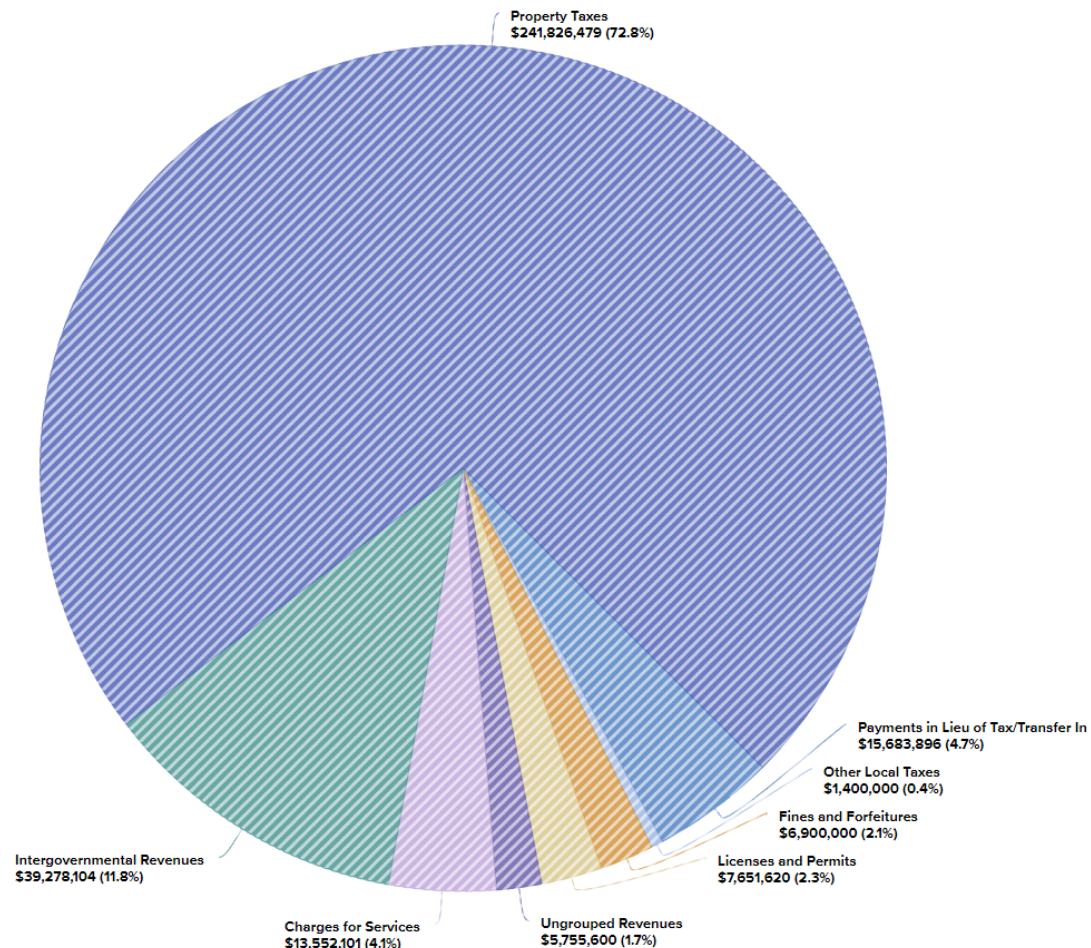

2019 EXECUTIVE OPERATING BUDGET

FINANCE COMMITTEE

OVERVIEW



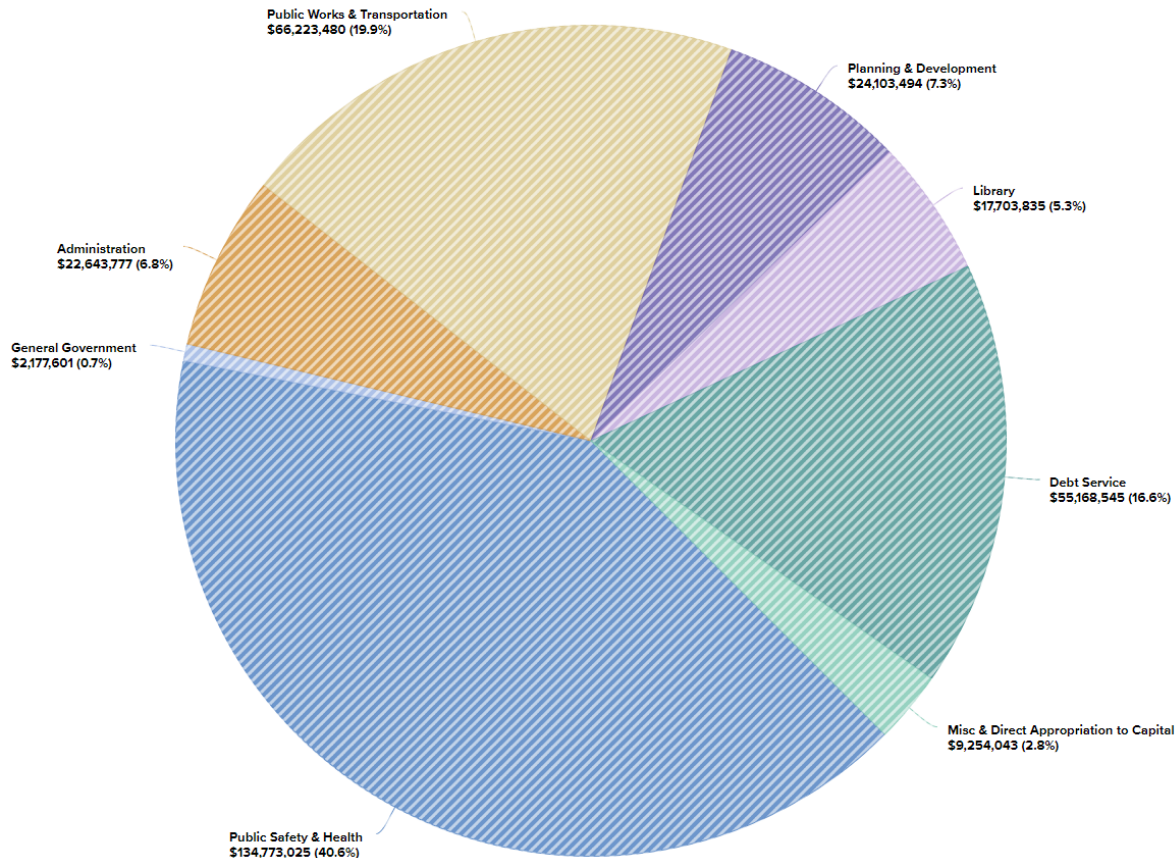
2019-BY THE NUMBERS: WHERE THE MONEY COMES FROM



Revenue Highlights

- PILOT payments up 7.1% driven increases from the Water Utility & Parking Utility
- Fine & Forfeitures are down 1.9% driven by the ongoing trend of declining moving & uniform violations
- Licenses & Permit revenue is up 9.0% driven by strength in building permits
- Investment income up by over 100% driven by increasing market interest rates
- State Aid up 6.3% from new aid program to offset the exemption of certain personal property from taxation; excluding this new aid program, state aid up 2.9%. State aid estimates are preliminary – adjustments will be made during Finance Committee amendment process.

2019-BY THE NUMBERS: HOW THE MONEY IS SPENT

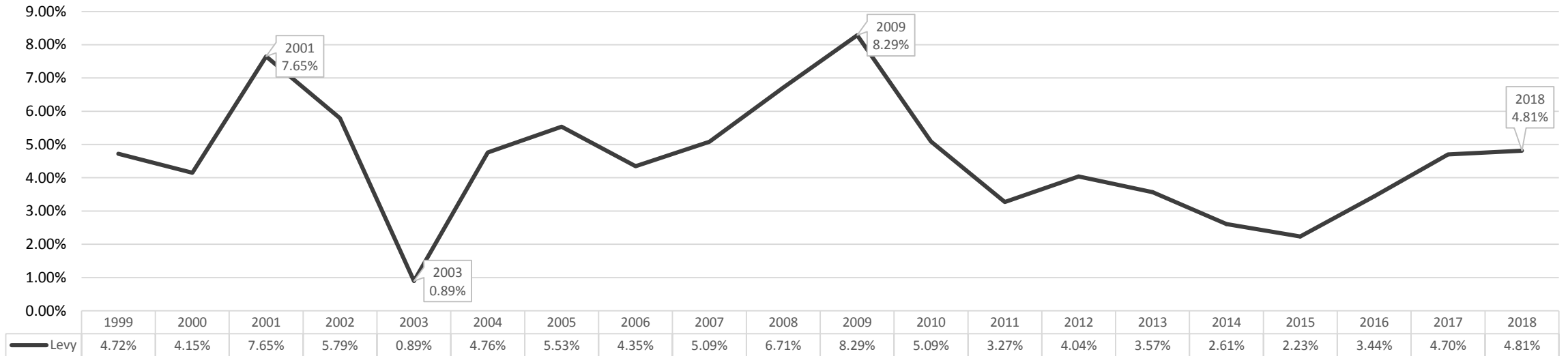


Expenditure Highlights

- General and Library fund expenditures are up \$17.2 million, or 5.48%
- Expenditure growth driven by:
 - Employee Compensation Costs: \$8.5m Increase
 - Savings in health insurance costs (\$6.0m) offsets a portion of assumed pay increases (\$4.7m)
 - Fuel & Equipment Costs: \$2.0m Increase
- Executive Budget reflects transferring two items to capital budget:
 - Finance-Capital Budget Administration (\$400k)
 - Library-Additions to Collection (\$700k)
- Projected debt service (General & Library fund) is up \$8.1m; 2018 Growth=\$2.8m

MADISON'S PROPERTY TAX

City of Madison Percent Levy Increases
Above/Below the Historical 15-Year Average of 4.6%



- Property Tax=73% of revenue for General & Library Funds
- 2019 Increase is 4.8%; higher than 15-year average of 4.6%, but consistent with growth from 2017 to 2018
- Proposed levy increase is \$412,000 lower than the allowable levy limit

TAXES ON THE AVERAGE VALUE HOME

- Under the Executive Budget, taxes on the average value home will go up 2.86% (\$71)
- The average value home is up 5.8%; consistent with the rate of growth from 2017 to 2018
- Higher assessments will drive down the mill rate by 3%
- Maximum levy increase will add \$76 to taxes on average value home (\$4 more than the executive budget).

