

## 2013-2014 Community Budget Conversations DRAFT Report

*June 18, 2013*

### **SUMMARY:**

This year's Community Budget Conversations were conducted in May. The planning team, made up of Mayoral, Council, Organizational Development and IT staff, wanted to both increase participation in the conversations and to use a more open process for gathering ideas for the city budget.

IdeaScale, an web based software package was used to allow users to submit ideas, vote on ideas and to see what ideas bubbled up to the top with the most votes. Over 1400 people set themselves up as users and as of May 29<sup>th</sup>, 174 ideas were submitted. Over 10,000 votes were cast on-line in favor of the ideas. In contrast, last year's on-line budget survey had only 550 users completed it.

The four public meetings saw limited public attendance with around 20 participants attending each session. City employees facilitated table teams and participants were asked to discuss ideas generated in that evening's two theme areas and to select three key ideas they felt were important to them. Discussion often expanded outside of the theme areas with individuals and groups advocating for specific ideas and initiatives. The listing of ideas from each of the CBC meetings is found in the appendix.

### **KEY IDEAS FROM IDEASCALE**

<b>Meeting dates and themes</b>	<b>Top three vote getters in theme area</b>	<b>Similar ideas on IdeaScale</b>
<b>May 9<sup>th</sup> Work / Invent &amp; Create</b>	-Help Expand Sector 67 -Goggle Fiber (attract it) -Community Collaboration for improving school performance	-Invest in early childhood education -Affordable after school -Make it less attractive to own empty buildings
<b>May 15<sup>th</sup> Get Around / Build Opportunity for All</b>	-Connection through Public Transportation -Invest in early childhood education!!!Future is in your hands!!! -Affordable After School	-Limited Stops Metro routes
<b>May23rd Be Healthy &amp; Safe / Live</b>	-Curbside composting -More affordable housing -Short term living unit/shelter for Youth	-365 Homeless Shelter -Expand support to Community Centers -Trees
<b>May 29<sup>th</sup> Eat / Play &amp; Enjoy</b>	-Enhance parks with active use -Madison Central Park -Restore Starkweather Creek	-Accessible Parks for kids with mobility issues -Improve the small neighborhood parks -Preserve and enhance Ice skating in parks

		-Bike path from James Madison to UW
<b>Top five overall per vote count</b>	<ul style="list-style-type: none"> <li>-Curbside Composting</li> <li>-Connection through Public Transportation</li> <li>-Help Expand Sector 67</li> <li>-Expand Support to Community Centers</li> <li>-More affordable housing</li> </ul>	

**RECOMMENDATIONS:**

1. Provide agencies and decision makers with the key ideas generated through IdeaScale and the public meetings and ask that these be considered in their budget deliberations and recommendations.
2. Continue to use web-based programs as a way of generating input and comments on budget, policy and operational ideas.
  - a. Assess other programs like Goggle Moderator along with IdeaScale and other vendors to determine the best package for Madison.
  - b. Utilize web-based programs to capture ideas and input from neighborhood meetings conduct by alders, MPD, CDD, Planning, NRT's and others throughout the year.
3. Limit or modify how we conduct the public meetings on the budget.
  - a. BOE and CC public meetings on the budget would allow specific groups and individuals to advocate for their positions.
  - b. The Community Budget Conversations per se could be conducted totally on-line given a more interactive software program and follow-up process.

## OVERVIEW

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### **PROCESS**

This year's community budget conversations (CBC) were based on ideas generated by on-line web users using software called IdeaScale. The planning team, made up of Mayoral, Council, Organizational Development and IT staff, wanted to both increase participation in the conversations and to use a more open process for gathering ideas for the city budget. The planning team met to discuss implementation of IdeaScale and set up the public meeting agenda and processes

IdeaScale has been used successfully by a number of municipalities to gather input on budgets and budgetary expenditures and the City was able to acquire a limited license for the software. IdeaScale acts like a social media site in that users can submit ideas, select a theme (called a campaign within IdeaScale) and vote up or down on any ideas submitted by users. As part of the planning process, the planning team identified some campaign/theme areas to help start the ball rolling and linked those theme areas to appropriate city agency websites. (See below)

### **Work**

Madison supports employment and the growth of quality jobs and development through the support of skills training programs for adults and youth, economic services including business loans, industrial revenue bonds, rental rehabilitation loans, TIF (Tax Incremental Financing) and support of small businesses and business incubators.

### **Invent & Create**

Research (biological, physical and engineering) and software publishing are the fastest growing local industries, and the City of Madison is committed to sharing data to improve collaboration with local innovators.

### **Get Around**

Madison residents travel on well-maintained roads, intersections, sidewalks, and bikeways to get around the city. Metro Transit provides nearly 15 million rides a year on its award winning bus network.

### **Build Opportunity for All**

The City supports quality child care, elementary afterschool and youth programs, services for older adults, and culturally specific programs that address basic needs.

## **Be Healthy & Safe**

The Police and Fire Departments protect residents and businesses. Through partnerships with non-profits the City supports services to victims of domestic violence and sexual assault, parents under stress and runaway and homeless youth.

