

Creating Connections

Building bridges in the digital era

Andy Pederson

Rebecca VanRegenmorter

Village of Bayside



Village of Bayside

- Located on Lake Michigan just north of the City of Milwaukee
- Population, 4,500
- Predominately residential community

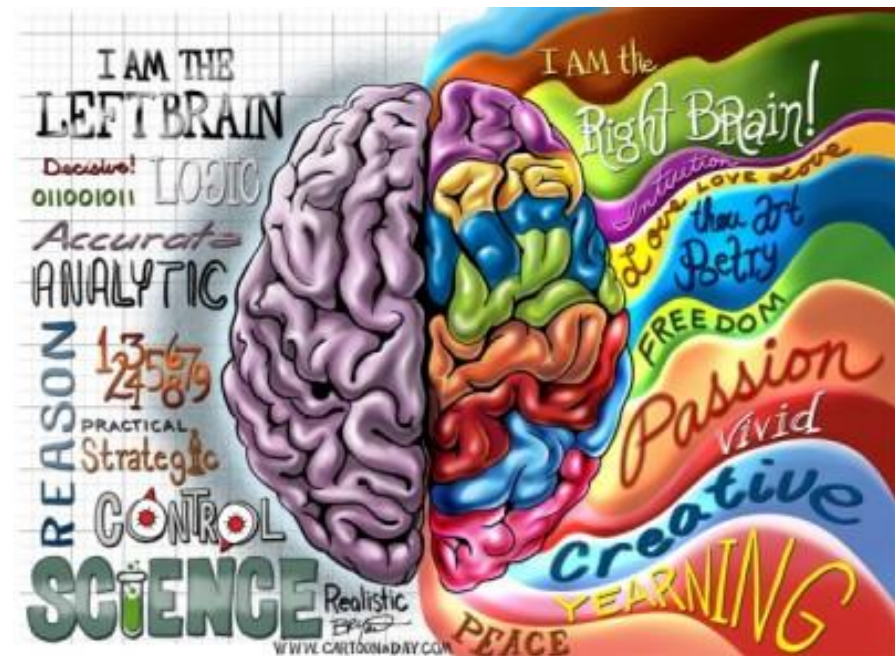


A Whole New Mind(set)

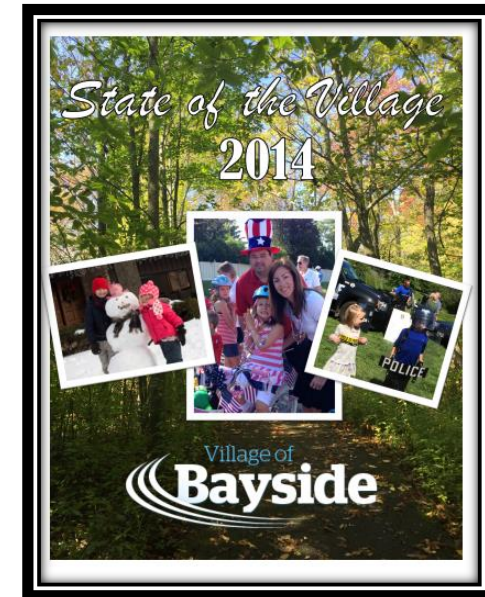
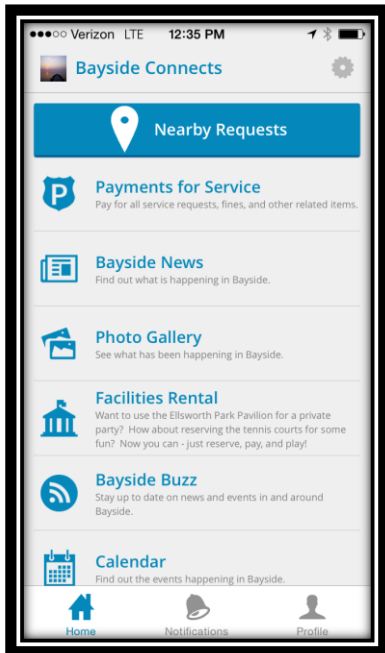
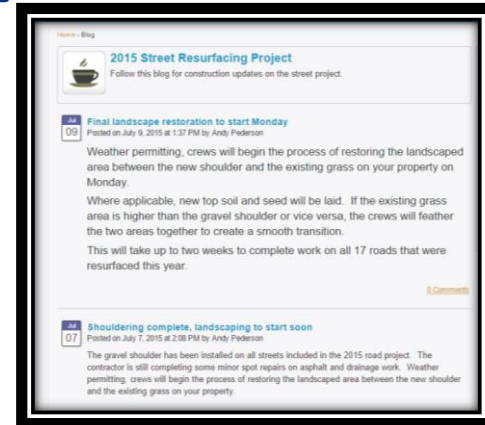
-Daniel Pink

By the time we are adults, high creativity remains in only 2 percent of the population.

- Reach People on their Level
- Speaking to masses as individuals
- Instantaneous Messaging
- Make the emotional connection
- Tell a story



Bayside, A Case Study...



Telling Your Story



<https://www.youtube.com/watch?v=sIFYPQjYhv8>

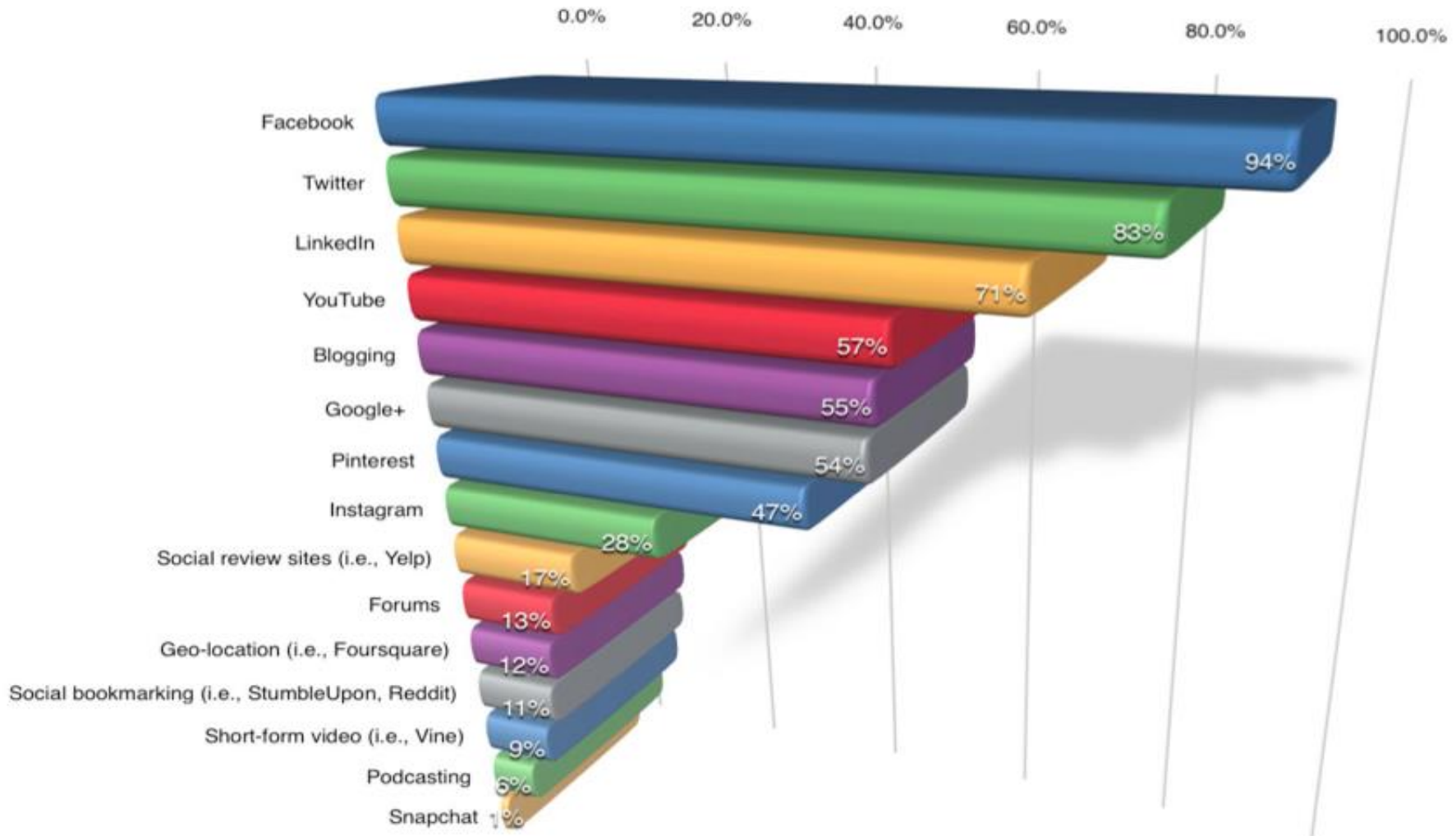
Find the Right Outlets

It's impossible to engage on every platform.

