



AGENDA OF THE PERSONNEL COMMITTEE

THURSDAY, AUGUST 13, 2026, 4:30 PM

In person at City Hall, Room 207.

Virtual attendance also available via Zoom.

A. Zoom Meeting Information.

1. Join Zoom Meeting Online:

<https://us02web.zoom.us/j/89810743735?pwd=FC59FwJlTSUyEpktbhjfu0C9LncYTl.1>

Or call in by phone: +1 312 626 6799

Meeting ID: 898 1074 3735

Passcode: 786556

If you wish to leave a comment for this public meeting, please fill out the online [Comment Form](#) prior to the meeting. More detailed [Zoom Instructions](#) can be found online.

B. Roll Call.

1. Members: Jennifer Grant, Kathy Hinkfuss, Joey Prestley, Jon Shelton

C. Approval of the Agenda.

1. Approval of the agenda for the Thursday, August 13, 2026, meeting of the Personnel Committee.

D. Approval of Minutes.

1. Approval of the minutes from the July 14, 2026 meeting.

E. Regular Business.

1. For consideration with possible action to reclassify the vacant Civil Engineer II (Traffic) to an Engineering Technician (Traffic) position within the Department of Public Works.
2. For consideration with possible action to add the Lead - Innovation and Data Strategy position to the Mayor's Office Table of Organization for one year using Innovation Funds.
3. For consideration with possible action on the resolution to offer Income Continuation

Insurance effective January 1, 2027.

4. For consideration with possible action to transition the City's Pharmacy Benefits Manager to SmithRx and Family Savings Plan administrator to Associated Bank effective January 1, 2027.

F. Informational.

1. Report of Routine Personnel Actions and New Positions
2. Next Meeting: September 8, 2026.

G. Adjournment.

1. Adjournment of the Thursday, August 13, 2026, meeting of the Personnel Committee.

- 1) THIS MEETING IS RECORDED: THE VIDEO OF THIS MEETING AND MINUTES ARE AVAILABLE ONLINE AT www.greenbaywi.gov
- 2) ACCESSIBILITY: Any person wishing to attend who requires special accommodation because of a disability, should contact the City Safety Manager at 920-448-3125 at least 48 hours before the scheduled meeting time so that arrangements can be made.
- 3) QUORUM: Please take notice that a majority or quorum of the Common Council will attend this Personnel Committee meeting and will constitute a meeting of the Common Council for purposes of discussion and information gathering relative to this agenda.
- 4) REPRESENTATION: The party requesting the communication, or their representative, should be present at this meeting.



Report to the
Personnel Committee
of the City of Green Bay

MEETING DATE

August 13, 2026

PREPARED BY

AGENDA ITEM # D.I

Approval of the minutes from the July 14, 2026 meeting.

BACKGROUND

RECOMMENDATION

FISCAL IMPACT

ATTACHMENTS

- I. PC Minutes 07.14.2026



MINUTES OF THE PERSONNEL COMMITTEE

TUESDAY, JULY 14, 2026, 4:30 PM

In person at City Hall, Room 207.

Immediately following Finance Committee.

Virtual attendance also available via Zoom.

A. ZOOM MEETING INFORMATION.

- I. Join Zoom Meeting Online:

<https://us02web.zoom.us/j/89810743735?pwd=FC59FwJJTSUyEpktbhjfu0C9LncYTl.1>

Or call in by phone: +1 312 626 6799

Meeting ID: 898 1074 3735

Passcode: 786556

If you wish to leave a comment for this public meeting, please fill out the online [Comment Form](#) prior to the meeting. More detailed [Zoom Instructions](#) can be found online.

B. ROLL CALL.

- I. Members: Jennifer Grant, Kathy Hinkfuss, Joey Prestley, Jon Shelton

Present: Kathy Hinkfuss, Jennifer Grant, Joey Prestley, Jon Shelton

C. APPROVAL OF THE AGENDA.

- I. Approval of the agenda for the Tuesday, July 14, 2026, meeting of the Personnel Committee.

Moved by Ald. Kathy Hinkfuss, seconded by Ald. Jennifer Grant to approve the agenda.
Motion Passed.

Yes-Kathy Hinkfuss, Jennifer Grant, Joey Prestley, Jon Shelton, No-None, Abstain-None.

D. APPROVAL OF MINUTES.

- I. Approval of the minutes from the June 9, 2026 meeting.

Moved by Ald. Kathy Hinkfuss, seconded by Ald. Jon Shelton to approve.

Motion Passed.

Yes-Kathy Hinkfuss, Jennifer Grant, Joey Prestley, Jon Shelton, No-None, Abstain-None.

E. REGULAR BUSINESS.

- I. For consideration with possible action to amend the City of Green Bay Personnel Policy Chapter 9 with regards to Vacation Accruals.

Moved by Ald. Kathy Hinkfuss, seconded by Ald. Jennifer Grant to open the floor.

Motion Passed.

Yes-Kathy Hinkfuss, Jennifer Grant, Joey Prestley, Jon Shelton, No-None, Abstain-None.

Moved by Ald. Kathy Hinkfuss, seconded by Ald. Jennifer Grant to close the floor.

Motion Passed.

Yes-Kathy Hinkfuss, Jennifer Grant, Joey Prestley, Jon Shelton, No-None, Abstain-None.

Moved by Ald. Jon Shelton, seconded by none, to take all 3 policy revisions with one vote.

Yes-None, No-None, Abstain-None.

Moved by Ald. Jennifer Grant, seconded by Ald. Kathy Hinkfuss to approve with an amendment to the holiday pay language that holidays be paid out at 8 hours versus 9 hours.

Motion withdrawn by Ald. Grant.

Yes-None, No-None, Abstain-None.

Moved by Ald. Hinkfuss, seconded by none, to amend the vacation accrual policy to provide Directors and Deputy Directors with vacation credit based on actual years of experience.

Motion withdrawn by Ald. Hinkfuss.

Yes-None, No-None, Abstain-None.

Moved by Ald. Jennifer Grant, seconded by Ald. Kathy Hinkfuss to approve the revisions to Green Bay Personnel Policy, Chapter 9 with regard to vacation accruals and to refer to staff for a recommendation to address vacation accruals for recruiting leadership roles.

Motion Passed.

Yes-Kathy Hinkfuss, Jennifer Grant, Joey Prestley, Jon Shelton, No-None, Abstain-None.

2. For consideration with possible action to amend the City of Green Bay Personnel Policy Chapter 9 with regards to Funeral Leave.

Moved by Ald. Jon Shelton, seconded by Ald. Kathy Hinkfuss to approve.

Motion Passed.

