City of Madison

Agenda - Approved

COMMON COUNCIL EXECUTIVE COMMITTEE

Consider: Who benefits? Who is burdened?
Who does not have a voice at the table?
How can policymakers mitigate unintended consequences?

Thursday, November 10, 2022	**5:30 PM**	**Via Virtual Meeting**

NOTE: Quorum of the Common Council may be present at this meeting

The City of Madison is holding the Common Council Executive Committee meeting virtually to help protect our community from the Coronavirus (COVID-19) pandemic.

1. Written Comments: You can send comments on agenda items to ccec@cityofmadison.com

2. Register for Public Comment:
- **Register to speak at the meeting.**
- **Register to answer questions.**
- **Register in support or opposition of an agenda item (without speaking).**

If you want to speak at this meeting you must register. You can register at https://www.cityofmadison.com/MeetingRegistration. When you register to speak, you will be sent an email with the information you will need to join the virtual meeting.

3. Watch the Meeting: If you would like to join the meeting as an observer, please visit https://www.cityofmadison.com/watchmeetings.

4. Listen by Phone:
   (877) 853-5257 (Toll Free)
   Webinar ID: 899 6203 2650

If you need an interpreter, translator, materials in alternate formats or other accommodations to access this service, activity or program, please call the phone number below at least three business days prior to the meeting.

Si necesita un intérprete, un traductor, materiales en formatos alternativos u otros arreglos para acceder a este servicio, actividad o programa, comuníquese al número de teléfono que figura a continuación tres días hábiles como mínimo antes de la reunión.

Yog hais tias koj xav tau ib tug neeg txhais lus, ib tug neeg txhais ntawv, cov ntawv ua lwm hom ntawv los sis lwm cov kev pab kom siv tau cov kev pab, cov kev ua ub no (activity) los sis qhov kev pab cuam, thov hu rau tus xov tooj hauv qab yam tsawg peb hnub ua hauj lwm ua ntej yuav tuaj sib tham.

For accommodations, contact: Liz Windsor, Council Legislative Administrative Assistant, 608-266-4074, CCEC@cityofmadison.com

CALL TO ORDER / ROLL CALL

APPROVAL OF MINUTES

Draft 10/27/22 meeting minutes: http://madison.legistar.com/Calendar.aspx

PUBLIC COMMENT

1.   **74569**   Public Comment (11/10/22)

DISCLOSURES AND RECUSALS

Members of the body should make any required disclosures or recusals under the City's Ethics Code.

ITEMS FOR CONSIDERATION

2.   **74572**   Alder Social Media Policy

Attachments: 091720 DRAFT Alder Social Media Policy.pdf

102020 Final Report_Presidents Work Group to Review Council Communicatior

Social Media Policy Phase 1 Overview V4.pdf

3.   **73445**   Honoring Resolutions

Attachments: Honoring resolution draft ordinances.pdf

4.   **74483**   Amending Subdivisions (a), (c), and (d) of Section 3.50(1) of the Madison General Ordinances to Increase Alder Salaries and Associated Effective Dates.

5.   **73444**   2023 CCEC Schedule

6.   **72110**   Council Office Update

Attachments: CCEC Chief of Staff Update 6-15-22.pdf

CCEC Chief of Staff Update 7-6-22.pdf

CCEC Chief of Staff Update 7-27-22.pdf

CCEC Chief of Staff Update 8-11-22.pdf

CCEC Chief of Staff Update 8-31-22.pdf

CCEC Chief of Staff Update 9-15-22.pdf

CCEC Chief of Staff Update 10-27-22.pdf

7.   **72112**   Future Agenda Items

Attachments: 2022-08-31-CCEC Proposed Dates.pdf

ADJOURNMENT

City of Madison

Master

File Number: 74569

File ID: 74569	**File Type:** Public Comment	**Status:** Public Comment

Version: 1	**Reference:**	**Controlling Body:** COMMON COUNCIL EXECUTIVE COMMITTEE

File Created Date : 11/04/2022

File Name: Public Comment (11/10/22)

Final Action:

Title: Public Comment (11/10/22)

Notes:

Sponsors:

Effective Date:

Attachments:

Enactment Number:

Author:

Hearing Date:

Entered by: kkapusta-pofahl@cityofmadison.com

Published Date:

Related Files:

History of Legislative File

Ver-sion:	Acting Body:	Date:	Action:	Sent To:	Due Date:	Return Date:	Result:

Text of Legislative File 74569

Title

Public Comment (11/10/22)

City of Madison

Master

File Number: 74572

File ID: 74572	**File Type:** Discussion Item	**Status:** Discussion Items
Version: 1	**Reference:**	**Controlling Body:** COMMON COUNCIL EXECUTIVE COMMITTEE
		File Created Date : 11/04/2022
File Name: Alder Social Media Policy		**Final Action:**

Title: Alder Social Media Policy

Notes:

Sponsors:	**Effective Date:**
Attachments: 091720 DRAFT Alder Social Media Policy.pdf, 102020 Final Report_Presidents Work Group to Review Council Communication Tools Proceses.pdf, Social Media Policy Phase 1 Overview V4.pdf	**Enactment Number:**
Author:	**Hearing Date:**
Entered by: kkapusta-pofahl@cityofmadison.com	**Published Date:**
Related Files:	

History of Legislative File

Ver-sion:	Acting Body:	Date:	Action:	Sent To:	Due Date:	Return Date:	Result:

Text of Legislative File 74572

Title

Alder Social Media Policy

Common Council Social Media Policy – Phase 1

For purposes of this policy, "social media" is defined as an internet platform that allows users to create a page, account or similar presence for the user to post and share information, photos and other digital content for viewing, sharing, commenting and interaction with other users or subscribers to the platform, who may have to take steps to connect, join or follow the user, resulting in a connected social network.

Examples: Facebook, Twitter, Instagram, YouTube, Reddit, Tik Tok, What's App, Nextdoor, LinkedIn.

What is not social media: a blog site without a comment feature (whether or not the blog offers an email subscription to receive updates), any of the City of Madison's official websites, a personal or business website, shopping websites, news websites.

During Phase 1, only Facebook and Twitter can be used by alders, at their option. Alders may have an official City Facebook page and/or Twitter account to be used solely for official council business of that alder. No other City-supported social media accounts will be allowed.

A social media page or account[1] is an "Official City Account" if:

- The account is set up directly by City staff, with the account ownership / contact person being a City employee.
- The password for the account is managed by City staff.
- The page or account is capable of being transferred to future elected officials in the same aldermanic district by a City employee, OR renamed for a newly-elected official in the same district.
- The name of the page/account follows an official naming convention established by the City.
- The public-facing portion of the alder's social media page directs visitors to their official City of Madison email address, City website, etc. (not the alder's personal email address) using standards to be established by the City.
- Setting up a social media account requires agreement with legal terms and conditions of the social media platform. Only the IT Director can authorize City employees to click to agree to those terms. (See APM 3-20, Resolutions 47764 and 59191). Protocols for setting up and managing accounts will be established by City IT and the Council office.
- Examples of what is NOT an Official City account: any social media account/page/presence created by the alder on their own, not created through the City of Madison, and not managed by City staff using the steps above. Alders' personal accounts and pages must be kept separate.

Phase 1 eligibility and expectations:

- Eligibility for Phase 1: for Facebook, alders must already have or will set up a personal User Account. For Twitter, no pre-existing presence is needed.

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[1] Depending on the platform, the word "account" and "page" mean different things. On Facebook, a user must set up an account before they can have a Page. On Twitter, the user only has an account. This policy will distinguish them when necessary, and otherwise use "account" generically to refer to the alder's social media presence.

- Phase 1 Expectations for support: alders will be expected to generate and post their own content; City IT and Council Office staff are not able to publish content on behalf of alders or monitor their pages/accounts.

Alders' Official Facebook pages and Twitter accounts – Phase 1 POLICIES

1. An alder may have an Official City Facebook page and/or Twitter account to be used solely for official council business of that alder.
2. The alder shall not allow anyone else to access their account, shall not share login or passwords to the alder's official page or account, other than with designated city staff per this policy.
3. Pages/accounts will be public, with no restrictions on who may join, like, follow or view the alder's page or account (other than requirements of the social media platform itself.)
4. The account/page must disable the ability of visitors to make posts, so that only the alder (or designated city staff) will have the ability to post content to the alder's page/account.
5. **Page/account design:**
   a. Facebook functionality choices: City IT and Council Staff will develop **technical guidelines for staff,** where many of these details will be found. Alders must adhere to the following:
      i. Alders' official City of Madison Facebook presence will be in the form a "**Page**," (not a "People" profile) in the category of "**Government Official**". https://www.facebook.com/help/135275340210354/?helpref=hc_fnav
      ii. **Turn off Reviews.**
      iii. Do not **connect** your Page to other, non-official City social media accounts you might have such as Instagram.

   b. Twitter accounts will be set up according to standards defined in the staff technical guidelines and alders shall not change the account settings.
   c. Page configuration changes will be made by City staff according to staff technical guidelines from City IT.

6. **Naming conventions**:   Staff will set up the page/account according to the technical guidelines, including these minimum requirements:
   a. Facebook Page name format: City of Madison Alder District 15 (no personal names)
   b. Twitter handle and display name format: naming convention must incorporate district number, not use personal names, and should be standard for each alder's twitter account.
   c. Make sure any separate account for campaign purposes can be easily distinguished, does NOT follow the above naming conventions, is clearly identified as an account for campaign or election purposes, and follows any further guidance issued by the City. Any personal account must NOT use the alder or council member title, or district number.
7. **Mandatory content**. The alder's social media page must include:
   a. Link to the alder's official City district webpage.
   b. Alder's official City email address.
   c. A link to any current, **approved** "Social media comment policy" of the City of Madison or of the Common Council. **Confirm the status of any policy with IT and City Attorney**.
   d. Approved, standardized disclaimer approved by the City Attorney to inform visitors that:
      i. it is a public page/account

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   ii. City and Alder are NOT responsible for the content of any comments made by others.

   iii. Comments by others do not reflect the official views of the alder, the Common Council, the City of Madison or any of its officials or employees.

  e. Any other mandatory content required by the City for that social media platform.

  f. The page shall follow any other formatting or style conventions established by the City for the applicable social media platform (to be put in the technical staff guide.)

8. **Operation of the page**.

  a. **Comments**: On Facebook Pages, commenting cannot be turned off. Therefore, the alder will have no control over what others say in the comments beneath their post.

  b. **Responding to comments**: See Guidelines, below.

  c. **No deleting or hiding of comments** until / unless the City Attorney approves a policy for the same, and then only in compliance with such policy.

  d. **No blocking of users** (i.e. blocking a person from viewing/accessing your account or page) until / unless the City Attorney approves a policy for the same, and then only in compliance with such policy.

  e. **PM and DM** - see Guidelines, below.

  f. **Page moderation / enforcement of any social media comment policy.** Any policy for moderation of comments and visitor content shall be consistent with the City's approved social media comment policy, if any.

9. **No misuse of City resources.** Use of an Official City social media account under this Policy, whether accessed on a personal device or City-owned computer, constitutes use of City resources and **MGO 3.35**, the Code of Ethics, applies. Pay attention to sec. 3.35(5)(a) and (b). Alders participating in this program also agree to follow the following APMs:

  a. **APM 3-9** Appropriate Use of Computer Network Resources

  b. **APM 3-13** Web Linking Policy

  c. See FAQ to be developed.