From air quality to immunizations, Public Health Madison & Dane County protects people from diseases, environmental threats and promotes healthy lifestyles and behaviors.

The Water Utility maintains clean and affordable water for public health, fire suppression and economic vitality.

Recycling, garbage, leaf and brush collection help Madison lakes and land healthy.

## **Live**

The City plans for and supports healthy dynamic neighborhoods and neighborhood centers that provide focal points for neighborhoods. Homeless services provide support and the city is working to expand access to and improve the quality of affordable housing.

## **Eat**

Street vending, Meet and Eat neighborhood events, sidewalk cafes, excellent Madison restaurants, community gardens, and a new public market are just a slice of the growing movement to build access to healthy and delicious foods throughout the City.

## **Play & Enjoy**

Theatre, dance, libraries, music, and a variety of festivals and cultural events throughout the City offer fun for everyone. Madison's lakes, parks, open spaces and bike paths provide opportunities to enjoy the natural environment. With nine locations frequent special events and a bookmobile - the Madison Public Library encourages life-long exploration!

**SPECIFIC MEETING DATES:**

This year’s community budget conversations were conducted in May and revolved around the two themes areas at each meeting.

Work / Invent & Create	May 9 <sup>th</sup>	Madison Senior Center
Get Around / Build Opportunity for All	May 15 <sup>th</sup>	Packers Community Center
Be Healthy & Safe / Live	May 23 <sup>rd</sup>	Jefferson Middle School
Eat / Play & Enjoy	May 29 <sup>th</sup>	The Village on Park

City employees from a variety of areas acted as table team facilitators to help participants discuss user ideas generated around each of two themes highlighted on that evening.

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## APPENDIX

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### **5/9/13 Community Budget Conversation Ideas.**

(Not in priority order)

#### **Transfer points**

Make them safer by making them more vibrant. Use principles of transit oriented development to attract more people to hubs to shop, drink coffee, live, etc. Make them good places to go.

#### **365 Homeless Shelter**

Create a homeless shelter that will be open 365 days year. Within the shelter provide for social services, job training, storage and work opportunities right on location. Also look for ways to address homeless issues that don't involve AODA issues.

#### **Arts and Place Making Space**

Provide more incubator space for artists and musicians. Also provide for a space for place making

#### **Business incubator**

Site incubator so that it links to a neighborhood, fosters outside partnerships and provide incentives to support site and collaborations.

#### **Education support**

Provide more support and collaboration for solving the root cause of academic under achievement. Use a case management model to provide specific services to individuals that breaks the cycle of poverty and under achievement.

#### **Job creation**

Jobs for disadvantaged  
Homeless services  
Enhance childcare infrastructure.

#### **City spending priorities**

Prioritize spending on education and public safety.  
Focus on Gross National Happiness (quality of life issues) verses economic issues (GDP)

**5/15/13 Community Budget Conversation Ideas  
(Three top ideas from each theme)**

**Get Around**

Connection through public transportation

Expanded night bus service

Put this city on a road diet.

**Build Opportunity for All**

Invest in early childhood education

Implement Equity Impact Assessments

Affordable after School  
(link to improving school performance)

## 52313 CBC Ideas

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### **Be Healthy and Safe**

Eliminate food deserts in Madison

    Grocery store for Allied neighborhood

Bus shelter on Gammon and Old Sauk (new idea)

Services for domestic violence victims

Community collaboration around school performance issues

    Reduce silos between public entities Engage school district

### **Live**

365 Homeless Shelter (Voted as top idea)

    Shelter has services within it to support visitors

More affordable housing (second top idea)

    Create affordable housing plan

    Add for funding for affordable housing

Prioritize city spending

    Homeless shelters

    Low-income programs

    Support for childcare, particularly for 2<sup>nd</sup> / 3<sup>rd</sup> shift workers

Short term living units/ shelter for youth

311 Center



## 52913 CBC Ideas

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### **EAT**

#### Build Public Market

Ensure it has local, ethnic food choices, not a bunch of “Starbucks.”

#### Eat and Greet events

#### “rent a food” cart program

Restaurants could use rent a cart to show off their menu

#### Mobile farmers markets (like fresh market truck)

#### Create front yard garden space

Encourage home gardens

#### Allow SNAP at farmers markets

#### More music and activities downtown

### **PLAY / ENJOY**

#### Enhance Parks with active uses

Involve neighborhoods in Park planning particularly around use

Be conscious of cultural/ethnic uses that may conflict with Park regulations. (i.e., fire lanterns, ethnic festivals)

Waive some fees on use for lower income groups

More movies in parks

Eat and Greet events in parks

Active verses passive programming (concerts, community mural projects, community photo projects around surrounding neighborhoods)

More shelters at parks

#### Plant fruit trees

In parks and on boulevards

#### Improve the small neighborhood parks

Involve neighborhoods in event and infrastructure planning

#### Preserve and enhance ice skating in parks

Enhance funding for small ice rinks (adopt a rink program)

#### West side off-leash Dog Park

#### Madison Central Park

#### Use of libraries should be enhanced

Link to schools in neighborhoods