Yes-Kathy Hinkfuss, Jennifer Grant, Joey Prestley, Jon Shelton, No-None, Abstain-None.

3. For consideration with possible action to amend the City of Green Bay Personnel Policy Chapter 9 with regards to Volunteer Time.

Moved by Ald. Jennifer Grant, seconded by Ald. Kathy Hinkfuss to amend that volunteer time can only be with a City of Green Bay charity.

Motion Passed.

Yes-Kathy Hinkfuss, Jennifer Grant, Jon Shelton, No-Joey Prestley, Abstain-None.

Moved by Ald. Jon Shelton, seconded by Ald. Jennifer Grant to approve as amended.

Motion Passed.

Yes-Kathy Hinkfuss, Jennifer Grant, Jon Shelton, No-Joey Prestley, Abstain-None.

F. INFORMATIONAL.

1. Report of Routine Personnel Actions and New Positions

2. Next Meeting: August 11, 2026

G. ADJOURNMENT.

1. Adjournment of the Tuesday, July 14, 2026, meeting of the Personnel Committee.

Moved by Ald. Kathy Hinkfuss, seconded by Ald. Jon Shelton to adjourn.

Motion Passed.

Yes-Kathy Hinkfuss, Jennifer Grant, Joey Prestley, Jon Shelton, No-None, Abstain-None.



Report to the
Personnel Committee
of the City of Green Bay

MEETING DATE

August 13, 2026

PREPARED BY

Jennifer Smits

AGENDA ITEM # E.1

For consideration with possible action to reclassify the vacant Civil Engineer II (Traffic) to an Engineering Technician (Traffic) position within the Department of Public Works.

BACKGROUND

As part of the 2026 budget, the Traffic Manager position was created to lead the Traffic Division, which includes supervising the Civil Engineer II (Traffic) and Electrical Section Manager and providing direction to the Sign Shop. The Traffic Manager is required to possess a Civil Engineering degree and is responsible for completing traffic-related studies, developing and overseeing the design and implementation of traffic controls, implementing traffic-calming and safety measures, and other related engineering functions.

As a result, the Traffic Division no longer has an operational need for a Civil Engineer position. Instead, there is a greater need for an Engineering Technician position to perform technical work that supports the Traffic Manager's engineering responsibilities. The Engineering Technician will collect traffic data, perform basic traffic engineering calculations and design, determine minimum traffic control measures, and prepare routine traffic engineering studies and reports. This work will provide the data and information necessary for the Traffic Manager to conduct engineering analysis and make informed decisions.

The current Civil Engineer II position was previously classified as an Engineering Technician and was later reclassified to a Civil Engineer to meet the operational needs of the Department at that time. Following the creation of the Traffic Manager position and the retirement of the Civil Engineer in June, the Department reevaluated the staffing needs of the Division and determined that restoring the position to the Engineering Technician classification will best support the Division's operational needs.

RECOMMENDATION

The Department of Public Works and Human Resources Department are requesting that the vacant Civil Engineer (Traffic) position be reclassified from Pay Grade K (\$82,950-\$97,594) to an Engineering Technician (Traffic) position at Pay Grade I (\$34.33/hour-\$40.37/hour).

FISCAL IMPACT

The estimated annual cost savings of this reclassification is \$20,126.

Estimated	Civil Engineer Grade K, Step 6	Engineering Technician Grade I Step 4
Salary	\$95,160	\$77,688
FICA	\$7,280	\$5,943
WRS (General)	\$6,852	\$5,594
Worker's Comp	\$200	\$163

Health Insurance	\$17,712	\$17,712
Dental Insurance	\$1,402	\$1,402
Life Insurance	\$121	\$98
TOTAL	\$128,726	\$108,600
COMPENSATION		

ATTACHMENTS

- I. Engineering Technician (Traffic)



JOB DESCRIPTION

City of Green Bay

Position Title	ENGINEERING TECHNICIAN – TRAFFIC
Department	Department of Public Works
Reports To	Traffic Manager
Position Status	Non-Exempt
Salary Range	Grade I
Job Summary	Under general supervision of the Traffic Manager, performs advanced technical engineering work of moderate difficulty on engineering projects for the Department of Public Works.
Essential Functions	1) Performs basic traffic engineering calculations and design. 2) Determines minimum traffic control measures for municipal and permit construction projects. 3) Reviews and issues right-of-way obstruction permits and traffic control plans. 4) Conducts inspections of traffic signage and facilities, and prepares reports. 5) Prepares routine traffic engineering studies and reports, including data collection, speed studies, traffic control warrants, and traffic crash studies. 6) Prepares contract specifications, quantity estimates and contract payments. 7) Performs manual, computer aided design (CAD), and SignCAD drafting assignments in office as directed. 8) Reviews development site plans. 9) Prepares and/or administers public works contracts of moderate difficulty. 10) Assists with tracking and reporting compliance with federal and state railroad regulations. 11) Assists with Traffic, Bicycle, & Pedestrian Commission meetings. 12) Performs other duties as assigned.
Knowledge, Skills And Abilities	▪ Knowledge of the principles, practices and materials of public works and traffic related projects. Basic understanding of civil engineering principles and practices related to public works and traffic related projects. Knowledge of the principles and practices of site and construction surveying. Knowledge and experience in the operation of various traffic counting equipment used by the Public Works Department. ▪ Good computer skills including experience with CAD, word processing and spreadsheet software. Good record keeping and problem-solving skills. Good oral and written communication skills. ▪ Ability to read and interpret construction plans and specifications. Ability to utilize a computer and the required software. Ability to effectively communicate with co-workers and members of the public and private sectors. Ability to work the required hours of the position.

Minimum Education And Experience	▪ Associate degree in Civil Engineering Technology or equivalent. ▪ Five years related experience. ▪ Valid driver's license and good driving record. ▪ A combination of equivalent experience and/or education may be considered.
Physical Requirements	Ability to perform the following activities: ▪ Lifting and carrying up to 50 pounds. ▪ Frequent standing, walking, sitting, bending, stooping. ▪ Ability to focus for long periods of time on projects. ▪ Ability to reach and climb. ▪ Ability to climb and hike in rough terrain. ▪ Ability to work in varied environmental conditions and worksite conditions.
The above is not to be construed as an exhaustive statement of duties, responsibilities or requirements. I have read the above position description and understand the duties and responsibilities of the position. _____ Employee Name (please print) _____ Date _____ Employee Signature	



Report to the
Personnel Committee
of the City of Green Bay

MEETING DATE

August 13, 2026

PREPARED BY

Eric Genrich, Mayor

AGENDA ITEM # E.2

For consideration with possible action to add the Lead - Innovation and Data Strategy position to the Mayor's Office Table of Organization for one year using Innovation Funds.

