

MEMORANDUM

DATE: August 5, 2014
TO: Common Council Organizational Committee
Michael P. May, City Attorney
FROM: Heather Allen, Common Council Legislative Analyst
RE: **UPDATE FROM LEGISLATIVE ANALYST**

DEMOGRAPHIC CHANGE WORK GROUP

Chair: Alder Resnick,
Members: Alder Cnare, Alder Phair, Alder Weier

On June 16, 2014 the Common Council accepted the ammended report *Demographic Change and the City of Madison: Interim Findings of the Demographic Change Work Group and Recommendations for Action*. On July 15, 2014 three resolutions intended to facilitate implementation of the report were introduced to the Common Council.

Resolution [34441](#)

Directing city staff to develop an implementation plan to promote transit-oriented housing options for older adults.

This resolution was referred to Common Council Organizational Committee, Sustainable Madison Transportation Master Plan Oversight Committee, Committee on Aging, and Housing Strategy Committee. An additional referral to the Long Range Transportation Planning Committee will be on the August 5 Common Council agenda. The Committee on Aging and Housing Strategy have discussed the item and voted to recommend adoption of the resolution.

Matt Wachter the Housing Initiative Specialist will lead implementation of the resolution. He is currently drafting a senior housing analysis and will be researching local senior housing trends. After that document is completed he will work with both the Housing Strategy and Committee on Aging and transportation experts including Dave Trowbridge to develop an implementation plan for the pilot project. The outputs will be both a senior housing policy promoting transit oriented housing solutions and a senior housing pilot project.

Resolution [34449](#)

Breaking barriers and building opportunities by providing childcare and transportation to support paid internships.

This resolution was referred to the Common Council Organizational Committee, Education Committee, Early Childhood Care and Education Committee, Transit and Parking Commission.

The goal of this resolution is to remove barriers to internship participation by funding resources to provide access to childcare and transportation. The cost to provide childcare in an accredited facility would be approximately \$2500 per intern (320 hours/40 hours a week/ eight weeks). Bus passes could

also be provided for between \$14 and \$116 per intern per month.¹ This resolution could be implemented through a new budget allocation and/or a policy that prioritizes interns for childcare subsidies.

Resolution [34692](#)

Directing the Equity Core Team to develop an equity pilot project to address barriers to opportunity.

This resolution has been referred to the Common Council Organizational Committee. Next steps for this resolution include a staff team meeting. The initial staff team will include Racial Equity and Social Justice Initiative (RESJI) co-leads and authors of the Fair Housing Equity Assessment, and members of the RESJI Training and Tools Team and the Common Council Legislative Analyst. These staff members will begin to

- craft an implementation process for this pilot project,
- identify leads,
- tighten the timeline proposed in the Demographic Change report,
- estimate resource requirements and a rough budget,
- coordinate with relevant staff from other agencies and departments,
- identify overlaps and opportunities for cooperation, and
- prepare a written proposal for the pilot project.

ALTERNATIVE SOURCES OF REVENUE WORK GROUP

Chair: Alder Clear

Members: Alder King, Alder Palm

The Alternative Revenue Work Group analyzed a range of revenue-generating proposals. The Work Group carefully considered the legal and practical constraints of each proposal. After research and consultation, the Work Group focused on the creation of an urban forestry special charge to support Madison's urban forestry program. The urban forest charge would support improved service delivery and the protection of a valuable resource.

The [work group report](#) explores the creation of a special charge for urban forestry services as a source of alternative revenue for the City of Madison. The report includes an overview of the urban forestry services provided by the City of Madison, an explanation of how the City's urban forestry program serves property within the City, the estimated costs to the City of providing those services, the legal framework controlling the creation of an urban forestry special charge, and possible ways that an urban forestry special charge to support those services could be apportioned. A [resolution \(35027\)](#) accepting the report will be introduced to Council on August 5th together with a draft [ordinance \(35038\)](#) to implement the proposal.

¹ The retail cost of bus passes for an eight week internship is \$116 (31 day pass/2 passes/\$58 per pass) per intern. There are other ways to structure bus passes that may result in a lower cost to the city. If the interns were granted a city pass for two months the cost to the city would only be \$1.15 per ride. The average amount of rides taken on city passes is 11.66 per month at a cost of less than \$14 a month. The costs for this type of pass vary tremendously based on usage and At \$1.15, the person would need to take 50 rides per month to equal the \$58 cost of an adult 31-day pass. Information provided via email communication by Ann Schoeder, Metro.