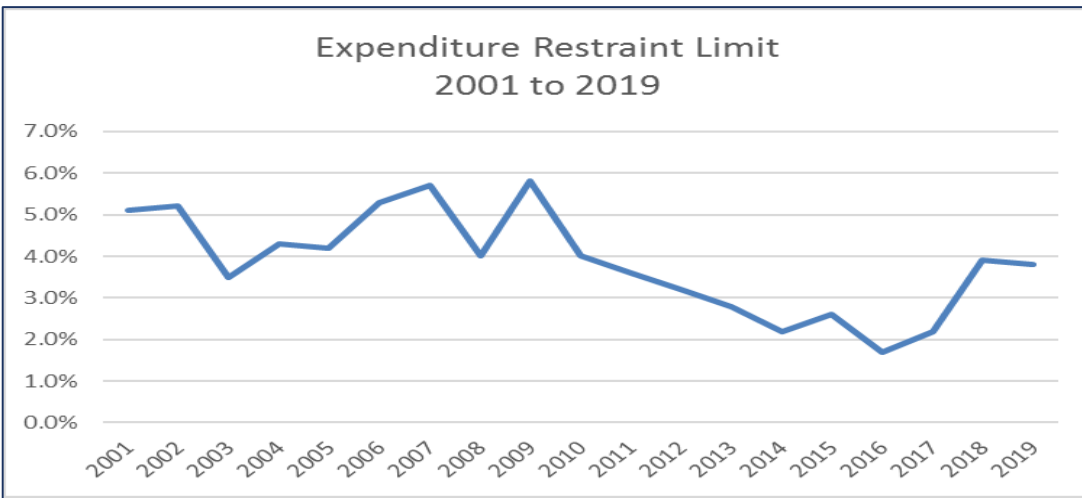
Comparative Changes in Levy			
% Change	Levy Increase	\$ Change	TOAH
Max Levy-3.03%	\$11,197,577	\$76.12	\$2,586.69
Exec Bdgt-2.86%	10,784,941	71.73	2,582.30
2.50%	9,946,752	62.76	2,398.31
1.00%	6,256,190	23.36	2,533.93
-1.31%	1,000,000	(32.77)	2,477.80
-1.86%	-	(43.45)	2,467.12

EXPENDITURE RESTRAINT PROGRAM AND DEBT SERVICE

- Compliance with expenditure restraint program limits (and, therefore, a higher level of non-capital operating expenditures) has been achieved by reducing the amount of premium applied to debt service and the corresponding amount in the direct appropriation to capital.
- Actual premium received from last week's debt issuance was about \$2 million more than what was applied to pay debt service; the remainder will be carried over to be applied in the 2020 budget.
- This is a one-time effect – premium received has to be used to pay debt service within a two year period.

	2017	2018	Change	%	2019 Executive	Change	%
	\$	\$	\$		\$	\$	
General and Library Fund Expenditures	300,304,111	314,809,674	14,505,563	4.8%	332,047,800	17,238,125	5.5%
Gross Debt Service	52,216,182	56,171,614	3,955,432	7.6%	60,654,273	4,482,659	8.0%
Less Premium Applied	5,172,376	6,284,391	1,112,015	21.5%	2,671,000	(3,613,391)	-57.5%
Net Debt Service	47,043,806	49,887,223	2,843,417	6.0%	57,983,273	8,096,050	16.2%
Less Direct Appropriation to Capital	4,722,985	6,284,391	1,561,406	33.1%	2,671,000	(3,613,391)	-57.5%
Net Operating Expenditures	\$ 248,537,320	\$ 258,638,061	\$ 10,100,740	4.1%	\$ 271,393,527	\$ 12,755,466	4.9%
Revenues	80,176,111	85,168,137	4,992,026	6.2%	90,221,321	5,053,184	5.9%
Fund Balance Applied / (Generated)	400,000	(1,400,000)	(1,800,000)	N/A	-	1,400,000	-100.0%
Property Tax Levy	\$ 219,728,000	\$ 231,041,538	11,313,537	5.1%	\$ 241,826,479	\$ 10,784,941	4.7%

Projected General Fund Budget	\$	332,047,800
Less Exclusions:		
Debt Service		(57,983,273)
Estimated S.289.645 Recycling Fee Payments		(371,000)
Estimated S.66.0305 Revenue Sharing Payments		(64,518)
Projected Net General Fund Operating Expenditures	\$	<u>273,629,009</u>
Projected Additional Expenditure Flexibility Available	\$	1,460,438



BALANCING 2019

Change Overview: 2018 Adopted to 2019 Executive

<i>Revenue Adjustments</i>		
	Payments in Lieu of Taxes	1,034
	Other Local Taxes	-60
	Fines & Forfeitures	-135
	Licenses & Permits	630
	Ungrouped Revenue	1,080
	Charges for Services	170
	Intergovernmental Revenue	2,333
	Fund Balance	1,400
	Property Tax Levy	10,785
	Total Revenue Adjustments	17,238
<i>Expenditure Adjustments</i>		
	Agency Revenue	-161
	Salaries & Benefits	8,787
	Supplies & Purchased Services	1,050
	Contingent Reserve	1,200
	Transfer Out (Debt Service, Direct Appropriation to Capital, Local Matches)	6,040
	Total Expenditure Adjustments	17,238

ASSESSOR

MICHELLE DREA, ESQ., INTERIM CITY ASSESSOR

FINANCE COMMITTEE 2019 BUDGET PRESENTATION



BUDGET SUMMARY

BUDGET BY FUND

	2017 Actual	2018 Adopted	2018 Projected	2019 Executive
Fund: General				
Revenue				
Expense	\$2,491,810	\$2,597,181	\$2,635,397	\$2,667,024
Net Budget	\$2,491,810	\$2,597,181	\$2,635,397	\$2,667,024

Authorized Positions

- 2018 Revised=24
- 2019 Executive=24
- Changes: None

2019 BUDGET HIGHLIGHTS

- Funding for software to allow for advanced desktop review in our data collection processes. Due to a recent Supreme Court case, *Milewski v. Dover*, 2017 WI 79, 377 Wis.2d 38, inspections conducted by or on behalf of property assessors are subject to 4th amendment protections. This holding impacts current data collection practices in that the trespass statute, Wis. Stat. § 943.13(4m)(am), is far less effective for use by assessors to enter property and gain information. The 4th amendment protections (warrant requirement) supersede the state statute allowing warrantless trespass once per year for data collection purposes. This is a seismic shift and will require continuing ingenuity and resources to maintain accurate data for assessment purposes.

REQUESTED SUPPLEMENTAL SUMMARY

- Requested Supplemental 1: Property Appraiser
 - Total Request: \$54,896.00
 - On-going or One-Time: On-going
 - Funded in Executive Budget: No
 - Description: Entry-level position to conduct residential property assessments. The City is thriving. While this is wonderful news, it does require increased staffing to maintain equitable and accurate assessments in a growing city with a significant tax base.

REQUESTED SUPPLEMENTAL SUMMARY

- Requested Supplemental 2: Change Detection Software - Pictometry
 - Total Request: \$53,720.00
 - On-going or One-Time: One-time
 - Funded in Executive Budget: Yes, through the existing budget authority.
 - Description: Due to a recent Supreme Court case, *Milewski v. Dover*, 2017 WI 79, 377 Wis.2d 38, inspections conducted by or on behalf of property assessors are subject to 4th amendment protections. This holding impacts current data collection practices in that the trespass statute, Wis. Stat. § 943.13(4m)(am), is far less effective for use by assessors to enter property and gain information. The 4th amendment protections (warrant requirement) supersede the state statute allowing warrantless trespass once per year for data collection purposes. This is a seismic shift and will require continuing ingenuity and resources to maintain accurate data for assessment purposes.

The requested funds allow acquisition of the change detection software available by Pictometry. It is a vital tool for our office in efficiently collecting accurate data upon which to build uniform assessments as required by the State of Wisconsin Constitution.

ASSESSOR

- Service Goal: The goal of the City of Madison, Assessor's office is to determine the accurate and property assessments to ensure the fair and equitable distribution of property taxes.
- 2019 Planned Activities: Our focus in 2019 includes the following: to discover, to list, and to value all taxable property within Madison. Including, but not limited to, the following services: residential appraisal, commercial appraisal, personal property appraisal, real property listing, conducting Boards of Review and Boards of Assessment, property tax litigation, exemptions, and other services related to property tax administration as required by statute.