- Understand your audience
- Understand your organization
- Define your purpose and goals



Commonly used social media platforms





PINTEREST

SOCIAL SITE THAT IS ALL ABOUT DISCOVERY

LARGEST OPPORTUNITIES



USERS ARE:

32% MALE
68% FEMALE

70 MILLION ACTIVE USERS



TWITTER

MICRO BLOGGING SOCIAL SITE THAT LIMITS EACH POST TO 140 CHARACTERS

LARGEST PENETRATION



BUT SPREADING SLOWLY AND STEADILY

5,700 TWEETS HAPPEN EVERY SECOND

560 MILLION ACTIVE USERS



FACEBOOK

SOCIAL SHARING SITE THAT HAS 1 BILLION USERS WORLDWIDE

LARGEST OPPORTUNITIES



COMMUNICATING WITH CONSUMERS IN A NON-OBTRUSIVE WAY

USERS SHARE 2.5 BILLION PIECES OF CONTENT EACH DAY

1 BILLION ACTIVE USERS



INSTAGRAM

SOCIAL SHARING SITE ALL AROUND PICTURES AND NOW 15 SECOND VIDEOS

MANY BRANDS ARE PARTICIPATING THROUGH THE USE OF # HASHTAGS

AND POSTING PICTURES CONSUMERS CAN RELATE TO

MOST FOLLOWED BRAND IS



150 MILLION ACTIVE USERS



GOOGLE+

SOCIAL NETWORK BUILT BY GOOGLE THAT ALLOWS FOR BRANDS AND USERS TO BUILD CIRCLES

NOT AS MANY BRANDS ACTIVE, BUT THE ONES THAT ARE TEND TO BE A GOOD FIT WITH A GREAT FOLLOWING

GROWING RAPIDLY WITH 925,000 NEW USERS EVERY DAY



400 MILLION ACTIVE USERS



LINKEDIN

BUSINESS ORIENTED SOCIAL NETWORKING SITE

BRANDS THAT ARE PARTICIPATING ARE CORPORATE BRANDS GIVING POTENTIAL AND CURRENT ASSOCIATES A PLACE TO NETWORK & CONNECT



79% OF USERS ARE 35 OR OLDER

240 MILLION ACTIVE USERS

Designed & Imagery: www.growthgrid.com

NORTHEAST OIL MEDIA GROUP



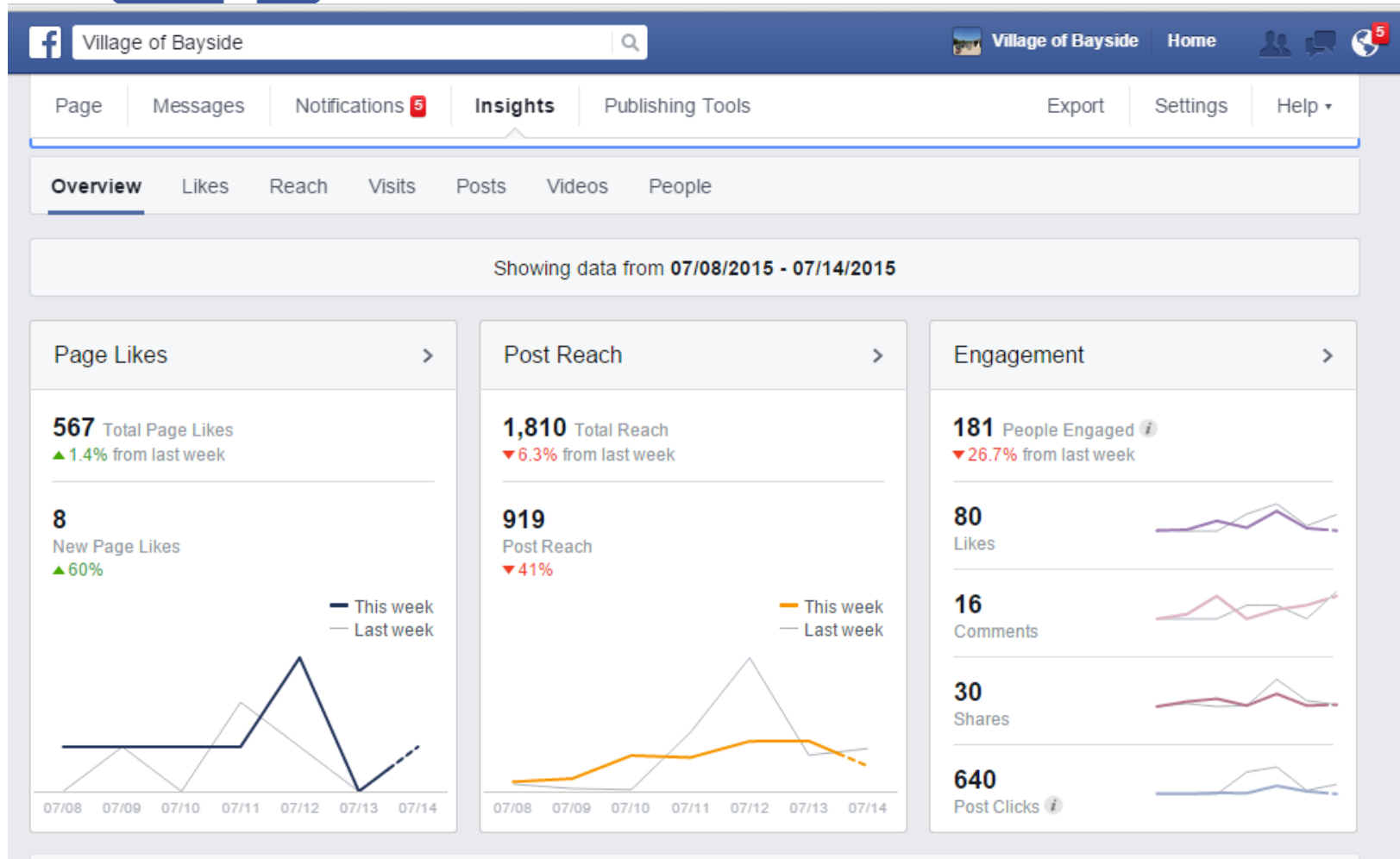
Facebook

- Think about time decay. Will be see it?
 - When did you last post?
 - Use Facebook Scheduling tool
 - Use a third party scheduling platform
- Engagement rates are 18% higher on Thursdays and Friday
- Photo posts get 39% more interaction
- Shorter posts get 23% more interaction
- Question posts get 100% more comments

Source: Huffington Post. *A Scientific Guide to Posting Tweets, Facebook Posts, Emails and Blog Posts At the Best Time.* http://www.huffingtonpost.com/belle-beth-cooper/a-scientific-guide-to-pos_b_4262571.html



Facebook

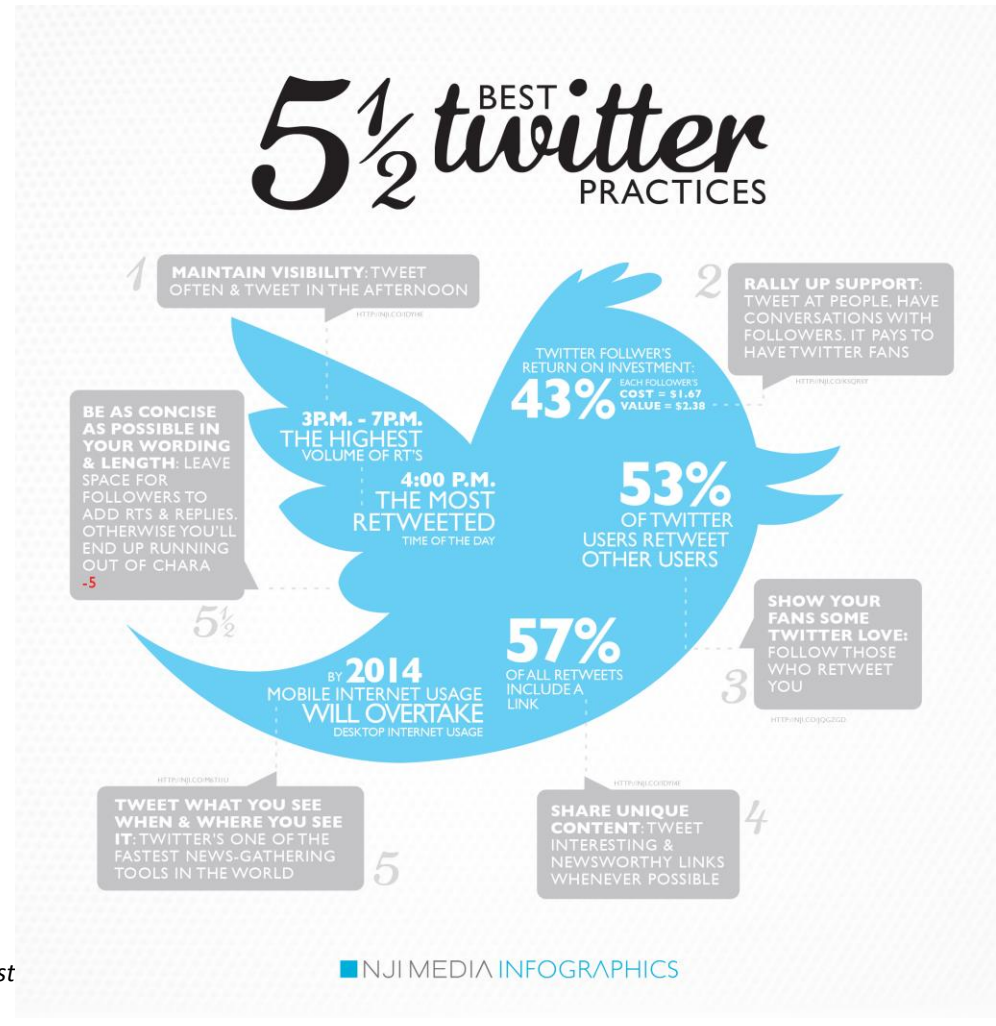




Twitter

- Twitter is most used by mobile users
- Twitter engagement is 17% higher on weekends
- Tweets with image links get 2x the engagement
- Tweets with less than 100 characters get 17% more engagement
- Ability to link Facebook post to Twitter feed

