

WINNECKE FOR MAYOR



A VIBRANT CITY

When people are asked to describe what they love about Evansville, the answers frequently relate to our quality of life and attractions such as Wesselman Park, Mesker Park Zoo, the Reitz Home, the Arts District, our entertainment choices, and so on. We use these places to sell our city to friends and family who are thinking about visiting or relocating here.

Protecting our quality of life must be a priority for the next mayor of Evansville. How we address these issues could be the difference between moving our city forward and falling behind.

Our administration will work to restore the pride some Evansville residents feel we have lost. We will improve our parks, promote the arts, become a more sustainable and environmentally conscious government, and focus on personal health.

I want future generations to feel the same sense of gratitude I have to be a resident of Evansville. Guarding our future requires more than writing a new ordinance. As mayor, I will address the issues affecting our quality of life and share with everyone the pride I have for Evansville.

Sincerely,

Handwritten signature of Lloyd Winnecke in black ink.

LLOYD WINNECKE

1. LITTER IN OUR CITY

We must call upon our neighbors to help keep Evansville free of litter and instill a desire to take action to clean up their community. This effort must start from the top. Working with neighborhood associations and Keep Evansville Beautiful (KEB), the mayor's office will lead monthly litter sweeps throughout the city. It is my hope that seeing members of our administration gathering trash will inspire others to join in.

When travelling around Evansville, the litter problem is all too noticeable at busy intersections, in storm gutters, and even hanging from trees. To visitors of our city, it provides a poor impression.

Community programs like KEB have done a great job advocating for a cleaner city. They have taken major steps in addressing the litter problem. Our neighborhood associations have also worked diligently to fight against trash in their streets. Unfortunately, it has not been enough. The Mayor's Office must play a prominent role in ridding our city of litter.

2. PARKS AND RECREATION

Evansville has nearly 20 acres of park space per 1,000 residents. That ratio puts Evansville in the top 20 of cities with a similar population density. The city has within its borders 65 parks and 21 special facilities, totaling over 2,300 acres. With such a wealth of green space, it is imperative that we protect these areas and ensure they are safe and used for the greatest benefit of the community.

The Department of Parks and Recreation has an annual budget of nearly \$10.4 million. Our administration will take a hard look at how this budget is appropriated to ensure the city is using this money as efficiently as possible.

Our administration will bolster the police presence in our parks, to guard against criminal activity.

We will also demand accountability from parks management. Our administration's plan to revamp the city website will allow the Parks Department to more easily track and resolve issues submitted by the public.

We will better market our park facilities and create a greater sense of ownership among the community. Utilizing these spaces for community events is critical to this strategy. We must re-establish the tradition of using neighborhood parks as gathering places for picnics, parties and neighborhood events.



The Pigeon Creek Greenway Passage is a walking/jogging/biking trail along Pigeon Creek and the Ohio River. A seven mile path stretching from the riverfront near Sunset Park to the trailhead at Heidelberg Avenue on the city's north side will be complete very soon.

The momentum of this project is as great as it has ever been. Our administration will take the baton running. We will work to finalize plans and funding to complete the proposed loop around the city.

Plans have been drafted that would take the Greenway from Sunset Park to the Glenwood area, and up the old Indiana Hi-Rail adjacent to Highway 41. The route would run through the Arts District via an on-street path. A separate paved path would run through Glenwood and up the Hi-Rail to near the Lloyd Expressway.

Upon groundbreaking of this next section, our administration will look to have plans in place and funding identified for the final section of the loop. Our community has

been advocating for this path for over 20 years, and it is time that we ride the wave of success to its culmination.



Our administration will look to increase alternative transportation options in Evansville. When improvements are made to our city streets, we will judge the feasibility of adding designated bike lanes. If it makes sense to do so, and is economically feasible, we will add on-road lanes to increase travel options and safety for our city cyclists.

We will also ensure that a detailed map of the city's bike lanes is accessible via the city's website, allowing riders to plan for safer and faster trips.



Our public pools are an asset to the community, but at times have been neglected. The city of Evansville spends over \$1 million a year to operate and maintain Lloyd, Hartke and six other neighborhood pools, with over \$400,000 spent to maintain Lloyd Pool alone.

With attendance for 2011 surpassing previous years, it is obvious that the community uses our expansive pool system, so keeping it up-to-date and safe is an investment worth making. We will look for new ways to promote their use and ensure they are properly maintained.

3. MESKER PARK ZOO

Mesker Park Zoo and Botanical Gardens is a 50-acre park featuring over 700 animals set on the rolling hills of the Northwest side. The city of Evansville has always appreciated what this great place has to offer, but improvements in recent years, such as the addition of Amazonia, are quickly making Mesker a destination for visitors from all over the Tri-State area.

Our administration will work to better promote this amazing facility, not only to visitors from outside of the city, but also to city residents as well. The zoo is a wonderful destination for families, and provides a fun, educational atmosphere for those who visit. We must create a plan that emphasizes marketing and provides a long term vision for the zoo's success. A Winnecke Administration will be a strong advocate for Mesker, positioning the zoo to thrive for generations to come.

