

# A VISION FOR APPLETON

JAKE  
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MAYOR



## *A Vision for Appleton*

I am running for mayor because the choices we make over the next four years will shape the future of our city. Appleton has momentum, and we have opportunities to improve. As we meet the challenges of the present and future, we need to do so in a way that holds true to our community's values of hard work, generosity, and respect for others.

These were the values I was raised with. I'm a fourth-generation Appletonian. I was born, raised, educated, and married in Appleton, and my wife, Hilary, and I have built our lives here. Our next mayor will lead a city blessed with many strengths, including our strong financial foundation, natural resources and outdoor spaces, an excellent education system, and a growing local economy.

In the next four years, we need to steward the investments we've made in the things that make Appleton the city it is today. We must maintain the conditions for a strong local economy by supporting existing employers and attracting new ones. We need to ensure that Appleton is a place where everyone feels at home and can thrive. We need to provide excellent services, from public safety, to quality water, to great parks. And while we work towards these goals, we need a city government that listens to its citizens, works to build solutions collaboratively, and is a good guardian of public resources.

Leading a community is not the job of one person alone - it's a shared effort. Appleton is home to a wide variety of perspectives and passions, and together we shape the community we call home. I've asked for input while attending community events, gathering in homes throughout the city, in meetings with local government officials, over coffee with not-for-profit leaders, and knocking on doors. This vision is reflective of that input and it will continue to take shape over the course of this campaign.

Generations of hardworking Appletonians have built our city. I want us to be good ancestors for future generations calling Appleton home. I hope you'll join me in making that vision a reality.

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## ECONOMY

*Supporting the conditions for a local economy that works for everyone*

### **Retain and compete for businesses in all parts of Appleton**

Appleton should strive to deliver the best economic development experience in our region. To do this, I will launch a task force to evaluate the City of Appleton's practices in serving businesses and to recommend improvements by March of 2021. As mayor, I am committed to making Appleton a top competitor for businesses, small and large, who are considering where to set up shop.

### **Attract workforce by being an affordable and attractive place to live and work**

Appletonians value the ability to afford a good quality of life in their city. To be a good recruiting partner for local employers, Appleton needs to remain focused on delivering excellent services, keeping our community affordable, and becoming more welcoming.

### **Support development of housing for people of all income levels**

The City of Appleton should ensure we have a variety of housing options, including affordable housing, to meet the interests and needs of all people. We are fortunate to have numerous not-for-profit organizations supporting housing and keeping people in their homes in our city. In addition to continued support of market-rate housing development, as mayor, I will charge the Appleton Redevelopment Authority with encouraging the development of affordable housing in meeting its economic development and blight-elimination mission.

### **Bolster our creative economy through collaboration and promotion**

Appleton has a growing reputation as a place where artists can build a successful creative life. In addition to enhancing our quality of life and the attractiveness of our community to a variety of people, the arts serve as an important element of a diversified local economy. As mayor, I will collaborate with local organizations and artists to solidify Appleton's place as a community where the arts can thrive. I will also explore ways to clarify our processes and improve access to public art.

### **Ensure Appletonians can move through our city, no matter the mode of transportation**

Appleton should continue to make progress toward being a truly multi-modal community. As mayor, I will support efforts to improve bicycle and pedestrian safety, create greater connectivity in our existing trail system, and improve Valley Transit service. While we will continue to meet the needs of vehicular traffic, which serves a majority of our citizens, Appleton must make investments now to prepare for future changes in the way people move around our city.

## COMMUNITY

*Striving to be a place where all people can feel at home*

### **Affirm our commitment to being a welcoming community**

Appletonians take pride in our community, and in welcoming visitors from all corners of the world hospitably. We can extend our welcoming nature into daily life by recognizing that our differences can make us a stronger community. As mayor, I will lead with inclusivity as a core value, welcoming all who want to contribute to our community.

### **Deliver an equitable experience to every person who interacts with city government**

In order to authentically lead on being a welcoming community, I will make sure the City of Appleton's policies and procedures treat people equitably. Whether you're requesting a building permit or applying for a job, you should be treated fairly.