BACKGROUND

In August 2024, the City entered into a Fellowship Program with Harvard College and the Bloomberg Harvard City Leadership Initiative to create a Fellow position at the City focused on innovation and data strategy. The Fellowship Program was to run from August 2024 through August 2026 with the salary, benefits, and housing stipend to be paid for by Bloomberg Harvard.

Impact to Date

The position has led or provided significant contributions to the following projects at the City of Green Bay:

Citywide data governance and infrastructure

- Launched Connect Green Bay, the City's three-year data strategy, in January 2025, and presented implementation progress to the Common Council in December 2025 (see attached).
- Established the City's Data Governance Team, which has met bi-weekly since January 2025 — approximately 40 meetings to date with sustained attendance across all departments.
- Built the City's first organization-wide data inventory, cataloging approximately 500 databases with 30 metadata fields per dataset so that institutional knowledge lives in systems.
- Trained a distributed governance network of 23 data stewards and 63 data owners across every department, establishing data management as a shared citywide responsibility rather than an Information Technology function.
- Conducted 16 training workshops on data governance and data management and conducted approximately 56 departmental working sessions with data owners and stewards.
- Building the City Data Hub and its supporting data pipeline infrastructure to create a single centralized source for City operational and performance data.

Performance management

- Co-developed approximately 200 key performance indicators with department heads and data stewards, tied directly to the City's Strategic Plan priorities, and established departmental performance measures and an organizational performance plan.
- Launched the plan for City's Performance Management System in December 2025 and the citywide KPI tracking system and public Performance Management Dashboard to give leadership, Council, and

residents a consistent view of how City services are performing.

Operational efficiency and cost savings

- **Fleet Management Review:** led a citywide review that resulted in 61 vehicles removed from the City fleet, an approximate 12 percent reduction in total fleet value. The review also established a shared motor pool available to all departments and led to the adoption of telematics software that improves utilization tracking, transparency, and accountability across the fleet.

Community outcomes and public trust

- **Data-Informed Community Engagement (DICE):** co-designed and executed a targeted neighborhood intervention in 2025 with the Office of Violence Prevention, Police Department, Parks, Public Works, and Community and Economic Development in 2026.
- Following the intervention, drug violations in the target area declined by approximately 71 percent, demonstrating that coordinated, data-informed service delivery produces measurable results for residents.

Independent external validation

- Advanced the City from a baseline score of 0 to 25 of 43 criteria (58 percent) on the What Works Cities Certification assessment in 16 months — a nationally recognized standard for well-managed, data-driven local government, and independent confirmation that the City's progress is real and durable.

Future Scope of Work

The job description for the Lead – Innovation and Data Strategy position is attached and the general responsibilities will include improving organizational efficiency by evaluating existing business processes, reduce duplication efforts, identify opportunities for automation, improve resource allocation, and measure the effectiveness of City programs. The position will also increase transparency by expanding public access to performance information and helping residents better understand how City services are delivered and how taxpayer resources are being invested. Three responsibilities are immediate and already underway:

- **The City's performance management strategy.** The position will lead in the citywide development and maintenance of the key performance indicators the City uses to measure progress against every priority in the Strategic Plan, and regular reporting of that progress to leadership, the Common Council, and the public.
- **The establishment of the City's Innovation Team.** The position will co-lead the City's Innovation Team, which will apply structured review of existing business processes to make City operations more efficient and service delivery smoother across departments.
- **The Council-approved organizational efficiency review.** The position will co-lead the citywide organizational efficiency project that seeks to (1) identify cost savings or tax reductions and (2) identify opportunities for improving internal processes, optimizing staffing structures, leveraging technology, and enhancing interdepartmental coordination.

RECOMMENDATION

The Mayor's Office is requesting that a Lead – Innovation and Data Strategy position be added to the Mayor's Office Table of Organization, and that authorization be granted to fill the position effective August 31, 2026.

The position will be funded through the City's Innovation Fund from August 31, 2026 through September 3, 2027.

The position and accompanying job description have been developed to provide dedicated leadership for the implementation of the City's Connect Green Bay initiative, improve organizational performance through innovation and continuous improvement, establish citywide data governance and performance management practices, and expand public transparency through data-driven decision-making.

FISCAL IMPACT

The position has been reviewed for placement within the City's compensation plan and will be placed in Pay Grade M and starting salary of \$121,470.

The estimated cost from August 31, 2026 through September 3, 2027 is to not exceed \$170,000 which includes an estimated total salary and benefits cost of \$167,000—which includes the position's starting salary of \$121,470 and employer costs. Additionally, approximately \$3,000 for training, travel, equipment, and supplies. The City requests to use the Innovation Fund to pay for the position and is requesting the position to be funded through September 3, 2027 to coincide with the completion of the Connect Green Bay initiative.

ATTACHMENTS

1. Lead - Innovation and Data Strategy JD
2. Connect Green Bay - Final



JOB DESCRIPTION

City of Green Bay

Position Title:	Lead – Innovation and Data Strategy
Department:	Mayor's Office
Reports To:	Mayor
Status:	Exempt
Salary Range:	Pay Grade M
Job Summary:	The Lead of Innovation and Data Strategy is a senior position responsible for leading citywide efforts in innovation, continuous improvement, and data-informed decision-making for the City of Green Bay. This position integrates data analytics and innovative practices to inform policy and operational decisions, enhance operational efficiency, improve service delivery, strengthen community engagement, and promote transparency and accountability across all City departments.
Essential Functions:	▪ Leads citywide efforts for innovation, continuous improvement, and organizational change management; Develops and articulates a future-focused innovation vision aligned with the City's strategic objectives and the Mayor's priorities; Drives pilot programs and proof-of-concept initiatives; evaluate outcomes and scale successful innovations. ▪ Identifies opportunities for innovation and data integration in service delivery. Analyzes, designs and recommends process changes to enhance departmental services. ▪ Directs the strategic development and implementation of comprehensive performance measurement systems, including data collection, analysis, and reporting to evaluate program effectiveness. ▪ Establishes data governance standards, policies, and quality-assurance practices to ensure ethical, secure, and consistent use of City data. ▪ Leverages quantitative and qualitative analytical methods to inform policy recommendations, budget decisions, and operational improvements. ▪ Creates and implements dashboards, reports, and community-facing data tools to promote open data initiatives and transparency. ▪ Collaborates closely with the Information Technology Department to evaluate, select, and implement technology products and services including software platforms, digital tools, and infrastructure solutions that support innovation goals. Ensures that innovation initiatives are aligned with IT capabilities and security standards and assists with implementing technology projects that enhance operational efficiency, data integration, and service delivery across departments. ▪ Builds and maintains collaborative relationships with community-based organizations, residents, businesses, and nonprofit stakeholders. ▪ Prepares clear, comprehensive reports and presentations; presents findings and recommendations to internal and external stakeholders. ▪ Facilitates training and workshops to build data literacy and promote innovative practices among City staff. ▪ Identifies and applies for grants to advance innovation within the City. ▪ Perform other duties as assigned by the Mayor

