

# ACTION PLAN

3. AGRICULTURAL, NATURAL & CULTURAL RESOURCES		Action Completed	Target Completion	Lead Agencies
<b>Agricultural Resources</b>				
3.1	Review City Ordinances and consider removing barriers to small-scale agricultural operations that are otherwise compatible with surrounding uses (e.g. setback and parking requirements, etc.). Examples of small-scale agricultural uses include community gardens, CSA plots, fruit orchards, vineyards, rooftop gardens, etc.	<input type="checkbox"/>	Short-Term (2023-2026)	Community Development Department
3.2	Expand Swipe & Shop EBT program at the Fond du Lac Farmers Market to better serve income-limited households and families (e.g., allow "double EBT swipe" on every 1st and 3rd Saturday).	<input type="checkbox"/>	Short-Term (2023-2026)	Downtown Fond du Lac Partnership
3.3	Conduct a feasibility study on a public market, local business incubator, commercial kitchen, or other capital investment to support year-round local agricultural initiatives as proposed in 2016 Downtown Exploratory Committee Report and Downtown Market Analysis and Plan.	<input type="checkbox"/>	Mid-Term (2027-2030)	Community Development Department
<b>Natural Resources</b>				
3.1	Amend City ordinances to require site plans and land divisions to accurately depict all natural resource features located on the property proposed for development or division (e.g., waterways, floodplain, wetlands, steep slopes, groundwater recharge areas, mature woodlands, etc.).	<input type="checkbox"/>	Immediate (2021-2022)	Community Development Department
3.2	Review and consider implementation of recommendations in the County's Hazard Mitigation Plan.	<input type="checkbox"/>	Short-Term (2023-2026)	Public Works Department
3.3	Actively purchase properties within the floodplain as they become available, and restore properties to natural vegetation for stormwater management and flood mitigation.	On-going		Community Development Department
3.4	Develop and maintain a list of preferred native plants and trees for landscaping to be used in development review and project planning.	<input type="checkbox"/>	Short-Term (2023-2026)	Public Works Department
<b>Cultural Resources</b>				
3.1	During the budgeting process, review the 2016 Downtown Exploratory Committee Report and Downtown Market Analysis and Plan to consider funding recommendations that enhance unique cultural and historic characteristics of the district.	On-going (annually)		Community Development Department / Downtown Fond du Lac Partnership
3.2	In coordination with other community organizations, develop branding and marketing that promote civic pride and clarify the city's cultural identity as a great place to live, work and experience community.	<input type="checkbox"/>	Short-Term (2023-2026)	Community Development Department / Destinations Lake Winnebago Region / Envision Greater Fond du Lac
3.3	Support community events and programming year-round that activate the downtown, attracting residents, patrons and visitors alike, especially programming that appeals to all members of the community including youth and communities of color.	On-going		Community Development Department / Downtown Fond du Lac Partnership
3.4	Maintain an inventory of historic, architecturally significant and culturally significant structures.	On-going		Historic Preservation Commission

4. Utilities & Community Facilities		Action Completed	Target Completion	Lead Agencies
<b>Utilities</b>				
4.1	Promote available incentives, energy audits and appliance recycling offered through Focus on Energy, Alliant Energy, or other sources to assist individuals and businesses with energy efficiency and renewable energy measures.		<b>On-going</b>	Community Development Department / Public Works Department / Alliant Energy
4.2	Implement recommendations contained in the latest Master Plan and Facilities Overview for Sanitary Sewer Collection and Conveyance System. Update this plan periodically.		<b>On-going</b>	Public Works Department
4.3	Conduct a formal review of City stormwater management requirements for new development to evaluate their adequacy to prevent flooding and sediment runoff based on the increase in large storm events.	<input type="checkbox"/>	<b>Short-Term (2023-2026)</b>	Public Works Department / Community Development Department
<b>Community Facilities</b>				
4.1	Investigate incorporating sustainability criteria in City purchasing policies that place a priority on sustainable business practices.	<input type="checkbox"/>	<b>Immediate (2021-2022)</b>	Administration Department
4.2	Codify the City's current practice of encouraging recycling of construction waste materials on publicly funded construction projects.	<input type="checkbox"/>	<b>Immediate (2021-2022)</b>	Public Works Department
4.3	During the annual capital improvement planning process, consider budgeting for implementation of the recommendations of the adopted City of Fond du Lac Recreation Plan 2020-2024, Fond du Lac Loop Landscape Master Plan, the 2018 Bike and Pedestrian Plan and the Lakeside Park Master Plan, including planned bike and pedestrian facilities (on-street markings and off-street trail construction).		<b>On-going (annually)</b>	Public Works Department / Community Development Department
4.4	Consider annually opportunities to implement additional recommendations in the 2012 energy audits of City buildings and facilities (e.g., LED street lights).		<b>On-going (annually)</b>	Public Works Department

