

SAMPLE SCRIPTS FOR TESTIMONY AT INCORPORATION PUBLIC HEARING

SCRIPT 1: Homogeneity & Sense of Community

Introduction:

Good evening. My name is **[Name]**, and I've/My Family has/have lived in the Town of Washington for **[X] years**. My family and I live in **[Neighborhood]**, and we're here because this is where we really feel at home in every way.

Main Point:

One of the criteria for incorporation is whether we are a homogeneous, unified community with shared characteristics. And from my experience, the proposed Village area in the Town of Washington definitely is.

Supporting points:

In the proposed village area, you can observe a similar landscape, development style and culture in all of our neighborhoods that identify us as a separate community from our neighboring communities:

We chose to live here because we want to live in a less packed area, close to parks and trails, as well as our nearby jobs, shopping and services, many of which we find right here in town.

- We all have similar ideas about how our roads, safety services, and development should be run,
- Most of us value a lifestyle that requires a bit more space than can easily be found in the city (insert lifestyle of choice here – gardening, mechanics and other hobbies requiring outbuildings, wildlife viewing, etc.), and we understand this means well and septic rather than city sewer and water. We also understand our responsibility for maintaining our private systems to protect our neighbor's health as well as the water we all rely on. The level of services we receive is perfect for our lifestyle.
- Most of us who live in the proposed village area are only five minutes from our village core – the commercial strip from the intersection of 93/11 north to the interstate 94, where we find shopping, services and employment.
- Most of the families in the village area are in not only the same school district, but the same schools within that district as go from elementary to middle school to high school.
- The availability of sports facilities and organizations that structure youth sports bring our children together in ways that forge lifelong bonds.

- And we have a shared sense that we value responsible growth that is not urban in character, civic and civil engagement with our neighbors and preserving quality of our life, our community and our environment.

Even if we live in different neighborhoods, the culture of the community is very similar: neighborly, engaged, welcoming, and responsible.

Personal example:

On my street, everyone participates in the same seasonal events and uses the same Town services. When we talk about the future, about development, traffic, or parks, we all talk as *one community*. We don't think in isolated pockets. We think of ourselves collectively as the Town of Washington.

Closing ask:

Our community is already one and unified. Incorporation simply aligns the legal structure with the community we live in every day. I strongly urge approval of the incorporation petition.

SCRIPT 2 Identity of the Village / Boundary Logic

Introduction:

My name is **[Name]**, and I have lived in the Town of Washington for **[X years]**. I'm here to speak about how the proposed boundaries reflect the true identity of the future Village.

Key message:

The criterion for incorporation examines if the region would work as a village in the future. In Washington's case, the proposed boundaries are not random or arbitrary, they reflect the way things are in our community.

Supporting points:

The boundary lines follow where residents actually live, shop, play, and use Town services.

They include the neighborhoods and business areas that are already tied together with roads, infrastructure, traffic patterns, and social networks.

The proposed map fits well with how people who live here talk about "Washington" when they talk about where they live.

Residents and businesses inside these boundaries operate as a unified area with common local interests.

Personal example:

For me, when people ask where I live, I don't answer with "the outskirts of Eau Claire" or refer to another city. I say, "Washington." My family's daily life - parks, services, roads, falls entirely inside the boundaries of the proposed Village. The boundaries show who we are now, and what we want to be in the future.

Closing ask:

The proposed incorporation boundaries match the real community on the ground. I urge approval to formalize this identity through incorporation.

SCRIPT 3 Identity of the Core of the Future Village

Introduction:

Good evening. My name is **[Name]**, and I live in **[Neighborhood]**. I am here to speak about the identity of the core area of the future Village of Washington.

Key message:

Every successful village has a recognizable core -- a place where residents naturally gather, travel through, and rely upon. Washington already has such a core, and it's well-defined and widely used by residents.

Supporting points:

The stretch of the 93 corridor near the intersection of Il/Deerfield functions today as our community's center:

It's where residents shop, grab coffee, breakfast and lunch,

Where we access local services,

Where many of our community activities occur,

And where infrastructure is most concentrated.

This area is easily accessible from all major neighborhoods, with direct routes that naturally flow residents toward the Town's central spaces.

Personal example:

For my family, the Town Center area is where we do our errands, attend events, and grab lunch and coffee with our neighbors. It's the first place we go for day-to-day needs - and the place we pass through to get to many Town resources. It represents the heart of our community.

Closing ask:

The existence of a clear, functioning core is a key sign of a community ready for incorporation. Washington has one, and incorporation will help us strengthen it for future generations. I respectfully ask that our petition be approved.

SCRIPT 4 Ease of Access to the Core vs. Other Shopping Areas

Introduction:

My name is **[Name]**, and I've been a Washington resident for **[X years]**. I'd like to speak about how easy it is for people who live here to get to our community core compared to other surrounding business districts.