Knowledge, Skills And Abilities	• Comprehensive knowledge of principles and practices of data management and analysis, program evaluation, analytical and quantitative methods, and statistical information gathering and reporting. Knowledge of innovative methodologies and tools applicable to public-sector services, including process improvement frameworks and design thinking. Knowledge of principles of public administration, municipal budgeting, municipal government operations, performance management, and policy development. Knowledge of performance measurement systems and key performance indicators within a public sector organizational context. • Considerable skill in strong data analysis and interpretation skills, with the ability to synthesize complex datasets into clear, actionable insights. Considerable skill in developing data visualizations, dashboards, and reports that effectively communicate findings to both technical and non-technical audiences. Excellent written and verbal communication skills, including the ability to present complex information in a clear, concise, and compelling manner. Strong collaboration and facilitation skills, with the ability to engage employees across departments, build trust, support cross-functional initiatives and lead organizational change in a complex government environment. Skill in translating organizational needs into data-driven strategies and practical solutions. Project management skills, including the ability to manage multiple initiatives, timelines, and stakeholders simultaneously. Skill in training and coaching employees to build data literacy and support adoption of data-informed practices. • Ability to lead and influence organizational change using data and innovation strategies in a complex governmental environment. Ability to analyze complex problems, identify trends and patterns, and develop data-driven recommendations for decision-making. Ability to utilize a computer and required software. • Ability to demonstrate strong inter-personal communication skills, both verbally and in writing, and a high degree of integrity and honesty. Ability to build and maintain collaborative relationships across all levels of the organization and with external partners. Ability to foster a culture of data-informed decision-making and continuous improvement among employees. Ability to exercise sound judgment, discretion, and political awareness in sensitive or high-visibility situations. Ability to work the required hours of the position.
Minimum Education and Experience	▪ Bachelor's degree in Public Administration, Data Analytics, Statistics, Economics, Information Systems or a closely related field. Master's Degree in Public Administration, Data Science, Analytics or a related field preferred. ▪ Five-Seven (5-7) years of progressively responsible experience in data analysis, performance management, innovation, or strategic planning. Demonstrated experience working with data analytics tools (e.g., Power BI, Tableau, SQL, R, Python, or similar platforms). ▪ Combination of equivalent experience and/or education may be considered.
Physical Requirements	▪ Ability to perform the following activities: ○ Lifting and carrying up to 20 pounds. ○ Frequent standing and sitting. ○ Ability to focus for long period of time on projects. ○ Ability to reach, stoop and lift.

The above is not to be construed as an exhaustive statement of duties, responsibilities or requirements. I have read the above position description and understand the duties and responsibilities of the position.

Employee Name (Print)

Date

Employee Signature



CONNECT GREEN BAY

Data Strategy Roadmap

TABLE OF CONTENTS



Message from the Mayor	3
Purpose: Input to Impact	4
Essential Building Blocks	5
Roadmap to Results	6
Strategic Rollout	6
Data Quality and Governance	7
Community Engagement	9
Data-Driven Culture	11
Moving Forward	13

MESSAGE FROM THE MAYOR



Connect Green Bay lays out our plans to build a high-performing, transparent, and community-focused city government. By connecting data to decision-making processes, we're enhancing city services, improving communication, and fostering collaboration across departments—all to better serve our citizens. This initiative aims to connect community members and their requests to their city government, turning community feedback into meaningful action.

At its core, Connect Green Bay is about addressing community needs, managing resources responsibly, and working tirelessly to build stronger connections between residents and city government. And by breaking down barriers among departments and empowering city staff with shared data-driven tools, we are enhancing the accountability and responsiveness of city services.

Together, we are creating a city that's connected, responsive, and continually improving. I ask you to stay engaged as we continue this important work for the benefit of us all.

Sincerely,
Mayor Eric Genrich

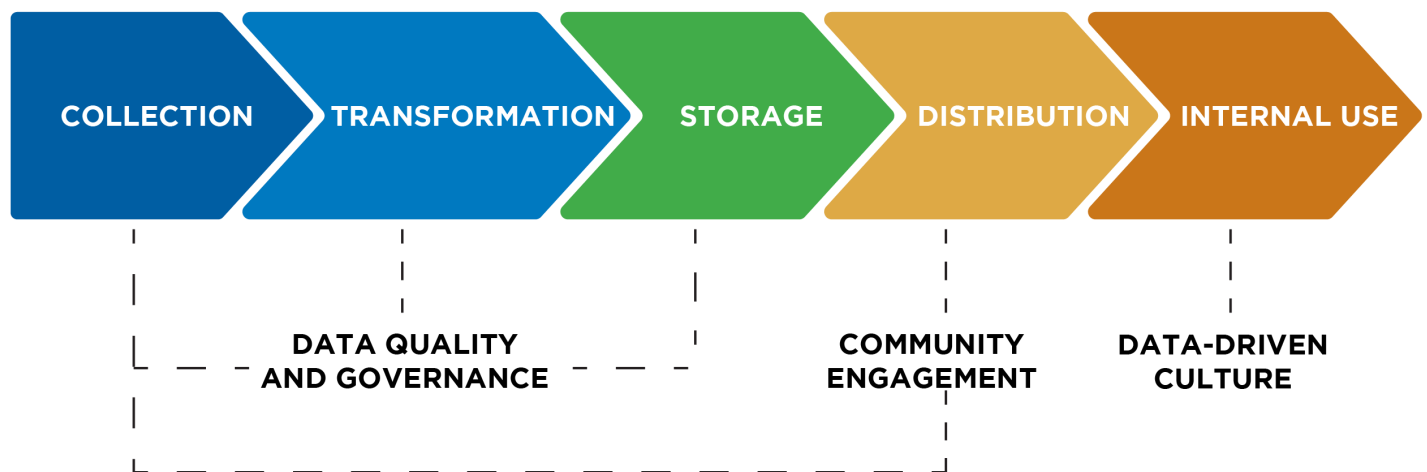


PURPOSE: INPUT TO IMPACT



Connect Green Bay is a citywide data initiative designed to enhance government services, strengthen connections with the community, and foster a transparent, responsive, and community-focused government. By streamlining internal operations, empowering staff to collaborate across departments, and providing residents with accessible, actionable information, the initiative harnesses the power of data-driven operations to increase efficiency and effectiveness for all who live, work, and visit Green Bay.