5. Intergovernmental Cooperation		Action Completed	Target Completion	Lead Agencies
5.1	Schedule a working session with each School District, involving elected officials and key staff for both the City and the School District, no less than annually to discuss issues of concern and opportunities for collaboration.	On-going (annually)		Community Development Department
5.2	Review the 2017 Cooperative Plan at least every five years to determine if amendments are needed to match shifting priorities or new challenges.	<input type="checkbox"/>	Short-Term (2023-2026)	Community Development Department
5.3	City staff will meet with representatives from each adjacent jurisdiction during the annual process to update the City's Capital Improvement Plan, and to coordinate projects as appropriate.	On-going (annually)		Community Development Department / Public Works Department
5.4	Attend Intergovernmental Cooperative Plan Advisory Committee meetings annually or as requested per the Cooperative Plan agreement.	On-going		Community Development Department
5.5	Review the 2020 Wastewater Agreement at least every five years to determine if amendments are needed to match shifting priorities or new challenges.	<input type="checkbox"/>	Short-Term (2023-2026)	Public Works Department
5.6	Meet with the East Central Wisconsin Regional Planning Commission as necessary to expand the urban service area consistent with this Comprehensive Plan and when considering major land use planning updates to this plan.	On-going		Community Development Department / Public Works Department
5.7	Coordinate with all adjoining jurisdictions during outdoor recreation planning to seek complementary recreation investments where service areas overlap and work to avoid duplication of unique amenities.	On-going		Public Works Department / Advisory Park Board

6. Economic Development		Action Completed	Target Completion	Lead Agencies
6.1	Work with Envision Greater Fond du Lac to review and update on an annual basis a comprehensive list of skills and training resources available through all community partners and programs, and host this list prominently on the City's website.	On-going (annually)		Community Development Department / Envision Greater Fond du Lac
6.2	Encourage Envision Greater Fond du Lac to conduct an annual survey of employers and entrepreneurs to identify hiring and retention needs as well as business support needs. The City will identify areas to provide assistance, including sharing this information with the community and support/training institutions.	On-going (annually)		Community Development Department / Envision Greater Fond du Lac
6.3	Consider supporting an annual job fair that focuses on employment for residents without a post-secondary education. Encourage partnerships with new employers, and integrate educational opportunities on resume creation, interview skills and other job skills that benefit all community members.	On-going (annually)		Envision Greater Fond du Lac

6. Economic Development		Action Completed	Target Completion	Lead Agencies
6.4	Facilitate enhanced partnerships between Envision Greater Fond du Lac and the Fond du Lac School District to coordinate activities in support of the local economy, including:			
6.4a	Ensure that courses in computer science, information technology, entrepreneurship and financial literacy are regularly offered at the middle school and high school levels. Consider adding INCubatorEDU curriculum – North Fond du Lac School District initiated this program in 2018.	On-going		Community Development Department / Envision Greater Fond du Lac
6.4b	Incorporate into the curriculum skills and information specifically pertinent to the City’s target employment sectors.	On-going		Community Development Department / Envision Greater Fond du Lac
6.4c	Hold at least two events each year to help facilitate a discussion between teachers and employers about local hiring needs and skill requirements.	On-going (semi-annually)		Community Development Department / Envision Greater Fond du Lac
6.4d	Continue to work with Junior Achievement on Entrepreneur programs geared towards K-12.	On-going		Community Development Department / Envision Greater Fond du Lac
6.4e	Form and support student business groups and clubs.	On-going		Community Development Department / Envision Greater Fond du Lac
6.5	Collaborate with Envision Greater Fond du Lac to proactively communicate, discuss needs and receive feedback from area businesses. Use these conversations to continually refine services and resource referrals.	On-going		Community Development Department / Envision Greater Fond du Lac
6.6	Create and maintain an inventory of available sites for development and redevelopment, updated on a biannual basis.	On-going (monthly or quarterly)		Community Development Department / Redevelopment Authority
6.7	Coordinate with Envision Greater Fond du Lac to provide annually updated community data that can be used in marketing toward target businesses that provide living-wage employment opportunity.	On-going (annually)		Community Development Department / Envision Greater Fond du Lac
6.8	Co-host with Envision Greater Fond du Lac an annual business workshop for local business leaders, employers, entrepreneurs, economic development professionals, and City staff to discuss current issues. Work to be inclusive of all business and economic development stakeholders of the community.	On-going (annually)		Community Development Department / Envision Greater Fond du Lac
6.9	Conduct an incubator feasibility study that will determine potential use of a facility, likely locations for a facility, and whether the facility should cater to a specific industry sector.	<input type="checkbox"/>	Mid-Term (2027-2030)	Community Development Department / Envision Greater Fond du Lac
6.10	Review and revise Tax Increment Finance policy to prioritize business attraction, retention and expansion that is consistent with Policy 19.	<input type="checkbox"/>	Short-Term (2023-2026)	Community Development Department
6.11	Collaborate with Envision Greater Fond du Lac to conduct a biennial survey of large employers to determine trends in housing and transportation need that support a growing workforce.	On-going (bi-annually)		Community Development Department / Envision Greater Fond du Lac
6.12	Continue to implement plans that further economic and neighborhood vitality consistent with the City’s vision, including the Downtown Market Plan, Downtown Exploratory Committee Report, Placemaking Strategy, and other relevant plans.	On-going		Community Development Department / Envision Greater Fond du Lac

