



# Emergency Management Service Advisory Group (EMS)

2<sup>nd</sup> Advisory Meeting  
June 2<sup>nd</sup>, 2016

# We are here



Conservation, Planning,  
& Zoning Department

Policy question: Marathon County will be making a multi-million dollar information technology system investment to replace the existing Land Records System and Tiburon (law enforcement software).

*Can Marathon County be the safest county in the state building a multi-million dollar information system on an outdated addressing system?*

# We are here



Conservation, Planning,  
& Zoning Department

1. Committed to being the Safest county in WI
2. Provide the right service to the right location at the right time
3. We have a Central E911 Dispatch Service, County-wide
4. Making significant investments in two technology systems:  
Land Records and Computer Aided Dispatch

Marathon County's goal of ensuring the safety to residents was demonstrated by the adoption of

**Uniform Addressing System Ordinance**

# People involved



Conservation, Planning,  
& Zoning Department

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*Public Safety Committee (Policy)*

*County Addressing Implementation Plan*

*Administrative (Staff)*

*County Addressing Implementation Team*

*Stakeholders (Advisory)*

*Public Engagement Groups*

# This will effect



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& Zoning Department

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Towns; unincorporated areas. *(24,000 addresses)*

Goal - 100% participation *(Board of Supervisors)*

We are Including all towns, cities, and villages in the uniform addressing system *(60,000 addresses)*

Incorporated municipalities are exempt unless otherwise indicated in any adopted intergovernmental agreement.

# We are here tonight



Conservation, Planning,  
& Zoning Department

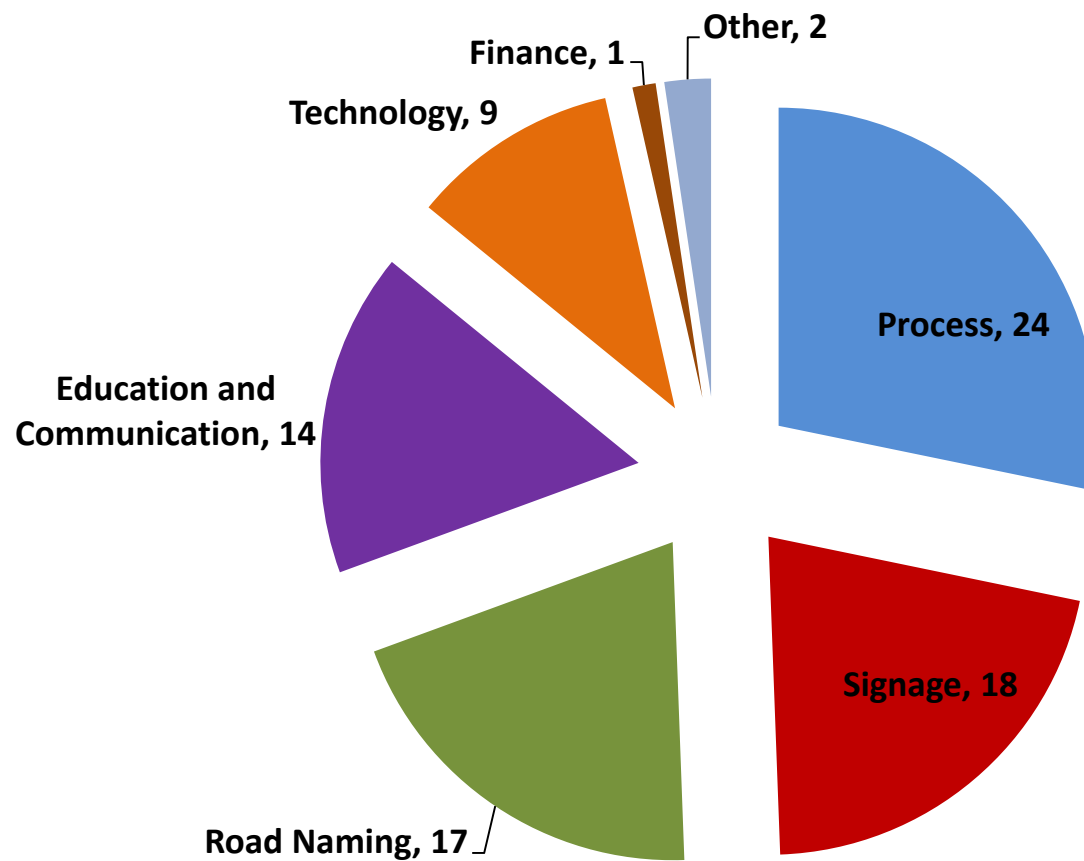
1. *Marathon County* is seeking stakeholder input from all emergency management agencies
2. By participating your agency will have the opportunity to make advisory recommendations.