10. **No campaign activities** for the alder on their official City social media page, or promotion or endorsement of any other political candidate for office or cause on the ballot, because City resources cannot be used for this. **See MGO 3.35(5)(b).**

11. **No promotion of commercial businesses**, whether yours or others, or use of the page for personal financial gain, as stated in the City's Code of Ethics:

  a. **MGO 3.35** (5)(b)1. https://www.cityofmadison.com/attorney/documents/EthicsCodeSimplified.pdf

  b. See also paragraph 5 of **APM 3-13**

12. **No solicitation of donations in violation of Code of Ethics.** Because an Official City social media account is a City resource, MGO sec. 3.35(5)(a)2. applies when seeking donations on behalf of a group, including a non-profit, *except* when each of the following steps are taken:

  a. The funds are for a City project or conference held in the City of Madison,

  b. The solicitation is approved by resolution,

  c. The alder is not "associated" with the entity receiving the funds, AND

  d. A report is filed with the City Clerk as required by MGO 3.35(5)(a)2.d.

* See also MGO 4.29 for Affiliated Organizations, consult City Attorney's Office with questions.

**Note that the Code of Ethics supersedes the Weblinking Policy in APM 3-13. A link might be OK under that policy but if sharing the link on your official social media results a solicitation for donations or other ethics code violation, the ethics code controls.

13. **Open meetings**. Alders may follow, like, or join another alder's page. Do not engage with another alder or City Board, Committee or Commission (BCC) member on your page, or take any other actions interacting with another alder or BCC member's social media that would create a walking quorum, negative quorum or other open meetings law violations.

14. **Public Records**. Records will be maintained by City staff as required by law and applicable retention schedules, by virtue of the page being an Official City Page or Account. If an alder deletes or edits their own post or content, the alder must take a screen shot of the original version and retain a copy as part of their duties as Records Custodian of their own records. If an applicable, approved social media policy of the City allows for editing or deleting comments of visitors to the page, the alder must take a screenshot and store the original version(s) before editing or deleting, and retain a copy. This policy may be revised as needed to comply with public records laws, retention schedules, and any changes in the retention practices of the platform.

Alders' Facebook and Twitter Use – Phase 1 GUIDELINES

Alders should keep these guidelines in mind when using their Official City social media account(s):

1. **Maintain clear lines between your personal, official alder, and campaign social media**: Alders should make sure there is a clear distinction between their official City of Madison social media site and any other social media the alder chooses to use for personal **or** campaign purposes. It is strongly suggested that alders name their personal profile and any campaign pages in a way that makes it very clear it is NOT their City Council alder page (i.e. do not use "alder" or district number in the name.) It is a best practice to include disclaimers in the "ABOUT" section on Facebook, such as "This is my personal account. Looking for my alder account? Go here: (insert link.)" Likewise, content on personal or campaign pages should reflect that separation.

2. **Commenting**: Alder pages are intended as a medium to deliver communications and share information about topics of interest and relevance to the alder, their constituents, and City business, rather than a forum for back and forth discussion among visitors to the page. During Phase 1 alders will use their best judgment in participating in the comments.

   a. Alders may choose not to engage in comments at all, and instead provide a canned response such as: "Thank you for your comment. Comments on this page are not monitored. Please feel free to email me at: _____" or call at "_____".
   b. A decision <u>not</u> to use comments must be consistently applied by that alder.

3. **Promoting or sharing a post, event or other content from a nonprofit organization.** See item 12 in the attached Policy. Alders should make decisions according to the City's Code of Ethics (**MGO 3.35)** and **web linking policy. APM 3-13.** This is because the alder's official social media page is a City resource. It is a best practice to avoid sharing, linking or retweeting any content that directs people to a donation link unless you're sure it does not violate the ethics code. Consult the City Attorney to learn if the donation is for an Affiliated Organization under MGO 4.29 or meets the criteria of MGO 3.35(5)(a)2. If unsure, consult the City Attorney for ethics advice or instruction to pursue an Advisory Opinion of the Ethics Board.

4. When **sharing** any other posts or **retweeting**, keep in mind the source. If unsure whether to share or retweet something, refer to the Web Linking policy, **APM 3-13** and the **Ethics Ordinance, 3.35.**

5. **Tagging, mentioning, following, etc.** Become familiar with how these features work and be aware that your page or account might be tagged, mentioned, shared, etc. without your permission.

6. **Private messaging (PM) and Direct messaging (DM)**: Alders should avoid using the PM or DM features on these platforms. If these features cannot be disabled, Alders should set up an automatic response similar to that used for comments (directing people to the alder's

city email where records can be maintained for public records purposes.) If automatic responses cannot be set up, decide whether to ignore all private messages or respond manually to all messages with a canned response instructing the sender to contact the alder via email or phone.

7. **Interaction with other platforms**: Be aware that some websites, including news sites, payment processors and other web-based services offer the option to log in or leave comments using your social media account. Be careful not to log-in or comment on any site with your Official City of Madison page/account. Likewise, when logged into a social media platform, be aware of whether you are using your Official City Page or your personal account or page.

8. **Decorum and civility:** Alders shall ensure their own social media posts and content follow:
   o any policies for decorum and professionalism applicable to members of the City of Madison Common Council
   o any applicable, **approved** social media comment policy* of the City of Madison.

   *make sure the social media comment policy is up to date and approved by the City Attorney's office

9. **Tips for effective use of social media:** Alders may refer to guides prepared by City IT for effective use of social media (designed for City departments.)

10. **FAQ and Technical Guidelines**: Staff may prepare an alder "FAQ" for this Policy and Guidelines, and technical guidelines for staff to assist with implementing this Policy.

REPORT OF PRESIDENT'S WORK GROUP TO REVIEW COUNCIL COMMUNICATION TOOLS & PROCESSES

OCTOBER 20, 2020

Work Group Members
Ald. Grant Foster, Chair, District 15
Ald. Patrick Heck, District 2
Ald. Max Prestigiacomo, District 8
Ald. Arvina Martin, District 11

Former Work Group Members
Ald. Barbara Harrington-McKinney, District 1
Ald. Lindsay Lemmer, District 3
Ald. Donna Moreland, District 7
Ald. Keith Furman, District 19

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Introduction

In the spring of 2019, the Common Council Executive Committee (CCEC) conducted a [survey of alders](#) soliciting input from all twenty alders about their current usage of communication tools, their level of satisfaction with the Alder Blog Tool, and their desire for improved and new tools. The results of the survey and subsequent CCEC discussions made it apparent that improvements in alder communication tools was a priority issue for alders.

On July 16, 2019, the Common Council adopted a resolution creating the *President's Work Group to Review Council Communication Tools & Processes*. Per the resolution ([Appendix A](#)), the Work Group's charge was:

> "… to improve communication to city residents and to further the goals and mission of the Common Council by incorporating the core value of Civic Engagement - commitment to transparency, openness and inclusivity…" and to "… review the City's current offering of existing communication tools and processes and investigate options and alternatives to improve those tools and processes."

The resolution called out specific areas of focus for the work group "… along with other communication tools and processes as identified by the work group." The specific areas of focus included:

- Alder Blog & email subscriptions
- Alder Home Page
- How Alders share content via social media
- Use of calendars for meetings and events
- Templated/prepared content
- Sharing of updates generated by city agencies "

The Work Group held twenty-four meetings beginning on 8/12/2019 and ending on 10/14/2020.

This report summarizes the Group's work on these and other issues identified as the work proceeded. Some issues were simply identified, while others were resolved or partially resolved. Regardless, this report also provides a set of recommendations for future work on the issues for which there was not sufficient time for the Work Group to address due to the Group's limited longevity and scope. Another consideration that led to providing future recommendations was that some issues and resolutions have the potential to include both fiscal impacts and larger impacts on staff work plans that were judged to be more appropriate for longer term efforts by alders, city staff and/or additional Common Council actions. The Work Group did not thoroughly investigate the fiscal impacts of recommended future actions.

The Work Group would like to thank the many staff members who organized our meetings, provided valuable presentations and information, and helped us formulate solutions to the concerns we identified. Their expertise and patience are deeply appreciated. In particular, the following staff made key contributions to the efforts of the Work Group:

Common Council Office: Lisa Veldran, Kwasi Obeng, Karen Kapusta-Pofahl, Debbie Fields
Information Technology: Eric Olson, Sarah Edgerton
Mayor's Office: Katie Crawley
Civil Rights: Jason Glozier
Public Health Madison & Dane County: Allison Dungan
Public Information Officers: Hannah Mohelnitzky, Amy Barrilleaux, Cynthia Schuster
City Attorney's Office: Roger Allen, Lara Mainella

Process

DEFINING BASELINE/CURRENT STATE CONDITIONS

The Work Group began by reviewing its charge established in the resolution and then proceeded to define the current state conditions related to council communications. The Work Group identified the following channels of communication that alders used to communicate with constituents:

- Alder Blog Tool and its associated automatic email notification to subscribers of the Blog/Update postings;
- Email from districtXX@cityofmadison.com (no subscription component);
- Postcard notification of neighborhood meetings, etc.;
- Phone Conversations;
- Social media postings on personal pages;
- Neighborhood Association websites and meetings, and
- Regular group constituent meetings, e.g., Coffee with the Alder.

The Work Group then turned its focus to cataloging the specific types of information that constituents received or expected to receive. A matrix was developed that included over 150 different types of information connected with 18 different city agencies. This catalog highlighted the significant variability in terms of how information was shared with residents. It also reinforced an important theme for the Work Group that the overwhelming majority of content that alders wanted to share with their constituents was content that was created by other city staff and agencies. In fact, there was very little if any alder or council communications that was original to alders or the Common Council as a body. This realization led the Work Group to reach out early to city staff to better understand the standards in place for agency communications on the topics identified by the Work Group.

During this exercise, it became apparent that most of the items that alders currently send to residents via their blogs, city email, or by other methods originate with a wide variety of content and multiple styles and formats that come directly from city agencies via a Public Information Officer (PIO) or various other city staff. There are also gaps in the information, delivery methods, and processes that alders can utilize. Just as importantly, there are also shortcomings, barriers, and inconsistencies in methods for residents to give input to alders and to the city in general. These findings reinforced previously identified gaps and opportunities highlighted in work of the Task Force on the Structure of City Government (TFOGS) and in initiatives like 311 and Legistar replacement as well as the gap in citywide PIO coordination.

ESTABLISHING WORK GROUP OBJECTIVES

Based on the CCEC survey results and initial discussions concerning gaps in both outgoing and incoming communication content and methods, the Work Group established its overall objectives:
1. Reduce the administrative burden on alders that exist for both outbound and inbound constituent communications.
2. Connect constituents with content that:
   - is relevant;
   - is timely;
   - has the appropriate level of detail;
   - is delivered by appropriate methods (mail, email, blog, social media platforms, etc.);
   - is delivered with method-appropriate formatting;
   - reaches underrepresented and disenfranchised constituents;
   - accommodates constituents with Limited English Proficiency (LEP), and
   - accommodates constituents with Visual Impairment (VI).

3. Provide better access and usability for alders with varying IT backgrounds and capabilities, including
   - Make tools and processes easier to use, and
   - Make training and support available.

These goals were revisited often by the Work Group throughout the course of its work and proved to be an important centering tool to keep the work focused on improving outcomes related to council communications.

