

# 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

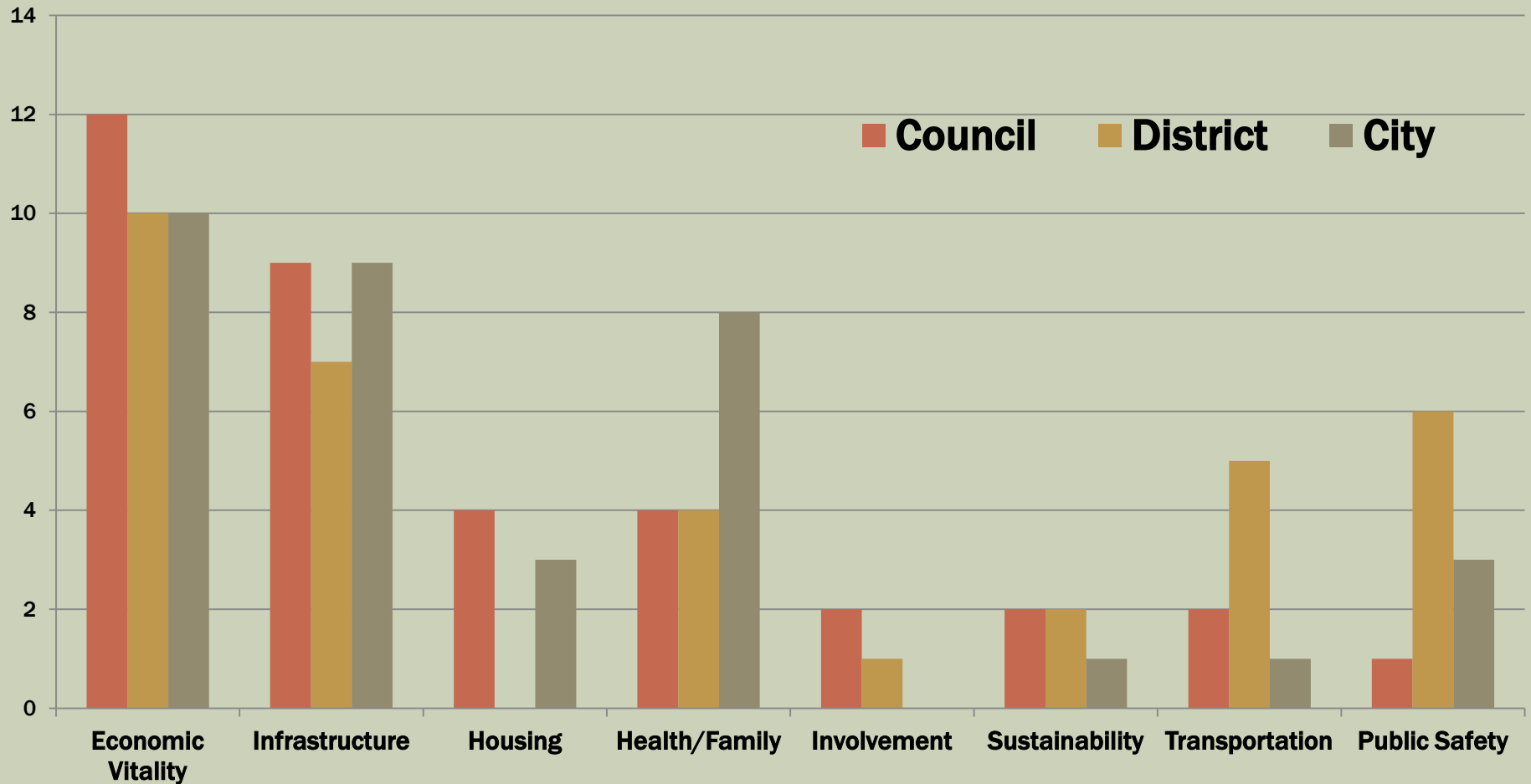
Requires the action of the council

Not 30,000 feet high (macro)

But not at street level (micro)