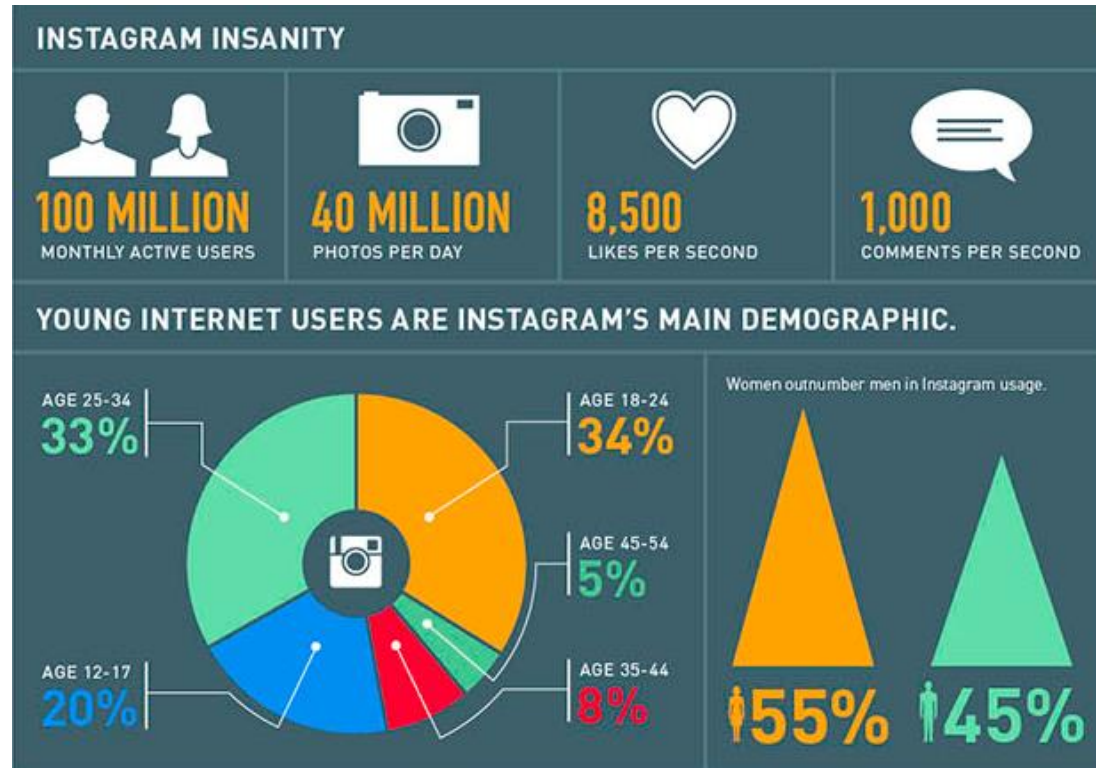
Source: Huffington Post. *A Scientific Guide to Posting Tweets, Facebook Post*
cooper/a-scientific-guide-to-pos_b_4262571.html





Instagram

- Tell stories through pictures
- Instagram contests
- Go behind the scenes





YouTube

- Create your own YouTube channel
- Market through video
- Nearly 17 million people have connected their YouTube account to at least one social service (Facebook, Twitter, Orkut, Buzz, etc.).



Impact of Visual Media



<https://www.youtube.com/watch?v=tSXCyKfEEsM>

Impact of Visual Media

Bayside Yard Waste Center

Bayside restricts recycling hours due to problems

By Tom Kertscher of the Journal Sentinel

Dec. 4, 2009

Bayside — The dumping of prohibited items such as garbage, tires, toys and televisions has led the village to temporarily restrict the hours of its Environmental Corridor, 201 E. Fairy Chasm Road, which is intended only for yard waste, oil and recycling materials.

A series of photographs on the village's Web site, www.bayside-wi.gov, helps tell the story.

The hours of operation are now 7 a.m. to 3 p.m. Monday through Friday. Anyone who sees violators is asked to call the Police Department, (414) 351-8800, which has been issuing citations.



E-newsletters

○ Bayside Buzz vs. Tuesday Talk

5/27/2014 The Start of Phase 2 and Beyond

Available for Pick Up
Mulch will be available for free pick-up starting Tuesday, May 27 in the south parking lot at Village Hall.
Mulch is still available for delivery as well for \$90/5 yards.

One Day Delay
Due to Memorial Day, garbage and recycling collection will be delayed by a day this coming week.
Tuesday, May 27: Garbage North of Fairy Chasm (including Bayside Woods and Bayside Commons)
Wednesday, May 28: Garbage South of Fairy Chasm
Thursday, May 29: Recycling North of Fairy Chasm (including Bayside Woods and Bayside Commons)

UPAF Ride for the Arts
The Ride for the Arts will take place on Sunday, June 1st. The ride starts downtown and then continues north through Bayside.
Here in Bayside the route will go on Lake Drive, Fairy Chasm Rd, and Port Washington Rd.

Quick Links
[Municipal Water](#)
[Yard Waste Calendar](#)
[Garbage & Recycling Calendar](#)
[Village Website](#)
[Contact Info](#)

Stay Connected

Service Requests

Online Payments

https://u.constantcontact.com/visualeditor/visual_editor_preview.jsp?agentId=1117433002228&format=html&print=true

13

3/19/2014 By March 21

The next phase of the water project is expected to take place in Summer 2015. Where the project will take place is based on the interest map. This is a voluntary, resident-driven project.
Click on the map below to see the responses in your area. Is your home colored in? What about your neighbors?
Take the [interest survey](#), call 414-351-8812, or send an [e-mail](#), to express your opinion on municipal water and fill in the map. The deadline to share your thoughts is March 21st.

Clean-Up Day
The Village's spring Clean-Up Day will be on Saturday, May 3. At this event there will also be household hazardous waste collection.

Spring Election
The Spring election will take place at the Bayside Middle School multi-purpose room on April 1. Absentee ballots are available at Village Hall.

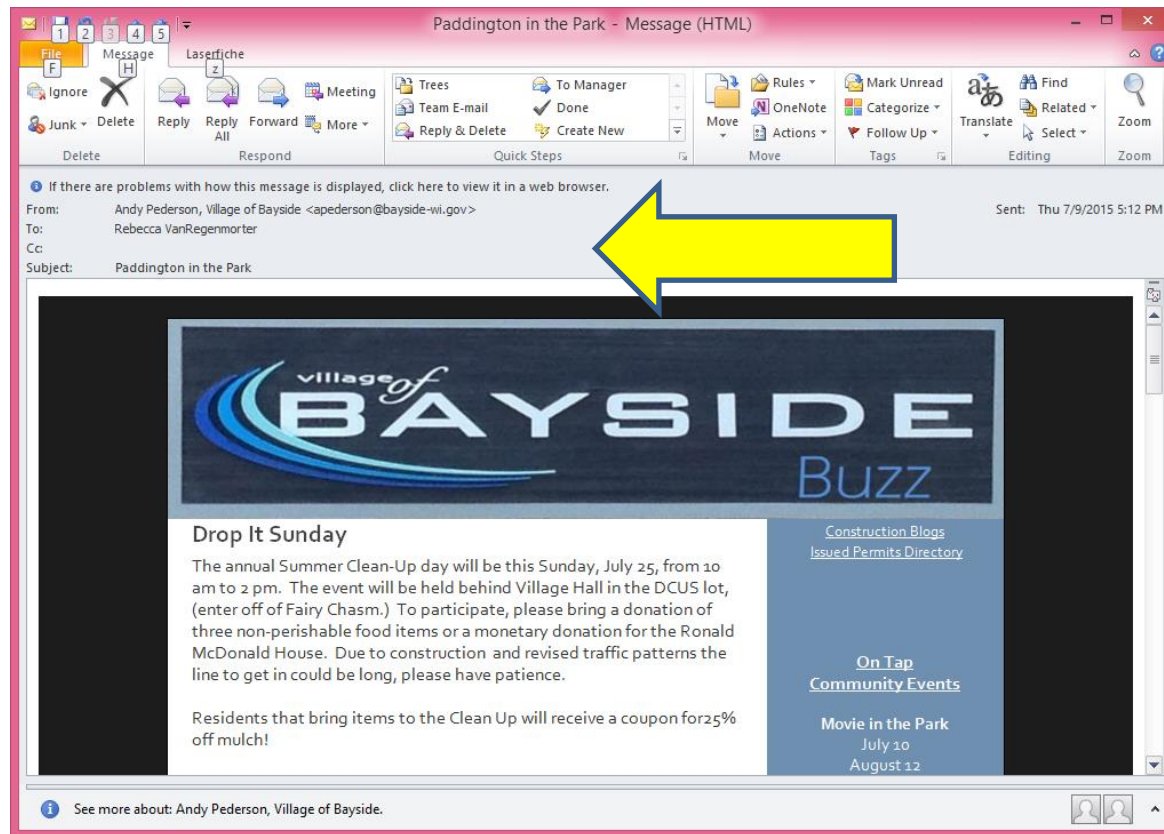
Are you Social?

https://u.constantcontact.com/visualeditor/visual_editor_preview.jsp?agentId=11167705091198&format=html&print=true

12

E-newsletters

- Easy way for respondents to respond



Think about Layout

- Utilize the space by including links back to your website or other outlets

7/24/2014 LSP



Tuesday Talk
Village of Bayside

Tax Credit

Last year 1,379 homeowners received the lottery tax credit. So far we only have 312 signed lottery claim forms on file. [Sign up!](#)



Bayside 5k

Let's stop talking about it and just run/walk it on 6:30pm on September 6. [Sign up!](#)



Village Picnic

Be there at noon on [September 7](#). Better yet, be a volunteer. [Sign up!](#)




https://lu.constantcontact.com/visual-editor_preview.jsp?gclid=11146712050066&form=templ&print=true

1/2



Time to make repairs

As you are out working in your yard, don't forget to check your mailbox, fences and other property items. These items serve as the first and last impression of guests, neighbors or yourself entering, exiting or passing by your home.




The Village will be conducting property maintenance inspections throughout the spring and summer. A neat, clean Village is a goal that everyone shares. You help by keeping your individual properties maintained.

If you notice a property maintenance concern you can report it using the [Village Service Request Tracker](#).


A Picture is Worth a Thousand Words

We have had some great weekends filled with some great events! You can check out pictures from the Spring [Clean-Up Day](#) and the [Cupcake Run](#) in the photo albums on our website.



Thank You!

