

MEMORANDUM

TO: Common Council Executive Committee
Kwasi Obeng, Chief of Staff

FROM: Heather Allen, Legislative Analyst

DATE: June 5, 2018

RE: Update from the Legislative Analyst

THE PRESIDENT'S WORK GROUP TO DEVELOP CITY-WIDE SURVEILLANCE EQUIPMENT AND DATA MANAGEMENT POLICIES

The President's Work Group to develop a city-wide policy for the purchase and use of surveillance equipment has held several meetings and has launched a [surveillance technology survey](#) for Departments. Responses to the survey are due June 30, 2018. The Work Group has received briefings from various agencies including IT, MPD, Traffic Engineering and Metro. Other agencies will provide briefings at future meetings.

A staff team (Sarah Edgerton-IT, Lisa Larson-IT, Vic Wahl-MPD, Marci Paulsen-Attorney, and me Heather Allen) are working to develop a [new policy outline](#) for the Work Group to consider. The main question to be addressed is the method of approval for surveillance technology. The next meeting of the Work Group is not yet scheduled.

TASK FORCE ON GOVERNMENT STRUCTURE

On September 8, 2017, the Common Council adopted RES-17-00714, creating a special Task Force on City governance ([Legistar 47707](#)). On June 4, 2018 the Task Force on Government Structure (TFOGS) decided to create two unpaid internships open to students and non-students alike. The two internships will be:

- Public Affairs and Government Structure Research
- Communications – Website Content and Support

The positions will be advertised widely to reach a broad and diverse group of potential applicants. The goal will be to get interns on-board in August or September. I will manage the interns for TFOGS.

DATA & THE RACIAL EQUITY AND SOCIAL JUSTICE INITIATIVE (RESJI)

After discussions with the RESJI Strategy Team, the RESJI Data Team and the Data Management Team – the members of those groups determined that the RESJI Data Team should be merged into the Data Management Structure. RESJI Data Team will be invited to participate in the weekly work group meeting with the Data Management Work Group. The goals of this merger are to 1) institutionalize racial equity within the Data Management Structure, 2) maximize the efficient use of staff resources, and 3) work closely together to support building a data management infrastructure to support the collection and use of racial equity and demographic data.

AASPIRE INTERNS

On June 1, 2018, I facilitated a Mock Council meeting for the City's ASPIRE interns as part of their "Understanding Local Govt. Series" a series of workshops to help the interns more fully understand how the City works. In the Mock Legislative Session, we explored where ideas that drive our City come from, such as outside governmental bodies, or from our local change-makers. We discussed resolutions and ordinances, what they are and whose input is required. ASPIRE interns played Alders and City staff. On the Council Floor they discussed an ordinance, heard from the "public" and voted. After this session a few AASPIRE interns said they were interested in running for local office.

TIF DISCUSSION

Since November 13, a small staff team has met regularly to discuss the "Jobs Project" TIF Policy (the Policy). Natalie Erdman, Joe Gromacki, Matt Mikolajeski, Kevin Ramakrishna, Dan Rolfs, Dave Schmiedicke, Matt Wachter, and me, Heather Allen comprise the staff team. Kwasi Obeng has had the opportunity to join some of those discussions.

In 2017, three projects approved by the Common Council were approved for "Jobs Projects" TIF loans under the existing Policy.

"Jobs Projects" approved for TIF Loans in 2017

Date	TID	Company	Loan Amount	Legistar #
3/21/2017	#46 (Research Park)	Illumina/Epicenter Inc.	\$1,890,000	46447
5/2/2017	#47 (Silicone Prairie)	Extreme Engineering Solutions	\$595,000	46865
10/17/2017	#46 (Research Park)	Exact Sciences Corporation	\$2,500,000	48934

In May 2018, a draft memo related to the Jobs Project TIF Policy was added to the CCEC and EDC agendas. Neither body took up the item at their meetings. The [draft memo is available here](#) or found in Legistar File # 51575. The draft memorandum recommends consideration of additional "but for" standards. The additional "but for" standards may be of interest to CCEC or other members of the Council. The proposed language adds complexity to the existing policy, for example, certain geographic areas would substitute as a "but for" standard.

COMMUNITY COUNCILS

As requested by Vice President Samba Baldeh, I am executing conversations with IT and other key departments to identify costs and logistics to move the Council meeting to various locations. City Channel will provide information on staff resources and equipment needs. We are also looking to identify the best locations for these meetings.

F-35 ENVIRONMENTAL IMPACT STATEMENT

The F-35 comments were finalized and submitted to the Air National Guard in May 2018. The final comments [are available on Ald. Rummel's aldermanic page](#). The next step in the process will be the development of the Draft Environmental Impact Statement (EIS). The anticipated release of the Draft EIS is December 2018. At that point there will be another comment period.

311

The 311 RFP was released on June 1. The closing date is Friday June 29, 2018. The RFP seeks an applicant to develop a comprehensive 311/CRM Strategic Plan for the City of Madison. The Strategic Plan will incorporate information collected from citizen input, service staff within City Departments and City of Madison Elected Officials and Management. The Strategic Plan will provide guidance on how to streamline service delivery. The 311/CRM Strategic Plan will be in alignment with the overall strategic business goals of the City.

Excerpt from the RFP

Scope of Services

The consultant will perform all duties necessary to develop a comprehensive 311/CRM Strategic Plan for the City of Madison.

Which shall include:

- Identifying services which should be provided as part of a 311/CRM system
- Identifying services impacted by a 311/CRM system
- Identifying staff needs for a 311/CRM service
- Assessing the City's current infrastructure to support a 311/CRM system
- Recommending if there should be an enterprise-wide 311/CRM system or should be an agency based system
- Recommending if there should be a physical 311 office for walk-in interactions, or a virtual office
- Assessing opportunities for partnerships
- Analyzing gaps of current service delivery with best-practices from a 311/CRM perspective
- Reviewing and identifying the impact of the existing structure both from an organizational perspective and from a system (technical) perspective
- Developing a City of Madison 311/CRM Strategic Plan
- Assessing the feasibility of the 311 being County-wide and identifying the costs

The Consultant shall collect data from the following groups at a minimum

- City departments involved in initial launch (such as, Engineering, Streets, and Building Inspection)
- The citizens, businesses, and partners of the City of Madison through focus groups and surveys to confirm a viable 311/CRM Strategic Plan
- Executive Management: Mayor and Common Council

The consultant shall research the City's existing services and IT systems, relevant policies and standards, resources, data, and activities to develop a report of the current or existing state of delivered services at the City.