listed in the "Scope of Supply" for this proposal, one day of on-site training is included. Additional time required for training will be charged at our standard rates.

OPERATION AND MAINTENANCE MANUALS
Operation and maintenance manuals, if applicable and listed in this proposal, will be available at or after startup of provided equipment. These manuals, if provided, will not be provided until receipt of final payment. Up to four (4) Hard Copies and one (1) Electronic Copy, if required, are included in this proposal. Each additional Hard Copy of Operation and Maintenance required will be charged at one-hundred dollars ($100.00) per copy.

CONFIDENTIALITY
This proposal has been provided with the confidence that it will not be shared with or presented in whole or in part to anyone who is a competitor of Starnet Technologies. The information contained in this document is confidential in nature and is strictly intended to be viewed by customers and official representatives of Starnet Technologies and/or specific product lines manufactured by Starnet Technologies (e.g., Arrow products).

LIABILITY
It is understood and agreed that seller's liability whether in contract, in tort, under any warranty, in negligence or otherwise shall not exceed the return of the amount of the purchase price paid by buyer and under no circumstances shall seller be liable for special, indirect or consequential damages. The price stated for the merchandise is a consideration in limiting seller's liability. No action, regardless of form, arising out of the transaction under this agreement may be brought by buyer more than one year after the cause of action has accrued.

AGREEMENT
By signing and returning or providing a purchase order which references this proposal, the purchaser acknowledges that they have read, understand, and agree to the terms and conditions of this proposal. If there are any questions or comments in regards to any of the items, services, terms, or conditions of this proposal please contact Starnet Technologies or an official representative as applicable.
BACKGROUND
Many previous budgets have forecasted that Puetz Road would be improved to extend the S. 42nd Street to S. 76th Street cross-section from S. 27th Street (STH 241) to St. Martins Road (STH 100). A Surface Transportation Urban Program (STP) grant was unsuccessfully sought in 2013. On August 6, 2019, Resolution 2019-7531 authorized Concord Group to assist in the preparation of the STP grant for the Wisconsin Department of Transportation (WISDOT) 2020-2025 program cycle. The grant applications were due October 15, 2019, and the timing did not allow Staff to present the completed applications to Common Council at the October 15, 2019, meeting.

ANALYSIS
With the assistance of the Concord Group, Staff submitted two applications. The two sections are S. 27th Street (STH 241) to S. 42nd Street and S. 76th Street to St. Martins Road (STH 100). The two applications are attached.

The 27th Street (STH 241) to Hunting Park Drive (42nd Street Extended) section is 1.0 miles long. The construction costs are estimated to be approximately $5.3 million and the total project costs are over $6.1 million. If awarded, Franklin’s portion would be 20%. Design is requested to commence in FY 2021 and construction in FY 2023. Note that the state FY ends June 30 of each year.

The 76th Street (CTHU) to St. Martins Drive (STH 100) section is 1.3 miles long. The construction costs are estimated to be approximately $7.4 million and the total project costs are almost $8.7 million. If awarded, Franklin’s portion would be 20%. Design is requested to commence in FY 2022 and construction in FY 2024.

These projects will be evaluated with projects from other communities and scored accordingly.

FISCAL NOTE
These estimates have been submitted to Finance for consideration of borrowing and spending in future years.

OPTIONS
A. Place on File and wait for the project scoring and rankings. Or
B. Direct Staff to rescind one or both applications. Or
C. Refer back to Staff with further direction.

COUNCIL ACTION REQUESTED
(Option A) No action needed.

Engineering: GEM
**WisDOT 2020-2025 STP-Urban Program Application**

**NOTE:** This application is required for each new potential 2020-2025 program cycle project. Please review the application instructions (see link below) to assist you in completing the application.

[STP-Urban Application Instructions](#)

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### Project Description

**Project Sponsor:** City of Franklin  
**Facility Owner:** City of Franklin

**Project Location:**
- **Municipality:** City of Franklin  
- **County:** Milwaukee  
- **On Route:** Puettz Road  
  - **At Route (Start):** 27th Street (STH 241)  
  - **Offset:** (tenths of a mile)  
  - **Toward Route (End):** Hunting Park Drive (42nd Street Extended)

Is the project a planning, administration, or other non-infrastructure project?  
- **Yes**  
- **No**  
If yes, please select the type of project and provide a brief explanation: **SELECT**

Please indicate the project’s distance from the applicable urban/urbanized area boundary: **SELECT**

**NOTE:** Attach an 8½ x 11 map showing the project location. A WISLR map is REQUIRED (refer to the following link: [http://wisconsindot.gov/Pages/doing-bus/local-gov/wislr/default.aspx](http://wisconsindot.gov/Pages/doing-bus/local-gov/wislr/default.aspx))

- **Length of Project:** 1.0 (tenths of a mile)
- **Average Daily Traffic (ADT):** 2700  
  - **ADT Year:** 2009  
  - **Posted or Statutory Speed Limit(s):** 30 (mph)
- **Functional Classification:** Minor Arterial

Functional classification map change anticipated during this program cycle?  
- **Yes**  
- **No**

**NOTE:** Roadway must be functionally classified as a Collector or higher to be eligible for funding.

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### Existing Facility

<table>
<thead>
<tr>
<th>Number of Lanes: 2</th>
<th>Lane Width: 12</th>
<th>Cross Section:</th>
<th>Rural</th>
<th>Urban</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pavement Type: Asphalt</td>
<td>If Combination, explain:</td>
<td>Pavement Width: 24</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Pavement Rating: 3</td>
<td>Pavement Condition: Poor</td>
<td>Year Last Improved:</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Shoulder Type: Gravel/Turf</td>
<td>If Combination, explain:</td>
<td>Shoulder Width: 1-3</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

- **Existing Sidewalk?**  
  - **Yes**  
  - **No**
- **Are sidewalks designated as part of a regional or local bicycle or pedestrian system?**  
  - **Yes**  
  - **No**
- **Existing bicycle/pedestrian accommodations?**  
  - **Yes**  
  - **No**
- **Are bicycle/pedestrian accommodations designated as part of a regional or local bicycle or pedestrian system?**  
  - **Yes**  
  - **No**

- **Lighting:** Spot  
  - **Lighting Style:** Standard
Project Justification

Explain why the project is needed, including the scope and appropriate detail on the project’s uniqueness and complexity. Describe specific deficiencies such as pavement cracking, edge raveling, surface deterioration, substandard geometrics, etc. Include and separately identify any 100% locally funded components of the project that are part of the overall improvement.

Puetz Road in the City of Franklin is a Minor Arterial roadway. Land within the proposed project limits that fronts Puetz Road is currently zoned predominantly single family residential land use and includes a large section of land designated as the Franklin Woods Park and Nature Center. The main parking lot entrance to Franklin Woods is located approximately at 3634 W. Puetz Road.

As stated previously under the Existing Facility description, the pavement is in poor condition and has a PASER rating of approximately 3. The existing rural cross section contains 2 - 12' driving lanes with an approximate 1'-3' shoulder that is predominantly turf surface with a gravel shoulder underlayment. Additional issues that are impacting safety and needing improvements for the roadway areas are as follows:

1. Improve/promote safety issues and eradicate road narrowness/visibility constraints with reconstructing the roadway with a proper cross section suitable to handle a minor arterial transportation system.
2. Modifying a vertical curve at a hill to improve site/stop distance issues.
3. Improve local street intersections within the project limits.
4. Construct a stable uniform road section, similar to the roadway improvement performed from Hunting Park Drive to South 76th Street, that includes applicable ROW acquisition, drainage improvements, overhead power/telephone relocation, and associated incidental roadway improvements, etc.
5. Construct a complete pavement reconstruction of the roadway suitable to support the anticipated vehicle loadings.
6. Drainage system upgrades for rural ditch system both roadway edges and at all navigable stream crossings.
7. Properly assess and design wetland/environmental improvements.
8. City will be acquiring necessary uniform 80’ ROW throughout project limits as part of project.

In summary, the project intent is to align the proposed improvements between project limits of STH 241 (27th Street) and Hunting Park Drive with those previously constructed between Hunting Park Drive and S. 76th St immediately west of this project.

Proposed Improvement

NOTE: Applicants should refer to the traffic data and design standards information in the instructions prior to completing this section of the application.

Improvement Type: Reconstruction  If Combination, explain: Overall Length: (feet)
- Rural Cross Section Length: 1.0 (tenthsof a mile)
- Urban Cross Section Length: (tenthsof a mile)

Will the project add lanes? Yes  No  If Yes, describe which part(s) of the project will receive...
additional lanes.

Grading:  □ Minimal  ☑ Moderate  □ Extensive
New Pavement Type.  Hot Mix Asphalt  If Combination, explain:  Width: 12  Length: 5,335 Feet
New Shoulder Type:  Asphalt/Gravel  If Combination, explain:  Width: 10  Length: 5,335 Feet

☐ Sidewalk  Width:  Length:
Are bicycle/pedestrian accommodations required?  □ Yes  ☑ No  If yes, specify:
☐ Curb and Gutter  Length:
☐ Signals  ☑ Roundabout  


☐ Railroad improvements
☐ Freight-related improvements
☑ Lighting: Spot  Lighting Style: Standard
☐ Beam Guard
☑ Permanent and Temporary Pavement Marking
☑ Permanent and Temporary Signing
☐ Storm Sewer:
  ☐ Lateral Storm Sewer Lines  Estimated Total Length:  Estimated Diameter(s):
  ☐ Trunk Storm Sewer Lines  Estimated Total Length:  Estimated Diameter(s):
  ☑ Storm Sewer included in Non-participating Construction Cost estimate (see page A-5)

☐ Structure  Structure Type: SELECT  Work Required: SELECT  Structure #(s).
Sizes and Descriptions:

Traffic Management During Construction:  Road Open with Staged Construction

Do you anticipate submittal of an exception to standards request?  □ Yes  ☑ No
If yes, please describe:

Environmental/Cultural Issues

<table>
<thead>
<tr>
<th>Issue</th>
<th>Yes</th>
<th>No</th>
<th>Not Investigated</th>
<th>Comments</th>
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</thead>
<tbody>
<tr>
<td>Agriculture</td>
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<tr>
<td>Archaeological sites</td>
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<tr>
<td>Historical sites</td>
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<tr>
<td>Lakes, waterways, floodplains</td>
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<tr>
<td>Wetland</td>
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<tr>
<td>Stormwater management</td>
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<tr>
<td>Hazardous materials sites</td>
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<tr>
<td>Hazardous materials on existing structure</td>
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<td>Upland habitat</td>
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<td>Endangered/threatened/migratory species</td>
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<td>Section 4(f)</td>
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<td>Franklin Woods Park and Nature Center</td>
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<tr>
<td>Section 6(f)</td>
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<tr>
<td>Through/adjacent to tribal land</td>
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</table>
### Miscellaneous Issues

**Construction Schedule Restrictions** (trout, migratory bird, local events): N/A

Has there been any real estate acquired or transferred in anticipation of this project? [ ] Yes [x] No

If yes, please explain.