Next week, May 18-24, is [National Public Works Week](#). When you see our




Quick Links

- [Municipal Water](#)
- [Yard Waste Calendar](#)
- [Garbage & Recycling Calendar](#)
- [Village Website](#)
- [Contact Info](#)


Stay Connected



Service Requests



Online Payments



Think about Layout

One Lonely Jar....


- A picture is worth a thousand words

2/11/2014 One lonely jar... so far...

The screenshot shows the Village of Bayside Buzz website. At the top is the logo for 'village of BAYSIDE Buzz' with social media icons for Facebook, Twitter, LinkedIn, YouTube, and Google+. Below the logo is a navigation bar with links for 'Village Website', 'Meeting Calendar', 'Collection Calendars', and 'Service Requests'. The date 'February 7, 2014' is displayed in the center of the navigation bar.

212 Days

Does this picture look like something you remember? It's the Village Picnic back in 1983.




Warmer weather will come... we hope! It's only 212 days until the 2014 Village Picnic. Only 211 days until the [Bayside 5k run/walk](#).

43% Reduction


One Lonely Jar

This one lonely peanut butter jar needs some company! Bring us your peanut butter for the Hunger Task Force!



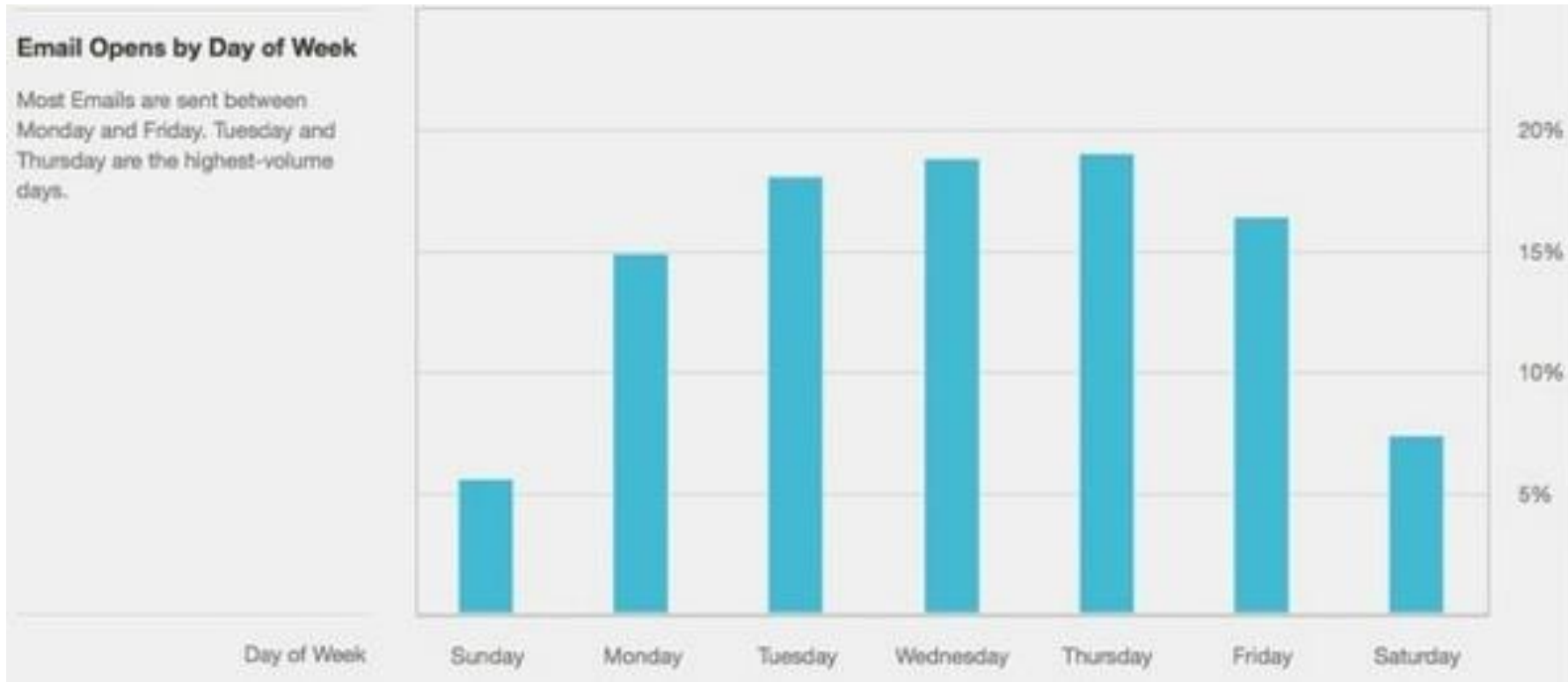
Why is Peanut Butter a great food for the food bank?

- It appeals to all ages
- It requires little to no preparation
- It can be enjoyed for breakfast, lunch and dinner



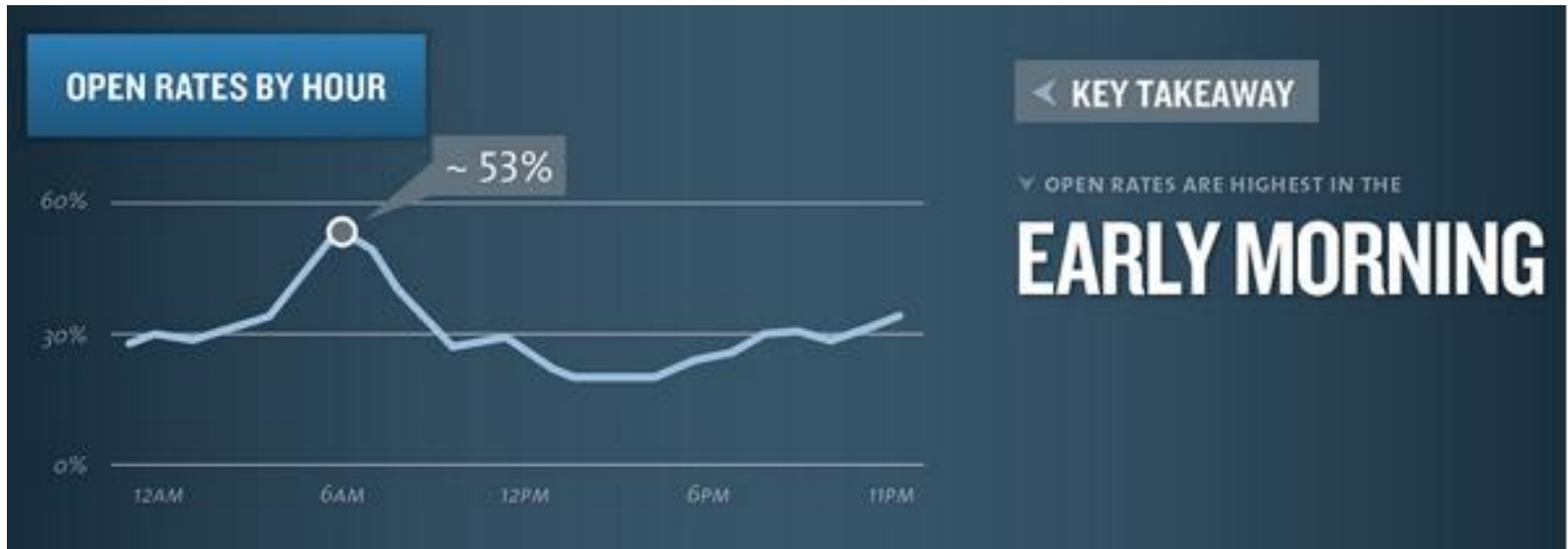
Think about Timing

- Most opened in mid-week



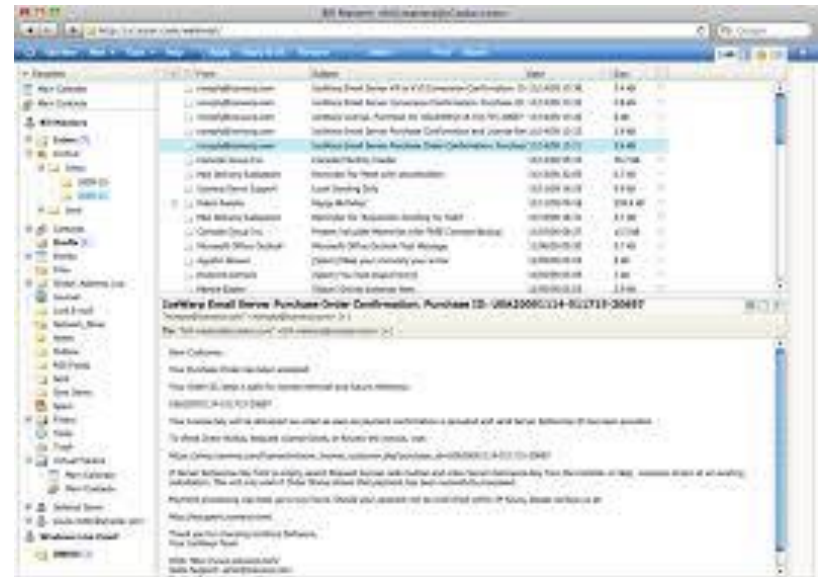
Think about Timing

- Best time of day is early morning



What's in a Title?

- Does anyone get too many emails?
- How many people open every email?
- How do you decide which ones to open?
- Which ones do you fully read?



Make them Delete?

- Bayside sends two e-newsletters a week
 - Tuesday Talk
 - Bayside Buzz
- We started out making them delete
 - Your Weekly Buzz: June 10
 - Tuesday Talk: June 14
 - Manager's Memo
 - Manager's Report
 - Weekly Report
 - Weekly Update
 - Village Scene

What's tall warm and orange all over?

What's tall warm and orange all over?



25 cents...

