

Common Council – Developing a Legislative Agenda

6/28 Meeting Notes and Next Steps Plans

1. Survey results summary – Presented as part of a PowerPoint. This was not a definitive survey and some results may have been impacted by survey software issues and informal Neighborhood Indicator grouping by facilitator for purposes of the discussion. The main purpose was for the discussion and to see some preliminary indication of common areas of interest. Results did show importance of Economic Development/Jobs at the Council, district and city as a whole level.
2. Examples of recent issues or areas that might have benefitted or would benefit from an overarching policy such as would be developed by a legislative agenda.
 - Arts (Overture, 100 Block State St)
 - Homeless housing (Occupy)
 - Water (Project H2O smart meters)
 - Sustainability
 - Trees
 - Snow policy
 - Interplay/coordination with other bodies such as MMSD, e.g. community schools
3. Highlights of discussion on how it might work once a few Leg Agenda items were established
 - Champions - Each Leg. Agenda item would need to have 2-3 Champions that might do the bulk of the work on that item
 - Workgroups - Could create “Alder only” workgroup with invited guest experts as presenters rather than traditional standing committee structure with appointed citizen members
 - Forum – example of recent MG&E Air Forum
 - Existing structure/tools - Integrate actions into current structure and existing tools rather than creating something new and separate
 - Committees - A memo could be sent to each related city committee/commission about that item with request for actions such as add to meeting agendas, consider how that committee might help advance actions, give a periodic report to the Council on related activity, etc. Note that this might actually help to energize some committees to engage
 - Reports - Reports to the Council on progress etc. on each Leg Agenda item
4. Next steps before convening the 2nd meeting
 - Possible agenda topics were brainstormed towards the end of the meeting to get a head start on the next steps. These items are listed in the left column of the table below.
 - To keep up the momentum by refining these possible topics, alders that were present at the end of the meeting agreed to sign up and work on the topics of interest to them.
 - Additional alders can sign up after seeing these notes and hearing about this plan

Possible Legislative Agenda Topics	Lead Alders
1. Economic development/jobs	
a. Attracting/keeping families to Madison (work w/MMSD)	Matt Phair - LEAD Sue Ellingson Marsha Rummel
b. Sustainability of Madison	
c. Real estate	
d. Jobs/workforce skills	
e. Jobs that match Madison education levels	
f. Recruitment/expansion	
g. What would help businesses	
h. Build tax base	
i. Industry clusters – tourism, healthcare	
j. Clusters export/import	
2. Changing demographics	
a. Aging population	Satya Rhodes-Conway-LEAD
b. Income socio-economic	
c. Cultural diversity	
3. Housing	
a. Affordable	
b. Low/Moderate income levels	
c. Middle income	
d. Homelessness	
e. Service provider network/safety network	
4. Citizen involvement	
a. Neighborhood association-an active one in each neighb.	Lauren Cnare-LEAD
b. Review modes of communication (i.e. 3 min. testimony)	
c. Coordinate with PTO's for added family engagement	
d. Neighborhood roundtable	
e. Reach out to young families	
5. Environment	
a. Lake, groundwater	Sue Ellingson-LEAD
b. Sewer/water	
c. Stormwater management	
6. Climate change	
a. Building codes	Anita Weier-LEAD Satya Rhodes-Conway Marsha Rummel
b. Streets	
c. Adapt/prepare	
d. Revisit assumptions	
e. Best practices aren't anymore!	
7. Neighborhood plans	
a. Completed plans for every neighborhood	Larry Palm-LEAD
b. Updated frequently so stay current	
c. Individual housing/economic development	
d. Should they be consistent, i.e. use a template	
8. Transportation	
a. Carbon free expressway	Steve King-LEAD Larry Palm
b. Buses to all parts of the city	
c. Bike paths to all parts of the city	
d. Utility	
e. Regional collaboration with other municipalities	
f. Planning for fluctuating gas prices	

DEVELOPING A COUNCIL LEGISLATIVE AGENDA

City of
Madison
Common
Council

June 28, 2012

TONIGHT'S AGENDA

- **Introductory Comments**
- **Goals for the Meeting**
- **Overview of a Legislative Agenda**
- **Survey Summary & Discussion**
- **Why now and what would it accomplish?**
- **Operational Framework**
- **Next Steps/Next Meeting**
- **Wrap-Up & Check Out**

GOALS OF THE MEETING

- **Begin the conversation**
- **Establish a common understanding of a legislative agenda**
- **Learn where there might be common interests**
- **Begin to think about how it might impact the way you do business**

ROLE OF THE FACILITATOR

- Intervene if discussion starts to fragment
- Identify and intervene in dysfunctional behavior
- Prevent dominance and include everyone
- Summarize discussions and conversations
- Bring closure to the meeting with an end result or action

WHAT IS A LEGISLATIVE AGENDA?

