

## MEMORANDUM

DATE: June 3, 2014

TO: Common Council Organizational Committee  
Michael P. May, City Attorney

FROM: Heather Allen, Common Council Legislative Analyst

RE: **UPDATE FROM LEGISLATIVE ANALYST**

### LEGISLATIVE AGENDA 2013-2014

In 2012, the Common Council adopted a proactive Legislative Agenda focusing on alternative revenue and demographic change. Both the demographic change and the alternative revenue initiatives have reached milestones. The Demographic Change Work Group will present its amended report and implementing resolutions to the Common Council in June and the Alternative Revenue Work Group is now reviewing a recently completed staff report (see below for more details).

### DEMOGRAPHIC CHANGE WORK GROUP

Chair: Alder Resnick, President Pro Tem  
Members: Alder Cnare, Alder Phair, Alder Weier

The Demographic Change Work Group updated its interim report *Demographic Change and the City of Madison: Findings of the Common Council Legislative Agenda Work Group on Demographic Change and Recommendations for Action* to reflect the comments gathered from the twelve Boards, Committees and Commissions. The Common Council will consider whether or not to adopt the updated report at the June 17, 2014 Common Council meeting. In addition, the Demographic Change Work Group members will introduce three implementing resolutions related to the report at the June 17, 2014 Council meeting. The resolutions seek to accomplish the following action steps:

1. Direct city staff to develop an implementation plan to promote safe and affordable multi-family housing with access to transit and amenities for seniors, and to create a related ad-hoc working group with community representatives
2. Direct staff to develop an equity pilot project to address barriers to opportunity
3. Build opportunities for Madison's disadvantaged youth by providing childcare and transportation to support paid internships

### ALTERNATIVE SOURCES OF REVENUE WORK GROUP

Chair: Alder Clear  
Members: Alder King, Alder Palm

A draft proposal has been prepared, with staff input, for review by the Alternative Sources of Revenue Work Group. The Work Group will schedule a meeting in the near future to review the proposal.

## RACIAL JUSTICE AND SOCIAL EQUITY INITIATIVE

On April 29, 2014 [\*A Strategic Vision for the Future: City of Madison Racial Equity and Social Justice Initiative Baseline Report and Initial Recommendations\*](#) was introduced to Council. The equity report included recommendations on data management. Greater detail related to data infrastructure and management to support equity goals was presented to the Common Council for discussion on May 15, 2014. The Legislative Analyst worked closely with the City of Madison Equity Core Team Data Work Group to develop the recommendations and the presentation. Presentation materials are attached to this document and an [article about the presentation can be found here.](#)

## LEGISLATIVE ANALYSIS PROJECTS POSTED ON COMMON COUNCIL INTRANET

- [Ban the Box: Policies to Remove Barriers to Employment for People with Criminal Records](#)
- [Expanding Community Based Services in Dane County](#)
- [Health Impact Assessment](#)
- [Healthy Vending in Public Facilities](#)
- [Homelessness: Camping & Sanitary Facilities](#)
- [Local Hiring for Public Works](#)
- [Monona Terrace Subsidy Trends](#)
- [Opposing WI Assembly Bill 5 and WI Senate Bill 34](#)
- [Participatory Budgets](#)
- [Public Space and Large Event Recycling and Composting](#)
- [Short-Term Rental Regulations](#)
- [Strengthening Families and Combating Poverty: Resource Coordination Case Studies](#)
- [Use of City Property](#)

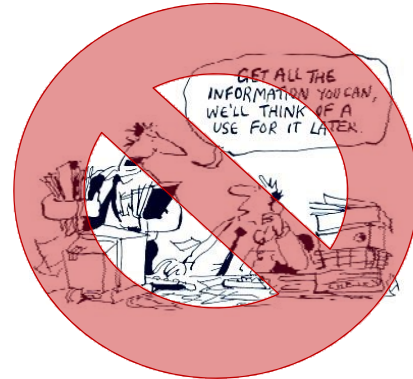
## OPEN PROJECTS

- Draft Proposal Alternative Revenue Work Group
- Pet Licensing & Spay and Neuter Programs
- Interim Report Demographic Change Work Group
- Transportation Structure
- Model Ordinances to Protect Historic Districts
- Poverty and Segregation in District 18
- Community Funding Processes:  
How do other cities align community funding with equity and other priorities?
- Redevelopment of Entertainment Venues and Arenas

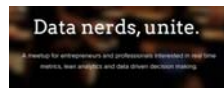
## Data Conversation: Racial Equity and Social Justice

May 15, 2014

Heather Allen  
Thomas Dull  
Brian Grady  
Dan Kennelly  
Matt Wachter  
Angela Russell



### Equity Data Team



- Cross departmental team, all members of the core Racial Equity and Social Justice Team
- Our charge:
  - Baseline data
  - Data infrastructure

### Overarching data themes

- Why data?
- Measures?
- Infrastructure?

