

Resolution #2-R-22

RESOLUTION TO IMPROVE COMMUNICATION, TECHNOLOGY, & PEDESTRIAN SAFETY

Submitted By: Alderperson Katie Van Zeeland - District 5, Alderperson Brad Firkus - District 3, Alderperson Denise Fenton - District 6, Alderperson Nate Wolff, District 12 & Alderperson Joe Prohaska - District 14
Date: January 19, 2022
Referred To: Finance Committee

WHEREAS Appleton.org is an important means of communication between city officials and the public and the current website is not meeting the needs of our citizens; and

WHEREAS it is important that city communication materials are consistent in language and voice; and

WHEREAS staff has identified an unfunded need to upgrade computers and technology; and

WHEREAS the safety of pedestrians and bicyclists is of utmost importance, and the need for enhanced crosswalks has grown significantly due to increased concerns about reckless driving;

THEREFORE BE IT RESOLVED THAT city staff will create a style guide to ensure the city logo and stamp are used appropriately; and

BE IT FURTHER RESOLVED THAT funding previously set aside for city rebranding be reallocated as follows: \$100,000 for an Appleton.org website re-design, \$225,000 added to the enhanced crosswalk program, and \$150,000 to address much needed technology upgrades and committees of jurisdiction and staff work together to appropriate these funds accordingly.