PUBLIC HEALTH

JANEL HEINRICH, MPH, MA, DIRECTOR

FINANCE COMMITTEE 2019 BUDGET PRESENTATION



BUDGET SUMMARY

BUDGET BY FUND

	2017 Actual	2018 Adopted	2018 Projected	2019 Executive
Fund: Public Health				
Revenue	(12,239,155)	(12,965,724)	(16,445,654)	(12,640,696)
Expense	16,774,526	17,203,787	20,683,717	18,010,379
Net Budget	\$4,535,371	\$4,238,063	\$4,238,063	\$5,369,683

Authorized Positions

- 2018 Revised= 142.55
- 2019 Executive= 142.55
- Changes: 0

2019 BUDGET HIGHLIGHTS

- 2019 is a planning year focused on:
 - Dane County Violence Prevention Coalition and Comprehensive Violence Prevention Framework
 - Community Health Assessment and Community Health Improvement Planning
 - Analysis of retail food establishments in Dane County to assure that PHMDC is providing services reflective of our commitment to health and racial equity.

ADMINISTRATION

- **Service Goal:** Also known as the “Operations Division”—The goal of this service is the provision of effective administrative and operational infrastructure for PHMDC staff and customers, as well as our colleagues across City of Madison and Dane County government.
- **2019 Planned Activities:**
 - Public Health Accreditation (www.phaboard.org)
 - Further integrate health and racial equity into individual program areas. Apply the Program Readiness Assessment throughout PHMDC programs and services.
 - Performance management implementation

ANIMAL SERVICES

- **Service Goal:** immediate follow-up on all reported animal bites, mitigation and prevention of dangerous animal issues, reduced numbers of stray cats and dogs in the community, and prevention of animal neglect and cruelty.
- **2019 Planned Activities:**
 - Identify ways to work with multi-sector stakeholders to increase animal licensing throughout Dane County.

COMMUNITY HEALTH

- **Service Goal:** contain and/or decrease communicable diseases, minimize low birth-weight births, increase immunization rates, and increase access to family and reproductive health services.
- **2019 Planned Activities:**
 - Explore the root causes of low breastfeeding initiation and rates in the community.
 - Enhance PHMDC's breastfeeding services, as well as community and workplace supports, to ensure breastfeeding access to all people including women of color and those in low-income communities.
 - Connect PHMDC's clients and individuals with breastfeeding resources that are culturally appropriate to all people including women of color and those in low-income communities.
 - The Sexual and Reproductive Health Program will expand services beyond that of sexually transmitted infection testing and partner services follow-up to include comprehensive reproductive and family planning.
 - Fetal and Infant Mortality Review (FIMR)—translation of data to action

EMERGENCY RESPONSE PLANNING

- **Service Goal:** development of comprehensive emergency preparedness plans and systems which address the three main preparedness capabilities (Community Preparedness, Community Recovery, and Information Management) and strengthened partnerships with emergency response counterparts in Madison and Dane County.
- **2019 Planned Activities**
 - Increase the number of closed Points of Distribution in the City of Madison and Dane county through planning partnerships with Hospitals, Private Businesses and State Department of Health Services

ENVIRONMENTAL PROTECTION

- **Service Goal:** prevention of groundwater contamination by improperly installed, abandoned or neglected wells and private waste water treatment systems in Dane County and clean up and prevention of human health hazards such as household hygiene, mold, lead and radon.
- **2019 Planned Activities:**
 - Continue to remove steel tanks that fail fast and contaminate ground water.
 - Improve the permitting system to allow for online permit application.

LABORATORY

- **Service Goal:** prevention of waterborne illness due to surface water contamination, identifying sources of contamination and trends that will impact human health, and prevention of illegal discharge of harmful substances.
- ***2019 Planned Activities:***
 - Work with Dane County Land and Water Resources to develop guidelines for inland lake water safety and quality
 - Review pool sampling schedule & frequency for Dane County pools.

LICENSED ESTABLISHMENTS

- **Service Goal:** prevention of foodborne and other communicable disease outbreaks.
- ***2019 Planned Activities:***
 - Conduct an analysis of retail food establishments in Dane County to assure that Public Health is providing services reflective of the commitment to health and racial equity.
 - Engage operators/owners in exploring different methods to improve training and education to achieve improved compliance with regulatory standards.
 - Review the fee schedule for licensed establishment programs to ensure fees charged are appropriate for the work done to complete the activities. The fee schedule has not been changed since 2015, while the volume of licenses has increased by over 100 establishments.

POLICY, PLANNING & EVALUATION

Service Goal: provision of public health program planning, surveillance and analysis, and evaluation services to ensure that PHMDC and its partners has the information and support necessary to guide their work.

- ***2019 Planned Activities:***

- Develop and lead the Overdose Fatality Review (OFR), a countywide partnership between Public Health and public safety agencies that leverages inter-agency data sharing and practitioner expertise to review fatal drug overdoses. By identifying missed opportunities for intervention and prevention, the program seeks to develop systems-level recommendations for preventing drug overdose deaths in Dane County.
- Establish a Dane County Violence Prevention Coalition and Strategic Framework for Violence Prevention
- Complete the Community Health Assessment and the prioritization process for the Community Health Improvement Plan

MONONA TERRACE

GREGG MCMANNERS, EXECUTIVE DIRECTOR

FINANCE COMMITTEE 2019 BUDGET PRESENTATION



BUDGET SUMMARY

BUDGET BY FUND

	2017 Actual	2018 Adopted	2018 Projected	2019 Executive
Fund: Convention Center				
Revenue	14,634,581	14,300,552	14,837,137	14,693,934
Expense	14,634,581	14,300,552	14,837,137	14,693,934
Net Budget	0	0	0	0

Authorized Positions

- 2018 Revised= 54.75
- 2019 Executive= 54.75
- Changes: 0

2019 BUDGET HIGHLIGHTS

- The Cost Allocation methodology, implemented by the City of Madison, resulted in an increase in our cost to operate by over \$250,000 in 2019. These are payments to the city by Monona Terrace for services rendered to Monona Terrace by other city departments. To balance our budget, we increased our revenues by a corresponding amount. While the three year revenue average supports this number, currently our forecasts do not project revenues to absorb this cost.
- The use of reserves are for one-time costs to update various software programs and to conduct studies that support the Nolen Waterfront project.
- The budget reflects the cost to continue without any new initiatives or increase in the number of employees.

REQUESTED SUPPLEMENTAL SUMMARY

Monona Terrace has no supplemental requests.

COMMUNITY CONVENTION CENTER

- Service Goal: Operation of Monona Terrace Community and Convention Center – a place for business, a place for learning and fun, and an inclusive facility that is welcome to everyone.
- 2019 Planned Activities – We plan to continue community engagement efforts with patrons of Monona Terrace including guests, clients, visitors, and tourists, and promote the facility and Madison to add economic vitality to the surrounding area.
- In 2019, Monona Terrace will beta test a staff outreach program. The intent is to encourage staff to give of their time to Madison non-profits, which are not socially, politically or religiously controversial. The plan allows for employees to work up to 16 hours a year at non-profits in lieu of two normal working days. The program has been tentatively approved by HR and Risk Management.



ROOM TAX COMMISSION



LIBRARY

GREGORY MICKELLS, LIBRARY DIRECTOR

FINANCE COMMITTEE 2019 BUDGET PRESENTATION



BUDGET SUMMARY

BUDGET BY FUND

	2017 Actual	2018 Adopted	2018 Projected	2019 Executive
Fund: Library				
Revenue	(\$ 3,318,718)	(\$ 1,643,114)	(\$ 2,072,636)	(\$ 1,532,420)
Expense	\$20,234,283	\$19,422,144	\$19,851,667	\$19,236,255
Net Budget	\$16,915,565	\$17,779,030	\$17,779,031	\$17,703,835

Authorized Positions

- 2018 Revised = 137.25
- 2019 Executive = 137.25
- Changes: N/A

2019 BUDGET HIGHLIGHTS

- Highlight 1: A reduction in projected revenue from Cataloging Services (how library materials are recorded and accessed in the LINKcat Catalog) based on services that have been shifted to South Central Library System staff (\$50,000).
- Highlight 2: A reduction in projected revenue from Library fines based on prior year trends (\$30,000).
- Highlight 3: The transfer of the purchase of Library Materials that are capitalized from the Operating Budget to the Capital Budget (\$700,000).
- Highlight 4: An increase in the payment to the Dane County Library Service due to an increase in Madison library card holders using other Dane County libraries (\$136,000).

REQUESTED SUPPLEMENTAL SUMMARY

- Requested Supplemental 1: Restore Sunday hours
 - Total Request: \$94,000
 - On-going or One-Time: On-going
 - Funded in Executive Budget: Yes
 - Description: Sunday hours will be maintained by increasing budgeted salary savings and by through anticipated reclassifications to existing positions. The Library's hourly budget will be evaluated and re-baselined early in 2019 in anticipation for the 2020 budget.
- Requested Supplemental 2: Restore Page hours
 - Total Request: \$24,868
 - On-going or One-Time: On-going
 - Funded in Executive Budget: No
 - Description: Page Hours hours will be maintained by increasing budgeted salary savings and by through anticipated reclassifications to existing positions. The Library's hourly budget will be evaluated and re-baselined early in 2019 in anticipation for the 2020 budget.

REQUESTED SUPPLEMENTAL SUMMARY

- Requested Supplemental 3: Library Assistant position at Meadowridge Library
 - Total Request: \$45,000
 - On-going or One-Time: On-going
 - Funded in Executive Budget: No
 - Description : Meadowridge Library has made tremendous gains in providing a community connection to the neighborhood it serves. This position will provide support while we engage the community with more options to better address needs in the neighborhood.
- Requested Supplemental 4: : Community Engagement Librarian at Goodman South Madison Library
 - Total Request: \$54,000
 - On-going or One-Time: On-going
 - Funded in Executive Budget: No
 - Description: The Goodman South Madison Library recently completed a community designed renovation that will provide more opportunities to engage the youth in the neighborhood and create new programming options.