# Question 1



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What should be considered in the implementation plan?

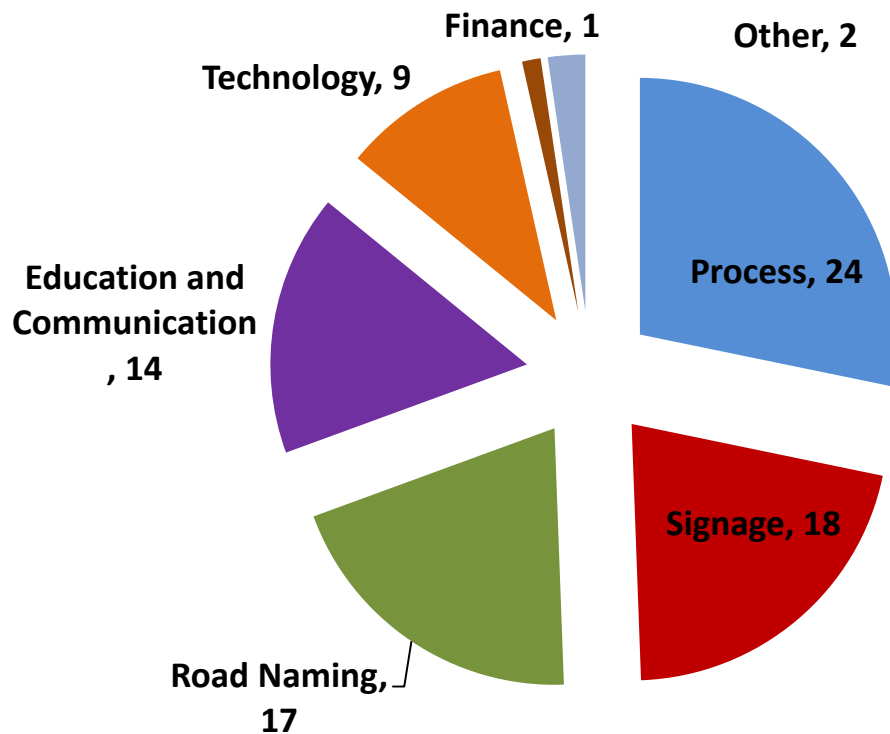


# Comments

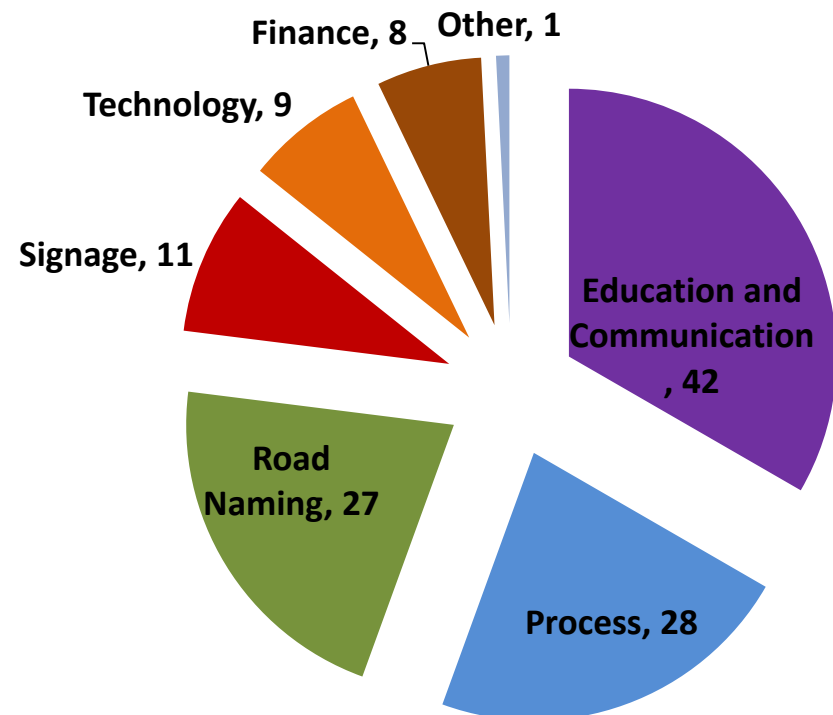


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& Zoning Department

## Emergency Management



## Municipalities





# What we know



Conservation, Planning,  
& Zoning Department

## Communication and Education

### 1) Public Engagement (Advisory Groups)

- Municipalities
- Emergency Management
- Post Office
- Chamber of Commerce

<b>Communication Education</b>	<b>Finance</b>	<b>Process</b>	<b>Technology</b>	<b>Road Naming</b>	<b>Signage</b>
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# What we know



Conservation, Planning,  
& Zoning Department

## Communication and Education

### 1) Public (*Inform*)

- *Marathon County Library System*
- *[www.MyMarathonCountyAddress.org](http://www.MyMarathonCountyAddress.org)*

# To be determined



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& Zoning Department

## Communication and Education

- Methods of Communication