# SURVEY SUMMARY & DISCUSSION

# TOP PRIORITIES



# THE NUMBERS

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



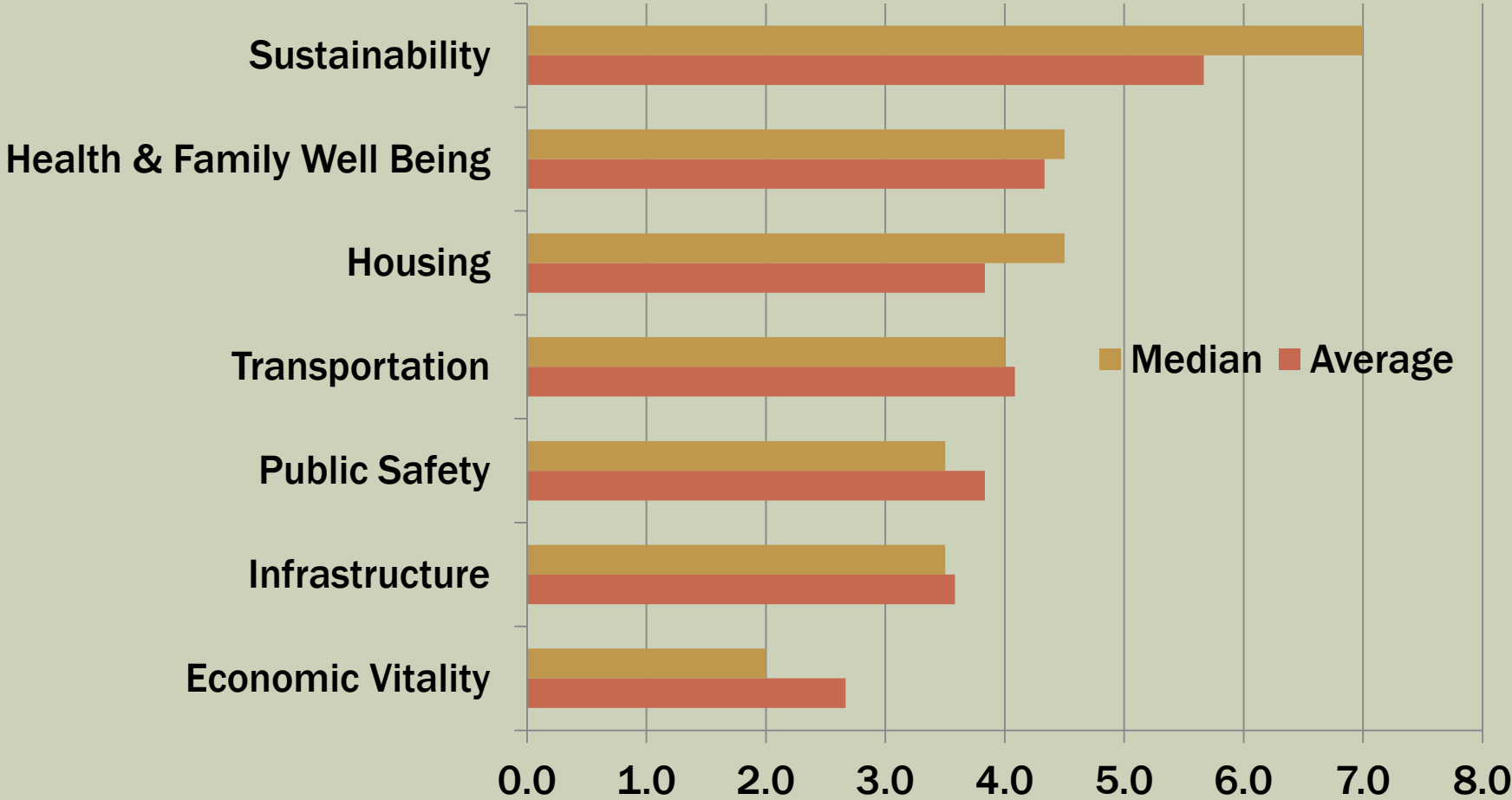
# THE COUNCIL



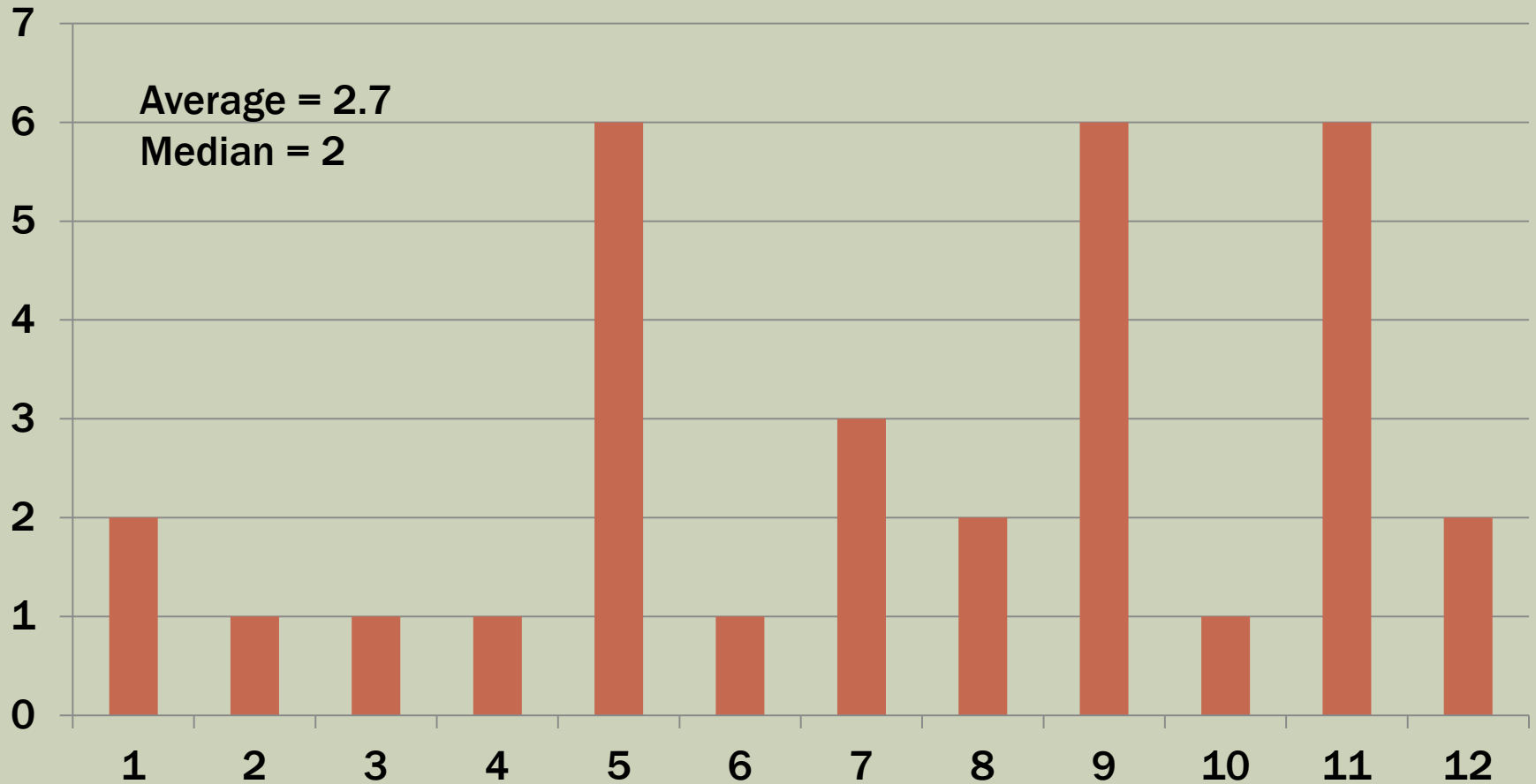
# REVIEW BASED ON CRITERIA

- 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**
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**THANK YOU & STAY COOL!**

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