**Right of Way:** *(NOTE: It is recommended that local funds be used to acquire right of way.)*

Check all that are applicable.

- [ ] None
- [ ] Less than ½ acre
- [x] More than ½ acre
- [ ] Parklands
- [ ] Large parcels
- [x] Strips
- [x] Temporary interests

**Other Funding Sources:** Has the municipality anticipated, requested or been approved for other federal or state funding from WisDOT for the improvement? [ ] Yes [x] No

If yes, please indicate all of the other funding sources that are anticipated, have been requested, or approved with the associated project ID(s):

- **Highway Safety Improvement Program (HSIP)**
  - [ ] Anticipated
  - [ ] Requested
  - [ ] Approved
  - ID:

- **Local Roads Improvement Program (LRIP)**
  - [ ] Anticipated
  - [ ] Requested
  - [ ] Approved
  - ID:

- **Railroad Programs (see instructions)**
  - [ ] Anticipated
  - [ ] Requested
  - [ ] Approved
  - ID:

- **Local Bridge Program**
  - [ ] Anticipated
  - [ ] Requested
  - [ ] Approved
  - ID:

- **Surface Transportation Program - Rural**
  - [ ] Anticipated
  - [ ] Requested
  - [ ] Approved
  - ID:

- **Congestion Mitigation and Air Quality (CMAQ)**
  - [ ] Anticipated
  - [ ] Requested
  - [ ] Approved
  - ID:

- **Transportation Alternatives Program**
  - [ ] Anticipated
  - [ ] Requested
  - [ ] Approved
  - ID:

- **Transportation Economic Assistance Program**
  - [ ] Anticipated
  - [ ] Requested
  - [ ] Approved
  - ID:

- **Disaster Damage Aids**
  - [ ] Anticipated
  - [ ] Requested
  - [ ] Approved
  - ID:

- **Other:**
  - [ ] Anticipated
  - [ ] Requested
  - [ ] Approved
  - ID:

**Other Concept Notes:** Provide any additional relevant project information that has not been covered in another section of the application.
CONFIDENTIAL INFORMATION

Cost Estimate, Project Priority, and Scheduling (do not include pages A-5 and A-6 in the Concept Definition Report [CDR])

Applicants should reference the following WisDOT web page prior to completing this section of the application:
http://wisconsindot.gov/Pages/doing-bus/local-gov/astnce-pgms/highway/tools.aspx

NOTE: Requesting design and construction projects in the same fiscal year is not allowed. All applications must include a sheet documenting the calculations performed to create the estimate(s).

☐ Tied Projects? All requests for design must be tied to a construction project. Please indicate which projects will be tied (if applicable):

☐ Construction:

Basis for Construction Estimate: ☑ Itemized ☐ Per Mile ☐ Past Projects ☑ Other, specify: Percent of construction

Project Priority: Construction 3

☐ FY 2021 ☐ FY 2022 ☒ FY 2023 ☐ FY 2024 ☐ FY 2025

Roadway:

- Federal Share of the Participating Construction Cost (80%) $4,267,406
- Local Share of the Participating Construction Cost (20%) $1,066,852
- Non-Participating Construction Cost (100% Local) $

Structure(s) (if applicable):

- Federal Share of the Participating Construction Cost (80%) $
- Local Share of the Participating Construction Cost (20%) $
- Non-Participating Construction Cost (100% Local) $

A. Subtotal Construction Costs $5,334,258
B. Construction Engineering Costs $
C. State Review for Construction (see instructions, page 1-8, Table 1) $

Construction with State Review Cost Estimate (sum lines A, B and C) $

☐ Design:

☐ 100% Locally Funded (state review is required to be included as 100% locally funded) OR
☐ 80% Federally Funded ("state review only" projects are not allowed)

Project Priority: Design 1

☒ FY 2021 ☐ FY 2022 ☐ FY 2023 ☐ FY 2024 ☐ FY 2025

A. Plan Development (see instructions page 1-9, Table 1) Percentage: 13 % $693,454
B. State Review for Design (see instructions, page 1-9, Table 1) Percentage: % $

Design with State Review Cost Estimate (sum lines A and B) $

NOTE: WisDOT Region staff may revise estimates in the Plan Development, State Review for Design, and State Review for Construction categories based on the complexity of the project or other factors.
Confidential Information (continued)

- Real Estate: (Recommend funding with local funds.)
  
  Project Priority: Real Estate Acquisition 2
  
  - FY 2021
  - FY 2022
  - FY 2023
  - FY 2024
  - FY 2025
  
  Total Real Estate Cost (Round to next $1,000) $105,000

Cost Estimate, Project Priority, and Scheduling (do not include pages A-5 and A-6 in the Concept Definition Report [CDR])

- Utility: (Compensable utility costs must be $50,000 minimum per utility. Recommend funding with local funds.)
  
  Project Priority:
  
  - FY 2021
  - FY 2022
  - FY 2023
  - FY 2024
  - FY 2025
  
  Total Utility Cost (Round to next $1,000) $0


- Other (Planning, Administration, or Other Non-infrastructure):
  
  Project Priority:
  
  - FY 2021
  - FY 2022
  - FY 2023
  - FY 2024
  - FY 2025
  
  Total Other Cost (Round to next $1,000) $0

WisDOT Information – Shaded area to be completed by WisDOT staff only.

Additional Confidential Information

FOR WISDOT USE ONLY – enter the following information at application review

WisDOT Region Reviewer:    Date:

WisDOT Region Comments on Application:

FOR WISDOT USE ONLY – enter the following information after project approval

Approved Federal Funding Amount: Construction: $    Design: $    Real Estate: $    Utility: $    Other: $
Key Program Requirements Confirmation

Please confirm your understanding of the following project conditions by typing your name, title and initials in the boxes at the bottom of this page. A Head of Government/Designee with fiscal authority for the project sponsor, not a consultant, must initial below AND sign the next page of this application.

a. All Federal Funding will be limited at the estimate amount unless an increase is approved by WisDOT. Additional costs incurred over the limit will be 100% the responsibility of the project sponsor.

b. A federally funded design project must be tied to a construction project. Stand alone design projects are no longer eligible for funding (this does not apply to MPO area projects)

c. Only new projects may apply, existing projects are ineligible for additional funds through the new cycle process. Existing projects requiring additional funds are encouraged to use the existing Project Change and Cost Increase processes.

d. Federally-funded projects must be designed in accordance with all applicable federal design standards (even if the design for a federally-funded project was 100% locally funded).

e. The sponsor must provide matching dollar funding of at least 20% of project costs.

f. The sponsor must not incur costs for any phase of the project until that phase has been authorized for federal charges and the WisDOT Region has notified the sponsor that it can begin incurring costs. Otherwise, the sponsor risks incurring costs that will not be eligible for federal funding.

As the work progresses, the state will bill the project sponsor for work completed which is not chargeable to federal/state funds. Upon completion of the project, a final audit will be made to determine the final division of costs. If reviews or audits show any of the work to be ineligible for federal funding, the project sponsor will be responsible for any withdrawn costs associated with the ineligible work.

g. The project sponsor will pay to the state all costs incurred by the state in connection with the improvement that exceed federal financing commitments or are ineligible for federal financing. In order to guarantee the project sponsor's foregoing agreements to pay the state, the project sponsor, through its duly authorized officers or officials, agrees and authorizes the state to set off and withhold the required reimbursement amount as determined by the state from any moneys otherwise due and payable by the state to the municipality.

h. If the project sponsor should withdraw the project, it will reimburse the state for any costs incurred by the state on behalf of the project.

i. For 100% locally funded design projects, costs for design plan development and state review for design are 100% the responsibility of the local project sponsor. Project sponsors may not seek federal funding for only state review for design projects.

j. The sponsor agrees to state delivery and oversight costs by WisDOT staff and their agents. These costs include review of design and construction documents for compliance with federal and state requirements, appropriate design standards, and other related review. These costs will vary with the size and complexity of the project. The sponsor agrees to add these costs to the project under the same 80% federal and 20% local match requirements.

k. Transportation construction projects using federal funds except sidewalks, are likely general improvements that primarily benefit the public at large and for which special assessments cannot be levied under s. 66.0703, Wis. Stats. Municipalities desiring to obtain the required local project funding through special assessments levied against particular parcels should seek advice of legal counsel. See Hildebrand v. Menasha, 2011 WI App 83.
I confirm that I have read and understand project conditions (a) through (k) listed above.

Name. Glenn E. Morrow, P.E.      Title: City Engineer/Director of Public Works

Accepted (please type your initials here): GEM

Contact Information and Signatures

Application prepared by a consultant?  ☑ Yes  ☐ No  If yes, consultant information and signature required below.