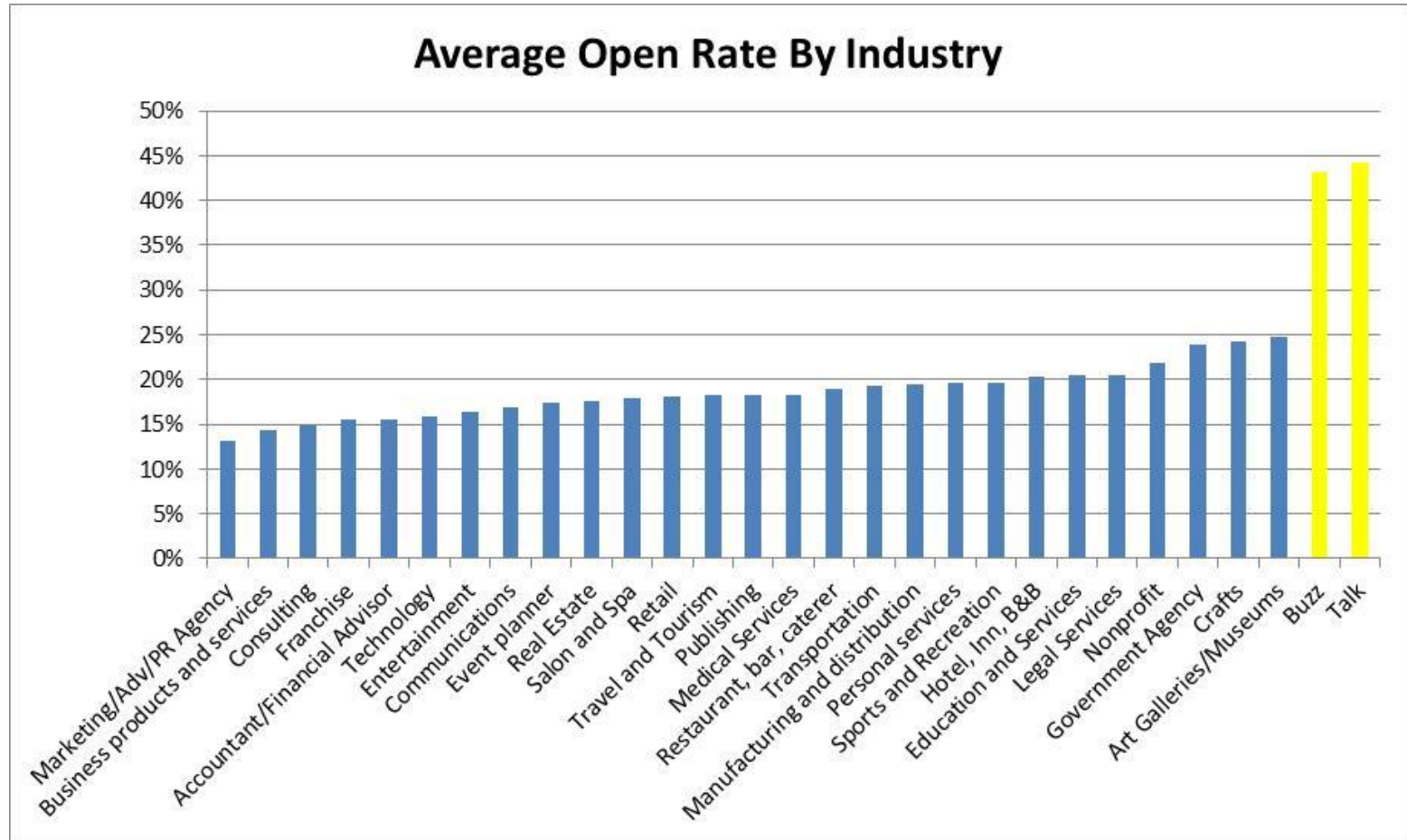
25 cents...



Other Examples

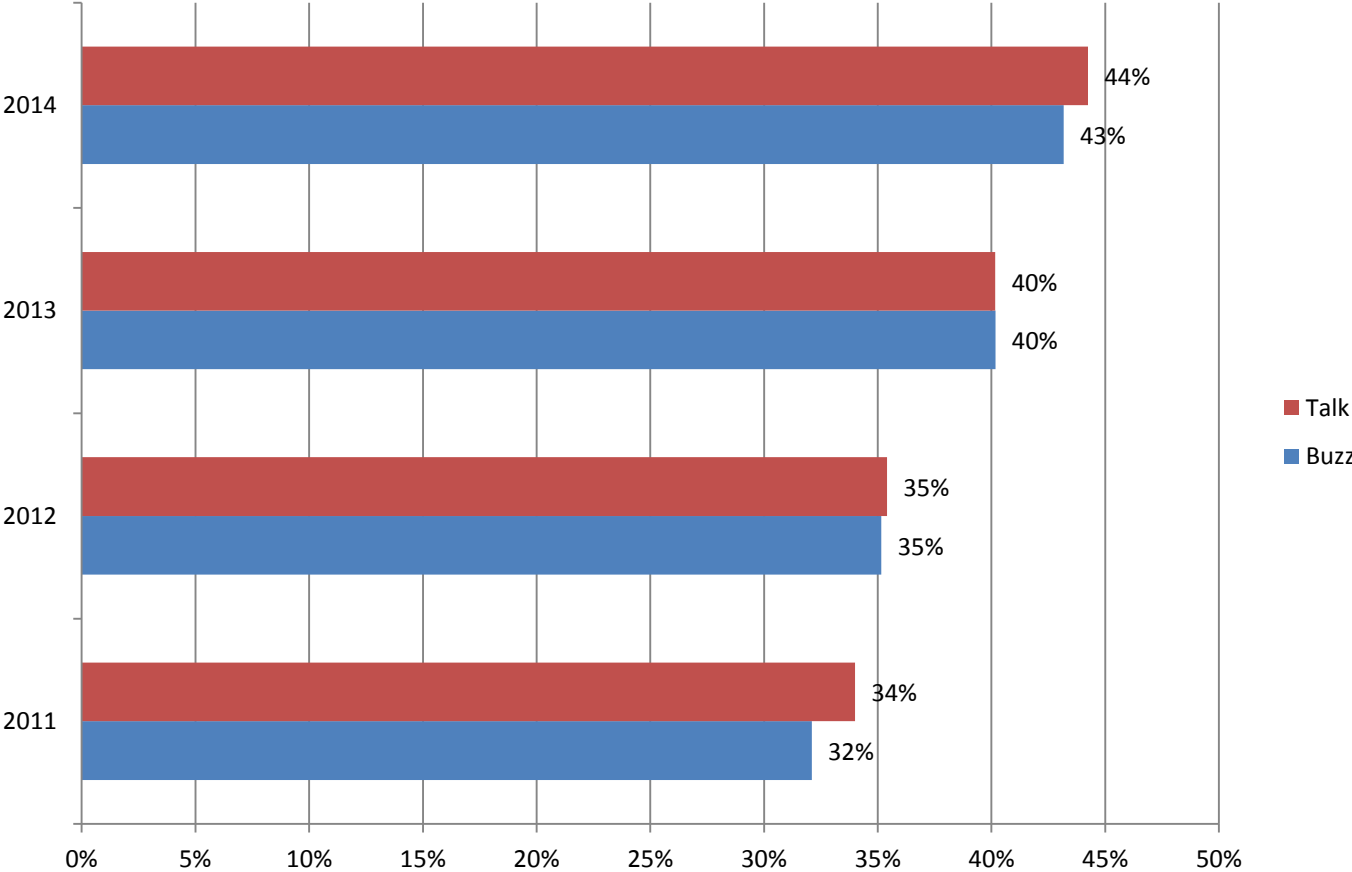
- A Great Bonding Experience
- Win the Lottery
- Who TP'D My Street?
- Free Water By The Barrel
- The other CPA
- Have you ever driven a Football field blindfolded?

Are they opening it?



Open Rates

Industry Average: 24%

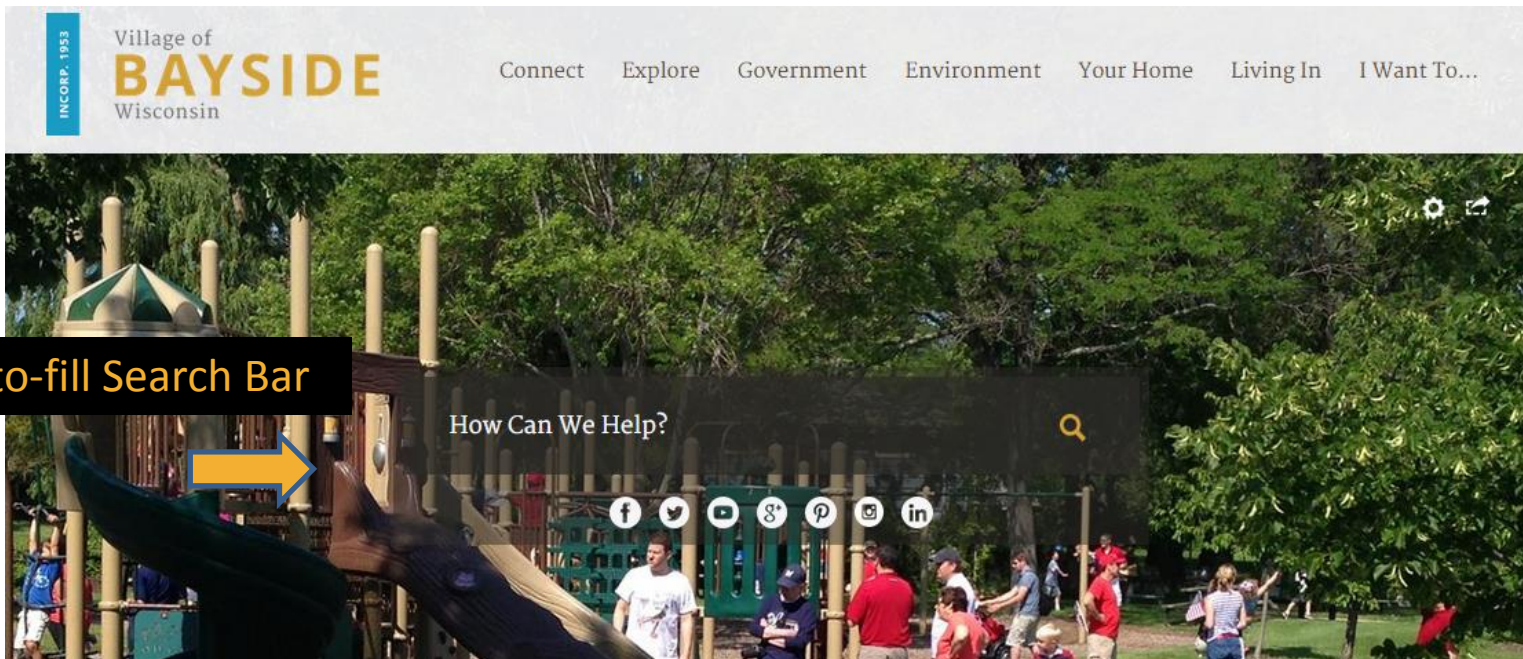


Website

- Use social media and e-newsletters to drive traffic back to your website.
- Give people the information and tools to accomplish most tasks on your website without having to call you. Ex: Online Payments, FAQs.
- Keep the lead stories and all information up to date.