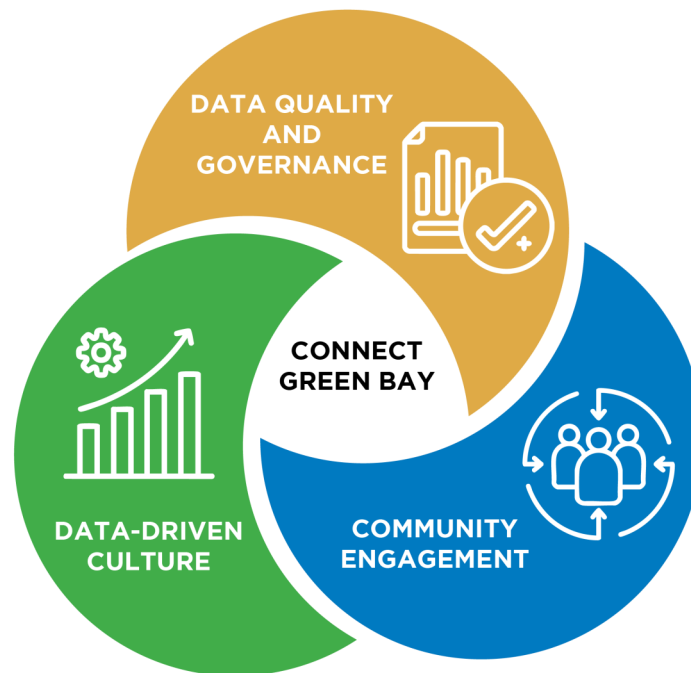
Central to this effort is the “Input to Impact” process, which ensures resident-provided information translates into better public services. Data is collected through various channels, verified for accuracy, securely stored, and routed to the appropriate departments for action. For instance, if a broken traffic light is reported, the city logs the complaint, verifies the details, and passes it to the repair team. Once fixed, the resident is notified, completing the communication loop. This approach not only resolves individual issues but also informs broader maintenance planning and accountability efforts. By fostering transparency, collaboration, and trust, Connect Green Bay creates a more inclusive, resilient, and vibrant community.



ESSENTIAL BUILDING BLOCKS



Connect Green Bay stands on three key pillars that help us harness information responsibly and effectively: Data Quality & Governance, Community Engagement, and Data-Driven Culture. Together, these pillars ensure we collect accurate information, foster meaningful partnerships with residents, and create a culture where data informs every decision.



DATA QUALITY & GOVERNANCE

We establish a decision making team and standards to ensure accurate, secure data and clear guidelines for its responsible use. By protecting your information and maintaining high data integrity, we build trust and enable better decisions.

COMMUNITY ENGAGEMENT

We collaborate openly with residents, businesses, and partners to listen, share, and learn. By inviting feedback and ideas, we transform civic challenges into community-driven solutions.

DATA-DRIVEN CULTURE

We equip city staff with the tools and training to make decisions grounded in evidence. By embedding data in everyday work, we create more efficient and accountable public services.

ROADMAP TO RESULTS



We use a clear, five-stage process to keep Connect Green Bay on track from start to finish. Each step helps us organize our efforts, stay transparent, and make sure we're truly addressing the needs of our community. By following this structured approach, we can adapt, learn, and steadily improve the services we deliver to all who call Green Bay home.



1

PREPARE

Make the role and importance known to the entire organization.



2

EVALUATE

Understand the business of the departments and their specific needs.



3

PLAN

Develop an action plan to address what has been assessed.



4

EXECUTE

Execute the plan, following the defined performance indicators.



5

MEASURE

Analyze the results obtained with a focus on opportunities for improvement.

STRATEGIC ROLLOUT



Connect Green Bay Roadmap identifies projects, policies, and processes to be developed and implemented from 2025 through 2027. Timelines for each effort vary by project. In the following pages, each effort will be labeled with their general timeline for completion.

SYMBOL	WHAT IT MEANS
	Short-Term: the work on this effort has been started or will be completed within 2025
	Medium-Term: the work on this effort will be planned and completed by end of 2026
	Long-Term: assessment, planning, and groundwork is being done throughout the other terms. These efforts are likely going to extend past 2027

DATA QUALITY AND GOVERNANCE

The quality of data directly impacts how effectively we can analyze and use it. To improve city operations and services, we will clearly define the types of data we collect and standardize how we handle data across all departments.

What does this mean?

We will create clear standards for how we gather, process, and manage information. This includes outlining how we collect data, how we use it, and how long we keep it. These steps ensure we provide accurate and reliable information to the community.

As trusted stewards of community data, we will continually review and update our protocols to keep only the data we truly need. We will also take strong measures to protect and safeguard this information to ensure it is handled responsibly.

STRATEGIC EFFORT	DESCRIPTION	TIMEFRAME
Data Governance Committee	Establishes a decision-making team of city staff, focused on data governance and ensuring we collect, protect, and responsibly use your information, so we can better serve you and our community.	
Citywide Data Inventory	Creates a centralized record of all data assets across city departments, ensuring transparency, accountability, and better data management for improved public services.	
Privacy and Security Policy for the City of Green Bay Digital Services	Ensures your data is protected and responsibly used when you engage with us digitally, providing you with a safe, transparent, and trustworthy online experience with the city.	
Data Sharing Policy	Defines how we responsibly share data with trusted partners to improve city services, while safeguarding your privacy.	 
Generative AI Use Guidelines	Determines how we responsibly develop, deploy, and manage AI-driven solutions, ensuring transparency, accountability, and fairness while upholding data privacy and security.	 
Data Collection Standards	Ensures that any information gathered by city departments is done in a clear, accurate, and responsible way, fostering trust and enabling better public service delivery.	 
Data Management Policy	Details how we securely collect, store, and use your information to better serve you while protecting your privacy.	  

DATA QUALITY AND GOVERNANCE EXAMPLE

WHAT WE ARE DOING NOW

The Department of Public Works conducts biennial PASER assessments of every segment of road in the City of Green Bay, which is used to analyze the condition of the pavement and road quality. The PASER rating will determine if the segment of road is a candidate for resurfacing or full reconstruction. The data generated by the PASER assessment is then compared to the rating of the current sewer conditions in that specific segment, leading to a combined rating of overall road conditions.

This combined rating is then shared with the water utility, which includes its assessment of water pipe quality in the area. The water utility rating system is determined by the likelihood of failure of the water main combined with the impact of potential failure. The cumulative rating of all three systems is then evaluated along with the adjacent segments to determine if combined segments can be completed simultaneously.