Consultant Company Name: The Concord Group  Company Location (City, State): Milwaukee, WI

Consultant Signature (electronic only): James R. Joehnk, P.E.  Date: 10/14/19

NOTE: On Local Program projects, it is not permissible for a consultant to fill out applications gratis (or for a small fee) for a municipality and then be selected to do the design work on a project. A municipality could start their consultant selection process early enough and make the application part of the scope of services with the understanding that all costs incurred prior to authorization will be the responsibility of the local municipality.

See FDM 8-5-3 for additional information: http://wisconsindot.gov/rdwy/fdm/fd-08-05.pdf

Sponsor Agency: City of Franklin

Contact Person: Glen E. Morrow, P. E. (Note: must be Head of Government or Designee)

Title: City Engineer/Director of Public Works

Address: 9229 West Loomis Road, Franklin, WI 53132

Telephone: 414.425-7510

Email: gmorrow@franklinwi.gov

Only one project sponsor is allowed per project. As a representative of the project sponsor, the individual that signs below confirms that the information in this project application is accurate. A local official, not a consultant, must sign the application. I understand that completion of this application does not guarantee project approval for federal funding.

Head of Government/Designee Signature (electronic only): Glen E. Morrow  Date: 10/14/19

Local Unit of Government Agency (when owner differs from sponsor):

Owner Signature (when owner differs from sponsor) (electronic only): Date:

WisDOT Information – Shaded area to be completed by WisDOT staff only.

FOR WISDOT USE ONLY – enter the following information at application review

NOTE: Please add any WisDOT application comments in the comments section on the Confidential page A-6.

Subprogram: Project Improvement Type:

Anticipated Environmental Document Type (e.g., CE, ER, EA, EIS):

Region Reviewer’s Name:

Reviewer’s Title:

Date Received:
FOR WISDOT USE ONLY – enter the following information after project approval

Project ID(s): A-9
City of Franklin
Franklin Puetz Rd Reconstruction
27th St-42nd St

Franklin, WI

Conceptual Estimate
October 14, 2019

Project: 2019G953

Prepared For:
City of Franklin
9229 W. Loomis Rd.
Franklin, WI 53132
NOTES REGARDING PREPARATION OF ESTIMATE

This estimate was prepared based on the following documents provided by the City of Franklin:

1. Puetz Road Reconstruction Drawings provided by City of Franklin dated August 18, 1997.
3. Information regarding the project was also obtained via meetings, phone conversations, and email messages that clarified the project scope.

BIDDING PROCESS - MARKET CONDITIONS

This document is based on the measurement and pricing of quantities wherever information is provided and/or reasonable assumptions for other work not covered in the drawings or specifications, as stated within this document. Unit rates have been generated from current material/labor rates, historical production data, and discussions with relevant subcontractors and material suppliers. The unit rates reflect current bid costs in the area. All unit rates relevant to subcontractor work include the subcontractors' overhead and profit unless otherwise stated.

Pricing reflects probable construction costs obtainable in the Franklin, Wisconsin area on the bid date. This estimate is a determination of fair market value for the construction of this project. It is not a prediction of low bid. Pricing assumes competitive bidding for every portion of the construction work for all subcontractors with a minimum of 3 bidders for all items of subcontracted work and a with a minimum of 3 bidders for a general contractor. Experience indicates that a fewer number of bidders may result in higher bids, conversely an increased number of bidders may result in more competitive bids.

Since The Concord Group has no control over the cost of labor, material, equipment, or over the contractor's method of determining prices, or over the competitive bidding or market conditions at the time of bid, this statement of probable construction cost is based on industry practice, professional experience and qualifications, and represents The Concord Group's best judgment as professional construction cost consultants familiar with the construction industry. However, The Concord Group cannot and does not guarantee that the proposals, bids, or the construction cost will not vary from opinions of probable cost prepared by them.

ASSUMED CONSTRUCTION PARAMETERS

The pricing is based on the following project parameters.

1. East Side construction start date of Spring, 2023
2. East Side substantial completion date of Fall, 2023
3. The contract will be competitively bid to multiple contractors.
4. All contractors will be required to pay prevailing wages.
5. There are no phasing requirements.
6. The contractors will have full access to the site during normal working hours.
7. Estimate includes pricing as of September 2019.
EXCLUSIONS
The following are excluded from the cost of this estimate:

1. Professional Design Fees
2. Testing Fees
3. Owner Contingencies/Scope Changes
4. Premium Time / Restrictions on Contractor Working Hours
5. Finance and Legal Charges
6. Environmental Abatement Costs
7. Contaminated Soil Removal
8. Unsuitable Soil Removal
9. Temporary Facilities
10. Land Purchases
11. Tree Replacement
12. Relocating Electrical Power Poles
## City of Franklin
Franklin Puetz Rd Reconstruction
27th St-42nd St
Conceptual Estimate
10/14/2019

### COST SUMMARY: EAST SIDE

<table>
<thead>
<tr>
<th>Code</th>
<th>Description</th>
<th>Cost</th>
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<tbody>
<tr>
<td>01000</td>
<td>GENERAL REQUIREMENTS</td>
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<td>MASONRY</td>
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<td>THERMAL &amp; MOISTURE PROTECTION SYSTEM</td>
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<tr>
<td>32000</td>
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</tr>
<tr>
<td>33000</td>
<td>UTILITIES</td>
<td>$587,554</td>
</tr>
</tbody>
</table>

**Total Estimated Construction Costs:** $3,215,708

### Unidentified Scope Items
- General Conditions/Bond/Insurance: 15.0% = $483,855
- Contractor's Fees: 4.0% = $160,995
- Escalation to Mid-Point of Construction: 15.9% = $663,460

**Construction Contingency:** 10.0% = $484,933

**Total Estimated Construction Costs:** $3,215,708
<table>
<thead>
<tr>
<th>DESCRIPTION</th>
<th>QTY</th>
<th>UM</th>
<th>UNIT COST</th>
<th>TOTAL COST</th>
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<tr>
<td><strong>31000 EARTHWORK</strong></td>
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<tr>
<td>31100 Site Preparation &amp; Excavitation</td>
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<td>Remove pavement</td>
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<td>Remove fence</td>
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<td>ACRE</td>
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<td>Grubbing</td>
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<td>ACRE</td>
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<td>CUYD</td>
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<td>CUYD</td>
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<td>Haul off excavated material</td>
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<td>Stockpile topsoil on site</td>
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<td>CUYD</td>
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<td>31600 Erosion &amp; Sedimentation Control</td>
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<td>Erosion control</td>
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<td><strong>SUBTOTAL Erosion &amp; Sedimentation Control</strong></td>
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<td><strong>TOTAL: EARTHWORK</strong></td>
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<tr>
<td><strong>32000 EXTERIOR IMPROVEMENTS</strong></td>
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<tr>
<td>32100 Pavement</td>
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<td>Crushed aggregate base course</td>
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<td>CUYD</td>
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<td>Crushed aggregate base course, open graded #2</td>
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<td>CUYD</td>
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<td>Asphalt pavement, type LV, 3&quot; thk</td>
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<td>84.40</td>
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<td>Asphalt pavement, type MV, 6&quot; thk</td>
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<td>75.58</td>
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<td>Roadway line striping</td>
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<td>2.21</td>
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<td>Geotextile fabric, type DF at pipe underdrain</td>
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<td>SQFT</td>
<td>1.12</td>
<td>72,164</td>
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<td>Restore existing driveway to previous condition</td>
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<td>EACH</td>
<td>1,884.29</td>
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<td><strong>SUBTOTAL Pavement</strong></td>
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<tr>
<td>32600 Landscaping</td>
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<tr>
<td>Spread stockpiled topsoil for sod, TLE/PLE</td>
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<td>CUYD</td>
<td>5.50</td>
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<td>Seeding, fertilizer and fine grading, machine, PLE</td>
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<td>Seeding, fertilizer and fine grading, machine, TLE</td>
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<td>Sod lawn - allow</td>
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<td><strong>33000 UTILITIES</strong></td>
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<tr>
<td>33200 Site Water Service</td>
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<td>Fire hydrant, relocate existing including auxiliary valves</td>
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<td>----------------------------------------------------------------------------</td>
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<td>------------</td>
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<tr>
<td>33300 Site Sanitary &amp; Storm Sewer</td>
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<td>Storm sewer pipe culverts, RCP, avg 24&quot;</td>
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<td>Storm sewer system modifications - Allowance per intersection</td>
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<td>EACH</td>
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<td>Subsoil drainage pipe, perforated PVC, 6&quot;</td>
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<td>33800 Site Electrical</td>
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<tr>
<td>Miscellaneous site electrical - Allowance</td>
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<td><strong>SUBTOTAL Site Electrical</strong></td>
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<td><strong>TOTAL: UTILITIES</strong></td>
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<td></td>
<td></td>
<td><strong>$587,554</strong></td>
</tr>
</tbody>
</table>
NOTE: This application is required for each new potential 2020-2025 program cycle project. Please review the application instructions (see link below) to assist you in completing the application.

STP-Urban Application Instructions

Project Description

Project Sponsor: City of Franklin Facility Owner: City of Franklin

Project Location:
- Municipality: City of Franklin
- County: Milwaukee

On Route: Puetz Road
- At Route (Start): 76th Street (CTH U)
- Toward Route (End): St. Martins Drive (STH 100)

Is the project a planning, administration, or other non-infrastructure project? [ ] Yes [ ] No
If yes, please select the type of project and provide a brief explanation: SELECT

Please indicate the project's distance from the applicable urban/urbanized area boundary: SELECT

NOTE: Attach an 8½ x 11 map showing the project location. A WISLR map is REQUIRED (refer to the following link: http://wisconsindot.gov/Pages/doing-bus/local-gov/wislr/default.aspx

Length of Project: 1.3 (tenths of a mile)
Average Daily Traffic (ADT): 2500 ADT Year: 2009 Posted or Statutory Speed Limit(s): 35 (mph)

Functional Classification: Minor Arterial

Functional classification map change anticipated during this program cycle? [ ] Yes [ ] No

NOTE: Roadway must be functionally classified as a Collector or higher to be eligible for funding.