Website- Key Features



Website- Key Features

VILLAGE NEWS FLASH What's new in Bayside.



Road Construction

17 village streets will be resurfaced this summer. Please drive with care through the Village watching for crews at work. Updates will be posted regularly on the street resurfacing blog throughout the tenure of the project.

[Read More](#)



Bayside Night at the Lakeshore Chinooks

Join us for a night at Kapco Park to cheer on the Lakeshore Chinooks as they take on the Battle Creek Bombers on Wednesday, August 5 at 6:35pm.

[Read More](#)



Movies in the Park

New this year to Bayside Community Events, Movies in the Park! Mark your calendar for June 19, July 10, and August 14. Movies will be screened at Ellsworth Park at 7:30pm on these nights. Join us on June 19 for family favorite- Despicable Me!

[Read More](#)



3rd Annual Bayside 5K

The third annual Bayside 5K Run/Walk is on Friday, September 11 at 6:30pm. The race begins and ends at Ellsworth Park. The route will take you through Bayside and will also wind through the Schiltz Audubon Nature Center.



Mulch Delivery

Residents can order mulch for delivery for \$90 per 5 yards. Deliveries can be scheduled for Thursdays or Fridays. Order online, at Village Hall, or by calling 414-351-8811.

[Read More](#)



Blog About It

Stay up to date on Village projects by subscribing to the construction blogs. Or to receive updates by email, text message, or both!

[Read More](#)



News Flash

CALENDAR OF EVENTS What's Happening?

Jun 17	Jun 19	Jun 25	Jun 27	Jul 3
Board of Review Open Book Read On	Movie in the Park Read On	Committee of the Whole and Village Board Meeting Read On	Yard Waste and Recycling Drop Off Read On	Village Hall Closed for Fourth of July Read On Village Hall Closed for 4th of July Read On

Calendar of Events

[VIEW ALL](#)

STAY CONNECTED Keep in Touch.



CONNECT WITH US The Daily Word.

Daily Word

2015 Construction Projects
Follow the project blogs for more information
[Read More](#)

Find us on Facebook
Village of Bayside
Like You like this.
Village of Bayside at Village of Bayside
Bicyclists should to use detour routes too.
Village of Bayside
Government Organizati... 625 were here
Save

Website- Key Features

Actions: Engage your community - connect to news, events and information you care about. [View more information...](#)

Village of **BAYSIDE**
Wisconsin

INCORP. 1983

Connect Explore Government Environment Your Home Living In I Want To...



- Apply
 - Animal License
 - Do No Solicit List
 - Bicycle License
 - Job
 - Permit / Application
- Contact
- Dispose
 - Dead Animals
 - Specialized Recycling
 - Yard Waste
 - Garbage and Recycling
 - Hazardous Waste
 - Bulk Items
 - Leaves
 - Prescription Drugs
 - Pet Waste
- Pay
 - Animal Licenses
 - Pay a Citation
 - Invoices
 - Permits & Applications
 - Property Taxes
 - Rain Barrel Program
 - Other Services
- Rent
 - Ellsworth Park Pavilion
 - Baseball Field
 - Tennis Courts
 - Speed Trailer For Parties
- Report
 - Property Maintenance Concern
 - Stray Animal
 - Dead Animal
 - Coyote
 - Power Outage
 - Street Light Out
 - Pothole
 - Sewer Back-Up
 - Dead Tree
 - Mailbox Damage
- Request
 - No Parking Signs
 - Vacation Checks
 - Speed Trailer
- Schedule
 - Special Bulk Item Pick-Up
 - Assessment
 - Inspection
 - Call Back For Garbage / Recycling
- Volunteer

Mega Menu

CITIZEN HELP CENTER
Tools to save you time.

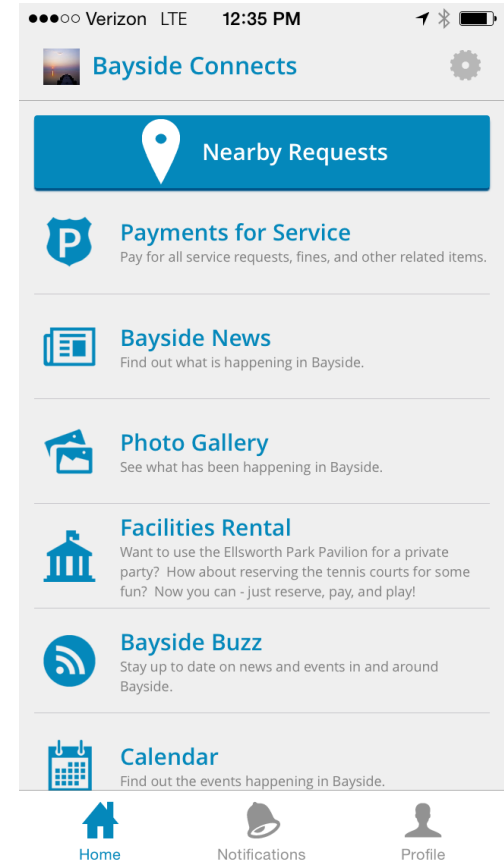
-  Notify Me®
-  Service Request
-  Online Payments
-  Bayside Buzz
-  Permits & Inspections
-  Property Info
-  Municipal Code



Village of Bayside

Mobile App

- Most users are viewing your website and information on the go.
- Make sure your website and e-newsletters are mobile friendly.
- Consider a mobile app
 - Users can report requests or concerns
 - Find out news and other info
 - Receive notifications



Newsletter

- Think about partnerships
- Not instantaneous
- Repetitive
- Great Resource
- Well received by community




Blog

<https://www.youtube.com/watch?v=BOfNnzJoJ24>

- Project specific
- Get e-mail or text alerts
- Short, Sweet, Relevant
- Allow for comments
- Ability to see previous posts easily

Home » Blog

 **2015 Street Resurfacing Project**
Follow this blog for construction updates on the street project.

Jul 09 **Final landscape restoration to start Monday**
Posted on July 9, 2015 at 1:37 PM by Andy Pederson

Weather permitting, crews will begin the process of restoring the landscaped area between the new shoulder and the existing grass on your property on Monday.

Where applicable, new top soil and seed will be laid. If the existing grass area is higher than the gravel shoulder or vice versa, the crews will feather the two areas together to create a smooth transition.

This will take up to two weeks to complete work on all 17 roads that were resurfaced this year.

[0 Comments](#)

Jul 07 **Shouldering complete, landscaping to start soon**
Posted on July 7, 2015 at 2:08 PM by Andy Pederson

The gravel shoulder has been installed on all streets included in the 2015 road project. The contractor is still completing some minor spot repairs on asphalt and drainage work. Weather permitting, crews will begin the process of restoring the landscaped area between the new shoulder and the existing grass on your property.

Blog

- All Blog
- 2015 Municipal Water Project
- 2015 Sanitary Sewer Rehabilitation Project
- 2015 Stormwater Management Project
- 2015 Street Resurfacing Project
- 2015 Tennis Court Reconstruction

Bringing Public Meetings to You

Association Status



Communications

- Level of Interest Survey
- 6 Sign-up Deadlines
- 22 Public Meetings
- 1 Village Wide mailing
- 1 Strong Route mailing
- 1 Not Signed Up mailing
- Numerous Electronic Notifications

Composition

- 544: Current Association Members
- 490: Association Members in 2015 Project (90%)
- 656: Potential Homes Association Can Serve

Community Events

- Involve the community in design
 - Ex: Online Voting
- Include local businesses
- No bad ideas- be creative
- Purpose is to bring the community together
- Adapt to new trends

Dates to Remember in 2015...

