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OFFICE OF THE MAYOR
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TO: Ald. William Siebers & Finance Committee
FROM: Mayor Jacob A. Woodford 
DATE: March 3, 2022
RE: Continued Research and Recommendations on Resolution 2-R-22 (Reallocation of Funds)

Staff has engaged in further research of the priorities outlined in 2-R-22 and offers the following updates and recommendations:

Amount and Item	Updates and Recommendations
\$0 – Style Guide	<p>We do expect there to be some expense to implementation and maintenance of greater consistency in branding and materials, however, these costs can be absorbed through operating budgets over time through established replacement cycles.</p> <p><i>Recommendation: This can be undertaken with or without Council action, so no further action is needed at this time.</i></p>
\$100,000 – Website Redesign	<p>Director Popp has discussed this project with our current web design provider as well as firms that specialize in web design. He is still evaluating scope of work.</p> <p><i>Recommendation: That the Finance Committee continue to hold these funds for website redesign pending further scope development and initiation of vendor procurement process.</i></p>
\$225,000 – Enhanced Crosswalk Program	<p>The current Enhanced Crosswalk program is well-established and funding sources have been identified through 2025. In anticipation of completion of the initial phase of this program, staff recommends undertaking an evaluation and planning process to determine the future of pedestrian safety enhancements moving forward. Proposed timeline of work would be developing an RFP and hiring a consultant in the current year, completing the work in</p>

time to include recommendations in the 5-year CIP beginning with the 2024 Executive Budget and Service Plan. This timeline would prevent a lapse in the program.

Recommendation: That the Finance Committee allocate \$75,000 for the purpose of hiring a qualified consultant through an RFP process, holding the remainder of these funds until an evaluation of IT needs is completed, and recommendations are prioritized.

\$150,000 – Technology Upgrades

Director Popp will be bringing forward a request to conduct a top-to-bottom assessment of the City of Appleton’s IT systems. Using a qualified consultant, the assessment will deliver (among other things) a prioritized set of recommendations for short-, medium-, and long-term interventions to improve the City’s information technology services from network design, to system security, to endpoint devices like computers and tablets. The results of this evaluation will almost certainly require additional financial commitment to implement.

Recommendation: That the Finance Committee allocate \$60,000 for the purpose contracting for services to provide comprehensive analysis of the City’s IT systems, holding the remainder of these funds until recommendations have been developed and presented.