Key message:

A working village has a center that residents naturally use. For Washington, the Town's core is the most convenient and logical area for residents to travel to for daily needs, and that demonstrates why incorporation meets the legal criteria for incorporation.

Supporting points:

Most of our neighborhoods are close to the Town Center, which makes it easier and quicker to get there than go elsewhere. Our roads, traffic patterns, and neighborhood layouts all lead residents straight to Washington's commercial and civic core.

This is where we shop most often, where we run errands, where local services are concentrated, and where our community's daily life happens.

That ease of access reinforces our identity as a self-contained community with its own hub.

Closing ask:

Our travel patterns, daily routines, and natural preference for our own community core all suggest that Washington is already functioning as a unified village. I strongly encourage approval of the incorporation petition.

SCRIPT 5 Level of Services

Introduction:

Good evening. My name is **[Name]**, and I have lived in the Town of Washington for **[X years]**. I'm here to speak about the level of services our Town provides today, and why maintaining local control through incorporation is important for our future.

Key Message:

One of the requirements for incorporation is if the community can offer and provide appropriate services. The Town of Washington not only meets that threshold, **but we are already delivering** the level of services that residents value and want to preserve as we become a Village.

Supporting Points:

Our Town provides consistent and highly responsive services, including:

- Reliable road maintenance and snow removal,
- Effective fire and EMS service partnerships,
- Strong planning and zoning oversight aligned with our community's priorities,
- Quick, professional responses from Town staff when residents need assistance.

Residents choose to live here because these services meet our expectations for safety, quality of life, and stability. We understand we are not receiving city water and sewer services and that places an added responsibility on us all to install and maintain wells and septic systems that function as designed and protect the health of ourselves, our neighbors and the environment.

Personal Example:

For my family, one example was during **[snowstorm / emergency / road project]**. The Town's response was fast, coordinated, and personal. These are the kinds of service levels we appreciate, and the kind we want to protect by becoming a Village rather than risking decisions being made by outside jurisdictions.

Closing Ask:

We already function like a Village in terms of services. Incorporation simply ensures we can continue delivering these services at the level residents expect. I respectfully urge approval of the incorporation petition.

SCRIPT 6 Ability to Support Village Governance

Introduction:

Hello, my name is **[Name]**, and I am a resident of **[Neighborhood]** in the Town of Washington. Tonight, I want to speak to the Town's ability to support Village governance.

Key Message:

The Town of Washington has the financial stability, professional staff, strong tax base, and governance capacity necessary for Village status. We are ready, structurally and fiscally, to operate as a Village.

Supporting Points:

- Our tax base is diverse and stable, including strong residential neighborhoods and healthy commercial areas.
- The Town has a proven record of responsible budgeting and long-term financial planning.
- Our administrative staff, elected officials, and volunteer commissions already manage land use, public works, and community services at a scale equivalent to Village operations.
- Growth patterns in recent years have increased revenue capacity, supporting future service demands.

The question isn't whether we *can* govern ourselves effectively as a Village, we already do. Incorporation simply aligns our formal structure with our current capabilities.

Personal Example:

In recent years, I've seen the Town successfully manage **[development review, road improvement, planning effort,]** with professionalism and fiscal responsibility. That's evidence of a community ready for Village governance.

Closing Ask:

Washington is fully capable of supporting Village-level governance today and in the future. I ask that you approve the incorporation petition so our community can continue managing its own destiny responsibly and sustainably.

SCRIPT 7 Becoming a Village Will Strengthen the Entire Metro Area

Introduction:

Good evening. My name is **[Name]**, and I've been a resident of the Town of Washington for **[X years]**. I'm here to address how incorporation make the whole Eau Claire metropolitan region stronger.

Key Message:

One of the overlooked benefits of Washington becoming a Village is how it will help our region as a whole. Incorporation will create clearer boundaries, more predictable planning, and a stronger partner for regional cooperation, benefiting not just Washington but Eau Claire, Altoona, and the broader metro area.

Supporting Points:

- Predictable municipal boundaries cut down on the confusion and administrative friction that come with patchwork annexation.
- A stable Village of Washington helps coordinate transportation, infrastructure investments, and land-use planning across jurisdictions.
- Regional emergency services and public works partnerships function better when each community has durable, well-defined governmental authority.
- Businesses benefit from knowing which municipality they will be working with long-term, which helps the economy grow in the region.

Personal Example:

Near my neighborhood, we've seen how overlapping boundaries can complicate planning decisions. Incorporation eliminates this uncertainty, creating a clearer and more efficient framework for everyone from residents, neighboring cities, school districts, to regional agencies.

Closing Ask:

Approving Washington's incorporation doesn't just benefit our Town, it also makes the entire metro area stronger, more stable, and better aligned for smart growth. For the good of both Washington and the broader region, I respectfully urge approval of the petition.