April

25 Clean Up Day

June

19 Movie in the Park

July

4 4th of July Parade

10 Movie in the Park

12 Clean Up Day

August

14 Movie in the Park

September

11 Bayside 5k run/walk

12 Annual Village Picnic

October

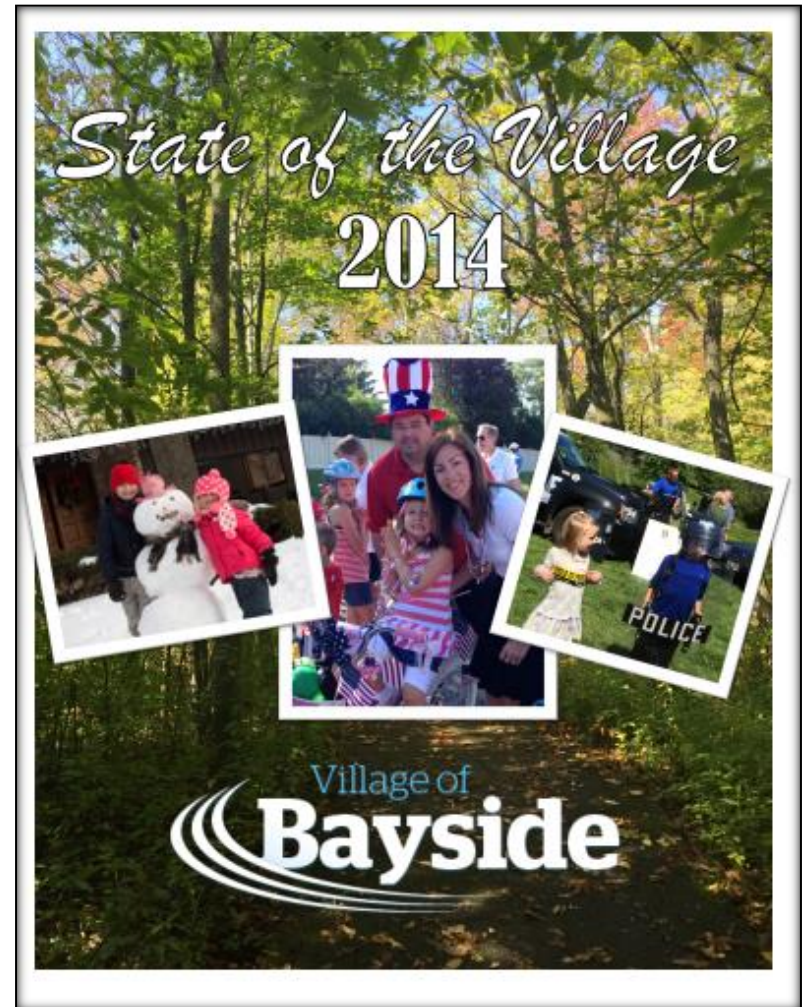
24 Clean Up Day and Household
Hazardous Waste Collection

31 Fright Night



State of the Village

- Make it visual
- Easy to read
- Highlight Awards
- Sell your community
- “Top Ten of 2014”



State of the Village

“Top Ten of 2014”

1 2014 Village Budget Adoption and Implementation



The 2014 Village of Bayside budget was adopted with a **0%** increase in the property tax levy.

This was the fourth consecutive year the Village has maintained the same property tax levy.

The Village continues to diversify its revenue sources as **47.84%** of revenue comes from property taxes.


Bayside continues to retain its Aaa bond rating.

The Village tax levy has increased approximately **1.47%** since 2006. By comparison, the Consumer Price Index increased **18.2%** during that time.

The overall property tax levy in 2014 was **\$4,372,780**, the same as it was in 2013.

STRATEGIC VALUE
Helping to maintain FISCAL INTEGRITY

5 Emerald Ash Borer Management Plan



DCUS Crews removed **205** trees as part of the Emerald Ash Borer Management Plan.

Worked with Wachtel Tree Science to update the Bayside tree inventory.

337 trees were planted to help replenish and diversify the Urban Forest.

The Board reduced the maximum tree species threshold limit from 12% to 5% to support further diversification of the tree population.

A grant from the Wisconsin Department of Natural Resources helped fund the tree work in 2014.

STRATEGIC VALUE
Helping to support SUSTAINABILITY

Bayside Tree Facts

- The public tree population consists of **4,235** trees
- The estimated value of the Bayside public tree population is currently **\$3,566,018.69**
- The Village has **778** Ash trees
- The average condition rating of trees is **68.8%**. The overall condition rating in 2010 was **63.6%**
- The average Ash Tree condition rating is **66.12%**. The Ash Tree condition rating in 2010 was **69.94%**

10 Stormwater Management Projects



In the summer/fall of 2014, the DCUS crews completed a stormwater management project from the southern end of Pelham Parkway to Lake Drive.

Work Included:

- Expansion of retention areas on the east side of Lake Drive
- Re-ditching in to the right of way on both sides of Buttles Place to restore the area to the proper grade and remove sediment.
- Replacement of cross culverts under the roadway
- Expansion of the grass island at Buttles Place and Pelham Parkway to hold additional water capacity and allow for stormwater infiltration

STRATEGIC VALUE
Helping to support SUSTAINABILITY

Other DCUS Capital Projects completed in the Village:

- Road resurfacing project on **8** streets
- Crack sealing of **22** roads in the Village
- Private Property Inflow and Infiltration program lined **25** private laterals through a program with Milwaukee Metropolitan Sewerage District
- Manhole rehabilitation project on **110** manholes in the Northeast Quadrant.
- Sanitary Sewer Closed Circuit Telescoping of **30,325** linear feet of sewer main.

State of the Village

Highlight Strategic Values

SERVICE EXCELLENCE

The Communications Center and Police Department completed the transfer to a new shared North Shore Records Management System.



Railroad crossing inventory completed to maintain Partial Quiet Zone



Completed Assessment of 1/6 of the community



Offered new items for recycling collection at Village Hall: Plastic Bags, Textiles, Eyeglasses



Police speed trailer placed in 20 locations



DCUS crews delivered 81 Loads of mulch and completed 130 special pick-ups



Telecommunicators Olga Salerno and Danelle Jankowski were awarded a commendation by the Glendale Police Department for their part in a shooting incident in Glendale



CIVIC ENGAGEMENT

Held 3 elections in Bayside Middle School multi-purpose room.



Expanded residential Tuesday night drop-offs for recycling, yard waste and electronics. 308 cars came in 2014.



Posted 2-3 times per day on Social Media to keep residents updated.



Announced the police parking lot and lobby as safe "Craigslit" friendly areas for transactions.



Created content for the 12 monthly Village Scene newsletters that are mailed to each home



Created 104 weekly Bayside Buzz and Tuesday Talk E-newsletters



SUSTAINABILITY



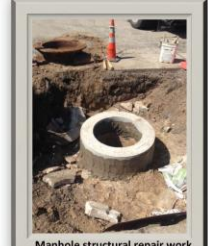
Grading and culvert repair



Laying of baseball mix on baseball field



Fairway Drive ravine stabilization project



Manhole structural repair work



Recycling collection at Village Hall for lightbulbs, batteries, cell phones, ink cartridges, plastic bags, electronics



Yard waste re-used as mulch for Village uses and sold to residents

Budget Document

2015 Budget in Brief

The Village of Bayside is pleased to present the 2015 budget in brief. The budget in brief is intended to provide a snapshot overview of the executive budget, giving readers an easily readable summary.

The 2015 budget is balanced, while still meeting our continued commitment to a high level of service. In addition, for the seventh consecutive year, the Village was honored to receive the Government Finance Officers Association Distinguished Budget Presentation Award. This award measures the document based upon policy, financial planning, as an operations guide and as a communications device.

Average Assessed Home Value:

\$329,648

Average Monthly Tax Bill (Village Portion):

\$202.02

HIGHLIGHTS

- Expansion of stormwater management system
- Providing high quality services
- Emerald Ash Borer Management
- Replacement of DCUS Facility
- Significant road reconstruction projects
- Sanitary Sewer infrastructure repairs
- Tennis court renovations

Average Monthly Payment for Bayside Services			
Public Safety	\$57.39	Stormwater Management	\$13.83
Long-term Financing	\$39.18	Dispatch	\$8.08
Sanitary Sewer	\$35.17	Capital Projects	\$6.00
Community and Utility Services	\$28.41	Library	\$4.60
Fire & Medical Services	\$25.84	Building Inspections	\$2.46
Other	\$14.72	Health Department	\$.90
General Government	\$14.19	Recreation & Leisure	\$.25



It is important to remember that while the Village of Bayside collects the entire sum of money, approximately 25% is used to fund Village operations such as garbage/recycling collection, public safety and snow plowing. The remaining portion is allocated to each of the taxing jurisdictions.

Budget Document

Focus of Case Study

The Village evaluates road conditions through the use of PASER ratings. However, current road conditions have rapidly deteriorated. Currently 50.4% of the Village roadways have not been repaved in the last 10 years.

Lessons Learned

Lesson #1: Using an effective road evaluation tool helps the Village plan strategically for future road repaving projects.

Lesson #2: Additional factors can influence road conditions and cause more rapid deterioration. It's important to continue to evaluate the road repaving schedule.

Case Study #6: How Do I Rate?

Paser Ratings

Did you ever wonder why your neighbor's road was paved before yours? It can be frustrating when you encounter a pothole outside your driveway every day, and you don't see your road being repaved. How does the Village decide which roads to repave?

Average Road Rating in the Village: **6.05**

The Village uses the statewide Pavement Surface Evaluation Rating (PASER) system to judge the surface quality of the roads in the Village. The PASER scale is a 1-10 rating scale for road pavement conditions. The Village completes a PASER rating on each road every two years as required by the state. The last Village PASER rating was done in 2013.

Paser Rating Values

Quality	Rating	Treatment
Excellent	9-10	No maintenance required
Very Good	8	Little or no maintenance required
Good	6-7	Crack sealing and minor patching
Fair	4-5	Preservative maintenance treatment required
Poor	3	Structural improvements required
Very Poor	2	Reconstruction required
Failed	1	Reconstruction required

Based on the PASER ratings, while also taking into account the amount of traffic on the street and the condition of other utilities in the area, roads are scheduled for re-paving in future years.

By using this PASER Rating process, the Village is able to budget for a few of the worst rated roads to be re-paved each year as part of the Village's Capital Improvement Process. Roads not scheduled for the next year are plotted out on a schedule for following years. The roads that are not being re-paved in a particular



Average Road Rating of roads not re-paved in the last 10 years: **4.6**



Time it takes to Collect: **12 seconds**

Time it takes to Collect: **1.5 mins.**



Time it takes to Collect: **3 mins.**



Time it takes to Collect: **6.5 mins.**



Taking the Time

The Village crews continue to spend more and more time on yard waste collection. In 2014 the average time spent on a yard waste collection is over 90 hours.