*Data by itself is useless.*

*Data is only useful if you apply it.*

- Todd Park

### Current Shortcomings

- Lack of infrastructure
- Limited accountability and transparency
- Not systematically used
- Lack of readily available and consumable data
- Limited coordination

## Changing Landscape: Census Data

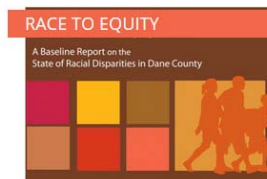
- How they collect/report data has changed
- Previously reported detailed information every 10 years, now every year
- Sample data - Margins of error



## Current Data - What do we know?

## Lots of city initiatives around data

- Population Health Profiles
- [Demographic Change Work Group](#)
- [Open Data Portal](#)
- [Neighborhood Indicators Project](#)
- [Madison Measures](#)
- Economic Development Strategy
- Housing
  - [Analysis of Impediments to Fair Housing Choice](#)
  - [Fair Housing Equity Assessment \(CRSC-CARPC Grant\)](#)
  - Housing Strategy Committee

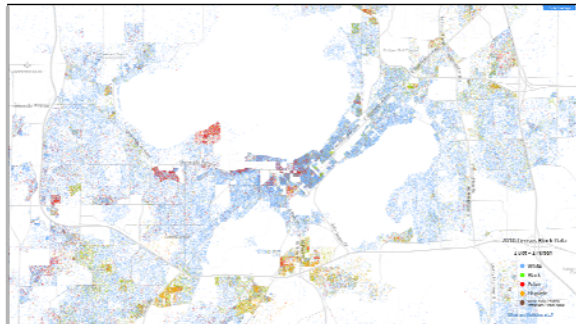


## A sample of current city equity data

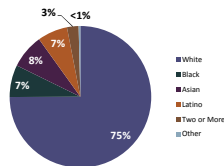
1. Demographic change
2. Unemployment and Poverty
3. Education
4. Homeownership
5. Crime

## 1. Demographic Change

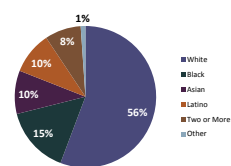
## Distribution by Race



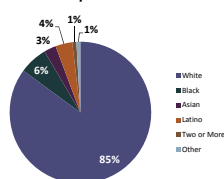
Total Madison Population



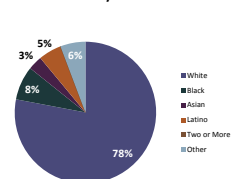
Under 18 Madison Population



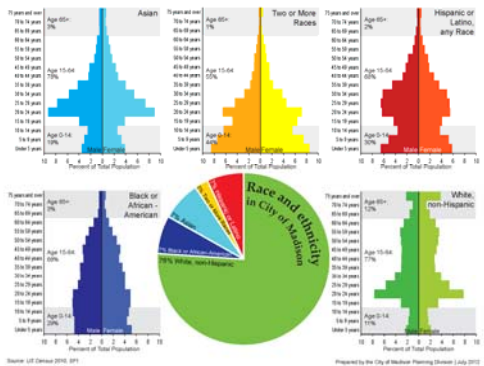
City Committees



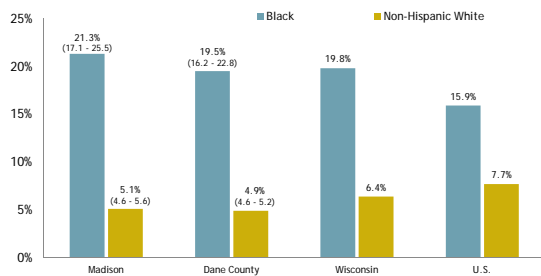
2013 City New Hires



## 2. Unemployment and Poverty

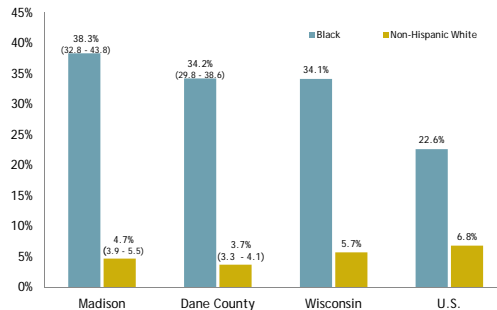


Unemployment Rate: 2008-2012



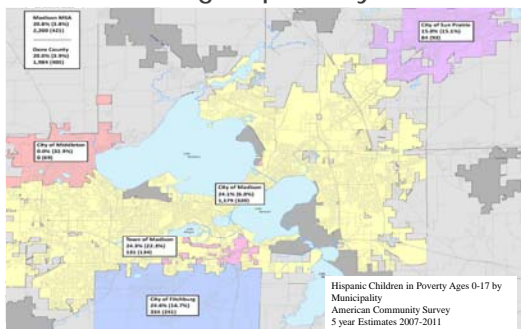
Source: American Community Survey 5-year Estimates, Table S2301 Selected 90% confidence intervals in parentheses