BASIC DEFINITION OF AN AGENDA

- A list or outline of things to be considered or done

Guiding Criteria to Consider

Policy focused

Within the council's jurisdiction

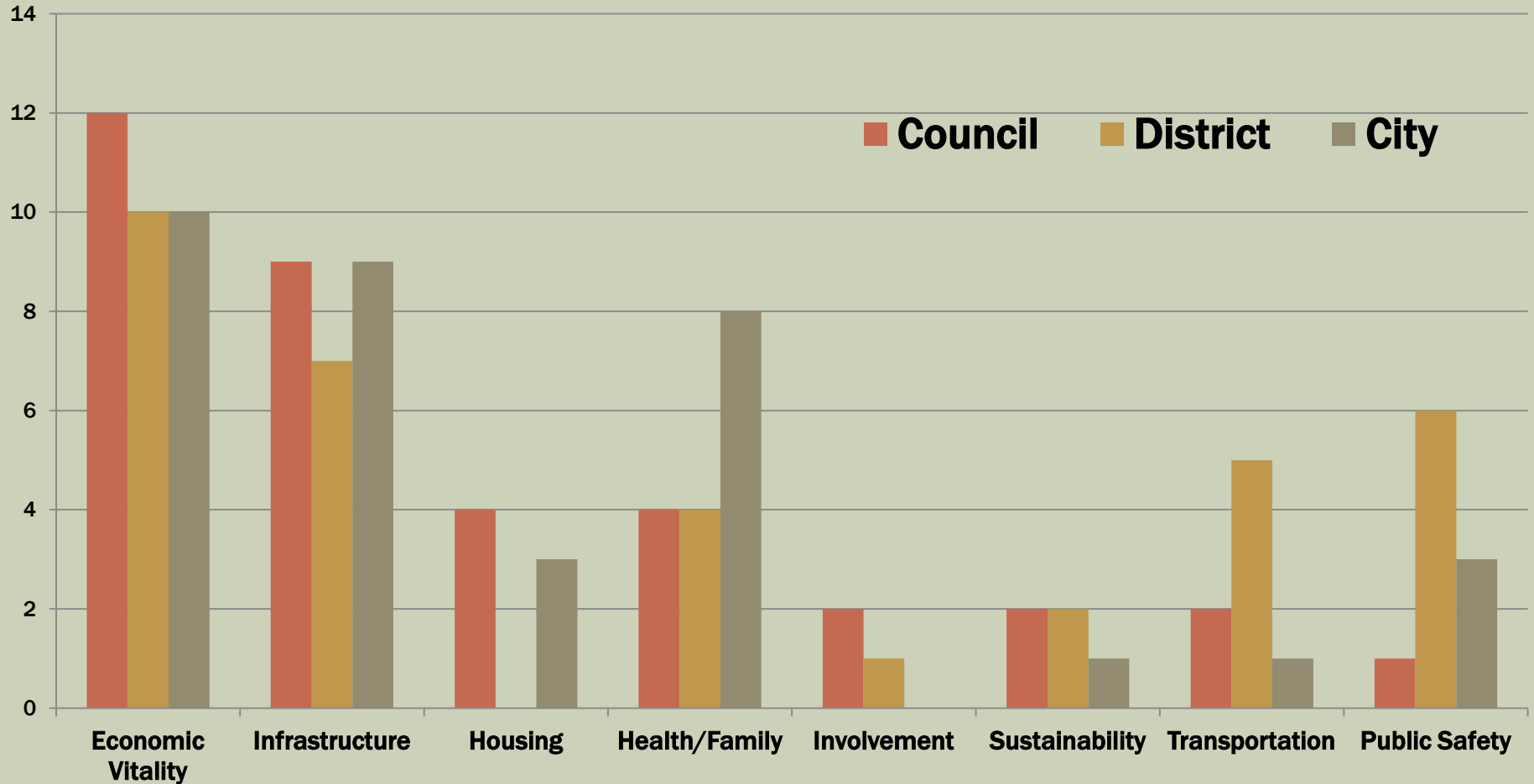
Requires the action of the council

Not 30,000 feet high (macro)