COLLECTION RESOURCES & ACCESS

- Service Goal: This service is responsible for the library materials collection in all formats. It also includes staffing and supply costs for the acquisition, cataloging, and processing of these materials. The goal of the service is continued heavy per-capita use of materials by Madisonians, including the number of holds placed and the number of new borrowers added annually.
- 2019 Planned Activities:
 - Market the nontraditional library collections, including electronic resources, downloadable, and streaming materials.
 - Provide collection support for at-risk populations, such as those who are homebound or in assisted living, nursing home, healthcare, and adult care facilities.
 - Use collection analysis reports and tools to ensure that resources are equitably delivered to the community.

COMMUNITY ENGAGEMENT

- Service Goal: This service is responsible for program providers and performers associated with community engagement activities and collaborative projects for all ages. The goal of the service is a diverse patron and partner bases and programs and services that are based directly on residents' needs and wants.
- 2019 Planned Activities:
 - Reach out to a diverse audience with library programs and services. Create strategic community engagement plans focused on specific communities beginning with the Latinx community.
 - Expand the Making Spaces program to reach more Madison Metropolitan School District schools, supporting the importance of a making culture in the classroom.
 - Expand literacy offerings for all ages. As part of the participation with the Northside Early Childhood Zone, the service will continue to provide training for the home visiting partners and home daycare providers. The service will also work with the Literacy Network to expand on existing partnerships projects and seek additional ways to address literacy needs in neighborhoods.

FACILITIES

- Service Goal: This service is responsible for all activities and services associated with the operation of Madison Public Library's nine public libraries and the Library Maintenance Support Center. The goal of this service is to provide a safe, pleasant, and welcoming environment at the Central and neighborhood libraries.
- 2019 Planned Activities:
 - Continue planning for the Reindahl Park Library project and complete construction of the relocated Pinney Library.
 - Implement energy efficient and sustainable approaches, particularly in regard to HVAC controls and operation, achieving a balance of efficiency and reliability of equipment operation.

PUBLIC SERVICES

- **Service Goal:** This service is responsible for the delivery of services to the Library's patrons and members of the community both in and outside the library facilities. Public Services focuses on direct provision of reference and research assistance, reader's advisory, literacy support, programming, technology training, collection management, and participatory learning and creation. The goal of the service is to provide individualized library services to meet patrons' needs.
- **2019 Planned Activities:**
 - Expand access to library programs and services by providing outreach and mobile services to community centers and apartment complexes. Dane County Library Service has been contracted to provide mobile library services to four underserved neighborhoods within Madison. Additionally, a comprehensive database will be completed to track the number and depth of partnerships the Library has, which will also facilitate better communication for staff who may be working with multiple partners.
 - Develop service metrics to evaluate current programs and services. New program evaluation metrics will be put in place and strategic outreach plans for specific communities will be created.
 - Focus on educating parents, caregivers, teachers, and the general public about the importance of early literacy.
 - Work with other out-of-school-time providers including Madison School and Community Recreation (MSCR) and the Boys and Girls Club to enhance the experience of teens and tweens in libraries. Collaborations with MSCR are underway to increase the out-of-school-time offerings within the Meadowridge Library.

BUILDING INSPECTION

GEORGE HANK, DIRECTOR

FINANCE COMMITTEE 2019 BUDGET PRESENTATION



BUDGET SUMMARY

BUDGET BY FUND

	2017 Actual	2018 Adopted	2018 Projected	2019 Executive
Fund: General				
Revenue	\$67,026	\$46,500	\$56,000	\$56,000
Expense	\$4,407,966	\$4,610,939	\$4,709,978	\$4,787,645
Net Budget	\$4,340,940	\$4,564,439	\$4,643,978	\$4,731,645

Authorized Positions

- 2018 Revised= 45.8
- 2019 Executive = 45.8
- Changes: None

2019 BUDGET HIGHLIGHTS

- Highlight 1: Increases assumed revenue from State seals and inspector training to be consistent with recent trends \$9,500.
- Highlight 2: Increases hardware supplies and system and software maintenance, paid for by increase in assumed revenue \$9,500.

REQUESTED SUPPLEMENTAL SUMMARY

- Requested Supplemental: Upgrade to Rugged Tablets for New Construction Inspectors
 - Total Request: \$38,093
 - On-going or One-Time: One-Time
 - Funded in Executive Budget: Yes, through existing budget authority
 - Description: Upgrade the New Construction inspector's desktop computers to rugged tablets. The inspectors are currently using small tablets in the field with very limited capabilities. They do not have access to the prior inspection results or records while in the field. The rugged tablets will allow complete access to the records and files. While the current tablets were an enhancement, they have not kept up with the technology and time demands of building inspection staff.

CONSUMER PROTECTION

- Service Goal: Complete full inspection and licensure of every business and commerce operation under the City's authority in order to ensure Madison consumers receive the correct amount of product for which they pay.
- 2019 Planned Activities:
 1. Review and update Madison General Ordinances, Chapter 22, governing Weights and Measures to provide greater clarity and ease of use by the businesses and public.
 2. Update the fee schedule for annual licensure to eliminate obsolete categories more accurately reflect costs associated with completing the required work and changes in the retail business environment.

HEALTH & WELFARE

- Service Goal: Enhance the public and private benefits resulting from safe and sanitary maintenance of properties.
- 2019 Planned Activities:
 1. Identify and review major thoroughfares and blighted areas for property maintenance violations.
 2. Proactively complete field observations in blighted areas during traditionally slower periods between seasons.

INSPECTION

- Service Goal: Ensure compliance with Madison's building and mechanical system ordinances by reviewing and inspecting construction projects.
- 2019 Planned Activities:
 1. Utilize Housing Inspectors to conduct minor inspections such as foot and foundations, decks, garages, and other minor projects. This will allow New Construction Inspectors to conduct more in depth, complicated inspections and lesson the use of overtime or the need to expand staff.

SYSTEMATIC CODE ENFORCEMENT

- Service Goal: Inspect commercial and residential properties and provide routine building services to ensuring properties and buildings are in compliance with the City's Minimum Housing and Property Maintenance Code.
- 2019 Planned Activities:
 1. Review and re-coordinate the way systematic inspection areas are identified and completed to reflect and comply with recent changes instate law.

ZONING & SIGNS

- Service Goal: Provide timely resolution of land use issues for developers and the general public.
- 2019 Planned Activities:
 1. Establish a formalized pre-application and scheduled application submittal process for the Land Use Application process (e.g., Conditional Uses, Demolitions, Rezoning requests).

CDA HOUSING OPERATIONS

TOM CONRAD, INTERIM DIRECTOR

FINANCE COMMITTEE 2019 BUDGET PRESENTATION



BUDGET SUMMARY

BUDGET BY FUND

	2017 Actual	2018 Adopted	2018 Projected	2019 Executive
Fund: CDA				
Revenue	(22,668,365)	(21,467,198)	(21,354,333)	(23,448,397)
Expense	22,844,877	21,642,198	21,529,333	23,623,397
Net Budget	176,512	175,000	175,000	175,000

Authorized Positions

- 2018 Revised= 40.95
- 2019 Executive= 46.45
- Changes: 5.50

2019 BUDGET HIGHLIGHTS

Section 8 Housing Choice Vouchers:

- Increases assumed revenue due to changes in HUD's funding formula (\$1.98m).
- Increase the number of households assisted with Section 8 vouchers from approximately 1,700 to 1,800.

Public Housing

- Adds 5.5 FTE positions funded by increased operational revenues (\$344,000) to help increase occupancy, shorten apartment turnaround time, and improve the response time to work orders for residents. The newly created positions are: Clerk Typist 1, Community Resource Officer, CDA Hearing Examiner and Accommodation Specialist, Clerk-Receptionist, Laborer, Tenant Services Aide
- Includes Capital improvements to CDA sites funded through the HUD capital fund grant (\$1.58m). Planned projects in 2019 include:
 - In-unit flooring replacements
 - Heating equipment replacements
 - Accessibility improvements as needed (e.g., handrails, grab bars, visual fire alarms for the deaf, accessible showers, etc.)

REQUESTED SUPPLEMENTAL SUMMARY

- CDA Accommodations Specialist
 - Total Request: \$53,677
 - On-going or One-Time: On-going
 - Funded in Executive Budget: Yes
 - Description: To process resident requests for reasonable accommodations and conduct grievance hearings.
- Clerk typist
 - Total Request: \$36,161
 - On-going or One-Time: On-going
 - Funded in Executive Budget: Yes
 - Description: This is a receptionist position currently filled by a half-time hourly worker.

REQUESTED SUPPLEMENTAL SUMMARY

- Community Resource Officer
 - Total Request: \$48,075
 - On-going or One-Time: On-going
 - Funded in Executive Budget: Yes
 - Description: This position would replace the private security service at the Triangle that is currently contracted.
- Info Clerk
 - Total Request: \$42,000
 - On-going or One-Time: On-going
 - Funded in Executive Budget: Yes
 - Description: Front desk duties are currently performed by two hourly workers who each provided coverage for half the day.