Percentage of Families in Poverty: 2008-2012



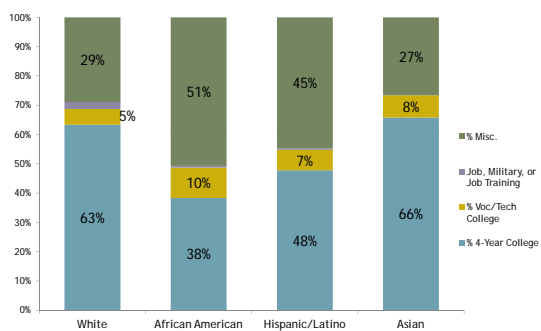
Source: American Community Survey 5-year Estimates, Table S1702 Selected 90% confidence intervals in parentheses

### Children living in poverty

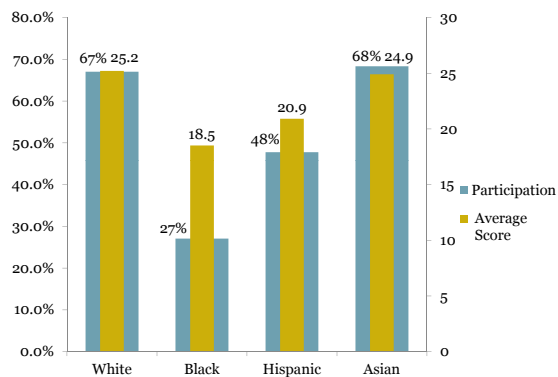


### 3. Education

Post Graduation Plans for MMSD 2011/12 HS Graduates

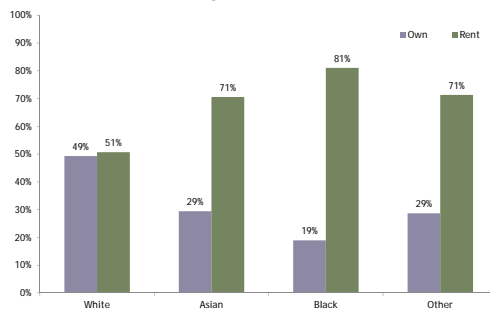


MMSD ACT Participation and Average Score (2012-2013)



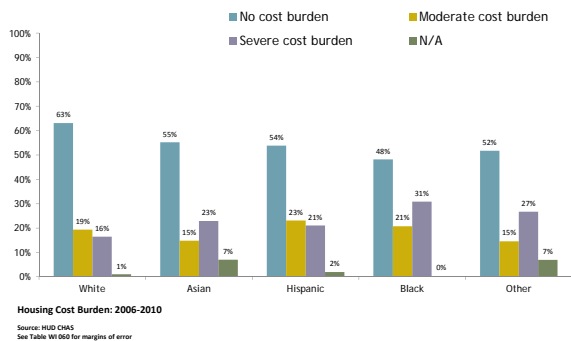
### 4. Housing

### Homeownership



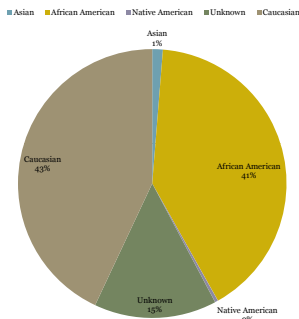
Housing Tenure: 2010  
Source: 2010 Census  
See Table H14 S1 for margins of error