But not at street level (micro)

SURVEY SUMMARY & DISCUSSION

TOP PRIORITIES



THE NUMBERS

	CC	District	City
Economic Vitality	12	10	10
Infrastructure	9	7	9
Housing	4	0	3
Health/Family	4	4	8
Involvement	2	1	0
Sustainability	2	2	1
Transportation	2	5	1
Public Safety	1	6	3

THE COUNCIL

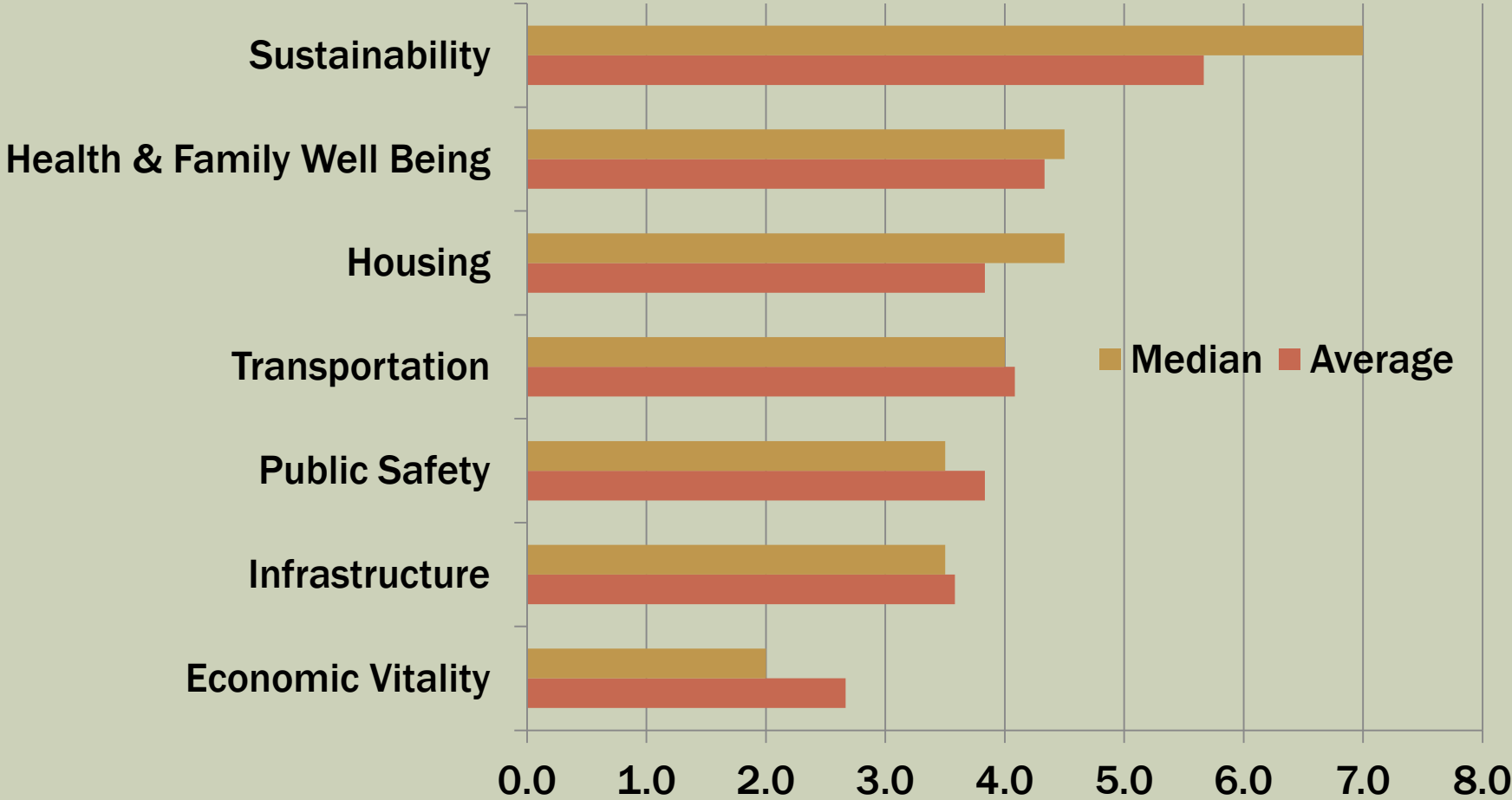




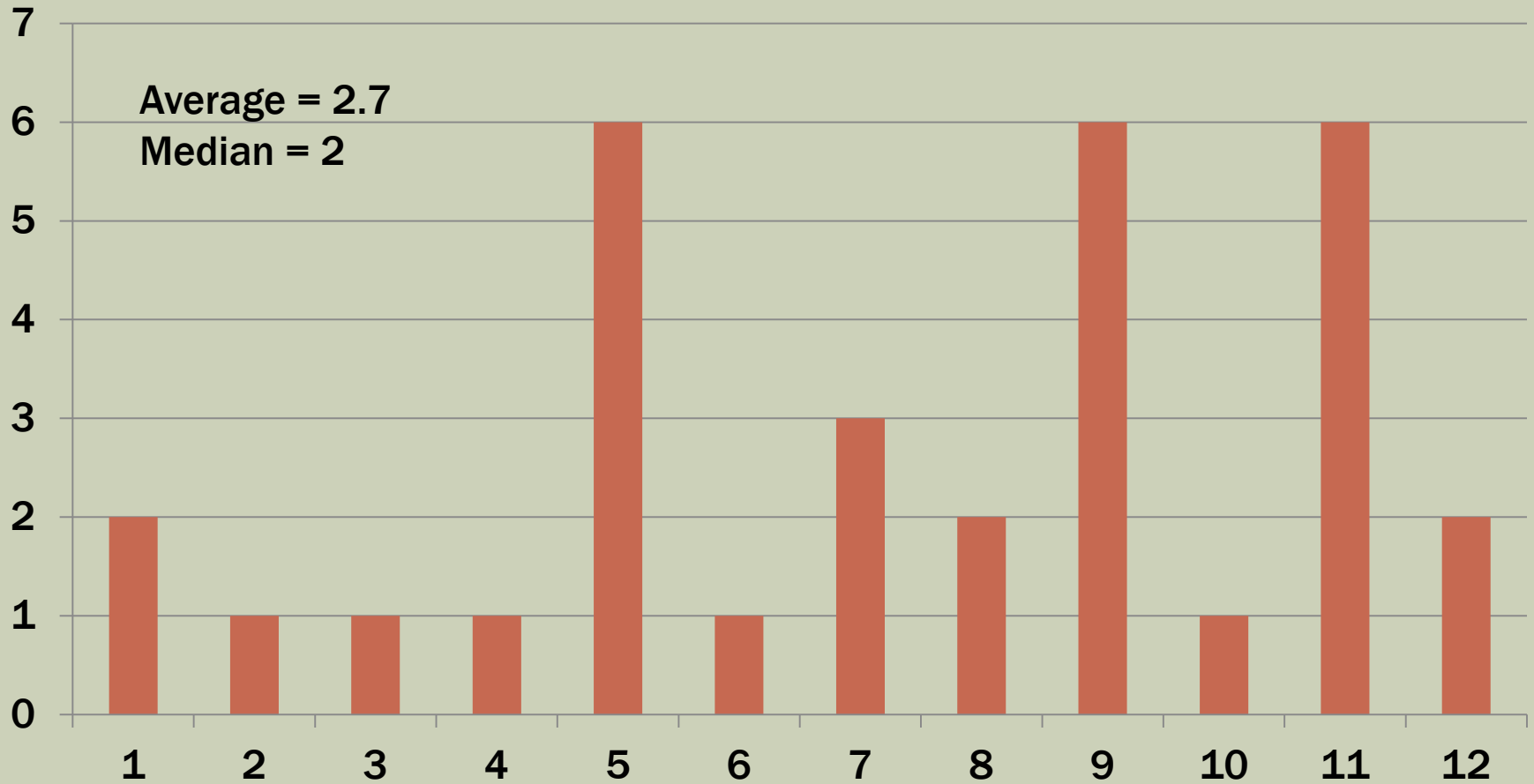
REVIEW BASED ON CRITERIA

- Housing/homelessness
- Attract middle-income families
- Opportunity for youth
- Streamline the development process
- Mitigate poverty
- Define role of N'hd centers & city funding role
- Prevent gun violence and gang activity
- Short term transportation solutions
- Building council capacity
- Economic development

BIG BUCKETS?