- Check list for individuals
- Personal Assistance

What would help people, whose addresses are changing, go through this new process? Q2



Conservation, Planning,  
& Zoning Department

# What we know

## Finance

### 1) Cost Sharing (*Board of Supervisors*)

- \$1.2 million
- Up to \$20.00 per address to reimburse each municipality participating in Uniform Addressing
- Payments not to exceed the actual costs for implementation

Communication Education	<b>Finance</b>	Process	Technology	Road Naming	Signage
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# What we know



Conservation, Planning,  
& Zoning Department

## Finance

- *People will need to take the proper measures on their own to make personal information changes.*
  - ~ *Drivers license*
  - ~ *Mailing labels*
  - ~ *Letter head*

# To be determined



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& Zoning Department

## Finance

- *Forms and procedures for municipality reimbursement.*
- *Additional money for municipalities in grant money.*

# What we know



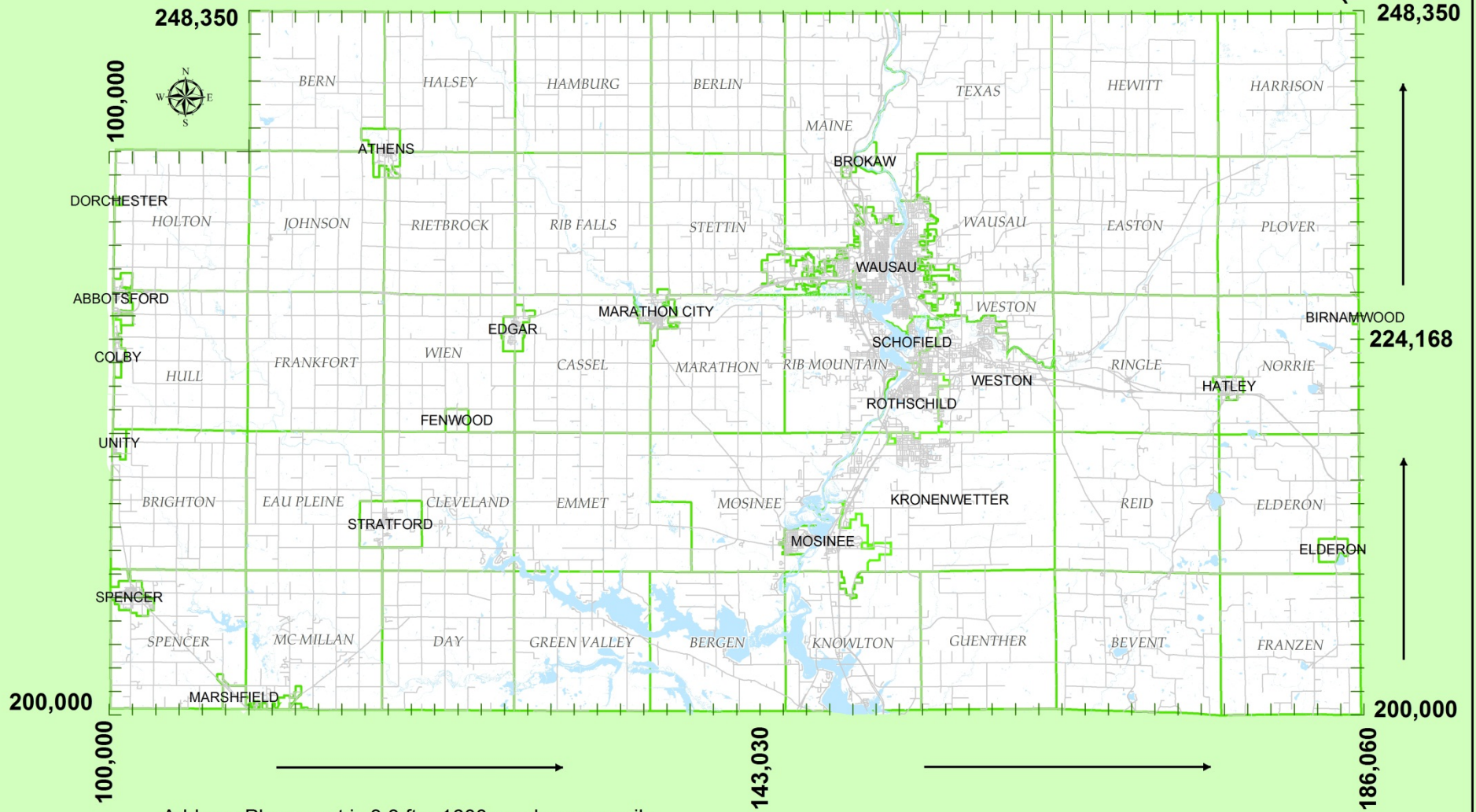
Conservation, Planning,  
& Zoning Department