## Housing Cost Burden

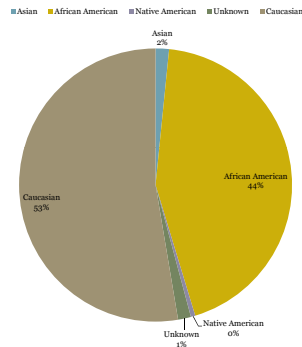


## 5. Crime

### Offenses by Race, 2011 to 5/7/2014



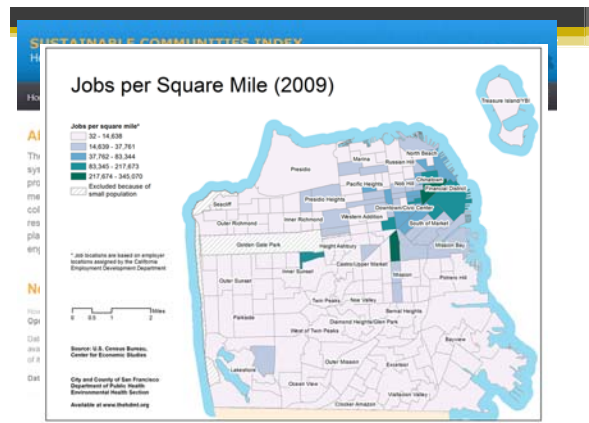
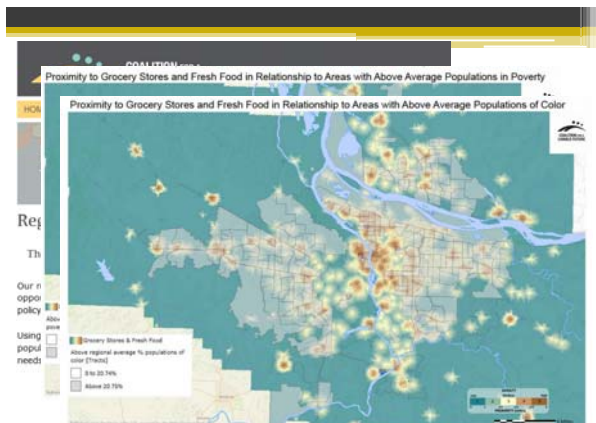
### Arrests by Race, 2011 to 5/7/2014



## Key Points

- There are a lot of data-related initiatives
- A lot of people are touching data
- But for our work on the Equity Data Team, we wouldn't be aware of everyone's efforts
- This data is complicated and it is a nuanced story
- This is not the full picture - we are all only seeing some slices of the pie

Models from  
other cities  
and regions



**RACE AND SOCIAL JUSTICE INITIATIVE (RSJI)** Citywide effort to end discriminatory policies and practices and address disparities. Coordinated by the Seattle Office for Civil Rights.

ABOUT RSJI | OUR WORK | CITY WORKPLACES | RESOURCES | RSJI BUDGETABLE | OUR NETWORK | CONTACT US

Workplans by Department | **RSJI Outcomes, Strategies and Actions (ROSA)** | Equity Areas | Equity Areas

Equity Area: Equitable Development | **Achieving Racial Equity in Equitable Development**

RSJI Homepage / Workplans / Equity Area

Equity Area: Criminal Justice | **Achieving Racial Equity in Criminal Justice**  
City-wide community outcomes for Criminal Justice

- Eliminate racial inequities in arrest rates, sentencing and prison population.
- Increase opportunities for employment and housing for people with criminal conviction records.
- Achieve racial equity in communities of color's confidence in the criminal justice system.

Department-specific community outcomes for Criminal Justice

- City Attorney/Law Department
- Seattle Office of Arts & Culture

This webpage includes information on City department's Race and Social Justice Work Plans. To learn more contact Elton Brinson at elton.brinson@seattle.gov or 206.468.4107. Language accommodation is available upon request.

# Next Steps

## Improvements

- Organize data into 3 buckets
  - City-wide data
  - Neighborhood-level data
  - Ad-hoc data
- Data Project Coordinator
- City culture that systematically uses data to inform decision making






### Bucket 1: City-wide Data

- Internal (Madison Measures—incorporate equity)
- External (Census)
- Data dashboard
  - Example: [Census Reporter](#)
- Equity Impact Tool
- Regular equity initiative reporting

### Bucket 2: Neighborhood-level Data

- Neighborhood Indicators Project (NIP)
 
- Use NIP as foundation for creation of an equity atlas
  - Improved interface and mapping
  - Potential regional expansion

### Bucket 3: Ad-hoc Data

- Create a Data warehouse
- Pull maps/charts from various reports/presentations
  - Impediments to Fair Housing Study
  - Economic Development Strategy
  - Grant Applications
- Utilize city [data portal](#)

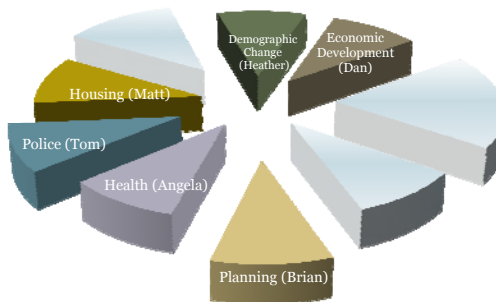
### Data Project Coordinator

- Coordinate city wide data initiatives;
- Analyze city data;
- Use data to inform local government policy within the City;
- Monitor and improve service delivery provided by the City; and
- Use data as a communication tool by providing transparency to City residents about the city does its business.



Creating a data driven culture

### Data Infrastructure for a fuller picture





Questions/Comments