	Number of Collections	Hours spent on yard waste for the year	Hours spent per collection
2010	12	1023.3	85.3
2011	15	1327.5	88.5
2012	14	859.0	61.4
2013	15	1029.3	68.6
2014	8 YTD	733.3 YTD	91.7 YTD

As an example of how much time is spent on yard waste collection, there was a storm that went through the Village in June. Since many residents had large trees or branches come down, as a service to residents the Village conducted a special yard waste pick-up and waived any size requirements for piles. The crews spent 95 hours on this yard waste collection. This means that two guys spent one week and one day doing nothing but picking up yard waste. On a crew of only six with one in the garbage/recycling truck and one as a mechanic this left only two crew members working on any additional projects in the Village such as sewer or stormwater.

Reducing Variables

This special pick-up following the storm, shows an example of why there are rules and regulations governing yard waste. In order to service all residents on a collection week, piles have to be limited to 250 cubic feet (10'x5'x5'). If a pile is large than this residents are required to schedule a special pick-up for the waste. This pile size requirement helps us to create more knowledge

Budget Document

FISCAL INTEGRITY

Provide strong current and future financial stability.

Receive...

2014 & 2015 Goals	% Complete 2014	% Complete 2015	Comments
Government Finance Officers' Association Certificate of Achievement for Excellence in Financial Reporting	100%	0%	Received Award in 2014. Goal for 2015.
Government Finance Officers' Association Distinguished Budget Award	100%	0%	Received Award in 2014. Goal for 2015.
Government Finance Officers' Association Performance Measurement Certificate	100%	0%	All documents submitted in 2014. Goal for 2015.
ICMA Center for Performance Measurement, Excellence in Performance Measurement Award	100%	0%	Received Performance Measurement Excellence Award in 2014. Goal for 2015.



Expenditures per Capita	2011	2012	2013	2014 estimated	2015 projected
Operating Budget	\$825.25	\$853.60	\$822.47	\$801.32	\$811.22
General Government	\$99.00	\$92.36	\$63.12	\$90.19	\$103.20
Dispatch	\$110.93	\$487.83	\$434.86	\$424.94	\$461.68
Court	\$19.69	\$25.60	\$25.36	\$25.83	\$22.15
Police	\$384.53	\$401.19	\$395.15	\$387.41	\$395.02
Sewer	\$116.73	\$231.08	\$155.20	\$234.89	\$289.47
Community and Utility Services	\$162.29	\$169.33	\$176.80	\$191.86	\$207.09

Coordinated Messages

- Establish a communications calendar to coordinate messages

	A	B	C	D	E	F	G
	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1	6/1/2014	6/2/2014	6/3/2014	6/4/2014	6/5/2014	6/6/2014	6/7/2014
2							
3							
4	The UPAF Ride for the Arts will be coming through Bayside today. The route will take 1,000 bicyclists down Lake Drive, Fairy Chasm Road, and Port Washington Road.	Property Maintenance inspections are being done throughout the Village. Please help to keep our Village beautiful by keeping your lawn mowed and home and fence in repair.	Did you know that plastic bags and film packaging need to be recycled separately? http://www.plasticfilmrecycling.org/pdf/PlasticRecyclingMagnet_Bin.jpg	Trees will be planted throughout the Village in the next few weeks. Please drive carefully and watch out for crews at work.	Make sure to pick up and properly dispose of all pet waste when walking your dog through the Village. Ellsworth Park has two pet stations for disposal.	Bicyclists please ride single file to ensure your safety and the safety of those around you.	The Village posts all issued permit numbers online. http://www.bayside-wi.gov/DocumentCenter/View/1527
5							
6			TALK			BUZZ	
7							
8							
9	Sunday 6/8/2014	Monday 6/9/2014	Tuesday 6/10/2014	Wednesday 6/11/2014	Thursday 6/12/2014	Friday 6/13/2014	Saturday 6/14/2014
10							
11	Interested in municipal water? Review the association documents to move forward with the next step. http://bayside-wi.gov/DocumentCenter/View/1120	Yard waste will be collected this week, make sure to have your materials out by 7 am tomorrow (Tuesday 6/10).	Loose leaves are not collected in the spring and summer. Please have loose leaves in yard waste bags or in a reusable container that can be easily emptied.	The North Shore Fire Department installs car seats for North Shore residents on an appointment only basis. http://www.nshfire.org/index.php?Schedule-a-Car-Seat-Installation-36	Looking for activities for the summer? Check out the Nicolet Recreation Department. http://www.nicolet.k12.wi.us/activities/recreation.cfm	Did you know? 370 cars made 430 trips to the Village's May 3 Clean Up Day. Let's top that on July 13!	Bayside Night at the Lakeshore Chinocks is Friday, July 11. http://www.bayside-wi.gov/DocumentCenter/View/1645
12							
13							
14			TALK			BUZZ	
15							
16							
17	Sunday 6/15/2014	Monday 6/16/2014	Tuesday 6/17/2014	Wednesday 6/18/2014	Thursday 6/19/2014	Friday 6/20/2014	Saturday 6/21/2014
18							
19	Rubbish, bonfires, or open burning are prohibited in the Village without specific approval from the North Shore Fire Department.	The Building Inspector has office hours on Monday from 2 to 3 PM, and Wednesdays & Fridays from 10 to 11 AM.	Yard waste and recycling can be brought to the Village Sled Hill lot from 4 to 8 pm tonight.	Branches must be less than 5 feet in order to be picked up during yard waste collection.	Property maintenance inspections are underway. Please make sure to keep your property well maintained this summer.	There will be question and answer meeting about the next phase of municipal water on Monday June 16 at Village Hall at 6 PM.	You can report property maintenance concerns online. https://wi-bayside2.civiciplus.com/index.aspx?NID=385
20							
21							
22			TALK			BUZZ	
23							
24	Have questions about our		Loose leaves are not	Friday June 27 from 6-9 PM.			

Tools to Help

- Scheduling tools. Ex: Hootsuite, Facebook
- Don't be afraid to repeat in different timeslots

The screenshot displays the Hootsuite dashboard interface. The browser address bar shows <https://hootsuite.com/dashboard>. The dashboard is organized into several columns and rows of social media posts. The top navigation bar includes tabs for 'BaysideGov (Twitter)', 'Facebook Pages', 'akpederson (Wordpress)', and 'Bayside Buzz (Facebook)'. Below this, there are sections for 'Scheduled Stream Posts', 'Sent Tweets', 'Mentions', and 'My Tweets, Retweeted'. The 'Scheduled Stream Posts' column shows a list of posts from 'Village of Bayside' scheduled for 12:00pm on various dates in August 2014. The 'Sent Tweets' column shows tweets from 'BaysideGov' thanking sponsors like PNC Bank and Otto's Wine and Spirits. The 'Mentions' column shows tweets from users like 'crlro', 'chris kroening42', and 'North Shore Fire'. The 'My Tweets, Retweeted' column shows tweets from 'BaysideGov' regarding bulk item pick-ups, speed limits, and recycling.

How do I get people sign ups, friends, followers, etc.?

- Ask employees, friends, everyone you interact with to like the page
- Put the social media buttons on your website
- Put links in e-mail signatures
- Invite people at community events
- Easy way to turn the conversation from complaining to.... You could have had the info!

Awesome.

Have you signed up for the weekly [Bayside Buzz?](#)

Andrew K. Pederson
Village Manager, Village of Bayside

(414) 351-8818

Visit the [Village web site](#)

Like us on [Facebook](#)

Follow us on [Twitter](#)

Pin us on [Pinterest](#)

Watch us on [YouTube](#)

See us on [Google +](#)

Follow my [Blog](#)

STAY CONNECTED

Keep in Touch.



How do I generate content?

- Share comment on breaking news
- Post a call to action
- Share stories from the field
- Milestone events
- Interview experts/links to experts
- Job openings
- Share resources and tips
- Numbered lists (5 ways to ...)
- Throwback Thursday (use pictures)

How do I generate content?

- Crime prevention/most wanted
- Emergency notifications
- Customer service/solving problems
- Quick videos
- Thank/acknowledge community partners.
- Holiday / observations
- Repurpose great content
- Free stuff
- Contests
- Photos

Key Themes

- Short
- Easy to read
- Think about titles
- Timely
- Use Pictures or videos

The screenshot displays a Facebook page for the Village of Bayside. The page features several posts and sections:

- Top Post:** A post by Andy Pederson titled "Date night movie in the park voting continues and the race is close. Vote now!" with a link to a survey. It includes a SurveyMonkey logo and a link to the survey.
- VIDEOS:** A video player showing a scene with a red structure and trees.
- UPCOMING EVENTS:** A list of events including "Bayside 5k" (Friday, September 11, 2015 at 6:30pm) and "Annual Bayside Village Picnic" (Saturday, September 12, 2015 at 12:00pm).
- Bottom Post:** A post titled "Run away with FREE entry to the 5k" with a large "BAYSIDE 5K Run/Walk" graphic and a link to the event.

On the right side, there is a "Promote" dropdown menu showing statistics for "THIS WEEK": 921 Post Reach, 220 Post Engagement, and 2 Contact Us. Below this is a "Recent" list of years from 2015 to 2009. At the bottom right, there is a "Boost Post" button and a small ad for the Bayside 5K event.

Putting the right brain into
action.....



TAKE THE NAPKINOMETER TEST

0 napkins - A Confident Eater

1-5 napkins - A Justin Caser

6-9 napkins - A Big Spiller

10+ napkins - A Thief



HAVE IT YOUR WAY®



Have fun!

Village of Bayside
23 hours ago

To clarify on what we take at clean up days, we do not take husbands, although several have been offered today! Stop on down.



Like · Comment · Share

Laura Crawford, Kimberly Corr, Dan Driscoll and 8 others like

Write a comment...

Village of Bayside
22 hours ago

You can even bring the house!



Village of Bayside
22 hours ago

Clean up day version of planes, trains and automobiles more hour



up days, 5
force, 3
o habitat foe
to all the
for another
as result!





Andrew K. Pederson

apederson@bayside-wi.gov

414-351-8818

Rebecca VanRegenmorter

rvanreg@bayside-wi.gov

414-351-8812

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www.bayside-wi.gov