This overall evaluation is balanced by the availability of funding to determine when streets projects move forward. By using data to coordinate infrastructure improvements, the city reduces costs, minimizes disruptions, and ensures the community benefits from safer roads, reliable utilities, and efficient use of resources.

WHAT WE WILL BE DOING IN THE FUTURE

The City of Green Bay will be conducting ongoing analysis of Green Bay Services, formerly Request for Service, a portal for citizens to request municipal services. We will enhance the portal, enabling more efficient municipal service delivery through detailed data analysis. We will improve the management interface, providing departments with advanced tools to handle requests effectively and supplying city leaders with real-time analytics and dashboards. These upgrades will streamline operations and improve services for all residents.

COMMUNITY ENGAGEMENT

Transparency is vital to building public trust and data can play a critical role in helping the community understand the functions of the City of Green Bay. The centralized data platform will provide community members with an interactive experience through all levels of city government and the investments made through tax dollars.

What does this mean?

Through the use of data analytics and an open data portal, the City Departments will provide valuable insight into the decision making process and what factors are considered when decisions are made.

The City of Green Bay aims to increase community engagement by introducing new feedback mechanisms to ensure all portions of the population are reached. Hearing the voices and understanding the priorities for the community is critical to steering the decisions and investments for all neighborhoods and districts of the city.

STRATEGIC EFFORT	DESCRIPTION	TIMEFRAME
External Stakeholder Feedback Strategy	Develops a plan to collect and incorporate external feedback to foster open collaboration with residents, businesses, and other stakeholders for refining city services, enhancing transparency, and delivering better outcomes for everyone.	🕒
Data Visualization Style Guide	Outlines clear standards for presenting city information in a consistent, engaging, and accessible way, making data easier to understand and use.	🕒🕒
Disaggregated Demographic Data Standard	Ensures we collect and analyze demographic information at a more detailed level, so we can better identify community needs and provide more equitable services.	🕒🕒
Centralized Data Platform	Establishes a citywide platform that securely centralizes data, making it easier for departments to collaborate and use insights for better, evidence-based decisions.	🕒🕒🕒

COMMUNITY ENGAGEMENT EXAMPLE

WHAT WE ARE DOING NOW

The outreach for the "Go Big Green Bay 2050 Comprehensive Plan" by the Community and Economic Development Department has seen strong engagement.

To date, the department's coordinated efforts have included 21 staff members and two commissioners, leading to substantial community participation. During the planning process, we held Visioning Workshops with 46 attendees, received 465 survey responses, engaged 112 participants at Neighborhood Planning Workshops, hosted 46 attendees at DIY Workshops, facilitated 95 interactions on map.social, and attracted over 1,200 attendees across ten pop-up events.

WHAT WE WILL BE DOING IN THE FUTURE

We are expanding on our horizons to keeping you informed and involved through a blend of digital updates and newsletters . Our transparent approach includes interactive dashboards and clear reports on project impacts, ensuring you know exactly how your input shapes our city. We'll actively seek your feedback via surveys and provide educational opportunities to deepen your understanding of our data-driven initiatives. We aim to ensure everyone can contribute to and benefit from Connect Green Bay. We'll continuously refine our methods to keep them effective and responsive to your needs.

DATA-DRIVEN CULTURE

A data-driven culture can transform how an organization operates, making workflows more efficient and services more effective. The Connect Green Bay initiative aims to embed data into our daily processes, ensuring every decision is informed by accurate, actionable insights. By prioritizing data sharing and fostering data-driven practices, we will improve internal workflows and deliver more reliable and impactful services to our community.

What does this mean?

City departments will cultivate a workforce skilled in using data to identify strengths and gaps in our current services. Employees will have more opportunities to analyze the effectiveness of existing systems, evaluate performance, and develop innovative solutions. By incorporating data into everyday operations, we will enhance collaboration, streamline processes, and provide better outcomes for the residents we serve.

STRATEGIC EFFORT	DESCRIPTION	TIMEFRAME
Assessment of the State of the Data Workforce	Identifies strengths, skill gaps, and opportunities for professional development for our staff, ensuring we have the expertise to responsibly manage and use data for public benefit.	
Initiatives to Build and Sustain a Data Culture to retain the Data Workforce	Builds and sustains a data culture focused on continuous learning, collaboration, and professional development, ensuring we attract and retain skilled data professionals to serve our community.	 
Performance Management Framework	Provides a clear, evidence-based approach for measuring outcomes, driving improvements, and ensuring accountability across all city programs and services by setting SMART goals and tracking progress.	 
Data Curriculum to Enhance Core Workforce Skills	Continues investment in city staff with essential skills to manage, interpret, and apply information effectively, ensuring better, data-driven services for our community.	  
Community Data Training to Enhance the Data Skills of External Stakeholders	Empowers residents, businesses, and other stakeholders to engage with city data, fostering greater collaboration and more informed decision-making across the city by growing skills and understanding of municipal data.	  

DATA-DRIVEN CULTURE EXAMPLE

WHAT WE ARE DOING NOW

The Green Bay Metro Fire Department is committed to nurturing a data driven culture and operate using data informed decision processes. They completed a community driven strategic planning process and established seven goals:

- Exceed the communities' needs and expectations through personnel resources and organizational efficiencies.
- Improve the use of physical resources to address the needs of our expanding workforce and the community.
- Create an elite workforce that exceeds the fire service's needs through innovative ways to prepare for future challenges.
- Improve community engagement to create trust and transparency with stakeholders while addressing changing demographics.
- Enhance communications throughout the organization to provide consistent messaging.
- Create and implement a robust health and wellness program.
- Prepare for, pursue, achieve, and maintain international accreditation to better serve our community and embrace excellence through continuous improvement management.

These goals were developed using the SOAR Model (strengths, opportunities, aspirations, and results). Each goal was developed to incorporate tasks and specific metrics for measurement. Through our records management we regularly utilize dashboards and maps to help make decisions with deployments and purchases. Our organization currently analyzes total incidents to date, EMS turnout time (90th percentile), and total response time (90th percentile) for structure fires.

WHAT WE WILL BE DOING IN THE FUTURE

The Green Bay Metro Fire Department is transitioning to use a tool to help us and community stakeholders further identify, analyze, and prioritize risks in our communities. The tool is based on National Fire Protection Association (NFPA) 1300, the standard for community risk assessment and reduction, and uses the Esri ArcGIS platform to enable data-driven and granular Community Risk Reduction (CRR) activities.

MOVING FORWARD



Connect Green Bay is our commitment to using data responsibly to improve life for everyone in our community. With a focus on quality data, open communication, and evidence-based decision-making, we aim to turn simple feedback into meaningful change. By transforming raw data into action, we can create real benefits for all.