Key Themes

While examining existing communication tools and processes, discussing desired capabilities and options, and considering the Group's objectives listed above, a number of key themes emerged. We highlight these themes here with a description of our findings to help guide future work and discussion on city and Common Council communications.

1. Content and Tool Limitations

Currently, most alder blog postings and mass emails consist of little original content; they are either directly from the various agency sources or adopted from those. Some alders do send or post their own opinion pieces and other original content, as well as information from non-city sources, but the bulk of alder communications are an attempt to amplify and extend the reach of city agency communications. Several alders make a substantial investment of time curating, reformatting, distilling, and generally making content more easily digestible for residents (See Work Group Area of Focus #1). The current tools available for alders to create and publish this information are seen as burdensome and/or difficult to use and consequently not used at all by many alders. Group members agreed that the current heavy investment in this work by alders is not a particularly good use of their time and that a more coordinated approach by city staff could help reduce the duplicative efforts of alders in this regard.

Also, as social media platforms are increasingly used as methods of communication by residents (see Work Group Area of Focus #3), the current limitations to utilize these tools is a barrier and does not meet the expectations of many constituents.

2. Lack of City Communications Strategy

The apparent lack of an overall strategic communications plan for the city was identified as a major shortcoming. The Work Group surveyed and worked with PIOs from many departments as catalogued existing city communication processes, sources, and frequencies (see spreadsheet). While this cataloguing began as an attempt to find ways to streamline, organize, and better funnel information to alders, it also revealed that there is an overwhelming flood of information coming from many different agencies in a plethora of formats and via a multitude of communication channels. Given that alders are sometimes befuddled by this flood of information, residents must also suffer from both content fatigue and missing information when alders are overwhelmed.

While outgoing communications sent by PIOs and others to the public often receive wide media attention and amplification via non-alder channels, the Work Group concluded that better coordination between PIOs would be beneficial, particularly until a citywide communications strategy is designed. Some Work Group members suggested the creation of a new Communications/Resident Engagement Department that could house all PIOs and be charged with implementing a city communications strategy. PIOs, on the other hand, expressed substantial support for being embedded in their respective departments in order to maintain strong relationships with those whose work is the subject of their communications.

A communications strategy could also help to address the variability of information that is available to both alders and the public. Work Group members felt that all residents should have the same baseline of information easily and readily available to them without substantial searching and without the need for a high command of internet technology. This is further discussed in Work Group Area of Focus #4.

3. Alder Communications are City Communications

Members agreed that content currently shared by alders should be considered both city communications and alder communications. The Group recognized that most types of city and alder communications serve the same purpose and that alders are effectively acting as informal members of communications staffs and amplifiers of city communications. In short, alder communications are city communications and vice versa.

4. The Role of Common Council Staff

Throughout the Work Group discussions, there were many questions about which city staff members should be responsible for coordinating, organizing, modifying, and sending communications that flow to alders for potential amplification via their communication tools. While consensus was not attempted or reached on those matters, generally, the Group felt that Council staff should play a greater role in all those areas that relate to funneling agency and city communication items to alders. The consideration of a Council Office staff member being the point person for alder communications was also discussed, although how that staff person's responsibility would relate to that of PIOs and how they might interact was not explored. This also would be informed by a future communications strategy (see Key Theme #2 above).

Additionally, since orientation of new alders is coordinated by Council staff and partially conducted by Council staff, their full participation in training of new alders with regard to all communication tools and processes is key. When new or updated tools and processes are adopted, whether by CCEC/Common Council or by any city agencies, Council staff should coordinate any training and information that alders require to get up to speed. The Work Group also suggested that an annual survey of alders concerning communication tools and processes be conducted by CCEC to help inform Council staff and help them to assist in keeping such tools and processes up to date.

Some alders, including those that do not have strong technology skills, appear to utilize Council staff to post blog entries and/or send mass emails. While it is apparent that this is not a good use of staff's time, it is also a strong indicator that the blog tool is overly difficult to use. Whether or not alders should expect staff to devote their time to individual tasks such as blog postings, was not considered by the Group.

5. Alders Function as a 311 System

While much of the focus of the Work Group was on outbound communications, inbound communications were also discussed. In this regard the Work Group concluded that alders are currently acting as a crude form of a 311 system. The burden of answering relatively straightforward questions is particularly high for alders in districts with empowered and engaged residents and for alders with relatively strong and open communication channels. While fielding concerns and questions from residents and accepting input are key functions of being an elected representative, the volume of simple questions, requests for information, and referrals of constituents to existing city information and resources is not a best use of an alder's time. It also highlights the gaps in agency communications and reinforces Key Theme #3 - Alder Communications are City Communications. The volume of questions received by alders is directly related to how well city agencies communicate information. If a 311 system were to be established, many residents would quickly learn to use that as a source for questions such as, "Will there be garbage pickup on Presidents' Day?" or "Are we in a snow emergency?" City departments and alders currently provide that information using existing

communication tools, but it is clear that many residents do not receive that information and, for a variety of reasons, many who do receive it do not see or appreciate its content.

6. TFOGS Overlap

The Group recognized that there was substantial overlap between its work and some of the issues researched by the Task Force on the Structure of City Government (TFOGS). Particularly pertinent to the Work Group's task were TFOGS recommendations related to improving resident engagement and access to City and Common Council information and processes that were listed in their Final Report. Specifically, aspects of these TFOGS recommendations were amplified throughout the Group's consideration of communication tools and processes:

- Create an Office of Resident Engagement and Neighborhood Support ("ORENS") to support BCC system staffing, training, and resident engagement;
- Simplify city processes and procedures applicable to all BCCs, including time and location of meetings, rules of procedure, and methods for providing input.;
- Implement a robust technology plan to improve representation and engagement on BCCs, and
- Pursue concrete common sense initiatives to improve resident engagement and participation as detailed in Section F of the Final Report.

The Work Group also recognized that many of the possible initiatives proposed by TFOGS related to resident participation and engagement aligned with their work related to improving both incoming and outgoing communications with alders and with overall city communications. The most pertinent to the Group's tasks are those initiatives listed in Appendix B.

While the Work Group recognized that many of these initiatives were mostly beyond the scope of the Group's charge, it was often difficult to separate a consideration of alder communications from the overall city communication processes and tools mentioned by TFOGS. As mentioned earlier, alder communications and city communications are inseparable. Of particular interest to the Work Group were those initiatives related to an overhaul or replacement of Legistar given that our legislative management system should be transparent and accessible for city staff, alders, and the public (See Work Group Area of Focus #4).

7. Underrepresented and Unengaged Communities

The Work Group recognized throughout discussions of most every topic considered that communities of color, lower income residents, those with Limited English Proficiency, those with Visual Impairment, renters, and young people remain mostly outside city and alder communication channels. The Work Group reiterates that these residents are impacted not just by a lack of information flowing to them from alders and the city, but that there are also structural and systemic barriers to their opportunity to provide input into city decision making. As detailed in the TFOGS report, disempowered communities deserve tools, training, and other mechanisms that will make participation in city government easier and break the cycle of disempowerment. These issues are further mentioned throughout this report, particularly in Work Group Area of Focus #3.

The preferred and/or effective sources of information for constituents is not always clear, so the Work Group conducted a survey of residents in an attempt to identify what information they want from the city and their alders, as well as preferred communication channels. Assistance was provided by city staff who have expertise in surveying and community engagement through Neighborhood Resource Teams and development and application of Racial Equity and Social Justice Initiative (RESJI)

tools. Summary survey results for each question are found [here](#) with full results, including individual comments, available [here](#). An example question and summary of answers are shown below.

Q6 If you do receive information from your alder, are there any channels that you would not use to receive information from them?

Answered: 101   Skipped: 52
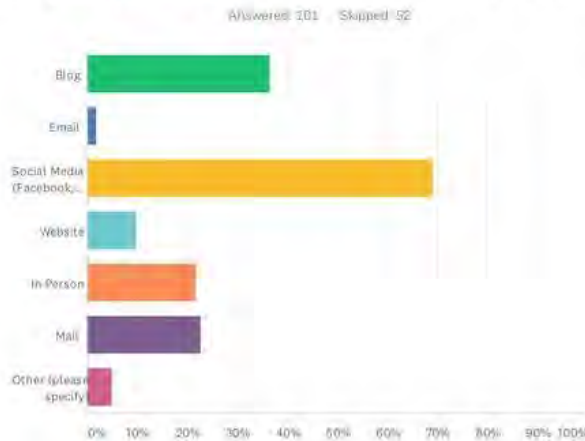
Question 6 and results from the Survey of Residents on Alder Communications.

The resident survey provided some important information, but it primarily illuminated what shouldn't have been surprising given the eventual limitations of the survey; most who responded are already engaged and are overwhelmingly White, middle-aged or older, college educated, and social media averse. Most seemed to be already invested in city government and receiving at least some alder communications.

While outreach to traditionally unempowered and unengaged residents was originally planned for the survey, including the potential application of a RESJI analysis, the Work Group and city staff struggled to conduct outreach, particularly when the arrival of COVID-19 pandemic limited the opportunities for learning from communities who are not already engaged. As the Group learned from Civil Rights and Public Health Madison & Dane County staff who shared their experiences with such outreach, it is a time- and personnel-intensive process if it is to succeed. Surveys and outreach both should include language and culturally sensitive components, as well as in-person solicitations rather than expecting a press release and calls for participation from alders to garner a response pool that is representative of all residents. The Work Group also had difficulty navigating the diffuse nature of the city's RESJI work, including identifying staff that had the ability and/or capacity to assist the Group with the survey effort.

As the Work Group's recommendations for further work are studied and implemented, it is obvious that bona fide outreach to and surveys of unengaged and unempowered communities must be conducted if communications tools and preferences from both the city and from alders are to be improved and be effective.

Work Group Area of Focus

1. Alder Blogging Tool, Content, and Subscription
2. Alder Emails To/From Residents
3. Broadening Communication Audiences and Social Media
4. Adjustments to Information Available to Alders and Residents
5. Registration for and Input at Public Meetings

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1. Alder Blogging Tool, Content, and Subscription:

Summary of Identified Concerns:
- The current alder blogging tool is unfriendly by today's IT standards and is difficult for most alders to use.
- Content provided by city staff to alders for inclusion in their alder blogs/updates is extremely varied in format, content, specificity, and length. This adds to the difficulty and inefficiency of posting this content.
- Some alders are reformatting and repackaging input from city staff before posting. These efforts tend to be duplicative, inefficient, and time-consuming.
- The blogging tool's associated email subscription management system has limited capabilities, e.g., alders cannot email their subscribers without making a blog post.

Discussion:
Note that for the purposes of this discussion, alder blogs and alder updates are equivalent, although technically the current tool allows for two formats. Formatting capabilities, posting methods, email subscriptions, etc., are the same for both.

Blogging Tool
Based on Work Group discussions and the CCEC survey of alders concerning communications, the Group learned that some alders utilize the existing blogging tool at least weekly, some only occasionally, and some not at all. A few alders have found ways to use the tool and its relatively primitive formatting capabilities in order to make posts more readable, but most alders do not have the time, skillset, and/or desire to delve very far into stretching the tool's limits. The tool's outdated features likely contribute to some alders rarely utilizing it or even bypassing it entirely and relying on other forms of communication. The Work Group believes that if the tool was modernized, more alders would use it and would use it more frequently, to communicate with constituents.