4. GATEWAYS AND NEIGHBORHOODS

The most traveled entrances into Evansville provide visitors and residents with uninspiring views of our city. Our administration will work with KEB and the city's public art committee to make these gateways more appealing.

Plans are underway to add landscaping and public art around the entrance to the airport and other city gateways, but our administration wishes to expand this idea to other parts of the city.

We have a spectacular riverfront that is the perfect backdrop for public art designed by any number of our area's talented artists. Our administration will explore options for private funding that would bring meaningful public art to Evansville, making our town a destination for art lovers.



Our administration will propose partnering with the United Neighborhoods of Evansville, schools, and youth programs to start a program that brings neighbors together to create artwork and gateway signs defining their neighborhood.

Our vision for this project revolves around having our youth make a positive impact in their neighborhood. Local associations would recruit participants to

design and build gateway signs or artwork that defines their neighborhood. Our administration will look for private funding to provide small grants and recruit artists and craftsman to help with the construction and placement of the artwork designed by the residents.

This program is a great opportunity to involve our neighborhoods, create public art, beautify our neighborhoods and educate visitors on the history of our city. Involving our youth in this type of project will teach them about the history of their neighborhood and help to increase the pride they feel for Evansville.

5. THE ARTS IN EVANSVILLE

The city of Evansville has great facilities and programs that provide a wide array of choices for music and art lovers. The University of Evansville and the University of Southern Indiana have top-rate art programs which we will look to partner with to produce local, inspiring public art for our community.

Our administration will re-energize the city's Public Art Commission. This committee is charged with selecting and placing public art in Evansville. Our administration will ask this group to take on a more aggressive schedule. If funds are available, we suggest the city place one new piece of public art per year, instead of every few years, as is the current norm.

It is of great importance to our administration that we strengthen the tradition of promoting the arts in Evansville. A thriving arts scene will help attract individuals and businesses to the city and, most importantly, help keep those who grew up here firmly rooted in Evansville.

6. SUSTAINABILITY INITIATIVES

Our administration's sustainability initiatives will concentrate on, but are not limited to, three areas: reducing energy use by the city, reducing material use by the city, and utilizing alternative modes of transportation.

In coordination with the Department of Sustainability, Energy and Environmental Quality (SEEQ) and the Evansville/Vanderburgh County Building Authority, our administration will develop a plan to address energy use in all publically owned buildings. We will work to improve the efficiency of city building operations and lower utility costs through retrofitting and system improvements.



Our administration will implement a policy that requires all documents that originate from city office to be printed on both sides, when applicable. Double-sided printing reduces paper use and significantly reduces office supply costs. This simple step is another cost-saving measure that will allow the city to do more with less.

We will also upgrade our website to allow for more forms, such as permitting, to be completed online. This not only reduces paper use, it increases convenience for businesses and residents because they will no longer have to make a trip to the Civic Center or wait for a form to be mailed.

7. RECYCLING

The city will need to sign a new contract for waste disposal in 2012, and our administration will advocate for a new, more efficient and less costly "single-stream" method of recycling.

The city's curbside recycling program currently requires the contracted disposal

company to sort recycling curbside into five different streams. A single-stream method would allow residents to dispose of recyclables in a large, 96-gallon receptacle with wheels instead of the smaller bins currently used. The contracted disposal company would then take the combined recycling to a center for processing and sorting. This change could reduce fees to residents by as much as, or possibly more than, half, based on current numbers from neighboring counties.

Around 30% of residents in Evansville participate in the curbside recycling program. These numbers are down from around 50% at the program's inception in the 1990s. Approximately 300 tons of materials are recycled each month, but it is projected that moving to a single-stream method with a larger bin will increase this amount to 600 tons per month.

The city will benefit from lower contract costs because of a reduced labor demand and lower landfill costs due to a reduced waste stream entering the landfill. Residents will benefit from lower bills and the added convenience of a large, rolling bin. Our environment will benefit from less waste and greater reuse of materials.

8. A HEALTHY LIFESTYLE

A Gallup poll released in March of 2011 shows that Evansville's population has the highest percentage of obese residents when compared to other cities in the country.

We must encourage physical activity in the everyday lives of non-school age residents. Working with local hospitals, healthcare organizations, fitness centers, and not-for-profit groups, we will create an interconnected support and education system that will travel throughout the city offering free advice and training on how to get in shape and stay fit. This "Area Wellness Advisory Board" will work under the

direction of the mayor's office and will partner with local businesses to fund travelling workshops on the topics of health and fitness.

Our administration's main goal is to provide an environment conducive to job growth, but this effort is made more difficult by having the unwanted distinction of being among the country's most obese cities. Our administration will promote healthy habits in schools and in afterschool activities, working with youth organizations and the EVSC to educate children about proper eating habits and the importance of exercise.