### **Make sure Appleton is a place where people can age well**

Ensuring Appleton is an age-friendly community serves all citizens well by improving accessibility. We will work in partnership with organizations focused on aging and disability resources to identify ways to better serve our community. We will consider ways to support accessibility improvements in Appleton, including in city-owned facilities.

### **Engage youth in community problem solving**

Young people bring unique perspectives to the issue we face as a community. As mayor, I will partner with schools and not-for-profit organizations serving youth to create opportunities for younger Appletonians to engage with city government to solve problems and build community. This work can provide hands-on civic leadership experience and encourage young people to stay in Appleton as adults.

### **Renew our partnerships with fellow Fox Cities communities**

Contentious projects and complicated borders have, at times, tested the bonds we share with our Fox Cities neighbors. In order to compete as a region and serve our citizens well, we must have a strong foundation of genuine partnership and a healthy sense of competition within the Fox Cities. As mayor, I will do my part to reach out to neighbors, mend fences, and move forward together.

## NEIGHBORHOODS

*Strengthening our neighborhoods to build community*

### **Foster neighborhood connectivity and identity**

Strong neighborhoods are safer, healthier, and happier. Appleton's existing Neighborhood Program is a valuable and under-utilized tool for neighbors to work together to develop solutions to the unique issues they face, rather than having solutions imposed on them by City Hall. As mayor, I will build our Neighborhood Program by committing additional existing expertise and technical resources to empower citizens through neighborhood organizations.

### **Encourage small business development among our neighborhoods**

Treasured local businesses thrive along the seams between established neighborhoods. These businesses serve as anchors for community life in neighborhoods. They are gathering places where Appletonians from all walks of life can connect and they're a vital part of our local economy. As mayor, I will seek out ways to support and celebrate our small businesses and work to create new opportunities for business development along residential corridors.

## HEALTH AND SAFETY

*Keeping our residents safe and healthy*

### **Provide the training, equipment, and personnel first responders need to keep us safe**

Nearly half of our city budget is dedicated to public safety, as it should be. Appletonians expect and deserve to live in a safe community, and I will continue to make sure that first responders have the training, equipment, and personnel they need to stay safe while keeping us safe.

### **Take action to increase Appleton's climate resilience**

Extreme weather events test municipal infrastructure and leave us vulnerable to disruption of essential services. We need a framework for evaluating sustainability and climate resilience projects that takes into account capital investment, operating expenses, and the health of our community. I will charge the Appleton Task Force on Resiliency, Mitigation, and Climate Adaptation with developing such a framework.

### **Protect local government from cybercrime**

Municipalities across the nation have been struck by sophisticated cyber attacks that have ground municipal operations to a halt. They've paid heavy ransoms to regain control of their systems or have had to rebuild those systems entirely. I will establish an information technology security line item in the existing city budget to dedicate resources to protecting our critical systems from cybercrime.

### **Ensure safety, sanitation, and continuity of our municipal water supply**

Appleton provides award-winning drinking water to its citizens as the result of significant investments in our water plant. As mayor, I will steward this investment by committing the necessary resources to maintain and enhance the system we have.

## **CITY MANAGEMENT**

*Building trust that our city government functions with integrity and responsibility*

### **Bring greater transparency and participation to the budgeting process**

Too often, important budget decisions that will impact spending and taxes in our city do not get the full public discussion they deserve. Appletonians should have meaningful opportunities to have their voices heard on the way we use our resources before the City Council votes on the budget. As mayor, I am committed to increasing public participation in the budget process by holding open public forums with neighborhoods and civic organizations in our community.

### **Avoid wasteful spending through careful, integrated planning**

When we set out to do a project, or a series of projects, we need to be sure it's carefully considered, planned, and communicated. All departments in the city must work together, carrying out their respective responsibilities to deliver successful projects in a timely manner. It's the mayor's responsibility to lead this effort.

### **Trust in government starts with transparency, respect, and care**

Appletonians have shared their concerns about the way the city responds to issues they've raised. As mayor, I will take citizen concerns seriously and treat them with care, and will expect that every city department do the same. I will be a mayor who aims to build trust through every action I take. Actively listening to citizens and holding one-on-one conversations will make me a more effective advocate for your priorities at City Hall. That starts with being open and available to the people I represent. I'll do this by holding office hours twice monthly, including outside of City Hall.