Provided Content
Some alders spend an inordinate amount of time reformatting, synthesizing, and generally making agency-provided information that is wildly varying, more easily digestible. On the other hand, some alders do not have sufficient technology skills or time to undertake whittling down the oftentimes overwhelming volume of possible postings that come from city agencies. Their constituents are likely to get less information from them.

Some of the content provided by city agencies that is a candidate for blog posts arrives well before it would be appropriate to post so it can easily get lost in the overwhelming number of emails that alders sometimes receive. Other potential content can sometimes arrive almost at the last minute, e.g., a posting for an event on the weekend doesn't arrive until Friday afternoon, which makes it difficult for alders to share. At times, alders receive duplicative versions or notifications of the same possible content and even different versions or formats of the same information. See the spreadsheet

of PIO communications, formats, and frequencies mentioned in Key Theme #2 for examples of the impressive, and sometimes overwhelming, range of agency communications that are generated by PIOs and other city staff.

A common request from the Work Group was for an automated method of pushing some city-provided information out via alder communication tools. That request was recognized as a challenge for both IT and for those providing content, but one that could be worthwhile to undertake. In the meantime, members felt that much of city communications that we are asked to transmit, particularly that which is meant for a city-wide audience, should be as close to final form as possible so that alders can be as uninvolved as is feasible. These communications should also meet standards for content length and formatting to most effectively reach their intended audience

The Group also discussed the feasibility of agencies/staff providing district-specific content in addition to content that is for a citywide audience. District-specific content includes project updates on road construction, Parks projects, development proposals, etc. While some project updates are sent to alders now and some agencies regularly publish project updates to the web, that varies a great deal across agencies and these updates are not brought together in one location for alders or residents to review.

Blog Email Notifications and Replies
Alder blogs are currently one-way communications. Alders can post, but there is no commenting feature. Subscribers cannot respond to the email notification they receive when a new blog entry has been posted since the email comes from noreply@cityofmadison.com. The blog post itself is not included in the email notification to subscribers. The email notification content, consisting of a small slice of an image of the City-County Building and the first several lines of the post is not always useful for readers nor does it give any idea of the content of the post if the first few lines of the post are not the primary content or if a post has more than one main message (see figure below).

Some alders send emails to neighborhood listservs indicating that a new blog post has been made and include a link to the blog post. A number of alders reformat their original blog posts to send full blog content directly to various listservs while others rarely use the blog tool and communicate with groups of constituents primarily by sending blog-like content directly to listservs. Some alders also publish links to their blog posts via social media channels in order to reach a broader audience. These social media channels are not currently supported by the city and sharing the content out is a manual and time-consuming process.

Blog Tool Email Subscriptions
The email subscription system which allows subscribers to receive all blog posts that an alder makes is also primitive. The ability for alders to email subscribers, in addition to subscribers receiving an automated email that contains a heading image and the first few lines of the post, would open up the possibilities of another communication channel for alders.

City Email as a Mass Communication Tool

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Some alders communicate with groups of constituents by utilizing non-city email listservs, primarily those of Neighborhood Associations within their districts. Additionally, some alders are using some combination of alder blogs, listservs, and social media. Alders currently use their city Outlook email accounts to send these emails. The Work Group believes that if the blog tool were modernized, more alders would use it, but other methods of communication will likely and appropriately continue to be used.

Completed Work Group Actions:
Alder Blog Tool Improvements
1. Worked with IT staff to create a [list of desired improvements](#) to the blog tool categorized by the appropriate technical requirement.
2. Worked with IT staff to decide upon an improved blog tool solution with more design options, realistic preview view, improved analytics, email list and post scheduling capabilities. The list of desired improvements was recategorized as a function of priority and as a function of its likely availability in the improved blog tool and a general timetable for its addition or infeasibility. Those items that were not feasible in the improved tool were set aside for future consideration. The results from that exercise are [here](#).

Content Provision
1. Working with Council staff, developed a Weekly Meeting and Event Highlights for alders that can relatively easily be shared via the existing blog tool and in the future blog tool. Common Council staff is now compiling and emailing this summary to all alders each Friday. The Summary is not district-specific, but contains easily cut/pasted items with embedded links for:

   a. Several key BCC meetings;
   b. A listing of Events, Seminars, etc.;
   c. Announcements, press releases, press conferences, etc., and
   d. A Save the Date listing

   An example of the Weekly Highlights is contained in [Appendix C](#) and past Highlights are available on the Council Intranet Site. Staff also prepared a short [guide for usage](#) of the Weekly Highlights and how to use them. The content of the Weekly Highlights can evolve as alders see fit and as Common Council staff continues to refine their approach.

2. The Work Group met several times with PIOs and a few PIOs participated extensively in Work Group discussions about content provision issues and concerns. While no formal agreements or changes were proposed, the discussions themselves let both the Work Group and PIOs understand their respective needs, limitations of content provision, alders being overwhelmed with information at times, and potential future improvements.

Ongoing Actions:
IT staff is expected to begin the replacement of the current alder blogging tool with a new tool that is already used by various city departments. The tool will be adapted and improved to meet alder's blogging needs, most of which come from the cataloguing exercise mentioned above. The adaptation of this tool is expected to have no increased costs associated with expanding its usage to alders. IT indicates that this project can fit into their work plans, so altering the new tool to enact the desired alder blog enhancements will begin in 2021. There may be a trial period when several alders use and test the new tool, but that process is to be determined.

The new tool will be more intuitive, provide a preview function that accurately reflects a prospective post, aka What You See Is What You Get (WYSIWYG), and will allow more formatting and embedding options. The latter will allow easier importation of information from a variety of sources. More practical matters include more contemporary and intuitive menus and options for saving drafts.

Recommendations:
1. As web-based or application-based blogging tools evolve, City IT generally is evolving along with them. IT should have ongoing discussions with Council Staff so that new tools and capabilities for use by alders can be proposed and considered for quicker implementation.
2. CCEC should periodically be informed by Council Staff about new capabilities that alders may want to consider adding to their blogging tool.
3. While this relates to several other Work Group topics, the ability for residents to self-manage their communications from both alders and the city should become more intuitive. Opt-in and Opt-out features should be reviewed, streamlined, and should include content-based opt-in and opt-out features for alder-provided content.
4. Content provided by all city staff for potential inclusion in alder communications and for their city communications in general, should be timely and should be standardized. The standards should be developed with an eye towards portability to multiple platforms (when possible) with both summary versions and detailed versions available so alders can post quick summaries or more detailed, dedicated posts, if they desire.
5. PIOs, CCEC, Common Council staff, and the Mayor's Office should further explore the development of a citywide communications strategy and potentially the establishment of a Communications Department. This effort would need to include:
    a. Developing coordination, processes and standards;
    b. A strategic communications plan at agency level that is shared with alders, and
    c. Increasing the participation of PIOs in Council communications processes and planning.

Partner Agencies:
CCEC
Common Council Staff
IT
PIOs
ORENS, should it be created.

2. Alder Emails To/From Residents:

Summary of Identified Concerns:
- Emails sent via webform to Alders should be easier to scan to determine if the sender lives in your district, if they want a reply, the subject matter, etc.
- When an email is sent directly to allalders@cityofmadison.com (not via webform) and the sender includes her street address, it is time consuming for the alder to look up the address to determine if it is from a constituent. When the email content does not include the sender's street address, it increases the chances that an alder will not reply.
- The quantity of emails sent to allalders@cityofmadison.com via webform are often overwhelming and it is not possible to ascertain if the sender lives in an alder's district

unless an alder manually looks up any provided address. It is also time-consuming for an alder to determine if a sender lives in an alder's district.

- Residents are increasingly using the allalders@cityofmadison.com email address directly from their own email tools rather than using the city's webform. These emails have no standardization of format, so it is especially difficult to ascertain if the sender lives in an alder's district.
- As mentioned in Work Group Area of Focus #1, alders cannot send an email to their blog subscribers without making a blog post.

Discussion:
The content and format of emails sent via webform to either individual alders or to all alders should have upfront information that will allow an alder to quickly scan the email and determine the appropriate course of action. For instance, whether the email is addressed to an individual alder or to all alders should be the first item of information in the emails to alders that is generated by the webform. The Work Group also felt that the readability of those webform-generated emails could be improved.

The high volume of emails that are sent to all alders has increased dramatically during the COVID-19 pandemic when in-person meetings, whether hosted by the city, neighborhoods, or an organization, have become unreliable or impossible. Advocacy groups have also discovered the ease of emailing all alders and have been encouraging residents to use that email address to weigh in on various matters. Even prior to the pandemic, the Work Group recognized that the number of emails was overwhelming at times. The average number of emails received per week by each alder in June of 2019 is shown in the figure below:
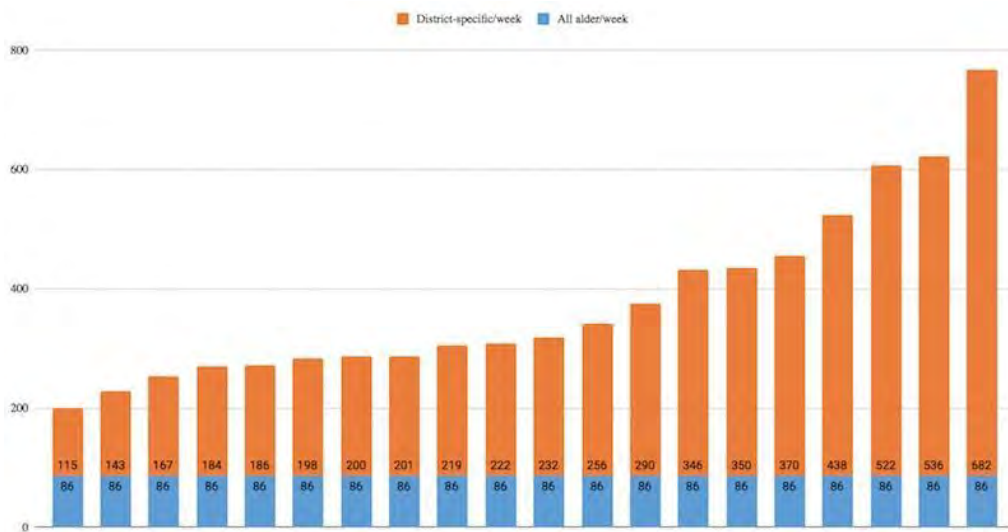
The y-axis is the average number of emails received per week from districtXX@cityofmadison.com (orange) and from the alladers@cityofmadison.com (blue). The x-axis is each aldermanic district sorted by frequency, not by district number. So, the leftmost bar is not District 1 and the rightmost bar is not District 20; instead the districts are sorted by the fewest to most total number of emails received. It is clear from the figure that some alders receive almost four times as many emails as those receiving the least, so there is a large range. In either case, a majority of alders are receiving over 300 emails per week. This does not include the thousands of emails that alders often receive in the course of several days on controversial topics.

The Group did not evaluate options for reducing or managing the allalders@cityofmadison.com volume, but better filtering those emails was an expressed desire. Automated functions and/or utilizing Council staff to triage the flow of those emails was discussed.

Completed Work Group Actions:
1. Improved contact email webform for contacting either a particular alder or all of Common Council.
2. Revised the order and information that displays in the email triggered by the contact webform in order to make them more easily scannable by alders.

Ongoing Actions:
None

Recommendations:
1. Common Council Staff and IT, with the cooperation of CCEC, should continue to explore options for collating emails sent to allalders@cityofmadison.com, particularly when form emails are used.
2. Develop an online comment system that residents could use in lieu of email.
3. IT staff should explore giving alders the ability to send emails to their blog subscribers without making a blog post.