Existing Facility

Number of Lanes: 2 Lane Width: 12 Cross Section: [ ] Rural [ ] Urban
Pavement Type: Asphalt If Combination, explain: Pavement Width: 24
Pavement Rating: 3 Pavement Condition: Poor Year Last Improved
Shoulder Type: Gravel/Turf If Combination, explain: Shoulder Width: 1-3
Existing Sidewalk? [ ] Yes [ ] No
Are sidewalks designated as part of a regional or local bicycle or pedestrian system? [ ] Yes [ ] No
Existing bicycle/pedestrian accommodations? [ ] Yes [ ] No
Are bicycle/pedestrian accommodations designated as part of a regional or local bicycle or pedestrian system? [ ] Yes [ ] No

[ ] Lighting: Spot Lighting Style: Standard
Sub-standard alignment?  
Horizontal: ☐ Yes  ☑ No  
Vertical:  ☐ Yes  ☑ No  

Any federal-aid-eligible structures within the existing facility?  ☐ Yes  ☑ No  If yes, please indicate the structure ID #

Does a railroad facility exist within 1000 feet of the project limits?  ☐ Yes  ☑ No  If yes, specify. SELECT

Known Safety Issues?  ☐ Yes  ☑ No  If yes, specify:  (consider applying for Highway Safety Improvement Program [HSIP] funds if applicable)

Project Justification

Explain why the project is needed, including the scope and appropriate detail on the project's uniqueness and complexity. Describe specific deficiencies such as pavement cracking, edge raveling, surface deterioration, substandard geometrics, etc. Include and separately identify any 100% locally funded components of the project that are part of the overall improvement.

Puetz Road in the City of Franklin is a Minor Arterial roadway. Land within the proposed project limits that fronts Puetz Road is currently zoned predominantly single family residential land use and has a section of wetlands/open space and associated Legend Creek drainage way near the west section of the project.

As stated previously under the Existing Facility description, the pavement is in poor condition and has a PASER rating of approximately 3. The existing rural cross section contains 2 - 12' driving lanes with an approximate 1'-3' shoulder that is predominantly turf surface with a gravel shoulder underlayment. Additional issues that are impacting safety and needing improvements for the roadway are as follows:

1. Improve/promote safety issues and eradicate road narrowness/visibility constraints with reconstructing the roadway with a proper cross section suitable to handle a minor arterial transportation system.
2. Modifying vertical curves at two hills to improve site/stoping distance issues.
3. Improve local street intersections within the project limits.
4. Construct a proper uniform road section, similar to the roadway improvement performed from Hunting Park Drive to South 76th Street, that includes applicable ROW acquisition, drainage improvements, overhead power/telephone relocation, and associated incidental roadway improvements, etc.
5. Construct a complete pavement reconstruction of the roadway suitable to support the anticipated vehicle loadings.
6. Drainage system upgrades for rural ditch system both roadway edges and at all navigable stream crossings.
7. Properly assess and design wetland/environmental improvements associated with the Legend Creek drainage way.
8. City will be acquiring necessary uniform 80' ROW throughout project limits as part of project.

In summary, the project intent is to align the proposed improvements between project limits of S. 76th Street (CTH U) and St. Martins Drive (STH 100) with those previously constructed between Hunting Park Drive and S. 76th St immediately east of this project.

Proposed Improvement

NOTE: Applicants should refer to the traffic data and design standards information in the instructions prior to completing this section of the application.

Improvement Type.  Reconstruction  If Combination, explain:  Overall Length:  (feet)

☐ Rural Cross Section  Length  1.3 (tenths of a mile)
☐ Urban Cross Section  Length  (tenths of a mile)

Will the project add lanes?  ☐ Yes  ☑ No  If Yes, describe which part(s) of the project will receive
Additional lanes:

Grading:  □ Minimal  ☑ Moderate  □ Extensive

New Pavement Type:  ☑ Hot Mix Asphalt  If Combination, explain: Width: 12  Length: 6,955 Feet
New Shoulder Type:  ☑ Asphalt/Gravel  If Combination, explain: Width: 10  Length: 6,955 Feet

☐ Sidewalk  Width:  Length:

Are bicycle/pedestrian accommodations required?  □ Yes  ☑ No  If yes, specify.

☐ Curb and Gutter Length:


☐ Railroad improvements
☐ Freight-related improvements

☑ Lighting: Spot  Lighting Style: Standard

☐ Beam Guard

☑ Permanent and Temporary Pavement Marking
☑ Permanent and Temporary Signing

☐ Storm Sewer:
  □ Lateral Storm Sewer Lines  Estimated Total Length:  Estimated Diameter(s):
  □ Trunk Storm Sewer Lines  Estimated Total Length:  Estimated Diameter(s):

☐ Storm Sewer Included in Non-participating Construction Cost estimate (see page A-5)

☐ Structure  Structure Type: SELECT  Work Required: SELECT  Structure #s: Sizes and Descriptions:

Traffic Management During Construction: Road Open with Staged Construction

Do you anticipate submission of an exception to standards request?  □ Yes  ☑ No
If yes, please describe:

Environmental/Cultural Issues

<table>
<thead>
<tr>
<th>Issue</th>
<th>Yes</th>
<th>No</th>
<th>Not Investigated</th>
<th>Comments</th>
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<tr>
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<tr>
<td>Lakes, waterways, floodplains</td>
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<tr>
<td>Wetland</td>
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<td>Hazardous materials sites</td>
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<td>Hazardous materials on existing structure</td>
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<td>Upland habitat</td>
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<td>Endangered/threatened/migratory species</td>
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<td>Section 6(f)</td>
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<td>Through/adjacent to tribal land</td>
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</table>

Miscellaneous Issues
**Construction Schedule Restrictions** (trout, migratory bird, local events): N/A

Has there been any real estate acquired or transferred in anticipation of this project? ☐ Yes ☒ No

If yes, please explain.

**Right of Way:** *(NOTE: It is recommended that local funds be used to acquire right of way.)*

Check all that are applicable

☐ None ☐ Less than ½ acre ☐ More than ½ acre
☐ Parklands ☐ Large parcels ☒ Strips ☒ Temporary interests

Other Funding Sources: Has the municipality anticipated, requested or been approved for other federal or state funding from WisDOT for the improvement? ☐ Yes ☒ No If yes, please indicate all of the other funding sources that are anticipated, have been requested, or approved with the associated project ID(s):

<table>
<thead>
<tr>
<th>Funding Source</th>
<th>Anticipated</th>
<th>Requested</th>
<th>Approved</th>
<th>ID:</th>
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<tr>
<td>Highway Safety Improvement Program (HSIP)</td>
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<td>Local Roads Improvement Program (LRIP)</td>
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<td>Railroad Programs (see instructions)</td>
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<tr>
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<td>Surface Transportation Program - Rural</td>
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<td>Congestion Mitigation and Air Quality (CMAQ)</td>
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<td>Transportation Alternatives Program</td>
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<td>Transportation Economic Assistance Program</td>
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<tr>
<td>Disaster Damage Aids</td>
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<tr>
<td>Other:</td>
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</table>

Other Concept Notes: Provide any additional relevant project information that has not been covered in another section of the application.
Cost Estimate, Project Priority, and Scheduling (do not include pages A-5 and A-6 in the Concept Definition Report [CDR])

Applicants should reference the following WisDOT web page prior to completing this section of the application: http://wisconsindot.gov/Pages/doing-bus/local-gov/astnce-pgms/highway/tools.aspx

NOTE: Requesting design and construction projects in the same fiscal year is not allowed. All applications must include a sheet documenting the calculations performed to create the estimate(s).

☐ Tied Projects? All requests for design must be tied to a construction project. Please indicate which projects will be tied (if applicable):

☐ Construction:
  Basis for Construction Estimate: ☒ Itemized ☐ Per Mile ☐ Past Projects ☐ Other, specify: Percent of construction
  Project Priority: Construction 6
  ☐ FY 2021 ☐ FY 2022 ☐ FY 2023 ☒ FY 2024 ☐ FY 2025

Roadway:
  Federal Share of the Participating Construction Cost (80%) $5,920,355
  Local Share of the Participating Construction Cost (20%) $1,480,089
  Non-Participating Construction Cost (100% Local) $

Structure(s) (if applicable):
  Federal Share of the Participating Construction Cost (80%) $
  Local Share of the Participating Construction Cost (20%) $
  Non-Participating Construction Cost (100% Local) $

A. Subtotal Construction Costs $7,400,444
B. Construction Engineering Costs $
C. State Review for Construction (see instructions, page I-8, Table 1) $
Design with State Review Cost Estimate (sum lines A, B and C) $

☐ Design:
  ☐ 100% Locally Funded (state review is required to be included as 100% locally funded) OR
  ☒ 80% Federally Funded ("state review only" projects are not allowed)
  Project Priority: Design 4
  ☐ FY 2021 ☒ FY 2022 ☐ FY 2023 ☐ FY 2024 ☐ FY 2025

A. Plan Development (see instructions page I-9, Table 1) Percentage: 15% $1,110,067
B. State Review for Design (see instructions, page I-9, Table 1) Percentage: % $
Design with State Review Cost Estimate (sum lines A and B) $

NOTE: WisDOT Region staff may revise estimates in the Plan Development, State Review for Design, and State Review for Construction categories based on the complexity of the project or other factors.
**CONFIDENTIAL INFORMATION (continued)**

- **Real Estate:** (Recommend funding with local funds)
  
  **Project Priority:** Real Estate Acquisition 5

<table>
<thead>
<tr>
<th>Year</th>
<th>Cost Estimate</th>
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<tbody>
<tr>
<td>FY 2021</td>
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| Total Real Estate Cost (Round to nearest $1,000) | $160,000 |