Our approach is to continuously learn, adapt, and improve. This isn't just a plan—it's an ongoing story of how we, together, can turn everyday data into a positive impact for Green Bay. As we move forward, we remain committed to innovation, collaboration, and community. We'll keep refining our data practices, exploring new technologies, and building stronger partnerships to better serve you.

Your voice matters—whether you're a resident, business owner, or local organization. We welcome your input at every step. Together, we can build a city that's not only more efficient and effective, but truly reflects the people of Green Bay. This is just the beginning, and we invite you to stay engaged as we shape a brighter, more connected future for all.

GB SERVICES



City of Green Bay residents are welcome to submit service requests through our online GB Services tool. Visit <https://greenbaywi.gov/GBS> or scan the QR code with your smartphone.





Report to the
Personnel Committee
of the City of Green Bay

MEETING DATE

August 13, 2026

PREPARED BY

Brian Rollefson, Human Resources Director

AGENDA ITEM # E.3

For consideration with possible action on the resolution to offer Income Continuation Insurance effective January 1, 2027.

BACKGROUND

Currently, the City offers two different voluntary, employee-paid, disability insurance programs, a short-term and a long-term policy managed by The Standard. For the short-term policy, there is a 7-day waiting period before benefits start while there is a 90-day waiting period before benefits start for the long-term policy. Both policies pay out at 60% of an employee's monthly income with a maximum coverage of income up to \$100K/year.

In a continued review of how we care for our employees, we identified an opportunity for an enhancement to disability income insurance coverage, which is a zero-cost addition to employees and the City. Effective January 1, 2027, we have the ability to add a voluntary disability income insurance program, the Income Continuation Insurance (ICI), for our employees. This insurance program is managed by the Hartford through the Wisconsin Department of Employee Trust Funds (ETF). This policy has a 30-day waiting period before benefits start. The policy pays out at 75% of an employee's monthly income with a max coverage of income up to \$120K/year.

See comparisons between our long-term disability plan and the proposed ICI:

	The Standard (LTD)	ICI
Premium – 55 Year old making \$90k	\$63.90	\$0
Premium – 38 year old making \$60k	\$11.35	\$0
Avg LTD Premium	\$23.80	\$0
	Taxable Premium	Taxable Benefit
Participation	605	All WRS Eligible
Income replacement	60% monthly income	75% monthly income
Max Income Covered	\$100k	\$120k
Waiting period	90 days	30 days
Duration	Age 65	Age 65

It is important to note that currently there is no premium to be paid by the City or the employees who select coverage as the program is on a premium holiday. The Group Insurance Board has extended the ICI premium holiday for 2027, based on the strong financial position of the local ICI program.

Most recent (5/21/25) ETF ICI Fund Update

Local ICI Targeted Reserve Review

The Board established a reserve target range of 145-155% of actuarial liabilities for the local ICI program in November 2019. At the end of 2023, the local ICI program's reserve balance was \$43.9 million, and liabilities were \$7.5 million, resulting in a reserve balance of 527% of actuarial liabilities. On December 31, 2024, the reserve balance remained approximately the same at \$43.9 million while liabilities increased to \$8.3 million.

It is our intent still to offer (pending meeting minimum enrollment numbers) a voluntary, employee-paid, short-term disability plan at the same level of payout as our current short-term plan. This would ensure that employees have coverage in between the 7-day and 30-day waiting periods.

RECOMMENDATION

In order to be eligible, ETF requires a resolution to be passed. We recommend, effective 1/1/2027, to approve the resolution to begin ICI for City of Green Bay employees. This program will replace our long-term disability insurance program.

FISCAL IMPACT

There is no additional cost for Income Continuation Insurance at this time.

ATTACHMENTS

- I. Green Bay ICI Resolution



Resolution for Inclusion Under the Income Continuation Insurance Plan

Wisconsin Department
of Employee Trust Funds
PO Box 7931
Madison WI 53707-7931
1-877-533-5020 (toll free)
Fax 608-267-4549
etf.wi.gov

RESOLVED, by the _____ of the
(Governing Body)

_____ of _____
(Employer Legal Name)

that pursuant to the provisions of Section 40.61 of the Wisconsin Statutes,

_____ hereby determines to offer the Income Continuation Insurance Plan
(Governing Body)

to eligible personnel through the program of the State of Wisconsin Group Insurance Board, and agrees to abide by the terms of the plan as set forth in the contract between the Group Insurance Board and the Administrator.

The resolution shall be effective on the later of the 1st of the month on or after 90 days following its receipt at the Department of Employee Trust Funds, or

_____ ; and
(specify a later effective date, 1st of month only)

The proper officers are herewith authorized and directed to take all actions and make salary deductions for premiums and submit payments required by the State of Wisconsin Group Insurance Board to provide such Income Continuation Insurance.

Employers are required to pay a *minimum* contribution, which is equal to the gross premium for the 180-day elimination period. Employers may choose to contribute more to employees' premiums to an amount equal to the gross premium for a *shorter* elimination period. As elimination periods become shorter, the premium cost increases.

An employee can choose a shorter elimination period than that offered by their employer, and pay the difference in cost between their choice and the elimination period the employer for which the employer has elected to pay the gross premium.

For example, if an employer elects to pay for the full 90-day elimination period, = their employees will not have out-of-pocket premiums unless the employee elects the 60-day or 30-day elimination period. If the employee elected a shorter elimination period, the employee will pay the premium difference between that and the 90-day elimination period.

Elect one elimination period that your employer will pay the gross ICI premium for:

- | | |
|---|---|
| ☐ 30-day elimination period | ☐ 60-day elimination period |
| ☐ 90-day elimination period | ☐ 120-day elimination period |
| ☐ 180-day elimination period | (required minimum contribution) |

Complete the Certification on the next page.



Certification

I hereby certify that the foregoing resolution is a true, correct and complete copy of the resolution duly and regularly passed by the above governing body on the _____ day of _____, _____ and that said resolution has not been repealed or amended, and is now in full force and effect.

Dated this _____ day of _____, _____.

Federal tax identification number (FEIN/TIN)

Authorized employer representative signature

69-036-

ETF employer identification number

Authorized employer representative printed name

Number of eligible employees _____

Authorized representative title

Employer county

Employer benefit contact email address

Mailing address

Submit completed form to ETF at ETFSMBESSNewEmployer@etf.wi.gov or fax to 608-267-4549.

<i>For ETF use only</i> - EFFECTIVE DATE OF COVERAGE ENTERED BY ETF:
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Report to the
Personnel Committee
of the City of Green Bay

MEETING DATE

August 13, 2026

PREPARED BY

Brian Rollefson, Human Resources Director

AGENDA ITEM # E.4

For consideration with possible action to transition the City's Pharmacy Benefits Manager to SmithRx and Family Savings Plan administrator to Associated Bank effective January 1, 2027.