Partner Agencies:
Common Council Staff
IT
CCEC

3. Broadening Communication Audiences and Social Media:

Summary of Identified Concerns:
- Alder Communications generally are seen by those already engaged in city processes. Those residents who are unfamiliar with how to access and communicate with their alders or how to receive communications from the city or alders are at a severe disadvantage.
- Communications from alders are generally not designed or delivered in forms that reach underrepresented and disenfranchised constituents nor accommodate constituents with LEP or VI.
- Communications from some city agencies and sources share many of the same deficiencies as alder communications.
- City agencies often rely on postcard notifications for pending projects, public meetings, neighborhood meetings (often hosted by an alder), and various other notifications, some of which are required by ordinance. While postcards are sufficient for some residents, many residents may miss such communications. Those with LEP or VI are at a particular disadvantage.
- Large swaths of the community use social media as their primary and/or secondary methods of obtaining information.

Discussion:
As mentioned above in Key Theme #7, residents with LEP or VI are often unable to receive or send communications to their alder or the city in general. These communication constraints must be overcome if all of Madison is to be a part of city decision-making processes. Like other topics explored by the Work Group, this also intersects with TFOGS recommendations.

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In the course of discussing this topic, it became clear that there are many communities beyond those who are disengaged at least partially due to access constraints due to LEP, VI, or being members of historically disenfranchised communities. For example, anecdotal evidence implies that younger residents who use social media, e.g., Twitter, Instagram, and/or Facebook, for much of their communicating needs, receive little from alders via those channels and little from the city. PIOs and agencies are increasingly using social media, but the Work Group suspects that unengaged residents generally are not subscribers to their channels.

The tools used most often for city and alder communications, namely email and postcard notifications, accentuate the gaps between the disenfranchised and the engaged because those means of communication generally imply that the recipient/sender has a home computer of some sort and has sufficient time and an at least partially structured schedule that enables focused email communication via computer or phone. Generational gaps in communication preferences include a waning focus on written communication delivered via the USPS.

With assistance from the City Attorney's Office, IT, and Common Council staff, the Work Group reviewed the current Common Council Social Media Policies and drafted a new pilot policy that reflects more contemporary communication preferences of residents and some alders. This new policy will allow for limited social media usage by alders on city-managed social media accounts.

Completed Work Group Actions:
1. Developed and conducted a Survey of Residents on Alder Communications (see Key Theme #7).
2. Engaged Neighborhood Resource Teams to gain qualitative data on the communications preferences and habits of underserved Madison populations.
3. Drafted a Common Council Social Media Pilot Policy to allow limited usage of some social media platforms.
4. Established a Phase I protocol for a trial of alder usage of Facebook and Twitter using city-owned accounts.

Ongoing Actions:
1. The Phase I trial of social media accounts is in the process of being set up. After the draft revised Council Social Media Policies are finalized and approved, the trial is expected to proceed with coordination by IT and Council staff.

Recommendations:
1. Council should explore if alder expense annual budget, when appropriate, could be used to pay for advertising on social media. These ads would be for city events or city- or alder-organized district events or meetings such as a neighborhood meeting related to a development proposal or a city project.
2. Council Staff and CCEC should continue to work with alders to promote the usage of translation services, and other accommodations for residents with LEP and VI, for all written communications and as many alder-sponsored meetings as is possible. Standards or policies should be developed.
3. After one year, a report of the pilot social media account usage should be prepared for CCEC by Council Staff with the assistance of IT and the City Attorney's Office.

4. CCEC should make any necessary alterations to the policies and, if appropriate, the trial should be converted to ongoing communication channels for all alders who want to use them and expanded to additional social media platforms.
5. CCEC and Council Staff should work closely with the proposed ORENS to further broaden all efforts to increase communication efficiency and reach to all city residents.

Partner Agencies:
Common Council Staff
IT
CCEC
City Attorney's Office
Civil Rights
ORENS, should it be created.

4. Adjustments to Information Available to Alders and Residents

Summary of Identified Concerns:
- Residents seem to be either overwhelmed with information from the city and alders or almost entirely cut out of the communication chain. It is difficult for them to pick and choose what they want to receive.
- As noted earlier, opportunities for residents to obtain information about Common Council proceedings and actions is mostly limited to what can be obtained through Legistar or from their alders. Legistar is difficult to use for most people, including many alders.
- Details on Council actions, whether recent or past, are difficult to obtain via Legistar. Minutes are not posted until after approval, which hinders finding information about recent actions. Votes are often not recorded until well after action.
- Legistar is likely to be either revamped or replaced in the not too distant future. The city staff team that is preparing to conduct an RFP process to solicit for an upgraded or new legislative management system does not appear to have much alder input.
- Agency webpage formats and content seem quite variable, hence difficult to navigate.
- Some agencies do not have readily available information about their work and/or projects for residents or even alders to obtain, while others do.
- District-specific information on agency projects, proposals, applications, etc., is often difficult for alders and residents to obtain.
- When alders or residents make requests of city staff, the lack of a tracking system often allows requests to fall through the cracks.
- Residents who contact alders or the city may not receive a confirmation or response.
- Since the COVID-19 pandemic pushed all city meetings onto Zoom, the Work Group became concerned about the accessibility issues that accompany all-virtual meetings.

Discussion:
This topic covered a wide range of matters, focusing on making information about city services and actions more readily available to both alders and residents and on increasing the ability of residents to give more input to alders and the city. Like TFOGS, there was a particular focus on Legistar, its foibles, and where it can be improved.

Generally, the Work Group felt that some agencies provide easily accessible information for alders and the public while others range from having some types of information available to almost none at all.

The overall city email subscription management system that residents use to control what emails and text message notifications they receive, of which the Blog Tool Email Subscription is a part, is somewhat overwhelming and difficult to use. This increases the amount of time that alders spend communicating with residents because some city information is not otherwise easy to obtain. The number of categories and types of emails is logical from an organizational point of view, but residents are likely not to know which category or menu of notifications they should choose when looking for a particular notification. Some content on the many agency menus appears to be out-of-date. When new subscription options appear, there appears to be no way for residents to know that other than learning about the notification capability from some other form of communication.

Residents also should be able to better manage content subscriptions for alders' communications so that they can better curate what they receive. New subscription management and new content selection for residents to choose with regard to alder communications could be explored. Alders currently do all the curating of information that goes *en masse* to residents via their blogs and email accounts, but residents should have capability to self-curate so that alders do not have to guess as often as to what residents may want to see.

The Work Group also discussed the possibility of using various polling tools to obtain input from residents on city matters, e.g., Polco or polling functions from social media platforms. While this could help to synthesize resident input to make it more digestible for alders, the same concerns about underrepresented and disenfranchised communities would hold.

As the amount of public input increases, alders and members of BCCs have a difficult time managing input on agenda items at Council or at BCCs. For virtual meetings and in-person meetings, it is unproductive for a member to read through potentially hundreds of commenters looking for those who might be constituents. If possible, public comments for City of Madison residents should identify the aldermanic district based on the street address. This will allow alders to easily locate public comments from their constituents.

The accessibility of city meeting agendas, agenda content, attachments, and the general lack of transparency of Legistar and its contents were identified as concerns that the Work Group shares with TFOGS and its recommendations. The TFOGS proposed initiatives include several related to Legistar and its reputation for being difficult for residents to access and understand. The Work Group appreciates that city staff has been working to address these limits and replace or overhaul Legistar, but the Work Group wants to reiterate that Legistar currently is not just a barrier to accessing information about Common Council actions, but also a barrier to communications both to and from residents.

Completed Work Group Actions:
1. Conducted discussion with Planning staff that led to improvements in email content and frequency from UDC and Planning staff that now list upcoming agenda items by alder district for UDC and Plan Commission meetings.

Ongoing Actions:
None

Recommendations:
1. City agencies should send alders district-specific updates on projects, proposals, and other agency activities on a periodic and as-needed basis.
2. More tools should be developed or more information added to existing tools and webpages so that alders can use them to obtain detailed information or updates about projects, proposals, and applications in their district, e.g., liquor license applications and other pending matters.

3. City agencies should explore a common tracking system for all requests that come from alders and residents. This system could return information to the requesters and be publicly available.
4. Agency webpages should strive for some forms of standardization, particularly with regard to the needs of alders and residents to obtain information about individual projects, proposals, and applications.
5. Alders and CCEC should be represented as discussions about a new legislative management system proceed.
6. As is possible, Council actions, minutes and all associated information should be posted in Legistar as soon as possible.
7. If possible, a software tool that can sort street addresses by aldermanic district should be developed and applied to all emails from residents. IT staff indicates that this capability would be very difficult to develop due to the inconsistencies in resident-supplied information, e.g., format of street addresses.
8. In line with TFOGS, the accessibility of city meetings should always be increased, including offering both virtual and in-person options for attendees once the pandemic subsides.
9. Also in line with TFOGS, all subcommittees, work groups, and associated bodies (such as MPO, CARPC, MMSD, City-Village Association, etc.), and their agendas and materials should also be in Legistar to increase the amount of information readily available to residents and alders.
10. All public comments should travel with Legistar items across BCCs and to Common Council.
11. Working with the ORENS, Council Staff and CCEC should explore options for using polling tools and techniques to gain more insight into public opinion on city or district matters, but with special attention to minimizing the possibility of accentuating disenfranchisement.
12. When residents contact the city or an alder, they should receive a response, even if auto-generated.

Partner Agencies:
Common Council Staff
IT
ORENS
CCEC

5. Registration for and Input at Public Meetings

Summary of Identified Concerns:
- Public comments do not to travel with legislative items across BCCs and Common Council, so they are often not seen by residents, alders, or BCCs when considered in downstream processes.
- Summaries of public comment meeting registrants are now available mostly real-time for some bodies, but residents, members of BCCs, and some alders are not aware or do not have the capabilities of accessing this information.
- Members of the public should be able to send in comments on any Legistar item or public matter easily.
- The need to register for public comment is confusing for residents as is the process for doing so. The fields that are on the registration forms and webforms seem to confuse many who want to give public comment/input.
- Even prior to virtual meetings becoming commonplace, city staff had to help meeting registrants fill out their forms in person, although many registration forms were still completed incorrectly.

- The cutoff times for registering for public comment seems to vary from body to body, particularly in virtual meetings, and is not easy for residents to ascertain.
- Some BCCs and Common Council seem not to limit public comment to the appropriate length of time and some BCC Chairs do not seem to be aware of such limits. This unpredictability impacts both residents and the entities receiving comment.
- Similarly, when agenda items are considered together, speakers who are registered on more than one of the items are often given what seems to be excessive time for public comment.
- As mentioned in Work Group Area of Focus #2, alders are often overwhelmed by individuals and organizations directly emailing members or using the allalders email address on a particular agenda item. This also applies to BCCs and who are directly emailed via their personal email addresses or committee email addresses. It is difficult for alders and BCC members to properly weigh and/or judge this input in comparison to those who register and give public comment at meetings and those who register, but do not wish to speak.

Discussion:
Like other topics considered by the Work Group, there was overlap with TFOGS when focusing on increasing resident input and facilitating residents' ability to do so, particularly at public meetings. If more members of the public could easily provide comment and input on legislative items more often, the Work Group believes that emails to allalders@cityofmadison.com or to individual alders, for instance, could decrease.