REQUESTED SUPPLEMENTAL SUMMARY

- Laborer

- Total Request: \$48,350
- On-going or One-Time: On-going
- Funded in Executive Budget: Yes
- Description: The hiring of this position at East site would reduce contracted services by more than the cost of the new position.

- Tenant Services Aide

- Total Request: \$53,097
- On-going or One-Time: On-going
- Funded in Executive Budget: Yes
- Description: This position will coordinate services and programming for residents of Romnes and the West scattered sites.

HOUSING VOUCHERS

- Service Goal:

The Section 8 housing vouchers provide rental assistance to fill the gap between what low-income tenants can afford to pay and the actual cost of decent, safe, and sanitary housing.

- 2019 Planned Activities

Open the regular waiting list for the first time since 2014, increasing the pool of applicants who qualify for preference on the waiting list.

Increase the number of households assisted each month from approximately 1,700 to 1,800.

PUBLIC HOUSING

- Service Goal:

The CDA owns, manages, and maintains 766 units of Low Rent Public Housing on 37 sites throughout the City with funding from the federal Department of Housing and Urban Development (HUD). It also owns, manages, and maintains 114 multifamily units with funding from Wisconsin Housing and Economic Development Authority (WHEDA).

- 2019 Planned Activities

Provide CDA services assisting residents to maintain housing stability as well as support residents in their efforts toward self-sufficiency.

Engage community partners to provide services to residents to help them maintain their housing, move toward self-sufficiency, and generally support their quality of life.

Add 5.5 FTE positions to help increase occupancy, shorten apartment turnaround time, and improve the response to routing work orders for residents.

ECONOMIC DEVELOPMENT DIVISION

MATTHEW B. MIKOLAJEWSKI, ECONOMIC DEVELOPMENT DIVISION DIRECTOR

FINANCE COMMITTEE 2019 BUDGET PRESENTATION



BUDGET SUMMARY

BUDGET BY FUND

	2017 Actual	2018 Adopted	2018 Projected	2019 Executive
Fund: General				
Revenue	\$0	(\$30,000)	\$0	\$0
Expense	\$1,384,178	\$1,613,075	\$1,529,599	\$1,834,894
Net Budget	\$1,384,178	\$1,583,075	\$1,529,599	\$1,834,894

■ Authorized Positions

- 2018 Revised= 17.1
- 2019 Executive= 17.1
- Changes: n/a

2019 BUDGET HIGHLIGHTS

- Adds \$50,000 for a new Kiva Program
- Increases Business Walk funding by \$7,000 (\$12,000 total)
- Maintains current staffing
- Maintains remaining Supplies and Purchased Services budgets

REQUESTED SUPPLEMENTAL SUMMARY

- Kiva Program
 - Total Request: \$50,000
 - On-going or One-Time: On-going
 - Funded in Executive Budget: Yes
 - Description: Kiva platform enables crowd-funding of early stage small businesses through zero percent interest loans
- Increase Business Walk Funding
 - Total Request: \$7,000 increase (\$12,000 total)
 - On-going or One-Time: On-going
 - Funded in Executive Budget: Yes
 - Description: Allows City to fully fund two (2) business walks per year

REQUESTED SUPPLEMENTAL SUMMARY

- Add a new 1.0 FTE Real Estate Agent within Office of Real Estate Services (ORES)
 - Total Request: \$79,700
 - On-going or One-Time: On-going
 - Funded in Executive Budget: No
 - Description: Increase capacity of ORES staff to manage City real estate assets, and real estate needs of City projects
- Increase existing 0.6 FTE Clerk Typist within Office of Real Estate Services (ORES) to 1.0 FTE
 - Total Request: \$18,500 increase
 - On-going or One-Time: On-going
 - Funded in Executive Budget: No
 - Description: Increase capacity of ORES staff to manage City real estate assets, and real estate needs of City projects

REQUESTED SUPPLEMENTAL SUMMARY

- Increase existing 0.5 FTE Street Vending Monitor within Office of Business Resources (OBR) to 1.0 FTE
 - Total Request: \$31,647 increase
 - On-going or One-Time: On-going
 - Funded in Executive Budget: No
 - Description: Increases capacity of street vending staff to address growing programmatic demands
- Subscribe to CoStar to assist with underwriting TIF projects
 - Total Request: \$5,000
 - On-going or One-Time: On-going
 - Funded in Executive Budget: No
 - Description: Improve TIF underwriting by providing real-time real estate and construction data

OFFICE OF BUSINESS RESOURCES

- Service Goal: Help businesses locate, open, or expand within the City of Madison
- 2019 Planned Activities
 - Respond to business inquiries
 - Manage business support programs (Kiva, Façade Grants, Healthy Retail Access, etc.)
 - Manage City's street vending and sidewalk café programs
 - Organize business walks
 - Apply for grant funding
 - Finish Madison Public Market planning; commence construction

OFFICE OF REAL ESTATE SERVICES

- Service Goal: Facilitate public and private real estate needs
- 2019 Planned Activities
 - Acquisition and lease of property for City needs, including road construction.
 - Management of private use of public property through encroachment agreements, leases, etc.
 - Maintenance and sale of property within business parks
 - Management of City's TIF program

PLANNING DIVISION

HEATHER STOUDER, DIRECTOR

FINANCE COMMITTEE 2019 BUDGET PRESENTATION



BUDGET SUMMARY

BUDGET BY FUND

	2017 Actual	2018 Adopted	2018 Projected	2019 Executive
Fund: General				
Revenue	\$36,663	\$35,000	\$40,600	\$36,837
Expense	\$3,110,688	\$3,201,014	\$3,377,814	\$3,265,909
Net Budget	\$3,074,026	\$3,166,014	\$3,337,214	\$3,229,072
Fund: Other Grants				
Revenue	\$1,122,329	\$1,113,511	\$1,158,433	\$1,108,982
Expense	\$1,122,329	\$1,113,511	\$1,158,433	\$1,108,982
Net Budget	\$0	\$0	\$0	\$0

BUDGET SUMMARY: POSITION

- Authorized Positions
 - 2018 Revised= 35.5
 - 2019 Executive= 31.5
 - Changes:
 - 3 LTE positions ending (Comprehensive Plan and Urban Footprint)
 - 1 Principal Planner moved to Department of Transportation

2019 BUDGET HIGHLIGHTS

- A two-year Census Complete Count Program to assist Madison residents responding to the 2020 Census (\$75,000)
- Transferring a Principal Planner to the Department of Transportation (\$125,000)
- Elimination of three limited term positions that will expire at the end of 2018 (\$250,000)
- Continued funding for the following programs at the current level:
 - Placemaking Activities (\$10,000)
 - 2019 Mayor's Neighborhood Roundtable (\$5,000)
 - Neighborhood Grant Program (\$30,000)
 - Annual Municipal Arts Grant Program (\$80,500), BLINK Temporary Art Program (\$10,000), and Poet Laureate Program (\$1,500)
 - Business Improvement District, including resources to study, review, and plan for the future of the top of State Street (\$65,000)
 - The City's local match for the Metropolitan Planning Organization (\$147,000)

COMPREHENSIVE PLANNING & DEVELOPMENT REVIEW

- Service Goal: Plan for equitable and sustainable growth across the City and in long term peripheral growth areas, and facilitate a fair and transparent development review process.
- 2019 Planned Activities
 - Monitor progress toward Comprehensive Plan recommendations
 - Initiate a Citywide Long Range Facilities Plan
 - Support the Census Complete Count Committee (\$75,000)
 - Complete two to three peripheral Neighborhood Development Plans with engagement by other City of Madison agencies and the public
 - Initiate Planning for the Town of Madison attachment

NEIGHBORHOOD PLANNING, PRESERVATION & DESIGN

- Service Goal: Plan for equitable and sustainable land use and complete neighborhoods in mature and redeveloping parts of the City. Balance growth and change with integration of art and cultural/historic preservation, and support leadership and capacity-building in neighborhoods.
- 2019 Planned Activities
 - Complete the Historic Preservation Plan
 - Complete three subarea plans with engagement by other City agencies and the public
 - Oscar Mayer
 - Triangle Monona Bay
 - Mifflin West Washington
 - Administer Arts Grants and Neighborhood Grants
 - Organize Mayor's Neighborhood Roundtables

METROPOLITAN PLANNING ORGANIZATION

- Service Goal: Facilitate coordinated and comprehensive regional transportation planning and programming in the Madison metropolitan area that is fair and impartial.
- 2019 Planned Activities
 - Implement a data and performance driven approach for planning and project programming activities
 - Implement multi-year strategic plan to improve data and planning analysis tools
 - Implement the MPO Public Participation Plan recommended strategies for stakeholder and general public involvement in planning activities.