**Cost Estimate, Project Priority, and Scheduling (do not include pages A-5 and A-6 in the Concept Definition Report [CDR])**

- **Utility:** (Compensable utility costs must be $50,000 minimum per utility. Recommend funding with local funds)
  
  **Project Priority:**

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<thead>
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<th>Year</th>
<th>Cost Estimate</th>
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<tbody>
<tr>
<td>FY 2021</td>
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<tr>
<td>FY 2022</td>
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<td>FY 2023</td>
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<td>FY 2024</td>
<td>$</td>
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<td>FY 2025</td>
<td>$</td>
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</table>

**Total Utility Cost (Round to nearest $1,000)**


- **Other (Planning, Administration, or Other Non-infrastructure):**

  **Project Priority:**

<table>
<thead>
<tr>
<th>Year</th>
<th>Cost Estimate</th>
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<tbody>
<tr>
<td>FY 2021</td>
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<td>FY 2024</td>
<td>$</td>
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<tr>
<td>FY 2025</td>
<td>$</td>
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</tbody>
</table>

**Total Other Cost (Round to nearest $1,000)**

**WisDOT Information – Shaded area to be completed by WisDOT staff only.**

**Additional Confidential Information**

**FOR WISDOT USE ONLY – enter the following information at application review**

<table>
<thead>
<tr>
<th>WisDOT Region Reviewer:</th>
<th>Date:</th>
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<table>
<thead>
<tr>
<th>WisDOT Region Comments on Application:</th>
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**FOR WISDOT USE ONLY – enter the following information after project approval**

<table>
<thead>
<tr>
<th>Approved Federal Funding Amount: Construction: $</th>
<th>Design: $</th>
<th>Real Estate: $</th>
<th>Utility: $</th>
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<tbody>
<tr>
<td>Other: $</td>
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</table>

A-6
Key Program Requirements Confirmation

Please confirm your understanding of the following project conditions by typing your name, title and initials in the boxes at the bottom of this page. A Head of Government/Designee with fiscal authority for the project sponsor, not a consultant, must initial below AND sign the next page of this application.

a. All Federal Funding will be limited at the estimate amount unless an increase is approved by WisDOT. Additional costs incurred over the limit will be 100% the responsibility of the project sponsor.

b. A federally funded design project must be tied to a construction project. Stand alone design projects are no longer eligible for funding (this does not apply to MPO area projects).

c. Only new projects may apply, existing projects are ineligible for additional funds through the new cycle process. Existing projects requiring additional funds are encouraged to use the existing Project Change and Cost Increase processes.

d. The sponsor must provide matching dollar funding of at least 20% of project costs.

e. The sponsor must not incur costs for any phase of the project until that phase has been authorized for federal charges and the WisDOT Region has notified the sponsor that it can begin incurring costs. Otherwise, the sponsor risks incurring costs that will not be eligible for federal funding.

f. As the work progresses, the state will bill the project sponsor for work completed which is not chargeable to federal/state funds. Upon completion of the project, a final audit will be made to determine the final division of costs. If reviews or audits show any of the work to be ineligible for federal funding, the project sponsor will be responsible for any withdrawn costs associated with the ineligible work.

g. The project sponsor will pay to the state all costs incurred by the state in connection with the improvement that exceed federal financing commitments or are ineligible for federal financing. In order to guarantee the project sponsor’s foregoing agreements to pay the state, the project sponsor, through its duly authorized officers or officials, agrees and authorizes the state to set off and withhold the required reimbursement amount as determined by the state from any moneys otherwise due and payable by the state to the municipality.

h. If the project sponsor should withdraw the project, it will reimburse the state for any costs incurred by the state on behalf of the project.

i. For 100% locally funded design projects, costs for design plan development and state review for design are 100% the responsibility of the local project sponsor. Project sponsors may not seek federal funding for only state review for design projects.

j. The sponsor agrees to state delivery and oversight costs by WisDOT staff and their agents. These costs include review of design and construction documents for compliance with federal and state requirements, appropriate design standards, and other related review. These costs will vary with the size and complexity of the project. The sponsor agrees to add these costs to the project under the same 80% federal and 20% local match requirements.

k. Transportation construction projects using federal funds except sidewalks, are likely general improvements that primarily benefit the public at large and for which special assessments cannot be levied under s 66 0703, Wis Stats. Municipalities desiring to obtain the required local project funding through special assessments levied against particular parcels should seek advice of legal counsel. See Hildebrand v Menasha, 2011 WI App 83.

A-7
I confirm that I have read and understand project conditions (a) through (k) listed above.

Name: Glenn E. Morrow, P.E. Title: City Engineer/Director of Public Works
Accepted (please type your initials here): GEM

Contact Information and Signatures

Application prepared by a consultant? ☒ Yes ☐ No If yes, consultant information and signature required below.
Consultant Company Name: The Concord Group Company Location (City, State): Milwaukee, WI
Consultant Signature (electronic only): James R. Joehnk, P.E. Date: 10/14/19

NOTE: On Local Program projects, it is not permissible for a consultant to fill out applications gratis (or for a small fee) for a municipality and then be selected to do the design work on a project. A municipality could start their consultant selection process early enough and make the application part of the scope of services with the understanding that all costs incurred prior to authorization will be the responsibility of the local municipality.
See FDM 8-5-3 for additional information: http://wisconsindot.gov/rdwy/fdm/fd-08-05.pdf

Sponsor Agency: City of Franklin
Contact Person: Glen E. Morrow, P. E. (Note: must be Head of Government or Designee)
Title: City Engineer/Director of Public Works
Address: 9229 West Loomis Road, Franklin, WI 53132
Telephone: 414.425-7510
Email: gmorrow@franklinwi.gov

Only one project sponsor is allowed per project. As a representative of the project sponsor, the individual that signs below confirms that the information in this project application is accurate. A local official, not a consultant, must sign the application. I understand that completion of this application does not guarantee project approval for federal funding.

Head of Government/Designee Signature (electronic only): Glen E. Morrow
Date: 10/14/2019

Local Unit of Government Agency (when owner differs from sponsor):
Owner Signature (when owner differs from sponsor) (electronic only):
Date:

WisDOT Information – Shaded area to be completed by WisDOT staff only.

FOR WISDOT USE ONLY – enter the following information at application review

NOTE: Please add any WisDOT application comments in the comments section on the Confidential page A-6.

Subprogram: Project Improvement Type:
Anticipated Environmental Document Type (e.g., CE, ER, EA, EIS):
Region Reviewer’s Name:
Reviewer’s Title:
Date Received:
City of Franklin

Franklin Puetz Rd Reconstruction
76th St-St. Martins Rd

Franklin, WI

Conceptual Estimate
October 14, 2019

Project: 2019G953

Prepared For:
City of Franklin
9229 W. Loomis Rd.
Franklin, WI 53132
NOTES REGARDING PREPARATION OF ESTIMATE

This estimate was prepared based on the following documents provided by the City of Franklin:

1. Puetz Road Reconstruction Drawings provided by City of Franklin dated August 18, 1997.
3. Information regarding the project was also obtained via meetings, phone conversations, and email messages that clarified the project scope.

BIDDING PROCESS - MARKET CONDITIONS

This document is based on the measurement and pricing of quantities wherever information is provided and/or reasonable assumptions for other work not covered in the drawings or specifications, as stated within this document. Unit rates have been generated from current material/labor rates, historical production data, and discussions with relevant subcontractors and material suppliers. The unit rates reflect current bid costs in the area. All unit rates relevant to subcontractor work include the subcontractors overhead and profit unless otherwise stated.

Pricing reflects probable construction costs obtainable in the Franklin, Wisconsin area on the bid date. This estimate is a determination of fair market value for the construction of this project. It is not a prediction of low bid. Pricing assumes competitive bidding for every portion of the construction work for all subcontractors with a minimum of 3 bidders for all items of subcontracted work and a with a minimum of 3 bidders for a general contractor. Experience indicates that a fewer number of bidders may result in higher bids, conversely an increased number of bidders may result in more competitive bids.

Since The Concord Group has no control over the cost of labor, material, equipment, or over the contractor’s method of determining prices, or over the competitive bidding or market conditions at the time of bid, this statement of probable construction cost is based on industry practice, professional experience and qualifications, and represents The Concord Group’s best judgment as professional construction cost consultants familiar with the construction industry. However, The Concord Group cannot and does not guarantee that the proposals, bids, or the construction cost will not vary from opinions of probable cost prepared by them.