Making it easier to follow public meetings and give input would also likely facilitate methods for combining disparate input sources into a more usable format and/or summary. The various methods of providing input can prove to be overwhelming at times and difficult to digest when coming from multiple channels of communication. It would be helpful if some method of combining all the input, or at least some of the different input methods, could be developed.

The Group discussed the possibility of using polling tools on particular agenda items (see discussion of polling in Work Group Area of Focus #4) for collecting input from residents that would be easier for policymakers to digest. This too could funnel input away from input in the form of inefficient emails.

The Group developed a [Draft Electronic Public Comment Improvement Proposal](#) to address many of these concerns. Proposed is a standard online form for public input via webform that would be easy to use and find. Other channels of input would still be enabled, but a goal of creating such a standard form would be to redirect residents to the form from those channels when possible. Council staff and other agency staff could help residents when needed and they could fill out forms on behalf of a telephone caller. Ideally, the same form would be used for input from residents on any matter and could be used for those registering to give public comment at meetings.

Initial research into alternatives to accomplish this proposal indicate that this functionality may be available through our existing Legistar product. The Work Group strongly recommends that this functionality be investigated and implemented if possible.

Completed Work Group Actions:
1. Working with IT staff, developed a Draft Electronic Public Comment Improvement Proposal(see [Appendix E](#)).

Recommendations:

1. If possible, public comments for City of Madison residents should identify the aldermanic district based on the street address. This will allow alders to easily locate public comments from their constituents.
2. All public comment should travel with Legistar items across BCCs and to Common Council.
3. As with Work Group Area of Focus #4 and working with ORENS, Council Staff and CCEC should explore options for using polling tools and techniques to gain more insight into public opinion on particular agenda items for Council and BCCs, but with special attention to minimizing the possibility of accentuating disenfranchisement.
4. Common Council staff, in conjunction with IT staff, should pursue the requests and deliverables as detailed in the [Draft Electronic Public Comment Improvement Proposal](#).
5. In order to strengthen expectations of the public, BCC and Common Council policies concerning the length of time allowed for public comment should be reiterated and enforced evenly unless there is a suspension of the rules.

Partner Agencies:

Common Council Staff
IT
ORENS
- CCEC

Priority Recommendations

While the report identifies a number of recommendations for future work efforts, the Work Group has identified the following priority recommendations for immediate action:

1. Implement new blog tool for use by alders as recommended and approved by CCEC - *Common Council Staff, IT Staff*
   a. Regular updates on progress should be shared with CCEC
2. Adopt the draft social media policy and proceed with social media pilot - *CCEC, Common Council Staff, IT Staff, City Attorney's Office*
3. Define Common Council staff role in regards to communications and expand common council communication support for alders - *CCEC, Common Council Staff, IT Staff*
   a. As part of the chief of staff role review, CCEC should review all Common Council staff position descriptions and clearly identify responsibility to support communication related needs for alders
   b. Common Council staff should continue to produce and distribute the weekly summary content to alders and should work with alders and city staff to improve the content and format going forward
   c. Common Council staff should work with CCEC to create and issue an annual survey of alders regarding barriers and opportunities for improvement related to communication tools and processes
   d. Develop training to introduce online tools that support alders work – Common Council & IT Staff
4. Implement communication related TFOGS recommendations - *Ad Hoc Task Force On The Structure Of City Government (TFOGS) Final Report Implementation Work Group, BCC Administrative Support Team, Common Council Staff, IT Staff*
   a. Proceed with identifying and implementing a legislative management system replacement product that addresses the needs and recommendations found in the TFOGS and the report. Alders and residents should be included as key stakeholders in this initiative along with BCC support staff.
   b. Prioritize the implementation of a 311 system to reduce the burden on alders that currently shoulder the much of the burden created by this gap.
   c. Create organizational capacity and structure to improve outbound and inbound city communications (communications and resident engagement) with a focus on improving access for underrepresented residents (ORENS). This structure should be able to address and improve:
      i. Standards and coordination of city communications across agencies
      ii. Reducing barriers for residents that are currently not connected to city information
   d. Support and strengthen the work of the BCC Administrative Support team with particular focus on:
      i. Establishing standards for publishing agendas/attachments/minutes in a timely and accessible format

ii.   Establishing standards for managing public input on legislative items including implementation of a system to efficiently manage electronic public comment as identified in the *Electronic Public Comment Improvement Proposal*.

Appendices

APPENDIX A

Enabling Resolution adopted by Common Council on 7/16/2019

Legistar Item #56505

Establishing a President's Work Group to Review Council Communication Tools & Processes.

Title
Establishing a President's Work Group to Review Council Communication Tools & Processes.

Body
WHEREAS, the City of Madison Common Council values the ability to communicate city information and their work in a variety of formats with the residents of the City; and,

WHEREAS, the Common Council desires to improve communication to city residents and to further the goals and mission of the Common Council by incorporating the core value of Civic Engagement - commitment to transparency, openness and inclusivity; and,

WHEREAS, the Common Council wishes to review the City's current offering of existing communication tools and processes and investigate options and alternatives to improve those tools and processes;

NOW THEREFORE IT BE RESOLVED, that the Common Council of the City of Madison establishes a President's Work Group to Review Council Communication Tools & Processes; and,

BE IT FURTHER RESOLVED, that the work group review will include the following along with other communication tools and processes as identified by the work group:

• Alder Blog & email subscriptions
• Alder Home Page
• How Alders share content via social media
• Use of calendars for meetings and events
• Templated/prepared content
• Sharing of updates generated by city agencies

BE IT FURTHER RESOLVED, the following Common Council member are appointed to the President's Work Group to Review Council Communication Tools & Processes:

Ald. Grant Foster, District 15 (Chair)
Ald. Barbara Harrington-McKinney, Council Vice-President
Ald. Lindsay Lemmer, District 3
Ald. Donna Moreland, District 7
Ald. Keith Furman, District 19

BE IT FURTHER RESOLVED, that the work group will be staffed by the Common Council office, with input from the city's Information Technology Department and other city departments as needed; and,

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BE IT FURTHER RESOLVED, that the work group will use a racial equity and social justice lens throughout its work and may access training to apply the City of Madison Racial Equity and Social Justice Impact Tool; and,

BE IT FINALLY RESOLVED, that the Work Group will begin work upon adoption of this resolution with a goal of completing the review and report by the November 5, 2019 Common Council Executive Committee meeting.

Extensions to Work Group Deadline

Resolution adopted by Common Council on 10/15/2019 to Extend Work Group Deadline

Legistar Item #57510

Extending the deadline for the report and recommendations from the President's Work Group to Review Council Communication Tools & Processes to March 31, 2020.

Resolution adopted by Common Council on 6/2/2020 to Extend Work Group Deadline

Legistar Item #60615

Extending the deadline for the report and recommendations from the President's Work Group to Review Council Communication Tools & Processes to September 30, 2020.

APPENDICES

APPENDIX B

Subset of the Recommendations on Resident Participation and Engagement from the TFOGS Final Report

Most pertinent to the Work Group's tasks was this subset of the Recommendations on Resident Participation and Engagement from the Task Force on the Structure of City Government (TFOGS) Final Report (from pages 34-35 of that report):

- Allow video testimony or live electronic participation such as through the internet, from remote centers of the City, or other electronic means;
- Allow public comments to be made and considered prior to a meeting, such as through a system that notifies residents of decisions to be made, asks for their input, and then relays that input to decisionmakers;
- Separate public testimony from legislative debate and action by allowing individuals to provide input at the beginning of Council meetings regardless of when the item on which they wish to speak is considered;
- Vary meeting locations throughout the City;
- Make written comments available to the public and Council members at the time of the meeting;
- Improve accessibility and functionality of Legistar;
- Create a way for people to provide input in Legistar or some other appropriate platform;
- Provide classes for the public to learn how to use Legistar;
- On the city website, allow option for having a chat with a city employee who can direct a resident in the right direction should they have an issue or question about government services;
- Continue working towards having 311 number for city services; Maintain subscription lists for Council and BCC items so that residents can be made aware of issues coming before a body through an email blast or text message and report back promptly when a decision has been made;
- Review customer relation software options that may create better processes for residents to navigate city services, such as through ticketing system where issues are ticketed, followed up on my staff, and then the results reported back to the person requesting the service; and
- Add more than just the name of meetings to the city calendar so that more information can be obtained with one (1) click, instead of requiring multiple clicks to get relevant and substantive information about a meeting.

APPENDIX C

Meeting and Event Highlights for the Week of September 14, 2020

Public Market Updates

The Public Market Development Committee will be discussing the progress of the Public Market project.
- View the agenda here
- Register to speak or observe the meeting here

Stakeholder Organizations Providing Input on the Police Chief Appointment Process

Several organizations are providing input into the search for the next MPD Chief of Police at the Police and Fire Commission meeting, including the Madison Professional Police Officers Association (MPPOA), Meadowood Neighborhood Association, the Community Response Team (CRT), and the Madison Professional and Supervisory Employee Association (MPSEA).
- View the agenda here

Discussions on Equitable Downtown Recovery

The Economic Development Committee will be discussing equity and downtown recovery.
- View the agenda here
- Register to speak or observe the meeting here

MPD Policy Discussions

The Public Safety Review Committee will be discussing several ordinances related to MPD procedures, including tear gas, acquisitions from the Defense Logistics Program, and the 8 Can't Wait platform.
- View the agenda here

Evictions and COVID-19 Pandemic

The Landlord and Tenant Issues Committee will be discussing the effects of COVID-19 on evictions.
- View the agenda here
- Register to speak or observe the meeting here

Downtown Recovery

The Downtown Coordinating Committee will be discussing downtown recovery in the context of equity and COVID-19.
- View the agenda here
- Register to speak or observe the meeting here

Events, seminars, etc.
- **Sustainable Transportation**, a virtual educational series for fleet and transportation professionals and anyone interested in these rapidly advancing industries.
  September 10 – October 15
  Every Thursday at 1pm
  Information and free registration here
- **Madison Police and Fire Commission Virtual Listening Session,** the first of two sessions to gather input on the hiring of a new Chief of Police
  Session 1: Saturday, September 12, 1pm
  Streaming link here
  Online meeting here

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Meeting phone number: (877) 853-5257
Webinar ID: 936 7755 8494
- **Madison Bike Week**, September 12 – 20
  Calendar of events here
- **Black Women's Wellness Day** (GA ticket sales end September 16)
  September 18-19
  Information and registration here
  (The Foundation for Black Women's Wellness is offering a special promotion for a discounted price of $50 for the 2 day summit for City employees. Promo code to obtain the discount: **2020SPECGROUP**.)

Announcements, press releases, press conferences, etc.
- Call for Nominations for At-Large Seats on the Police Civilian Oversight Board, September 2 – read here
- The Center for Disease Control and Prevention released an emergency order to stop residential evictions from September 4 to December 31, 2020.
  » Fact sheet to learn more and see if you qualify
  » Declaration form to get this protection
  » If you are being evicted, help may be available from Legal Action, (855) 947-2529
- Madison Metropolitan School District: 2020 Referenda – Future Ready
  Referenda information sessions:
  » September 16: East HS, 5:00-6:30pm
  » September 17: Who is Capital High? Informational Session, 6:00 - 7:00pm
  » September 22: Capital High, 5:00-6:30pm
  » September 23: Memorial HS, 5:00-6:30pm
  » September 29: La Follette HS, 5:00-6:30pm
  » October 1: West HS, 5:00-6:30pm
  » October 6: Spanish session, 6:30-8pm
  » October 7: Teletown hall meeting, 6-7pm

Save the Date
- **Virtual Racial Justice Summit** (registration closes on Monday, September 14)
  September 29 – October 1
  Information and registration here
- Metro Transit and the City of Madison Transportation Commission will hold a virtual public hearing at 6 p.m. on October 14 to review and discuss service updates put into place on August 23.