## Process

- Development of the Uniform Addressing Grid
- Coordination; municipalities, agencies, and people

Communication Education	Finance	Process	Technology	Road Naming	Signage
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# Marathon County Proposed Uniform Addressing Grid



Address Placement is 3.3 ft = 1600 numbers per mile

Note\*\*\* Addresses in the Proposed Uniform Address Grid are six digit numbers due to incorporated areas currently using a five digit address number.



# What we know



Conservation, Planning,  
& Zoning Department

## Process

- The Uniform Addressing System will interface with Land Records and the Sheriff's Computer Aided Dispatch System.

# To be determined



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& Zoning Department

## Process

- Starting point to begin replacement of signs.
- When is the deadline for incorporated municipalities to join to receive cost sharing
- Bulk ordering of signs from the county or leaving it up to municipality
- Timeline Start to End what it would look like.

# What we know



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& Zoning Department

## Technology

- Coordination and development with Sheriff's Department and CPZ a cross table for the old address with new addresses will be developed.
- Apps (google maps, I am Responding, Garmin +) need updated locational information.

Communication Education	Finance	Process	Technology	Road Naming	Signage
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# To be determined



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& Zoning Department

## Technology

- Phasing in the new address system with the Sheriff's Communication Center.
- Phasing in the new address system with Land Records.
- Staff training

# What we know



Conservation, Planning,  
& Zoning Department

## Road Naming

- Towns will have discretion over naming roads. No duplicate/similar road names (Merry and Mary)
- We are not renaming every road.
- Road suffixes; Rd, St, Ln. etc. do not constitute unique road name.

Communication Education	Finance	Process	Technology	Road Naming	Signage
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# What we know



Conservation, Planning,  
& Zoning Department

## Road Naming

- Continuous roads that cross municipal lines shall have the same name.
- New road names need to be submitted to CPZ for approval. CPZ will place them on road name master list under reserved names.

# To be determined



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& Zoning Department

## Road Naming

- Road naming criteria to eliminate duplicate/similar road names (MAG)
- Roads that cross into an incorporated municipality which has a different name

# What we know



Conservation, Planning,  
& Zoning Department

## Road Signs

- Road signs shall placed at the intersections of all roads.
- Municipalities will continue to follow the standards continue the Manual on Uniform Traffic Control Devices (MUTCD) by U.S. Department of Transportation.

Communication Education	Finance	Process	Technology	Road Naming	<b>Signage</b>
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# What we know



Conservation, Planning,  
& Zoning Department

## Address/Number Signs

- Signs will be doubled sided
- Town name on top/number center/street name on bottom
- Six digit number
- Maximize size of number on sign

# To be determined



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& Zoning Department

## Address/Number Signs

- Color Visibility (EMS)
- Position/Placement (EMS)
- Removal of old site addresses (décor stone)

# Implementation Plan



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& Zoning Department

- Communication
- Technology
- Installation
- Finance



Contact information:

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Thank you!