ECONOMIC VITALITY



MORE BIG BUCKETS

- Democracy/public participation
- Adapt to Climate Change (Infrastructure)
- Youth Issues (Economic Vitality)
- Support Working Families
- Plan for Seniors (Transportation)
- Surface water and groundwater protection (part of several categories)

ADDITIONAL COMMENTS

- Lisa said it shouldn't be called a "council legislative agenda" if support wasn't unanimous. I agree with that. Surely we can think of another name. The Democratic agenda for the city!
- I think this is a great idea, but given the structure of power and especially that of the mayor, we have to be creative and thoughtful about how we prioritize and organize.
- As Madison transitions from being a small city to being a medium-sized city, her leadership needs to become more organized, professional and proactive. The Council cannot afford to get distracted by petty disagreements or personality. We must focus on what the City needs, what the community needs, and what our constituents need. We need a vision - what does Madison want to be over then next 30 years? How is the Council helping to make that a reality?

ADDITIONAL COMMENTS

- Definitely need buy-in, good intentions are not enough.
- Perhaps individual alders could focus on certain topics, instead of everyone trying to be an expert on everything. I also believe that having so many committees muddles matters, prevents focusing on big picture issues, and takes up too much alder time.
- Make it a 2 year goal/agenda cycle, set separate from election cycles is important for continuity, so that newbies need to participate in what their predecessors saw as pressing priorities. Will help rookies in learning the ropes/give them something to show up and work on.
- Patience & respect for other alder's opinions.
- Let's pick 1-3 things and see what happens...



WHY NOW & WHAT WOULD IT ACCOMPLISH?


BIGGEST OPPORTUNITY?

- We could make huge strides in several areas rather than take a series of baby steps or no action. I know we all want Madison to be innovative and this could help us accomplish that goal.
- Combat the image of a do-nothing or "wacky" council
- To agree on one "big thing" and get something done about it!
- Allows focus on specific topics giving higher chance of success
- We can accomplish a lot if we work together.
- Working with the mayor
- Accomplishing meaningful change in a key issue affecting Madison
- To focus together on a large policy challenge and cooperate on developing solutions; to show the public we can cooperate; to learn to think about the whole city, not just our districts.
- Having a coherent and consistent strategy that would help decide votes on issues



BIGGEST CHALLENGE?

- The unending and constant barrage of issues that distract us from the agenda but are important and we need to deal with the possibility of the lack of agreement on the key issues
- Lack of capacity among council members means no time to think about the big picture
- To get buy-in from everyone so a legislative agenda effort is meaningful
- Lack of enthusiasm/willingness to work with others on topics
- It will be hard to get people to agree on what to do.
- Working with the mayor
- Ensuring that we are all actively working and supporting the agenda
- To take the time to do it; to reach consensus on what actions to take.
- Accusations of overly controlling citizens' lives



**OPERATIONAL FRAMEWORK
OR
*HOW WOULD IT ACTUALLY
WORK?***



HOW WOULD IT ACTUALLY WORK?

- How would it change how you operate?
- Would everything be reviewed through this filter?
- Higher weight in terms of time, budget, staff time?
- Would the new analyst only work on these top issues?
- What if Council priorities differ from the Mayor's?
- How often would it change?



NEXT STEPS & CHECK OUT

GOALS OF THE MEETING

- **Begin the conversation**
- **Establish a common understanding of a legislative agenda**
- **Learn where there might be common interests**
- **Begin to think about how it might impact the way you do business**

THANK YOU & STAY COOL!

Sue Gleason, SyzyGy50, LLC
608-217-6022
sgleason@syzygy50.com