BACKGROUND

Currently, the City partners with Optum Pharmacy as our Pharmacy Benefits Manager and Network Health for our Family Savings Plan. Over the past year, we have identified significant savings opportunities in both of these areas with zero to minimal disruption. In fact, we believe our HR Benefits team and City employees will experience a better service with these transitions.

RECOMMENDATION

After a thorough review of market alternatives, plan performance, administrative capabilities, and financial impact, we are recommending:

- Transitioning the City's Pharmacy Benefits Manager (PBM) from Optum to SmithRx
- Transitioning the City's Family Savings Plan (FSP) partner from Network Health Plan to Associated Bank who we currently partner with on other services.

FISCAL IMPACT

Key Highlights

- **PBM Savings:** SmithRx is projected to reduce annual pharmacy spending by approximately **\$656,806** per year compared to the current arrangement while providing enhanced transparency and additional cost-containment programs. They have an exemplary service model that will meet employee needs.
- **FSP Administrative Savings:** The recommended FSP solution is projected to reduce administrative expenses significantly as Associated works on a flat fee basis versus a percentage of savings on our current program. We project that this transition will reduce administrative costs by **\$560,000**. They are also able to offer a plan that is compatible with an HSA which was not available with our incumbent vendor.

Combined Impact: These recommendations are expected to generate approximately **\$1.2M** in annual savings while maintaining strong benefit offerings and improving administrative efficiency. This will help to control cost and impact the increase needed for our employee benefits.

ATTACHMENTS

- I. City of GB - PBM-FSP

Pharmacy Benefits Manager (PBM)

Incumbent:

OptumRx

Finalists:

OptumRx

SmithRx



Recommendation:

Move to SmithRx effective 1/1/2027

Why?

Cost Savings

Innovative Cost Saving Programs

White Glove Approach

Flat Administrative Fee

Family Savings Plan

Incumbent:

Network Health Plan

Finalists:

Associated Bank

Employee Benefit Administrators (EBC)



Recommendation:

Move to Associated Bank effective 1/1/2027

Why?

Cost Savings

Flat Administrative Fee

Additional Option to Pair with HDHP/HSA



Report to the
Personnel Committee
of the City of Green Bay

MEETING DATE

August 13, 2026

PREPARED BY

Emma Baierl

AGENDA ITEM # F.I

Report of Routine Personnel Actions and New Positions

BACKGROUND

RECOMMENDATION

FISCAL IMPACT

ATTACHMENTS

- I. Personnel Actions Report 8.13.26

**REPORT OF OPEN POSITIONS ROUTINE PERSONNEL ACTIONS
FOR REGULAR EMPLOYEES**
August 13, 2026

NEW OPEN POSITIONS

<u>Position</u>	<u>Department/Division</u>	<u>Date Position Opened</u>
Truck Driver (Streets)	DPW	7/23/2026
Patrol Officer (2)	PD	8/6/2026

PERSONNEL ACTIONS

<u>Position</u>	<u>Department/Division</u>	<u>Name</u>	<u>Date</u>
<u>New Hire</u>			
Community Service Officer	PD	Myles Timbrook	7/27/2026
Commercial Building Inspector	CED	Daniel Gorski	8/3/2026
Utilities Division Director	DPW	Erin Hansel	8/3/2026
Parking Maintenance Tech	DPW	Manuel Delgado Velazquez	8/5/2026
Resident Services Coordinator	CED	Ana Ramirez-Vera	8/17/2026
Mechanic	DPW	Maxwell Jorgensen	8/18/2026
<u>Name Change</u>			
Pool Director	PRF	Nora Reschke	8/5/2026
<u>Transfer</u>			
Operator I	DPW	Elliot Ness	7/13/2026
Community Service Officer	PD	Chase Nelson	8/7/2026
<u>Promotion</u>			
Advanced Patrol Officer	PD	Eric Elbe	7/27/2026
Seasonal Parks Maintenance Worker	PRF	Daniel Schultz	8/10/2026
<u>Grade/Step Change</u>			
Dispatcher	Transit	Diane Deprez	5/16/2026
Building Maintenance Tech	DPW	Warren Naud	6/1/2026
Systems Analyst	PD	Steven Meadowcroft	6/3/2026

Battalion Chief	Fire	Anthony Piontek	6/21/2026
Battalion Chief	Fire	Chad Bronkhorst	6/25/2026
Public Records Specialist	PD	Tiffany Matthews	6/30/2026
Administrative Clerk	DPW	Leah Pierquet	7/7/2026
Truck Driver - Sanitation	DPW	Kyle Pennings	7/8/2026
Appraiser II	Adm Svs	Matt Johnson	7/9/2026
Mechanic Assistant	Transit	Austin Kiewiz	7/15/2026
Laborer - Sanitation	DPW	Nathaniel Wise	7/17/2026
Public Works Supervisor	DPW	Ben Cathey	7/22/2026
Financial Analyst	Adm Svs	Alesia Haufe	7/22/2026
Truck Driver - Streets	DPW	Nicholas Hermesen	7/24/2026
HVAC Technician	DPW	Dante Bott	7/26/2026
Neighborhood Compliance Inspector	CED	Leon Kaiver	7/26/2026
Arborist II	PRF	Kristofer Backus	7/28/2026
Plumbing/HVAC Inspector	CED	Timothy Thorne	7/28/2026
Homeless Outreach Case Coordinator	CED	Peter Silski	8/5/2026
Patrol Officer	PD	Jacob Enli	8/5/2026
Truck Driver - Sanitation	DPW	Alex Hilke	8/5/2026
Sewer Maintenance Worker	DPW	Wade Harris	8/8/2026
Operator II	DPW	Kevin Burmeister	8/9/2026
Streets Foreperson	DPW	Scott Breitenbach	8/19/2026
Risk Manager	HR	Nate Froemming	8/26/2026
Transit Operator	Transit	Julie Lippincott	9/15/2026

End of Employment

Public Arts Coordinator	CED	Erick Ledesma Borrero	7/10/2026
Public Works Superintendent	DPW	Dustin McMullen	7/17/2026
Specialist II	PD	Cassandra Pakkala	7/23/2026
Patrol Officer	PD	Joshua Laedtke	7/23/2026
Truck Driver - Streets	DPW	Daniel Vucsko	7/24/2026
Resident Services Coordinator	CED	Kaycee Champasak	7/24/2026
Patrol Officer	PD	Keith Archiquette	8/3/2026
Conservation Corps Crew Member	PRF	Grace Marceille	8/4/2026