PCED-OFFICE OF THE DIRECTOR

NATALIE ERDMAN, DIRECTOR

FINANCE COMMITTEE 2019 BUDGET PRESENTATION



BUDGET SUMMARY

BUDGET BY FUND

	2017 Actual	2018 Adopted	2018 Projected	2019 Executive
Fund: General				
Revenue	-	-	-	-
Expense	656,688	738,229	678,643	822,094
Net Budget	656,688	738,229	678,643	822,094

Authorized Positions

- 2018 Revised= 7.75
- 2019 Executive= 7.75
- Changes: None

2019 BUDGET HIGHLIGHTS

- Increased hourly wages by reducing a Graphics Technician from 0.75 FTE to 0.60 FTE to create a better opportunity to hire and retain a graphics technician by removing the partial receptionist requirement in the position description and using hourly wages to cover any phone or desk responsibilities (\$7,900)
- Adjusts personnel budget by eliminating Salary Reimbursed to reflect current staff allocations (\$38,500)

REQUESTED SUPPLEMENTAL SUMMARY

- There were no requested supplementals

PCED OFFICE OF THE DIRECTOR

- Service Goal: This service improves the efficiency and effectiveness of the department and its divisions, which include Planning, Building Inspection, Community Development, Economic Development, and Community Development Authority, including Housing Operations. The goal is to reduce the time that department heads and professional staff spend on administrative functions such as committee support, document management, budgeting, and financial management.
- 2019 Planned Activities
 - Assist DPCED divisions in implementing data action plans
 - Assist divisions with work relating to the City Performance Excellence Initiative, including but not limited to the Voice of the Customer survey, Results Madison, and process improvement

CDA REDEVELOPMENT

NATALIE ERDMAN, DIRECTOR

FINANCE COMMITTEE 2019 BUDGET PRESENTATION



BUDGET SUMMARY

BUDGET BY FUND

	2017 Actual	2018 Adopted	2018 Projected	2019 Executive
Fund: CDA				
Revenue	-2,528,602	-2,361,895	-2,544,626	-2,352,564
Expense	2,528,602	2,361,895	2,544,626	2,352,564
Net Budget	0	0	0	0

Authorized Positions

- 2018 Revised= 2.0
- 2019 Executive= 2.0
- Changes: None

2019 BUDGET HIGHLIGHTS

- Operating Budget combines the performance of four funds including the General Fund, Villager Fund, Monona Shores Fund and Allied Fund.
- The General Fund is projected to run a deficit of approximately \$100,000 that will be covered by positive net revenues from the Monona Shores Fund. A critical assumption is that the Executive Director position will remain vacant while the Housing Specialist position will be filled.
- The Villager Fund and the Allied Fund are projected to show positive net revenues and the fund surplus will be used to pay for capital expenses as reflected in the 2019 Capital Budget.

REQUESTED SUPPLEMENTAL SUMMARY

- There were no requested supplementals

CDA REDEVELOPMENT

- Service Goals:
 - Development, ownership and operation of affordable housing, and
 - The revitalization of neighborhoods through the development, ownership and operation of real estate
- 2019 Planned Activities:
 - Continue redevelopment of the Triangle Neighborhood
 - Match qualified buyers to single family homes at Mosaic Ridge on Allied Drive
 - Develop a strategic redevelopment initiative for The Village on Park
 - Redevelopment of public housing on Teresa Terrace

COMMUNITY DEVELOPMENT DIVISION

JIM O'KEEFE, DIRECTOR

FINANCE COMMITTEE 2019 BUDGET PRESENTATION



BUDGET SUMMARY

BUDGET BY FUND

		2017 Actual	2018 Adopted	2018 Projected	2019 Executive
Fund: General					
	Revenue	(210,633)	(665,393)	(186,975)	(260,150)
	Expense	12,609,809	12,584,269	12,527,160	13,570,939
Net Budget		12,399,176	11,918,876	12,340,186	13,310,789
Fund: CDD Grants					
	Revenue	(6,139,296)	(7,142,719)	(5,445,494)	(7,518,495)
	Expense	6,139,296	7,142,719	5,445,494	7,518,495
Net Budget		-	-	-	-

BUDGET SUMMARY: POSITION

- Authorized Positions
 - 2018 Revised= 40.50 FTE
 - 2019 Executive= 40.50 FTE
 - Changes: 5.50 FTE positions were reclassified from Grants Administrators to Community Development Specialists for 2019. (\$0 net impact)

2019 BUDGET HIGHLIGHTS

- Highlight 1 – Expands City commitment to peer support as a key component of efforts to reduce violence. The budget provides a \$300,000 (75%) increase in funding for existing peer support contracts. The contracted agencies, which employ certified specialists with lived experience, are believed better able to engage persons directly affected by violence and/or deemed at greater risk of committing acts of violence.
- Highlight 2 – Sustains and expands funding for critical and culturally responsive services to immigrant and marginalized populations in Madison. This includes doubling, to \$100,000, funding available to the Latino Consortium for Action and Dane County Immigration Collaboration to provide legal services for immigrants, and adding \$100,000 to support programming for Hmong and Cambodian community members similar to that previously offered by Journey Mental Health through the Kajsiab House.
- Highlight 3 – Provides funds for a series of modest adjustments to payments to neighborhood centers that a) establish an effective minimum center support payment of \$50,000; b) reflect costs associated with the anticipated 2019 opening of the Park Edge Park Ridge neighborhood employment center; and c) enable expanded operations at Theresa Terrace.

REQUESTED SUPPLEMENTAL SUMMARY

- Requested Supplemental 1 – Out-of-School-Time Workforce Development Pilot
 - Total Request: \$145,000
 - On-going or One-Time: Proposed as pilot
 - Funded in Executive Budget: No
 - Description: This proposal sought funding necessary to raise to \$15/hour the salaries of youth workers employed by a pilot group of OST sites in Madison (\$130,000) and provide them courses required to care for school-age children as well as training and professional development in the areas of trauma-informed care and in serving children who come from diverse backgrounds or circumstances.
- Requested Supplemental 2 – Rapid Re-Housing for Singles
 - Total Request: \$90,000
 - On-going or One-Time: On-going
 - Funded in Executive Budget: No
 - Description: This proposal sought additional funds to expand Rapid Re-Housing efforts for single adults. RRH, providing temporary support to secure permanent housing, has proven effective in helping clients avoid or shorten the length of homelessness. At present, most RRH resources are directed at families; this proposal seeks funds to increase the current commitment (\$50,000) to single adults.

REQUESTED SUPPLEMENTAL SUMMARY

- Requested Supplemental 3 – Baseline for Neighborhood Center Support Payments
 - Total Request: \$72,630
 - On-going or One-Time: On-going
 - Funded in Executive Budget: Yes
 - Description: This proposal sought funding needed to establish a \$50,000 minimum center support payment for neighborhood centers. It addresses the current situation in which only Bayview Community Center receives no center support payment. Two other centers, Elver Park Community Center (\$19,000) and Kennedy Heights Community Center (\$3,600) would receive small increases to raise their payments to \$50,000.
- Requested Supplemental 4 – Beacon Operations Subsidy
 - Total Request: \$50,000
 - On-going or One-Time: On-going
 - Funded in Executive Budget: No
 - Description: This proposal sought additional funding to subsidize the operations of the Beacon, the day-time resource center serving homeless persons in Madison. The City currently provides \$150,000 to the facility's operator, Catholic Charities, for this purpose. The request acknowledges that the Beacon's actual operating budget is more than \$200,000 higher than the projected budget upon which the City's current support was based.

REQUESTED SUPPLEMENTAL SUMMARY

- Requested Supplemental 5 – Homebuyer Readiness/Financial Literacy
 - Total Request: \$40,000
 - On-going or One-Time: On-going
 - Funded in Executive Budget: Yes, at reduced level (\$20,000)
 - Description: This proposal sought funds for financial education and training efforts that promise to help enhance financial literacy, develop better money management skills and improve home-ownership prospects for lower-income households. The funding level reflected in the Executive Budget anticipates matching contributions from private sector collaborators in this endeavor.

AFFORDABLE HOUSING

- Service Goal: Provide decent, safe, sanitary, and affordable housing opportunities for low and moderate-income households in order to enhance household, neighborhood, and community stability. Improve housing stability for homebuyers, renters, homeless, and special needs populations through the provision of homebuyer assistance, homeless services, and other housing resources.
- 2019 Planned Activities
 - Continue to support services and development projects that create or improve housing stock for people living with lower incomes
 - Continue to support services for renters, homeless and special needs populations
 - Develop educational courses around homebuyer readiness and financial literacy (\$20,000); private funding will also be pursued to support this effort

COMMUNITY SUPPORT SERVICES

- Service Goal: Improve the quality of life and reduce barriers to opportunities for Madison residents with a primary focus on supporting low-to moderate-income households.
- 2019 Planned Activities
 - Primarily through purchase of service contracts with non-profit community partners, support the delivery of a broad range of quality services to children, youth and families, and individuals and/or families in crisis; assist persons who are members of traditionally marginalized populations, help older adults age successfully and support specific neighborhood or population focused projects or initiatives
 - Manage and operate the Madison Senior Center as a central venue from which to offer services and programming for older adults
 - Conduct request for proposals processes that will allocate city resources around Early Childhood Care and Education, Elementary, Middle School and High School programming, and services focused on marginalized communities
 - Continue involvement in targeted initiatives including NECZ, MOST, the Safe and Thriving Communities grant on the North side and the DOJ CBCR Safe and Beautiful grant on the South side
 - Continue to work with CSIT and build Crisis Responsive Peer Support programming and network

OVERALL PROGRAM ADMINISTRATION

- Service Goal: Provide for efficient and transparent administration of resources allocated to division activities. Ensure that processes and practices align with City priorities and meet the obligations that accompany non-City funding sources
- 2019 Planned Activities
 - CDD will conduct multiple RFP processes in 2019 including those that will influence city investments in the following areas: early childhood care and education, neighborhood center support, afterschool programming for children and youth, services to marginalized populations, housing assistance, and economic development; and allocate funds authorized under the Emerging Opportunities Program and the Community Building and Engagement Program
 - CDD will develop and oversee approximately 95 separate contracts, covering at least 275 programs and disbursing more than \$12 million toward selected projects, programs and activities
 - CDD staff will administer approximately 100 loans to homebuyers and homeowners, funded with Federal, State or City resources, that are designed to help them achieve greater housing stability
 - CDD staff will continue to play active roles in ongoing City efforts around Neighborhood Resource Teams, the RESJI initiative, and Results Madison/Performance Excellence