ASSUMED CONSTRUCTION PARAMETERS

The pricing is based on the following project parameters:

1. West Side construction start date of Spring, 2024
2. West Side substantial completion date of Spring, 2025
3. The contract will be competitively bid to multiple contractors
4. All contractors will be required to pay prevailing wages
5. There are no phasing requirements
6. The contractors will have full access to the site during normal working hours
7. Estimate includes pricing as of September 2019.
EXCLUSIONS
The following are excluded from the cost of this estimate:

1. Professional Design Fees
2. Testing Fees
3. Owner Contingencies/Scope Changes
4. Premium Time / Restrictions on Contractor Working Hours
5. Finance and Legal Charges
6. Environmental Abatement Costs
7. Contaminated Soil Removal
8. Unsuitable Soil Removal
9. Temporary Facilities
10. Land Purchases
11. Tree Replacement
12. Relocating Electrical Power Poles
# City of Franklin
Franklin Puetz Rd Reconstruction
76th St-St. Martins Rd
Conceptual Estimate
10/14/2019

## Cost Summary

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<tr>
<th>Code</th>
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<tr>
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<td>UTILITIES</td>
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**Total Estimated Construction Costs:** $5,059,706

**Construction Contingency:** 10.0%  
**Total Estimated Construction Costs:** $5,521,677

**Unidentified Scope Items:** 15.0%  
**Total Estimated Construction Costs:** $6,712,768
City of Franklin
Franklin Puetz Rd Reconstruction
76th St-St. Martins Rd
Conceptual Estimate
10/14/2019

<table>
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<tr>
<th>DESCRIPTION</th>
<th>QTY</th>
<th>UM</th>
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<tr>
<td>Site Preparation &amp; Excavation</td>
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<tr>
<td>Remove pavement</td>
<td>29,559</td>
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<tr>
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<td>36.50</td>
<td>279,685</td>
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<td>5,581</td>
<td>CUYD</td>
<td>41.65</td>
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<td>2,087</td>
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<td>6,955</td>
<td>LNTF</td>
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<td>Geotextile fabric, type DF at pipe underdrain</td>
<td>83,460</td>
<td>SQFT</td>
<td>1.12</td>
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<td>Restore existing driveway to previous condition</td>
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<td>EACH</td>
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<tr>
<td>Landscaping</td>
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<td>Spread stockpiled topsoil for sod, TLE/PLE</td>
<td>4,894</td>
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<td>Sod lawn - allow</td>
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<td>Site Furnishings</td>
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<td>Pole mounted signage - Allowance</td>
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<td>33200</td>
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<tr>
<td>UTILITIES</td>
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<td>Site Water Service</td>
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<td>Fire hydrant, relocate existing including auxiliary valves</td>
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<td>SU8 Total Site Water Service</td>
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<td>Site Sanitary &amp; Storm Sewer</td>
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<td>SITE ELECTRICAL</td>
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<td>Traffic signal modifications - Allowance</td>
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<td>TOTAL: UTILITIES</td>
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$291,021
$343,226
$861,694
blank page
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<th>REQUEST FOR COUNCIL ACTION</th>
<th>MEETING DATE</th>
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<td>[Signature]</td>
<td>Employee Benefit-Related Insurance Coverages, Carriers, and Premium Shares, including Health Insurance, Stop Loss, Broker Services, Voluntary Long-Term Disability Insurance (LTD), Life and Accidental Death and Dismemberment Insurance (AD&amp;D), Including Voluntary Supplemental Life Insurance and a Voluntary Vision Plan</td>
<td>11/5/2019</td>
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The Personnel Committee reviewed this topic at their meeting of October 21, 2019, and unanimously approved the following motion: Motion to recommend Sun Life for our stop loss renewal, for the Life, AD&D, and Long-Term Disability with adding the aspect of the life insurance that employees can purchase extra at their own cost; increasing the stop loss point from $70,000 to $80,000; and includes the Vision Plan with 1 program (VSP Choice) pending clarification of vision plan benefits.

**Life and AD&D, LTD, and Stop Loss:** Attached are rate proposal sheets for Life and AD&D and the LTD. Following that is a rate sheet related to the Stop Loss renewal. Hartford, with whom the City has had LTD and AD&D for the last five years, is again proposing to freeze their rates for a two-year term. Standard, a new company, has offered lower rates reducing those costs for the City and its employees by about $13,684, about half of which is in the employee funded LTD portion. Sun-Life, the City’s current Stop Loss carrier has proposed LTD rates that match Hartford’s, but their Life and AD&D coverage cost is about $6,700 more. The kicker, however, is that Sun Life will offer a 4% reduction in the Stop Loss renewal quote if the City moves its Life and AD&D and LTD over as a package. Given that the Stop Loss renewal is over $600,000, the savings would be nearly $25,000. As such, a net savings of around $18,000 is worth packaging these coverages with Sun Life, which is what our broker, staff, and the Personnel Committee recommend. Given that the LTD cost remains unchanged to the employee for 2020, it is appropriate for the City to attempt to garner the added savings from packaging all products with the same carrier. [Please note that in moving to a new LTD carrier any employee already in the LTD would be guaranteed continuation under the new carrier. Others may be required to provide medical documentation. The option exists to allow automatic entry of any employee qualifying for the benefit. The Director of Administration does not recommend this at this time, but will complete additional review prior to the meeting.]

Related to Sun Life’s Stop Loss coverage, the proposed renewal was approximately a 6% increase, which is reduced to a 2% increase with the package savings. The premium, however, can be reduced from the pre-discount rate of $678,132 to $611,987 by increasing the Stop Loss attachment point from $70,000 to $80,000. This is the level of claims at which Stop Loss begins to reimburse a covered member’s claims. The break-even point then is between 6 and 7 claims of over $70,000. Considering our experience the last 5 years, it is good strategy for the City that could save money. A longer-term average would suggest more of a break-even expectation. Associated Benefits and Risk Consulting (Associated) (previously Diversified), our broker, does note that our attachment level is generally lower than other municipalities in their book of business. Note, also, that the 4% discount is still applied to the $611,987, so the final Stop
Loss premium is reduced to $587,508, with our 2019 premium at $639,887. Lastly, it is important to recall that the City’s move to Sun Life two years ago was done in part to potentially take advantage of a dividend program they offered. That has been a beneficial decision as the dividend received in 2018 was $137,832 and in 2019 was $141,195. Our broker, staff, and the Personnel Committee recommend remaining with Sun Life for stop loss coverage and increasing the stop loss attachment point to $80,000.

**Health Insurance:** It has been mentioned during the course of the year that anecdotal evidence suggests that the City’s health insurance structure that was instituted for 2019 was an aggressive step that substantially reduced the overall health benefits and negatively impacted hiring and retention. Attached is a detailed, but summary, description of the health insurance benefits offered by our comparable communities. Plans have lots of different features and nuances, so comparison is challenging. The “Potential Net Position” (the third row on the handout) considers the employee’s initial deductible less any employer contribution. The “Potential Net Maximum Out-of-Pocket” cost (the fifth row on the handout) considers the worst-case scenario for an employee with a large claim event. It summarizes the potential impact of how their deductibles, co-insurance, and offsetting employer contributions could impact the employee where the maximum out-of-pocket is reached. Based upon these other plans, and without considering networks, one could argue the other plans all generally exceed Franklin’s 2019 benefit plans. A wholesale redesign, however, simply isn’t an option given budgetary restrictions.

Associated, staff, and the Personnel Committee recommend the following changes to the High Deductible Health Plan (HDHP):

1. Reduce the maximum out-of-pocket (MOoP) from $6,000/$12,000 (single/family) to $4,500/$9,000, which matches our PPO, and reduce the maximum out-of-network from $12,000/$24,000 to $9,000/$18,000.
2. Continue the employer contribution in 2020 but changing it from $750/$1,500 in January to $750/$1,500 in January and $375/$750 in June.
3. Add a commitment that the City will provide a 2021 employer contribution to a HDHP HSA of $375/$750 in both January and June for new employees or for those active employees that enroll in the HDHP in both 2020 and 2021.
4. Freeze the Employee Premium Share rates for 2020 at $96.06/232.34 (single/family).

This results in a MOoP slightly below Brookfield’s, but our employer contribution is slightly below as well. Our employee premium share has been strategically moving toward being more competitive with the private sector market place, but that has made us fall behind our municipal comparables. As such, freezing the dollar amount of the PPO and the HDHP employee premium share at least holds us stable for a year to allow communities to make some progress toward our position. These actions are intended to improve the impacts on hiring and retention largely by impacting the overall perception of the plan and reducing the risk to employees of having an unsecured $12,000 out-of-pocket cost. At the same time, it should continue to drive employees to consider the HDHP. Although it is largely subjective, Associated anticipates an additional 5 to 10% HDHP participation under this design.

[Please recall that the City’s pharmacy plan changes periodically as United Health Care (UHC) reviews national trends and pharmaceutical circumstances, the premium care physician designations are updated at least once each year, and UHC offers a variety of plan program add-ons during the course of year, which programmatic adjustments are all treated as administrative determinations.]
Additional Voluntary Benefits: As part of the contract settlement with the Police Union, the City agreed to “explore offering supplemental insurance for employee’s so long as the provider offers it without cost to the City.” The Sun Life policy can add this option without cost to the City, although there may be some administrative effort. Rates are set by Sun Life and with most such policies coverage for family members can be added if the employee is also providing additional supplemental coverage on themselves.

Attached is a sheet that provides the coverage and monthly premium costs for an optional, employee-funded vision plan. It is with VSP Vision Care, a large national provider with many Wisconsin participating doctors. Offering this can improve our hiring and retention at no additional City cost.

Dental Insurance: No changes in the benefits are contemplated. Recommended dental insurance premiums are still under review and will be brought to the meeting, along with a recommendation to incorporate into the motion.

Broker Services: Diversified has served us well and assisted us in achieving our desired health plan expenditure levels through their networking and contacts. That status has not changed since they were bought out by Associated about a year ago. As Diversified, their rates had remained unchanged since 2011. With Associated, we did experience a slight increase for 2019. Negotiations are in progress for any 2020 rate increase. The Director of Administration suggests that if the increase can be retained at 1% or less, then Associated should continue, but if the increase is more than that, the Director of Administration will bring back a recommendation at that time.

Self-Insurance Fund, Sworn Police Officer Mental Health Pilot Program: At the Personnel Committee meeting, a number of police officers expressed concern that the current health plan, particularly the HDHP, makes it expensive to pursue mental health treatments. In 2016, the Director of Administration proposed to the Police Union a meeting to develop a city-funded program to offer and encourage police officers to pursue mental health treatment if needed. At the time, the Union declined the offer. Following the Personnel Committee meeting, the Director of Administration resent the suggestion to the Union to pursue such a program. It turns out that the Police Chief and Captain Goens have been looking into similar options since Oak Creek, Hales Corners, and Wauwatosa have recently instituted programs of a similar nature using a locally respected clinic that specializes in addressing the mental health of police officers. This time the Union offered to meet, which meeting was very productive.

