

October 30, 2012

MEMORANDUM

TO: All Alders
Michael P. May, City Attorney

FROM: Heather Allen, Common Council Legislative Analyst

RE: Project Updates

This memorandum provides an update on the research and analysis projects (completed and on-going) for the Common Council. Seven separate projects have been submitted to the Legislative Analyst by the Alders, three of which are complete. Four projects are on track to be completed by their anticipated deadlines. In addition, another project initiated by the Legislative Analyst, consisting of short memos on eight of the proposed legislative agenda topics, was completed and the information shared at the October 25th Common Council discussion. The attached spreadsheet details each project and its status or next steps.

Bond Ratings

Bond ratings were collected from two major credit rating agencies (Moody's and Standard and Poor's) for the twenty largest cities in Wisconsin. The five highest rated municipalities by Moody's include; Madison, Appleton, Wauwatosa, New Berlin and Brookfield. These five municipalities were rated Aaa – the highest category in the Moody's ranking system.

Eau Claire had the highest ranking among cities rated by Standard and Poor's with a AA+ while no other large Wisconsin municipality ranked at that level. Also of interest, two rating agencies downgraded Milwaukee in 2012, in April Moody's ranked Milwaukee Aa2 and Fitch ranked it AA in October.

Late Night Bus Route on the East Isthmus

Cost estimates for a bus route on the East Isthmus were sought from Madison Metro's Charles Kamp and Drew Beck. The route was proposed to run from the Capitol Square along East Johnson, crossing the Isthmus at First Street and returning to the Square along Williamson. The goal of the route is to support the night time economy of businesses in both the Atwood and Williamson neighborhoods.

Estimated Annualized Operating Cost for East Side Shuttle
Comparison of operating UW fall & spring semesters vs. full year
(route would operate Thursday, Friday and Saturday nights)

	# of days	1 Bus (30 min long route 20 minute short route)		2 Buses (15 minute frequency long route)	
		Hours/Yr	Cost/Yr *	Hours/Yr	Cost/Yr *
UW Fall & Spring Semesters only	103	824	\$ 46,144	1648	\$ 92,288
Year around	154	1232	\$ 68,992	2464	\$ 137,984

In the chart above, a comparison is made between operating the shuttle only during the UW’s fall and spring semesters, vs. operating it throughout the year. It was assumed that the same schedule would be operated Thursday, Friday, and Saturday nights. Also, cost estimates are shown for operating one bus (left columns) or two buses (right columns).¹

Legislative Agenda Topics

The Common Council has proposed several topics for its Legislative Agenda which were considered at the discussion on October 25, 2012. The goal of this project was to provide more detailed information to support the eight proposed topics: climate change, demographics, environment, economic development, housing, homelessness, neighborhoods and resident engagement as well as shared revenue. Legislative Agenda Topic Memos included the proposals submitted by alders together with information provided by City of Madison staff and outside sources. All of the memos are available [online for review](#).

Homelessness

In recent months, homeless issues have been highlighted both in the news (development of the new County Homeless Day Center) and in the business of the Council (panhandling ordinance and reports to alders of more people living on the streets and in cars). Through conversations with Sue Wallinger of the Community Development Division of Madison and materials provided from her office a short memo on homelessness in the City of Madison was developed. In addition other resource materials including a report on tent cities and the Homeless Services Consortium’s Community Plan to End Homelessness was provided.

In summary, four projects have been completed and another four are underway to meet Alder requests for analysis. See attached spreadsheet for further project details.

¹ Many thanks to Drew Beck, Transit Planning & Scheduling Manager for the analysis.

Asgn. #	Requester	Date Asgn. Due	Description	Product	Status
1270	Alder Johnson	10/5/2012	Bond Ratings of a variety of communities in Madison	Spread-sheet	Complete
1226	Alder Maniaci	10/12/2012	Late Night Bus Route E. Isthmus	White Paper	Complete
1232	LA Allen	10/19/2012	Legislative Agenda	8 short memos	Complete: Distributed with 10/25 agenda
1344	Alder Rummel	10/3/2012	Homelessness	Memo	Complete
1220	Alder Rhodes-Conway	11/5/2012	Recycling at Large Events	Memo	Info received from Parks & Streets. Meeting with mall maintenance crew planned.
1219	Alder Rhodes-Conway	12/5/2012	Local Hiring for Public Works	Memo	Legal analysis completed and background on Allied Dr. development established.
1221	Alder Rhodes-Conway	1/5/2013	Health Impact Analysis	Memo	Need to research other communities and HIAs.
1138	Alder Ellingson	2/1/2013	Analysis of young families and professionals leaving Madison and locating in the suburbs.	White Paper	Info received from MMSD & Aaron Olver & Thrive. Enrollment graph finished. Next Steps: 1) Write outline. 2) Interview or survey appropriate individuals. 3) Follow up with planning department on housing costs analysis. 4) Pull together assessors information about housing assessed values throughout Madison. 5) Gather neighborhood livability information).