7. Housing		Action Completed	Target Completion	Lead Agencies
7.1	Utilize the annual Housing Affordability Report to track key market trends and metrics that can be reported to City leadership, creating a baseline and measure of potential program/development impact.		On-going (annually)	Community Development Department
7.2	Prepare a detailed housing study that evaluates all aspects of local housing market conditions as a tool to better understand specific needs (e.g. cost, age, structure type, location, etc.).	<input type="checkbox"/>	Short-Term (2023-2026)	Community Development Department / Housing Authority
7.3	Address housing affordability through the following strategies:			
7.3a	Underwrite quality, affordable housing initiatives that leverage local gap financing when it will assist in securing other public and private sources of equity (e.g., Section 42 tax credits) at least annually.		On-going (annually)	Community Development Department
7.3b	Create an Affordable Housing Fund that can be used to support a variety of affordability initiatives. Sources of money include but are not limited to the City's general fund, private donations, and TIF districts ready for closure (per state statute, district closure can be delayed one year and all funds collected in the bonus year may be used for affordable housing anywhere in the City).	<input type="checkbox"/>	Short-Term (2023-2026)	Community Development Department
7.3c	Review and amend the zoning ordinance as appropriate to enable the development of housing formats that limit cost, including smaller lots, smaller homes, attached units and "cottage court" clusters of detached homes. Identify locations for these formats in neighborhood plans for new and existing neighborhoods.	<input type="checkbox"/>	Short-Term (2023-2026)	Community Development Department
7.3d	Help promote the availability of down payment assistance programs through digital media.		On-going	Community Development Department
7.4	Encourage and support reinvestment in existing housing, including:			
7.4a	As housing needs evolve, continue to assess revolving loan fund needs for housing rehabilitation as well as potential funding streams. The funds can be used to support reinvestment in single- and multi-unit building.		On-going	Community Development Department
7.4b	Continue to work with developers experienced with rental housing renovation and the Redevelopment Authority to pursue State and Federal 4% tax credit funded renovation of aging units to reinvest in units while protecting their affordability.		On-going	Community Development Department
7.4c	Look for opportunities to work with partners/owners of Low-Income Housing Tax Credit (LIHTC) developments that are nearing the end of their affordability period, partnering to extend affordability for longer timeframes.		On-going	Community Development Department / Housing Authority
7.5	Update the City website to promote local, neighborhood level events in support of neighborhood groups and/or associations.		On-going	Community Development Department

7. Housing		Action Completed	Target Completion	Lead Agencies
7.6	Continue to fund annual neighborhood grant programs that will provide City monies to make small neighborhood improvements (e.g. welcome signs, public art, etc.).	On-going (annually)		Community Development Department
7.7	The City will develop and share resources on green/sustainable design strategies in conjunction with the permit process (e.g., educational pamphlets that summarizes energy and water consumption strategies and provides information on Local/State energy and sustainability programs).	<input type="checkbox"/>	Short-Term (2023-2026)	Community Development Department / Public Works Department
7.8	Work with Envision Greater Fond du Lac to develop and maintain a strategy/process to communicate with the business community on workforce needs, including how best to match those needs with housing types that will attract people to live and work in the City.	On-going		Community Development Department / Envision Greater Fond du Lac
7.9	Consider code amendments to enable development of lower-cost housing types and forms in all neighborhoods (e.g. smaller lot sizes, small homes, attached unit housing, “cottage courts”, and other styles of development) that meet the needs of the workforce.	<input type="checkbox"/>	Immediate (2021-2022)	Community Development Department
7.10	Amend the City’s ordinances to allow accessory dwelling units (with appropriate standards), for the purpose of increasing housing choice, increasing density, accommodating different household types and increasing affordability. Encourage this as part of new neighborhood development, during initial unit construction and site design.	<input type="checkbox"/>	Immediate (2021-2022)	Community Development Department