There is no question that many statistics show that police officers have a high suicide rate and suffer from significant pressures that can impact their mental health. Unfortunately, there is also evidence that indicates a significant stigma to seeking mental health treatment. There is no doubt whatsoever that individual officers and the department as a whole are better served if officers who may benefit from mental health treatment receive such care. It is fair to state that the benefit accrues to the entire City. The City has an Employee Assistance Program that offers some initial care and assessment, but it is not intended for ongoing treatment beyond a few sessions. Our health insurance program provides coverage, but can still have substantial costs that might deter the employee. What is needed is something that provides these services with a high degree of confidentiality at low or no cost to officers in need.
Given the critical value of a program, the Director of Administration and Police Department intends to start a City-funded, pilot program for sworn police officers to be able to seek added mental health care. To save implementation time, it will be largely patterned off the Oak Creek, Hales Corners, and Wauwatosa programs. No long-term or penalty-free contractual commitments will be entered into without approval from the Common Council. Costs will be charged directly to the self-insurance fund as is done with other wellness programs. Average monthly costs will be assessed after an initial 4- or 5-month start-up period, and if they are exceeding an annualize cost of $20,000 - $25,000, the program can be re-evaluated for adding cost oversight or cost auditing features. Future consideration may be given as to whether other employee groups should be included. The intent is to start a program quickly and bring in the structure (bureaucracy) later if program levels warrant the added oversight. If the Common Council wants a detailed program write-up prior to institution, please provide such a direction to the Director of Administration and Police Chief.

The items requested for approval in the Council Action Sheet are consistent with the 2020 proposed budget as forwarded by the Common Council to the upcoming public hearing.

**COUNCIL ACTION REQUESTED**

Motion to recommend as follows:

1. Sun Life for Stop Loss renewal and for the Life, AD&D, and Long-Term Disability, with increasing the stop loss attachment point from $70,000 to $80,000 and adding the aspect of the life insurance that employees can purchase extra coverage at their own cost;
2. Authorizing VSP Vision Care as an employee-funded, optional vision care benefit with 1 program (VSP Choice) option;
3. Changing the HDHP benefits by reducing the maximum out-of-pocket from $6,000/$12,000 (single/family) to $4,500/$9,000 and reducing the maximum out-of-network from $12,000/$24,000 to $9,000/$18,000, continuing the employer contribution in 2020 but changing it from $750/$1,500 in January to $750/$1,500 in January and $375/$750 in June, and committing to a 2021 employer contribution of $375/$750 in both January and June for new employees or those active employees that enroll in the HDHP in both 2020 and 2021.
4. Continuing with Associated Benefits and Risk Consulting as our broker, provided the increase for 2020 does not exceed 1%.
5. Freezing PPO employee premium share rates at $160/$386 (single/family) and HDHP rates at $96.06/232.34 for those that participate in the Health Risk Assessment (HRA), maintaining a 4.5% added employee premium share for those that do not participate in the HRA, and other such related rates as determined by the Director of Finance and Treasurer.
6. Authorizing the Director of Administration to institute and administer a Self-Insurance Fund funded, Sworn Police Officer Mental Health Pilot Program and to modify the employee handbook to incorporate such benefits as he determines is appropriate.
7. [Insert recommendation on dental premiums that will be brought to the meeting.]
City of Franklin  
*Life and AD&D / Long Term Disability*  
2020 Renewal Cost Illustration

<table>
<thead>
<tr>
<th></th>
<th>Hartford Current</th>
<th>Hartford Renewal</th>
<th>Standard</th>
<th>Sun Life</th>
</tr>
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<td>2 years</td>
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</table>

| **Long Term Disability** |                  |                  |          |          |
| Volume                 | $1,019,000       | $1,019,000       | $1,019,000 | $1,019,000 |
| Rate per $100          | 0.470            | 0.470            | 0.425    | 0.470    |
| Mo. Premium            | $4,789.30        | $4,789.30        | $4,330.75 | $4,789.30 |
| Annual Premium         | $57,471.60       | $57,471.60       | $51,969.00 | $57,471.60 |
| Rate Guarantee         | 2 years          | 3 years          | 2 years  |          |

**Total Ann. Program Premium**  
$105,320.16  
$105,320.16  
$91,636.20  
$112,014.00

*Declined to Quote - Prudential, Lincoln Financial Group*
# City of Franklin

## Stop Loss Renewal

### 2020 Cost Illustration

#### Initial Renewal

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**Premium Credit for adding Life, AD&D and Long Term Disability Plans** - $27,624

#### Revised Renewal

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**Premium Credit for adding Life, AD&D and Long Term Disability Plans**

- $70,000 Stop Loss Point - $27,125
- $80,000 Stop Loss Point - $24,479
- $90,000 Stop Loss Point - $22,098
## SUMMARY OF HEALTH INSURANCE BENEFITS OF COMPARABLE COMMUNITIES

Prepared 10/18/2019 Franklin Department of Administration

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<th>Fitchburg State Local Traditional Plan</th>
<th>Fond du Lac</th>
<th>Greenfield</th>
<th>Menomonee Falls Police pre 7/1/11 HDHP</th>
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<td>2400</td>
<td>3000</td>
<td>6000</td>
<td>0</td>
<td>0</td>
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<tr>
<td>Potential Net Position</td>
<td>3000</td>
<td>6000</td>
<td>4200</td>
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<td>4000</td>
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<td>1200</td>
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<tr>
<td>In Network Max OOP</td>
<td>6000</td>
<td>1200</td>
<td>6850</td>
<td>13700</td>
<td>3600</td>
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<td>15/10%</td>
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<tr>
<td>Total</td>
<td>6000</td>
<td>1200</td>
<td>6850</td>
<td>13700</td>
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<td>10%</td>
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<tr>
<td>Generic or (Level 1)</td>
<td>$15</td>
<td>10%</td>
<td>10%</td>
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<td>$5</td>
<td>10%</td>
<td>$5</td>
<td>$5</td>
<td>10%</td>
<td>$5</td>
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<tr>
<td>Preferred Brand (L2)</td>
<td>$30</td>
<td>10%</td>
<td>(After Deductible)</td>
<td>20% ($50 max)</td>
<td>20% ($50 max)</td>
<td>10%</td>
<td>20% ($50 max)</td>
<td>20% ($50 max)</td>
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<td>$30</td>
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<tr>
<td>Non_pref Brand (L3)</td>
<td>$45</td>
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<td>(After Deductible)</td>
<td>40% ($150 max)</td>
<td>40% ($150 max)</td>
<td>10%</td>
<td>40% ($150 max)</td>
<td>40% ($150 max)</td>
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<td>Specialty (L4)</td>
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<td>10%</td>
<td>25%</td>
<td>35%</td>
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<td>10%</td>
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<td>Single</td>
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<td>20%</td>
<td>$72</td>
<td>10%</td>
<td>$46</td>
<td>7.0%</td>
<td>$136</td>
<td>$79</td>
<td>12.6%</td>
<td>$62</td>
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<tr>
<td>Single with Partial Wellness</td>
<td>$399</td>
<td>20%</td>
<td>$180</td>
<td>10%</td>
<td>$111</td>
<td>6.9%</td>
<td>$352</td>
<td>$197</td>
<td>10%</td>
<td>$175</td>
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<tr>
<td>Family</td>
<td>$200</td>
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<td>$90</td>
<td>5%</td>
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<td>15%</td>
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<td>$176</td>
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<tr>
<td>Family with Partial Wellness</td>
<td>$380</td>
<td>10%</td>
<td>$180</td>
<td>10%</td>
<td>$111</td>
<td>6.9%</td>
<td>$352</td>
<td>$197</td>
<td>10%</td>
<td>$175</td>
</tr>
<tr>
<td>Family with Full Wellness</td>
<td>$595</td>
<td>28.4%</td>
<td>$289</td>
<td>15%</td>
<td>$352</td>
<td>20%</td>
<td>$176</td>
<td>$176</td>
<td>10%</td>
<td>$176</td>
</tr>
<tr>
<td>Family with Full Wellness</td>
<td>$266</td>
<td>10%</td>
<td>$90</td>
<td>5%</td>
<td>$289</td>
<td>15%</td>
<td>$176</td>
<td>$176</td>
<td>10%</td>
<td>$176</td>
</tr>
</tbody>
</table>

Disclaimer: Health plans have differences and nuances that cannot be accurately relayed in a simplified summary. For example, some communities offered Employee +1 plans, one employer had employee premium shares changing during the year, state plan employee shares vary depending upon where you are in the state (since the employee share is 12% of the average of all state plans offered in your area), a couple communities have deviations for Police and/or Fire unions and/or Departments not included here (such as employee premium share differences). Also, all information is based upon the best information available. Some information is 2019, some 2020 (Brookfield is still 2018), however in the case of any older information, no significant change is anticipated for 2020.