STRONG HEALTHY NEIGHBORHOODS

- Service Goal: Strengthen neighborhoods through a variety of activities and investments that help create, enhance or sustain physical assets and amenities that serve residents and offer community gathering spaces; promote greater resident involvement in local decision making, and build leadership skills within neighborhoods
- 2019 Planned Activities
 - Develop the parameters of and conduct request for proposals processes that will allocate 2020 resources for neighborhood centers, community gardens and planning councils
 - Complete the renovation of the Park Edge Park Ridge Neighborhood Employment Center and transition to its spring opening
 - Engage residents in planning and design related to the construction of a new neighborhood center to replace the Bridge Lake Point Waunona Neighborhood Center

ECONOMIC DEVELOPMENT & EMPLOYMENT OPPORTUNITIES

- Service Goal: Improve economic opportunities for job seekers, entrepreneurs, and small business owners.
- 2019 Planned Activities
 - Open the Park Edge Park Ridge Neighborhood Employment Center in the first quarter of 2019
 - Continue to support services for small businesses and entrepreneurs through the provision of technical assistance and loans
 - Continue to support services to youth and adults who face barriers to employment by supporting a network of local partners offering job and career training, skill development, and other related assistance
 - Develop the parameters of and conduct a request for proposals process that will allocate available 2020 resources among partner agencies to advance objectives around economic development, small business assistance, and job creation

PARKING UTILITY

SABRINA TOLLEY, ASSISTANT PARKING UTILITY MANAGER

FINANCE COMMITTEE 2019 BUDGET PRESENTATION



BUDGET SUMMARY

BUDGET BY FUND

	2017 Actual	2018 Adopted	2018 Projected	2019 Executive
Fund: Parking Utility				
Revenue	(\$16,360,589)	(\$15,324,000)	(\$16,521,693)	(\$15,502,695)
Expense	\$16,360,589	\$15,324,000	\$16,521,693	\$15,502,695
Net Budget	\$0	\$0	\$0	\$0

Authorized Positions

- 2018 Revised=70.65
- 2019 Executive=74.65
- Changes: Request for additional Revenue Leadworker (1.0 FTE), Maintenance Worker (1.0 FTE), Equipment Technician (1.0 FTE), and Civil Technician (1.0 FTE)

2019 BUDGET HIGHLIGHTS

- A full year of the rate increases and a residential parking permit increase effective mid-year 2018 (\$280,000).
- Elimination of a Transfer from General Fund to subsidize residential parking enforcement (\$85,000).
- An increase in Building Improvement Repair Maintenance for projects in the Utility's ten year plan (\$220,000).
- An increase in Credit Card Services to reflect the Capitol East Garage opening in late 2018 (\$55,000).
- Creating four positions in 2019. The new positions include:
 - A Parking Equipment Technician and a Parking Maintenance Worker to maintain increasing quantities of equipment and technology in the garages and on-street, and improve coverage on evening and weekends (\$132,000).
 - A Parking Revenue Leadworker to provide additional after-hours and weekend coverage (\$66,700).
 - Civil Technician to gather parking related field data and perform day to day maintenance of the Parking Utility Geographic Information System (\$68,300).
- A full year of PILOT (Payment in Lieu of Tax) for the Capitol East Garage and a partial year of PILOT for the Judge Doyle Garage (\$430,000).
- The Executive Budget reflects the City's cost allocation model that was developed in 2018. The goal of this methodology is to accurately and consistently allocate central service costs to enterprise agencies receiving services.

REQUESTED SUPPLEMENTAL SUMMARY

- Parking Equipment Technician (1.0 FTE)
 - Total Request: \$68,300
 - On-going
 - Funded in Executive Budget: Yes
 - Description: Position is needed to provide more frequent and thorough periodic maintenance of parking access and revenue control equipment, and expanded hours of coverage to address equipment failures.
- Parking Maintenance Worker (1.0 FTE)
 - Total Request: \$63,600
 - On-going
 - Funded in Executive Budget: Yes
 - Description: Additional position to improve coverage during evenings and weekends to keep facilities clean and well maintained, reduce equipment down time and more rapid response to Helpline calls that cannot be handled remotely and require on-site response.

REQUESTED SUPPLEMENTAL SUMMARY

- Civil Technician (1.0 FTE)
 - Total Request: \$68,300
 - On-going
 - Funded in Executive Budget: Yes
 - Description: Civil Technician to gather parking related field data and perform day to day maintenance of the Parking Utility Geographic Information System
- Parking Revenue Leadworker (1.0 FTE)
 - Total Request: \$66,700
 - On-going
 - Funded in Executive Budget: Yes
 - Description: Parking Revenue Leadworker provide additional after-hours and weekend coverage for garage operations and customer service, including response to Helpline calls.

GARAGE PARKING

- Service Goal: Provide a high quality user experience, serving and balancing the parking needs of residents, visitors, businesses, and events, and continuously improving operations and efficiency, in addition to ensuring the long-term financial health of the Parking Utility to fund future operating and capital costs.
- 2019 Planned Activities:
 - Begin implementing new capabilities improving convenience and operations upon completion of the Parking Access Revenue Control System equipment replacement and software upgrade to the newest version.
 - The operation of the South Livingston Street Garage will begin in the fall of 2018.
 - The new Judge Doyle Garage will open to the public in 2019.

LOT PARKING

- Service Goal: Continue to meet the unique parking demands that each surface lot serves, increase utilization during off-peak timeframes, and encourage the use of surface lots before using on-street parking to accommodate special event parking needs.
- 2019 Planned Activities:
 - Continue to pursue cooperative relationships with event organizers to accommodate parking for vendor vehicles with limited parking options.
 - Implement strategies to increase utilization during off-peak timeframes.

ON-STREET PARKING

- Service Goal: Manage on-street parking restrictions, rates, and programs to address location-specific needs and provide convenient and available parking in accordance with transportation policies.
- 2019 Planned Activities:
 - Research and analyze options for replacing aging multi-space machines and begin a competitive selection process for the desired system specifications with installation planned to begin in late 2019 or early 2020.
 - Continue to test smart meter sensor capabilities and reliability for potential future expansion of sensor technology for occupancy and wayfinding.

PARKING OPERATIONS

- Service Goal: Continuous improvement and flexibility to adapt to changes in transportation demand and behavior, changing technology, and user expectations, maintaining financial sustainability, while balancing strategies to provide affordable access, encourage the use of other forms of transportation, balance parking demand across the system to provide reliable availability, and generate sufficient revenue to fund operating and capital costs.
- 2019 Planned Activities:
 - The Judge Doyle parking garage will open in 2019.
 - The South Livingston Street Garage will have the first full year of operation in 2019.
 - Approximately 650 new single space smart meters expected to be installed in late 2018 and the operation, and development of mobile payment option for these meters will occur in 2019.
 - The service will research and analyze options for the replacement of aging multi-space meters.

TRAFFIC ENGINEERING

YANG TAO, PH.D., P.E., INTERIM CITY TRAFFIC ENGINEER
FINANCE COMMITTEE 2019 BUDGET PRESENTATION



BUDGET SUMMARY

BUDGET BY FUND

	2017 Actual	2018 Adopted	2018 Projected	2019 Executive
Fund: General				
Revenue	(1,366,140)	(1,212,000)	(1,268,371)	(1,280,021)
Expense	7,397,271	7,413,209	7,362,775	7,851,743
Net Budget	6,031,131	6,201,209	6,094,405	6,571,722
Fund: Other Grants				
Revenue	(140,094)	(91,800)	0	(76,454)
Expense	140,094	91,800	0	76,454
Net Budget	0	0	0	0

BUDGET SUMMARY: POSITION

- Authorized Positions
 - 2018 Revised= 65.6
 - 2019 Executive= 65.6
 - Changes: none

Permanent Positions by Primary Function

Section	# of Permanent Positions
signing	13
streetlighting	6
pavement markings	4
communications	10
traffic signals	13
special services	10
ped Bike	2.6
general admin	7
Total permanent positions	65.6

2019 BUDGET HIGHLIGHTS

- Savings in charges from Engineering and Fleet Service for costs allocated to capital (\$130,000).
- An increase in Work Supplies to accommodate rising prices and the potential impact of tariffs on steel pole prices (\$112,000).
- An increase in Electricity to reflect current year activity (\$118,000).

REQUESTED SUPPLEMENTAL SUMMARY

- Funding to Hire Consultant to Annually Inspect Sign Bridges for Potential Safety Concerns

- Total Request: \$60,000

- On-going or One-Time:

On-going

- Funded in Executive Budget:

No, Finance staff required the use of existing supplies funding be used for this purpose.

- Description:

TE is requesting funding to hire a structure engineering consultant to inspect 75 of the City's sign bridges in high traffic areas. The agency believes that this inspection/repair should be an on-going in order to avoid structural failure leading to property damage or personal injury.

BICYCLE & PEDESTRIAN SERVICES

Service Goal:

- Continue to improve the accommodations for bicyclists, pedestrians and wheelchair users throughout the City and to provide leadership and expertise for bicycle and pedestrian issues in community.

2019 Planned Activities

- Continue to maintain pedestrian bicycle infrastructure.
- Review the use of new pedestrian and bicycle traffic control facilities to improve the City's transportation network.
- Continue to provide bicycle registration services and safety education.

COMMUNICATIONS

Service Goal:

- Support the City's first responder communications and radio communication for Public Works and other agencies.