8. Mobility & Transportation Systems		Action Completed	Target Completion	Lead Agencies
8.1	Continue to implement a program to identify and repair broken and substandard sidewalks throughout the City.	On-going		Public Works Department
8.2	Track and share progress annually of achievements of the City's Complete Streets Policy. Provide annual update to Plan Commission on progress; tie update to City's yearly Capital Improvement Program budget/programming schedule.	On-going (annually)		Public Works Department / Community Development Department
8.3	Continue to promote the need for an interchange at the south end of the Fox Ridge Business Park to WisDOT through regional transportation planning efforts.	On-going		Community Development Department / Public Works Department
8.4	Annually plan for new connections that increase resident access to regional connections in the bike and trail network. Work with neighboring jurisdictions, WisDOT, the DNR, and other invested partners to continually expand and integrate the network.	On-going (annually)		Public Works Department / Community Development Department
8.5	Collaborate with responsible jurisdictions to ensure roadway improvements (including County and State highways) have multi-modal aspects integrated into planning and development, or appropriate alternatives developed.	On-going		Public Works Department
8.6	Continue to collaborate with the Fond du Lac MPO in updating the Long Range Transportation Plan and Transit Development Plan.	On-going		Public Works Department
8.7	Evaluate the City's transit system annually, making sure the system is efficient and cost effective in meeting the demands of all City residents.	On-going (annually)		Public Works Department
8.8	Update the City's Capital Improvement Plan on an annual basis to plan for short-term transportation improvements, considering actions/recommendations outlined in the City's Bike & Pedestrian Plan.	On-going (annually)		Public Works Department
8.9	Update the Official Map as appropriate to show long-term transportation improvements and development into new growth areas.	On-going		Public Works Department
8.10	Partner with the Fond du Lac School District to provide bicycle education to students annually.	On-going		Public Works Department / ECWRPC/MPO
8.11	Partner with bike advocacy groups to support and expand education/encouragement programs throughout the City.	On-going		Public Works Department / ECWRPC/MPO
8.12	Evaluate the use and potential impacts of new technologies in street and development projects. For instance, consider the likelihood that ride hailing services and autonomous vehicles will increase the need for pickup and drop-off space near building entrances.	<input type="checkbox"/>	Mid-Term (2027-2030)	Community Development Department / Public Works Department
8.13	Review the City's off-street parking requirements periodically (at least every three years) to assess their effectiveness in making efficient use of land for vehicle parking. When appropriate, reduce minimums and consider enacting maximums to avoid excess parking spaces.	On-going (every three years)		Community Development Department
8.14	Evaluate potential for, and funding of, plug-in outlets for electric vehicles in City owned lots.	<input type="checkbox"/>	Mid-Term (2027-2030)	Public Works Department / Community Development Department

9. Land Use		Action Completed	Target Completion	Lead Agencies
9.1	Work closely with the East Central Wisconsin Regional Planning Commission to protect water resources while ensuring an adequate supply of land in the sanitary sewer service area to accommodate growth as anticipated in this plan.	<b>On-going</b>		Public Works Department / Community Development Department
9.2	Continue to exercise extraterritorial plat review powers.	<b>On-going</b>		Community Development Department
9.3	Continue to implement and work on the extension of the Intergovernmental Agreement with the surrounding towns to provide for orderly growth and development within agreed-upon City growth boundaries.	<b>On-going</b>		Community Development Department
9.4	Update the Zoning and Subdivision Ordinances, considering several possible changes outlined under this action item.	<input type="checkbox"/>	<b>Immediate (2021-2022)</b>	Community Development Department
9.5	Monitor downtown parking supply and demand to seek efficient use of parking investments and a good balance between total cost and user satisfaction. Review signage, pricing and management intervention options periodically (i.e. every 2-3 years) to maximize efficiency.	<input type="checkbox"/>	Short-Term (2023-2026)	Community Development Department
9.6a	Develop a long-term master plan for N. Main Street (from Follett Street to Scott Street).	<input type="checkbox"/>	Short-Term (2023-2026)	Community Development Department
9.6b	Develop a long-term master plan for S. Main Street (from Interstate 41 to Maria Lane).	<input type="checkbox"/>	Mid-Term (2027-2030)	Community Development Department
9.7	Consider creating and managing a Main Street Building Improvement Matching Grant program to encourage exterior building improvements along the Main Street corridor (outside of the Downtown).	<input type="checkbox"/>	Short-Term (2023-2026)	Community Development Department