Note: Premium data in shaded blocks do not correlate to the labels in the far left column because the state plans function differently.
## SUMMARY OF HEALTH INSURANCE BENEFITS OF COMPARABLE COMMUNITIES

Prepared 10/18/2019 Franklin Department of Administration

<table>
<thead>
<tr>
<th>Plan Type</th>
<th>New Berlin</th>
<th>Oak Creek</th>
<th>Sun Prairie</th>
<th>Wauwatosa</th>
<th>West Bend</th>
<th>FRANKLIN 2018</th>
<th>FRANKLIN 2019/20</th>
<th>Franklin 2019</th>
<th>Franklin 2020</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>HDHP</td>
<td>Reference</td>
<td>HDHP</td>
<td>HDHP</td>
<td>HDHP</td>
<td>2018</td>
<td>PPO</td>
<td>HDHP</td>
<td>HDHP</td>
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<tr>
<td></td>
<td>3000</td>
<td>6000</td>
<td>1000</td>
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<tr>
<td>HSA Contribution Potential NET Position</td>
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<td></td>
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<tr>
<td></td>
<td>1900</td>
<td>3800</td>
<td>1000</td>
<td>2000</td>
<td>1500</td>
<td>3000</td>
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<td>3000</td>
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<td></td>
</tr>
<tr>
<td>In-Network Max OOP</td>
<td></td>
<td></td>
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<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
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<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Potential Net Max OOP (Max OOP as HSA/HDHP)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
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<td></td>
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</tr>
<tr>
<td></td>
<td>1100</td>
<td>2200</td>
<td>1000</td>
<td>2000</td>
<td>1500</td>
<td>3000</td>
<td>3000</td>
<td>1000</td>
<td>3000</td>
</tr>
</tbody>
</table>

| Additional Prescription Max OOP  |            |           |             |           |           |               |                 |               |               |
|                                  |            |           |             |           |           |               |                 |               |               |
|                                  | 1000       | 2000      | 1000        | 2000      | 1500      | 3000          | 3000            | 1000          | 3000          |

| Copay Primary                    | 0          | 0         | 0           | 25T/50    | 15T/25    | 25T1/50       | 15T1/25         | 0             | 0             |
| Copay Specialist                 | 0          | 0         | 0           | 50 T1/100 | 35T1/40   | 55O1/570      | 35T1/40         | 0             | 0             |
| Coinsurance IN                   | 0%         | 0%        | 0%          | 20%       | 20%       | 15%T1/20%     | 15%T1/20%       | 10%T1/20%     | 10%T1/20%     |

| Prescriptions                   |            |           |             |           |           |               |                 |               |               |
| Generic or (Level 1)            | 0          | 0         | 0           | 10        | 15        | 10            | 10              | 10            | 10            |
| Preferred Brand (L2)            | 0 (After   | 0         | 0           | 0         | 0         | 0             | 0               | 0             | 0             |
| Non-pref Brand (L3)             | 0 (Deductible) | 0         | 0           | 0         | 0         | 0             | 0               | 0             | 0             |
| Specialty (L4)                  | 0 (Not covered) | 0         | 0           | 0         | 0         | 0             | 25% max 150     | 25%           | 25%           |

| Employee Premiums               |            |           |             |           |           |               |                 |               |               |
| Single with Partial Wellness    | $85        | 15%       | $115        | 15%       | $103      | 15%           | $128            | $126          | $129          |
| Single with Full Wellness       | $77        | 10%       | $103        | 15%       | $96       | 14%           | $160            | $96           | $96           |
| Family with Partial Wellness    | $235       | 15%       | $298        | 15%       | $304      | 19%           | $472            | $311          | $318          |
| Family with Full Wellness       | $198       | 10%       | $149        | 15%       | $250      | 14%           | $386            | $232          | $232          |

| Monthly %                       | Monthly %  | Monthly %  | Monthly %  | Monthly %  | Monthly %  | Monthly %  | Monthly %  | Monthly %  | Monthly %  |
| $115                           | $103      | $298      | $149      | $250      | $232      | $386      | $232      | $386      | $232      |
Summary of Voluntary Life / AD&D Coverage for
City of Franklin

<table>
<thead>
<tr>
<th>Carner</th>
<th>Sun Life</th>
</tr>
</thead>
</table>

**Employee Benefit**
$10,000 increments up to lesser of 5 x annual earnings or $500,000

**Spouse**
$10,000 increments up to lesser of 100% of EE amount or $150,000

**Child**
$2,500 increments up to a maximum of $10,000 $250 for Children 14 days to 6 months

**Guaranteed Issue**

<table>
<thead>
<tr>
<th>Employee</th>
<th>$100,000</th>
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</thead>
<tbody>
<tr>
<td>Spouse</td>
<td>$30,000</td>
</tr>
<tr>
<td>Child</td>
<td>$10,000</td>
</tr>
</tbody>
</table>

**Age Reduction**
To 67% at age 70
Spouse's coverage terminates at age 70
To 50% at age 75

**Dependent Child Definition**
Unmarried Children from 14 days to age 19 or to age 23 if a full-time student

**Rate Charts**

<table>
<thead>
<tr>
<th>Employee Age Bracket</th>
<th>Rate Per $1,000</th>
</tr>
</thead>
<tbody>
<tr>
<td>0-24</td>
<td>$0.098</td>
</tr>
<tr>
<td>25-29</td>
<td>$0.119</td>
</tr>
<tr>
<td>30-34</td>
<td>$0.158</td>
</tr>
<tr>
<td>35-39</td>
<td>$0.177</td>
</tr>
<tr>
<td>40-44</td>
<td>$0.198</td>
</tr>
<tr>
<td>45-49</td>
<td>$0.296</td>
</tr>
<tr>
<td>50-54</td>
<td>$0.454</td>
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<tr>
<td>55-59</td>
<td>$0.847</td>
</tr>
<tr>
<td>60-64</td>
<td>$1.301</td>
</tr>
<tr>
<td>65-69</td>
<td>$2.504</td>
</tr>
<tr>
<td>70-74</td>
<td>$4.021</td>
</tr>
<tr>
<td>75+</td>
<td>$6.533</td>
</tr>
</tbody>
</table>

| Employee AD&D | $0.030 |
| Spouse AD&D   | $0.030 |

Child Life and AD&D Monthly cost
$58 per $2,500 of benefit (Monthly charge for all children)
YOUR VSP VISION BENEFITS SUMMARY
CITY OF FRANKLIN and VSP provide you with an affordable vision plan.

**Provider Network:**
VSP Choice
**Effective Date:**
01/01/2020

<table>
<thead>
<tr>
<th>Benefit</th>
<th>Description</th>
<th>Your Coverage with a VSP Provider</th>
<th>Copay</th>
<th>Frequency</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>WellVision Exam</strong></td>
<td>Focuses on your eyes and overall wellness</td>
<td></td>
<td>$10</td>
<td>Every calendar year</td>
</tr>
<tr>
<td><strong>Prescription Glasses</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Frame</td>
<td>$150 allowance for a wide selection of frames</td>
<td>Included in Prescription Glasses</td>
<td></td>
<td>Every other calendar year</td>
</tr>
<tr>
<td>Lens Enhancements</td>
<td>Single vision, lined bifocal, and lined trifocal lenses</td>
<td>Included in Prescription Glasses</td>
<td></td>
<td>Every calendar year</td>
</tr>
<tr>
<td>Lenses</td>
<td>• Standard progressive lenses</td>
<td></td>
<td>$0</td>
<td>Every calendar year</td>
</tr>
<tr>
<td></td>
<td>• Premium progressive lenses</td>
<td></td>
<td>$95 - $105</td>
<td>Every calendar year</td>
</tr>
<tr>
<td></td>
<td>• Custom progressive lenses</td>
<td></td>
<td>$150 - $175</td>
<td>Every calendar year</td>
</tr>
<tr>
<td></td>
<td>• Average savings of 20-25% on other lens enhancements</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Contacts (Instead of glasses)</td>
<td>$130 allowance for contacts; copay does not apply</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Contact lens exam (fitting and evaluation)</td>
<td>Up to $60</td>
<td>Every calendar year</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• As a VSP member, you can visit your VSP doctor for medical and urgent eyecare. Your VSP doctor can diagnose, treat, and monitor common eye conditions like pink eye, and more serious conditions like sudden vision loss, glaucoma, diabetic eye disease, and cataracts. Ask your VSP doctor for details.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Primary Eyecare</strong></td>
<td></td>
<td></td>
<td>$20</td>
<td>As needed</td>
</tr>
<tr>
<td><strong>Glasses and Sunglasses</strong></td>
<td>• Extra $20 to spend on featured frame brands. Go to vsp.com/offers for details.</td>
<td></td>
<td></td>
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<tr>
<td></td>
<td>• 20% savings on additional glasses and sunglasses, including lens enhancements, from any VSP provider within 12 months of your last WellVision Exam.</td>
<td></td>
<td></td>
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</tr>
<tr>
<td><strong>Extra Savings</strong></td>
<td><strong>Retinal Screening</strong></td>
<td>No more than a $39 copay on routine retinal screening as an enhancement to a WellVision Exam</td>
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<td></td>
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<tr>
<td></td>
<td><strong>Laser Vision Correction</strong></td>
<td>Average 15% off the regular price or 5% off the promotional price, discounts only available from contracted facilities</td>
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</tr>
<tr>
<td><strong>Your Monthly Contribution</strong></td>
<td>$6.85 Member only</td>
<td>$10.95 Member + 1</td>
<td>$11.18 Member + children</td>
<td>$18.03 Member + family</td>
</tr>
</tbody>
</table>
SEE HEALTHY AND LIVE HAPPY
WITH HELP FROM CITY OF FRANKLIN AND VSP.

Enroll in VSP® Vision Care to get personalized care from a
VSP network doctor at low out-of-pocket costs.

VALUE AND SAVINGS YOU LOVE.
$ Save on eyewear and eye care when you see a VSP network
doctor. Plus, take advantage of Exclusive Member Extras
for additional savings.

PROVIDER CHOICES YOU WANT.
With an average of five VSP network doctors within six
miles of you, it's easy to find a nearby in-network doctor
or retail chain. Plus, maximize your coverage with bonus
offers and additional savings that are exclusive to Premier
Program locations.

Prefer to shop online? Use your vision benefits on
Eyeconic—the VSP preferred online retailer.

QUALITY VISION CARE YOU NEED.
You’ll get great care from a VSP network doctor, including
a WellVision Exam—a comprehensive exam designed to
detect eye and health conditions.

Using your benefit is easy!
Create an account on vsp.com
to view your in-network
coverage, find the VSP network
doctor who's right for you, and
discover savings with exclusive
member extras. At your
appointment, just tell them you
have VSP.

GET YOUR PERFECT PAIR

EXTRA $20 +
TO SPEND ON
FEATURED FRAME BRANDS
bebe  CALVIN KLEIN  COLE HAAN  FLEXON
LACOSTE  NIKE  NINE WEST

SUE MORE BRANDS AT VSP.COM/OFFERS

UP TO 40%
SAVINGS ON LENS
ENHANCEMENTS

Enroll today.
Contact us: 800.877.7195 or vsp.com