* Previous editions of Meeting and Event Highlights can be found on the Common Council Intranet at https://www.cityofmadison.com/employeenet/council/internal/.

Electronic Public Comment Improvement Proposal

*A Recommendation of the President's Work Group To Review
Council Communication Tools & Processes*

Goals

1. Make it easy for members of the public to comment on any legislative item - special attention should be given for people that have not been represented in the process historically
2. Ensure that electronic comments are easily accessed/viewed by BCC members
3. Allow public comment to travel with legislative items across BCCs/Common Council
4. Make it easy/efficient for BCC support & other city staff to support this process

Expected Outcomes

1. More members of the public will provide comments on legislative items more often
2. BCC/Common Council members will have better access to all public comments received
3. A reduction in public comments received via email to alders/committee members and a streamlining of comment management duties for BCC support staff

Request/Deliverable

- Online public comment form
  - Primary input channel would be an online form
  - Other channels could be available with a goal of redirecting people to the form or having staff assist with form completion (those without computer access could call into Council Office and staff could fill out form on behalf of caller)
  - Ideally use the same form for those wishing to register to speak (desired but not required)
- Information collected (Ensure transparent notification to registrants about how information will be shared)
  - Name
  - Address
  - District/Alder
  - Email or phone (for questions/responses)
  - For/Against/Neither
  - Lobbyist (Do we need to include lobbyist questions for e-comments like we do for registrants? What is required per ordinance?)
  - Comment (character limit?)
  - Ideally allows for submitting attachments (not a required feature)
- Comments are available for review by BCC members
  - Display all info collected in one consolidated document
  - Report/statistics available for BCC member review (# of comments, # in support or opposition)
  - Ensure that reports are real time or published/refreshed frequently
- Education/outreach about new tool

9/2/20

- Need to consider standards for record keeping - when is the record downloaded/uploaded?
- Privacy considerations - what content should be collected, stored, vs. shared publicly
    - Internal only info
    - Info share with BCC/CC members
    - Info publicly posted

9/2/20

Common Council Social Media Policy – Phase 1

Official Alder Social Media Pages

Phase 1 Policy Overview

On July 16, 2019, the Common Council adopted a resolution creating the President's Work Group to Review Council Communication Tools & Processes.

The "Common Council Social Media Policy – Phase 1" is a product of this Work Group that will allow for limited social media usage by alders on City-managed social media accounts. It provides a Phase 1 protocol for a trial of alder usage of Facebook and Twitter using city-owned accounts.

Phase 1 Policy Overview (Index)

- Definition of social media for the purpose of this Phase 1 Policy
- Social media options allowed in Phase 1 (Facebook & Twitter)
- What is an "Official City Account"
- Eligibility
- Phase 1 POLICIES (Alder's Facebook pages and Twitter Accounts)
  - Page/Account Design
  - Naming conventions
  - Mandatory Content
  - Operations of Page
    - Commenting, Blocking, Private messages (PM) and Direct messages (DM), etc.)

- No Use of City Resources
- No Campaign, Promotions, Solicitations and Donations
- Open meetings
- Public records

- Alders' Facebook and Twitter Use – Phase 1 GUIDELINES
  - Maintain clear lines between your personal, official alder, and campaign social media
  - Commenting
  - Promoting or sharing a post, event or other content from a nonprofit organization.
  - Private messaging (PM) and Direct messaging (DM):

Social media platform options in Phase 1

- During Phase 1, only **Facebook** and **Twitter** can be used by alders, at their option.
- This official City Facebook page and/or Twitter account can be used **solely** for **"official council business"** of that alder.
- The account is set up directly by City staff, with the account ownership / contact person being a City employee.
- The password for the page/account is managed by City staff and is capable of being **transferred** to future elected officials in the same aldermanic district.
- No other City-supported social media accounts will be allowed.

Facebook and Phase 1 Eligibility

- Facebook: Facebook is a social media network that connects people through an online platform. By sharing content like text status posts, images, videos, and external links like blog posts, Facebook users can contribute ideas and join conversations with other people who share the same or different interests.

- Phase 1 specifies Alder Facebook "pages": Facebook Pages allow you to reach and engage the people you care about: your community, voters and supporters.

- Facebook Pages have the ability to advertise and have access to **Page insights (metrics)**. (Meta-The Basics How-to-Guides)

Twitter & Phase 1 Eligibility

- Twitter: A social networking site launched in 2006, is undoubtedly one of the most popular social media platforms available today, with 100 million daily active users and 500 million tweets sent daily.

- Phase 1 specifies Alder Twitter "accounts", where the user only has an account. Both Common Council and Alder would have access to account.

What is an "Official City Account"

- FB and Twitter **can only be set up directly by City staff**, with the account ownership / contact person being a City employee.

- The password for the account is managed by City staff.

- The page or account is **capable of being transferred** to future elected officials in the same aldermanic district by a City employee, OR renamed for a newly-elected official in the same district.

- The name of the page/account follows an official naming convention established by the City.

- The public-facing portion of the alder's social media page directs visitors to their official City of Madison email address, City website, etc.

- Setting up a social media account requires agreement with legal terms and conditions of the social media platform.

- Examples of what is **NOT** an Official City account: any social media account/page/presence created by the alder on their own, not created through the City of Madison, and not managed by City staff using the steps above. Alders' personal accounts and pages must be kept separate.

Phase 1 POLICIES (Alder's Facebook Pages and Twitter Accounts)

- Page/Account Design
- Naming conventions
- Mandatory Content
- Operations of Page
    - Commenting, Blocking, Private messages (PM) and Direct messages (DM), etc.)
- No Misuse of City Resources
- No Campaign, Promotions, Solicitations and Donations
- Open meetings
- Public records

Phase 1 GUIDELINES (Alders' Facebook and Twitter Use)

- Maintain clear lines between your personal, official alder, and campaign social media

- Commenting

- Promoting or sharing a post, event or other content from a nonprofit organization.

- Private messaging (PM) and Direct messaging (DM)

How can Social Media be Used for Gov't

- Social media can be used by local governments for things like recruiting government workers and volunteers, promoting events, and directly corresponding with citizens about important local issues.

- Elected officials can also take advantage of the communicative nature of the platform to build relationships with community members.

- Social media build awareness around initiatives, and is an essential tool in crisis communications.

Examples of Official Council Business

- City events or alder organized district events or meetings such as a neighborhood meeting related to a development proposal or a city project.
- Leaf and yard waste pick up, snow removal, road closures
- Grant Announcements
- Position Appointments
- Upcoming Common Council meetings & Public Hearings
- Promotion of in-person/virtual information meetings (e.g. Property tax assessments)
- Notices
- Ground breaking on approved developments

Examples of Facebook/Twitter Content

80% of posts inform, educate, or entertain

- Neighborhood Fun! (E.g. Children drawing pictures for residents)
- Non-partisan content focusing on the importance of local elections
- Exciting business developments in your district, renderings of approved projects
- Interactive polls on issues
- Interactive maps
- Infographics & dashboards
- Interesting statistics/demographics; e.g.: "How many constituents are in each district?"
- History quizzes
- Images and qualities of each districts (parks, lakes, etc).

20% of post promote Common Council brand

- District Videos
- Repost messages and blog posts from Alders
- Agenda items gaining interest
- Alder Spotlights, "Did you know?" "Life of an alder/what they do?" e.g. on average, an Alder…,
- NRT Initiatives
- Community Development resources

Facebook Content Examples for Alder/CC Use

Things to consider

- Sample pilot with a few current Alders leading up to April elections.
- After what period of time should a report of the pilot social media account usage be prepared for CCEC by Council Staff with the assistance of IT and the City Attorney's Office? (Communication Tools & Processes)
- Social media training may need to be implemented among Alders participating in pilot.
- Do we develop standards and policies to promote the usage of translation services, and other accommodations for residents with LEP and VI, for all social media communications?
- Consultation with the City Attorney Administrative Procedure when employing social media so as to appropriately address public records and open meetings considerations.

City of Madison

Master

File Number: 73445

File ID:	73445	**File Type:**	Discussion Item	**Status:**	Discussion Items
Version:	1	**Reference:**		**Controlling Body:**	COMMON COUNCIL EXECUTIVE COMMITTEE
				File Created Date :	08/26/2022

File Name: Honoring Resolutions   **Final Action:**

Title: Honoring Resolutions

Notes:

Sponsors:		**Effective Date:**
Attachments: Honoring resolution draft ordinances.pdf		**Enactment Number:**
Author:		**Hearing Date:**
Entered by: kkapusta-pofahl@cityofmadison.com		**Published Date:**
Related Files:		

History of Legislative File

Ver-sion:	Acting Body:	Date:	Action:	Sent To:	Due Date:	Return Date:	Result:

Text of Legislative File 73445

Title
Honoring Resolutions

Two different concepts provided for discussion purposes only.

2.055 - Referral and Consideration of Matters

(8) Honoring Resolutions shall be subject to the following standing rules, which may be suspended pursuant to Sec. 2.34.

   (a) Resolutions may honor individuals, organizations, teams, or businesses with a connection to the City of Madison community and which have achieved a significant accomplishment or milestone, City officials and employees leaving government service, or holidays or other noteworthy anniversary dates or commemorative periods related to the Madison community which the Common Council wishes to recognize.

   (b) The title of the resolution and a brief summary shall be presented by a sponsor but honoring resolutions shall not be read in full.

   (c) Public comment regarding honoring resolutions shall be taken after the resolution is introduced and shall be subject to Sec. 2.29.

   (d) No member shall speak more than once on any honoring resolution nor more than three (2) minutes, without leave of two-thirds (⅔) of the members present.

33.36 Honoring Resolutions Board

   (1) The Honoring Resolutions Board shall consist of the Mayor, the Common Council President and the Common Council Vice President. Any member of the Board may designate a representative to serve on the Board or to participate in Board meetings in their stead. The Mayor or the Mayor's designee shall serve as Chair. The Board shall meet as needed.

   (2) The Board shall consider and act upon proposed honoring resolutions introduced by members of the Common Council. Resolutions shall be submitted to the Board.

   (3) The Board shall submit a report of its actions to the Common Council pursuant to Sec. 2.27.

   (4) Honoring resolutions may honor individuals, organizations, teams, or businesses with a connection to the City of Madison community and which have achieved a significant accomplishment or milestone, City officials and employees leaving government service, or holidays or other noteworthy anniversary dates or commemorative periods related to the Madison community which the Common Council wishes to recognize.

City of Madison

Master

File Number: 74483

File ID: 74483	**File Type:** Ordinance	**Status:** Items Referred
Version: 1	**Reference:**	**Controlling Body:** COMMON COUNCIL EXECUTIVE COMMITTEE
		File Created Date : 10/26/2022
File Name: Alder Salaries		**Final Action:**

Title: Amending Subdivisions (a), (c), and (d) of Section 3.50(1) of the Madison General Ordinances to Increase Alder Salaries and Associated Effective Dates.