2019 Planned Activities:

- Increase repair and installation of emergency communication equipment for other entities (Dane County, other municipalities, state agencies, etc.), which will increase revenue from these entities.

PAVEMENT MARKINGS

Service Goal:

- Provide greater clarity and consistent guidance on, over, or adjacent to a street, pedestrian facility or bikeway by maintaining existing and installing new traffic control pavement markings.

2019 Planned Activities:

- Install green pavement marking to highlight the path crossing at several new locations.
- Install additional bike lane and crosswalk markings.

SPECIAL SERVICES

Service Goal:

- Efficient development with minimal negative impacts on traffic safety and efficiency on City streets and neighborhoods.

2019 Planned Activities:

- Communicate with residents, alders, and neighborhood groups to find solutions to improve safety and meet the needs of those concerned for traffic issues.
- Work closely with neighborhoods on neighborhood traffic management programs.

SIGNALS

Service Goal:

- Safer intersections through maintenance and repair the City's traffic signals.

2019 Planned Activities:

- Continue to add signal corridors on to the centralized Advanced Transportation Management System (ATMS) to improve the flow of vehicle traffic and improve safety.
- Real-time traffic data from cameras, speed sensors, etc. flows into the Traffic Management Center (TMC) where it is processed and may result in actions taken (e.g. timing changes, traffic routing, electronic sign messages).

SIGNING

Service Goal:

- Provide clear, concise and consistent guidance on, over, or adjacent to a street, pedestrian facility or, bikeway by maintaining existing and installing new traffic control signage.

2019 Planned Activities:

- Install enhanced path crossing signage at several new locations, additional bike lanes signage, and additional enhanced pedestrian crossing signage.

STREETLIGHTING

Service Goal:

- Maintain and repair street lighting and bike path lighting infrastructure.

2019 Planned Activities:

- Design and install LED lighting fixtures on all new arterial road and bike path construction projects where new lighting is to be installed.
- Work with MG&E and Alliant Energy to include LED streetlights in new residential areas.

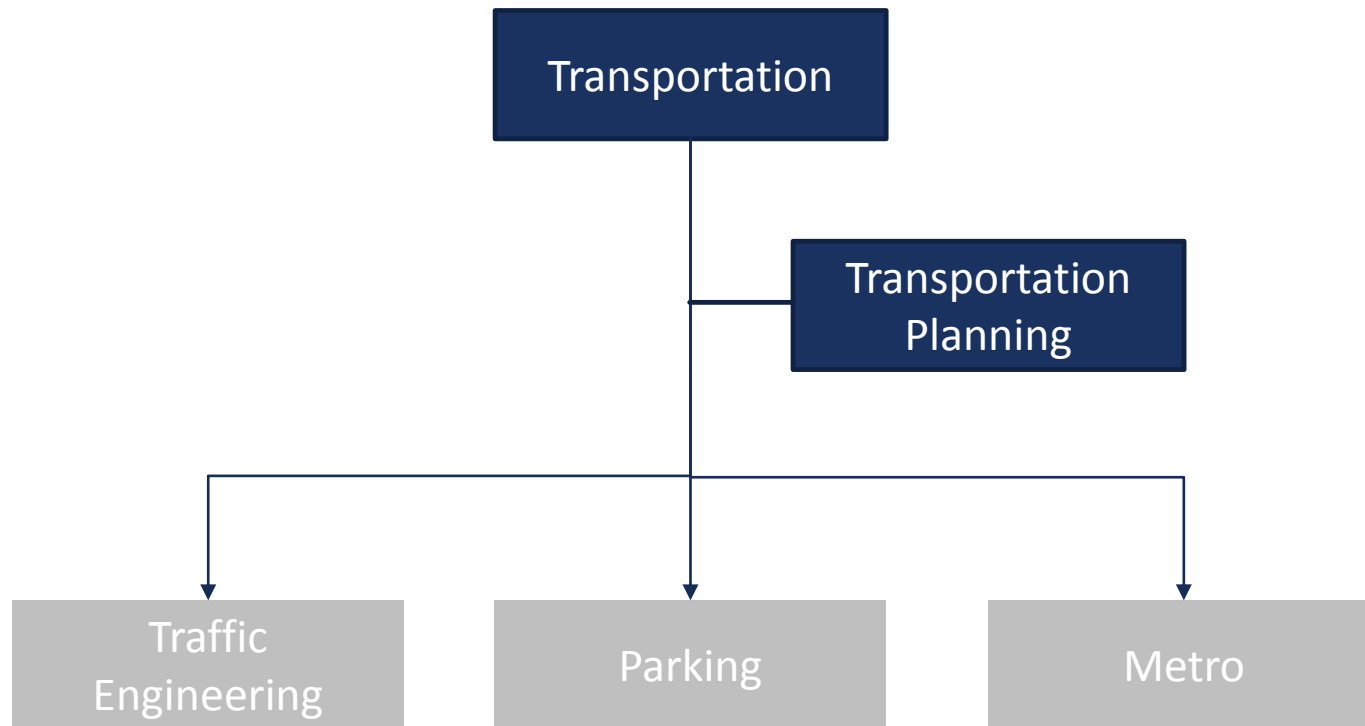
TRANSPORTATION

THOMAS LYNCH PE PTOE PTP AICP

FINANCE COMMITTEE 2019 BUDGET PRESENTATION



OUTLINE



BUDGET SUMMARY

BUDGET BY FUND

	2017 Actual	2018 Adopted	2018 Projected	2019 Executive
Fund: General				
Revenue		\$0	\$0	\$0
Expense		\$100,000	\$108,000	\$461,293
Net Budget		\$100,000	\$108,000	\$461,293

Authorized Positions

- 2018 Revised= 1 Position
- 2019 Executive= 3 Positions (2 Transferred from other divisions/departments)
- Changes: 2 Positions transferred

2019 BUDGET HIGHLIGHTS

- Transferring a Transportation Planner position (#2687) from Metro Transit and a Principal Planner position from the Planning Division (#4477) (\$200,000).
- Training, membership expenditures, and presentation expenses for the department (\$34,000).
 - Includes membership in NACTO and Smart Cities Initiative
- Inter-Departmental charges from Engineering for the respective custodial and maintenance costs of the department's space in the Madison Municipal Building (\$10,236).

REQUESTED SUPPLEMENTAL SUMMARY

- Requested Supplemental 1 – Program Assistant
 - Total Request: \$60,000
 - On-going or One-Time: On-going
 - Funded in Executive Budget: No
 - Description: Program assistant to help with study preparation and constituent interaction

TRANSPORTATION MANAGEMENT

- Maintain a safe, efficient, economic, equitable, and sustainable transportation system for Madison's residents and visitors.
- **2019 Planned Activities**
 - Bus Rapid Transit Study ➡ Broader Transit Improvement Package
 - Metro Facilities Site Selection
 - Revisit/revise MATPB's Bike Plan for Madison
 - Studies
 - Wilson Street
 - Bassett Street
 - Schenks Corners
 - Intermodal Bus Terminal



COMMON COUNCIL

FINANCE COMMITTEE 2019 BUDGET PRESENTATION



BUDGET SUMMARY

BUDGET BY FUND

	2017 Actual	2018 Adopted	2018 Projected	2019 Executive
Fund: General				
Revenue	-19,720	-14,000	-14,000	-14,000
Expense	565,332	815,342	790,936	845,869
Net Budget	545,612	801,342	776,936	831,869

Authorized Positions

- 2017 Authorized=4
- 2018 Executive=4
- Changes: None

2019 BUDGET HIGHLIGHTS

- Continuation of the current level of service including:
 - Individual Alder budgets (\$2,425/Alder)
 - Benefits for Alders, including WRS & health insurance
 - Full funding for 4 full-time positions

MAYOR



BUDGET SUMMARY

BUDGET BY FUND

	2017 Actual	2018 Adopted	2018 Projected	2019 Executive
Fund: General				
Revenue	-25,363	-	-3,508	-
Expense	1,522,648	1,522,274	1,546,068	1,290,238
Net Budget	1,497,285	1,522,274	1,542,560	1,290,238

Authorized Positions

- 2018 Revised=12
- 2019 Executive=12
- Changes: None

2019 BUDGET HIGHLIGHTS

- Continuation of funding for the following contracts:
 - Neighborhood Resource Teams: 2019 Executive Budget increases funding by \$10,000 (\$27,500)
 - My Brother's Keeper: Continuation of existing contract (\$25,000)
 - Summer Meals Program: Continuation of existing program (\$15,000)



GENERAL FUND REVENUE



DIRECT APPROPRIATIONS



2019 BUDGET HIGHLIGHTS

Employee Compensation

- \$15 Minimum Wage: Increased by \$80k to continue phasing in \$15 min wage for City employees
- Sick Leave Escrow: Increased by \$1.0m to keep pace with current trends
- Continuation of health insurance benefits for Domestic Partnerships

Direct Appropriation to Capital

- Executive Budget consistent with 2019 Executive Capital Budget; Direct Appropriation down \$3.6m from \$6.3m to \$2.7m

Contingent Reserve

- Increased by \$430k from \$1.5m to \$1.9m; increased amount ensures Contingent Reserve is keeping pace with growth in General Fund expenditures

2019 BUDGET HIGHLIGHTS

Other Items

- Funding for Community Gardens increased by \$10,000 from \$25,000 to \$30,000
- Funding for MadREP increased by \$32,500 from \$18,000 to \$50,000
- Continued annual funding for prior year encumbrances (\$400,000)
- Continuation of all other contracts at the current level of service