Notes: 6686AlderSalaries

Sponsors: Grant Foster, Juliana R. Bennett, Nikki Conklin, Jael Currie And Keith Furman		**Effective Date:**
Attachments:		**Enactment Number:**
Author: Michael Haas		**Hearing Date:**
Entered by: mglaeser@cityofmadison.com		**Published Date:**
Related Files:		

History of Legislative File

Ver-sion:	Acting Body:	Date:	Action:	Sent To:	Due Date:	Return Date:	Result:
1	Attorney's Office	10/27/2022	Referred for Introduction				
	Action Text:	This Ordinance was Referred for Introduction					
	Notes:	Common Council Executive Committee (11/10/22); Common Council (11/22/22)					
1	COMMON COUNCIL	11/01/2022	Refer	COMMON COUNCIL EXECUTIVE COMMITTEE			Pass
	Action Text:	A motion was made by Furman, seconded by Currie, to Refer to the COMMON COUNCIL EXECUTIVE COMMITTEE. The motion passed by voice vote/other.					
	Notes:	Additional referral to Common Council (11/22/22)					

Text of Legislative File 74483

Fiscal Note
[Enter Fiscal Note Here]
Title
Amending Subdivisions (a), (c), and (d) of Section 3.50(1) of the Madison General Ordinances to Increase Alder Salaries and Associated Effective Dates.

Body

DRAFTER'S ANALYSIS: This ordinance amends Alder salaries effective after the 2023 Spring Election.

****

The Common Council of the City of Madison do hereby ordain as follows:

    1.   Subdivision (a) entitled "Alderpersons" of Subsection (1) of Section 3.50 entitled "Salaries of Mayor and Officials" of the Madison General Ordinances is amended as follows:

"(a) ~~Alderpersons~~ Alders.
Effective the term that begins ~~April 21, 2015~~ <u>April 18, 2023</u>, the ~~Alderpersons'~~ <u>Alders'</u> salaries,
        except for that of President and Vice President of the Common Council, shall be ~~$12,692~~
        <u>$37,658</u>. ~~Effective the term that begins April 18, 2017, that amount shall be adjusted by a~~
        ~~percentage equal to the resultant percentages calculated two years previously for~~
        ~~managerial employees pursuant to Sec. 3.54(9)(c), MGO, rounded to the nearest whole~~
        ~~percentage, and shall be effective the second pay period in April of each year of the~~
        ~~Aldermanic term. Alderpersons are paid on a bi-weekly basis consistent with the City's~~
        ~~established payroll periods.~~ <u>Effective April 16, 2024, the amount shall be adjusted by the</u>
        <u>percentage change in the average hourly wage as of April 1 of the current year compared</u>
        <u>to the average hourly wage as of April 1 of the prior year, for all permanent city</u>
        <u>employees, rounded to the nearest whole percentage, and shall be effective the second</u>
        <u>pay period in April of each year of the Alder term. Alders are paid on a bi-weekly basis</u>
        <u>consistent with the City's established payroll period.</u>"

    2.   Subdivision (c) entitled "President of the Common Council" of Subsection (1) of Section 3.50 entitled "Salaries of Mayor and Officials" of the Madison General Ordinances is amended as follows:

"(c) President of the Common Council.
Effective the term that begins ~~April 21, 2015~~ <u>April 18, 2023</u>, the President's salary shall be
        ~~$15,444~~ <u>$45,822</u>. ~~Effective the term that begins April 18, 2017, thereafter that amount~~
        ~~shall be adjusted by a percentage equal to the resultant percentages calculated two~~
        ~~years previously for managerial employees pursuant to Sec. 3.54(9)(c), MGO, rounded~~
        ~~to the nearest whole percentage, and shall be effective the second pay period in April of~~
        ~~each year of the Aldermanic term.~~ <u>Effective April 16, 2024, the amount shall be adjusted</u>
        <u>by the percentage change in the average hourly wage as of April 1 of the current year</u>
        <u>compared to the average hourly wage as of April 1 of the prior year, for all permanent city</u>
        <u>employees, rounded to the nearest whole percentage, and shall be effective the second</u>
        <u>pay period in April of each year of the Alder term. Alders are paid on a bi-weekly basis</u>
        <u>consistent with the City's established payroll period.</u>"

    3.   Subdivision (d) entitled "Vice President of the Common Council" of Subsection (1) of Section 3.50 entitled "Salaries of Mayor and Officials" of the Madison General Ordinances is amended as follows:

"(b) Vice President of the Common Council.
Effective the term that begins ~~April 21, 2015~~ <u>April 18, 2023</u>, the Vice President's salary shall be
        ~~$13,692~~ <u>$40,624</u>. ~~Effective the term that begins April 18, 2017, thereafter, that amount~~

shall be adjusted by a percentage equal to the resultant percentages calculated two years previously for managerial employees pursuant to Sec. 3.54(9)(c), MGO, rounded to the nearest whole percentage, and shall be effective the second pay period in April of each year of the Aldermanic term. Effective April 16, 2024, the amount shall be adjusted by the percentage change in the average hourly wage as of April 1 of the current year compared to the average hourly wage as of April 1 of the prior year, for all permanent city employees, rounded to the nearest whole percentage, and shall be effective the second pay period in April of each year of the Alder term. Alders are paid on a bi-weekly basis consistent with the City's established payroll period."

City of Madison

Master

File Number: 73444

File ID: 73444	**File Type:** Discussion Item	**Status:** Discussion Items
Version: 1	**Reference:**	**Controlling Body:** COMMON COUNCIL EXECUTIVE COMMITTEE
		File Created Date : 08/26/2022

File Name: 2023 CCEC Schedule

Final Action:

Title: 2023 CCEC Schedule

Notes:

Sponsors:	**Effective Date:**
Attachments:	**Enactment Number:**
Author:	**Hearing Date:**
Entered by: kkapusta-pofahl@cityofmadison.com	**Published Date:**
Related Files:	

History of Legislative File

Ver-sion:	Acting Body:	Date:	Action:	Sent To:	Due Date:	Return Date:	Result:

Text of Legislative File 73444

Title
2023 CCEC Schedule

City of Madison

Master

File Number: 72110

File ID:	72110	**File Type:**	Discussion Item	**Status:**	Discussion Items
Version:	1	**Reference:**		**Controlling Body:**	COMMON COUNCIL EXECUTIVE COMMITTEE
				File Created Date :	06/13/2022

File Name: Council Office Update

Final Action:

Title: Council Office Update

Notes:

Sponsors:

Effective Date:

Attachments: CCEC Chief of Staff Update 6-15-22.pdf, CCEC Chief of Staff Update 7-6-22.pdf, CCEC Chief of Staff Update 7-27-22.pdf, CCEC Chief of Staff Update 8-11-22.pdf, CCEC Chief of Staff Update 8-31-22.pdf, CCEC Chief of Staff Update 9-15-22.pdf, CCEC Chief of Staff Update 10-27-22.pdf

Enactment Number:

Author:

Hearing Date:

Entered by: kkapusta-pofahl@cityofmadison.com

Published Date:

Related Files:

History of Legislative File

Ver-sion:	Acting Body:	Date:	Action:	Sent To:	Due Date:	Return Date:	Result:

Text of Legislative File 72110

Title
Council Office Update

Council Chief of Staff Update
CCEC 6/15/22

1. **CCB Access Update**
   a. CCB is now accessible to the public and you don't need to use your access key to get to the 4th floor on the elevator anymore.
   b. Until we have at least one more full-time staff person in the office, I am going to leave the "Closed to the Public" sign up on the Council Office door.
   c. There are 3 alder parking spots in the CCB garage. Please contact Debbie if you would like a tour or further instructions on those or additional parking options.
   d. City offices are closed on Monday 6/20 for the Juneteenth holiday.

2. **Alder Vax/Test Requirement**
   a. All alders need to submit COVID-19 vaccination documentation. An email will be forthcoming to all of those for whom we are missing documentation.

3. **AASPIRE Intern Update**
   a. Our two AASPIRE interns are on board and off to a great start. They are working on a variety of projects, including alder onboarding and training, code of conduct, alder-UW student intern matching program proposal, additional research projects left over from my previous position, and things as they come in. They will be with us until July 20 or they finish their 320 hours.
   b. The interns are receiving training on Legistar next week and are shadowing various meetings, including Finance Committee, CCEC, and Common Council.

4. **Chief of Staff Onboarding**
   a. Since I started in this role, I have been reaching out to set up individual meetings with each alder, in their district if possible, to discuss their thoughts about all things Council. I am also establishing recurring check-ins with alders who are interested. If we haven't been able to meet yet, please reach out and we can get something set up.
   b. I have signed up for a variety of City-provided trainings, including supervisor trainings, which I will be completing throughout the coming months.
   c. I will be setting up meetings with department and division heads soon.

5. **Council Office Hiring Status Reports**
   a. Our new assigned HR analyst is Bill Wick
   b. Administrative Assistant: position closed, interviews planned to start the week of June 27.
   c. Legislative Analyst: Requisition in, HR plans to post next week. When it opens, please help us share the opening widely with your networks.
   d. Community Engagement Specialist: HR plans to send it to Finance Committee on July 11, Council on July 12, and posted by July 20. When it opens, please help us share the opening widely with your networks.
   e. I am recruiting former alders to participate in interview panels.
   f. Thank you for your continued patience and understanding as we work to fill our vacant positions.

6. **Police Civilian Oversight Board (PCOB)/Independent Monitor (IM) Update**
   a. The posting for an hourly administrative aide to take over staffing of the PCOB closes on June 30 and we hope to have someone in the position by July 11.
   b. The posting for the Independent Monitor is currently open.
   c. Thank you to Michaelyn Gibson of DCR for stepping up to share staffing duties while we find temporary dedicated administrative support until the Independent Monitor is hired.

7. **Council Budget Request**
   a. I am working on a 2023 agency operating budget proposal to present to CCEC on 6/29 for feedback.

Hybrid Council Meeting Prep
- We are working out logistics for the 7/12 hybrid Council meeting. Let us know if you have any questions as you prepare to return in person. We will be sending out more information soon.

Council Office Staff Updates
- Debbie continues to work on neighborhood meetings, assisting constituents who call in, and working on the Council meeting materials. Especially with back-to-back Council meetings this month, please allow extra time for her to get back to you on your requests.

- Our AASPIRE interns are with us for two more weeks. They will be assisting at the 7/12 and 7/19 Council meetings.

- I am working on the Council budget submission and will have a draft for you at the next CCEC meeting.

Council Office Staff Hiring
- I expect to be able to make an offer on the Legislative Administrative Assistant very soon. I am working on updating the onboarding plan.

- The Legislative Analyst position closes on 7/18. Please share it with your networks.

- I expect the Community Engagement Specialist position to be on the 7/11 Finance Committee agenda for review.

2023 Common Council Meeting Schedule
- It is that time of the year again to create the 2023 meeting schedule. Our office will work with the Clerk's Office and Finance to get a draft schedule together for you all to review.

2022 Annual Surveillance Technology Reports (for calendar year 2021)
- We are in the process of collecting reports from agencies with 11 agencies having already uploaded their materials to Sharepoint so far. Once they are in, I will create a resolution and provide you with the updated reports, similar to the procedure last year.

Police Civilian Oversight Board
- Interviews for an hourly administrative aide to the PCOB are going to be taking place next week.

- The process for replacing the five Board members whose terms are expiring on September 30th will be starting soon. Attorney Haas has sent the alders some information from the Board on this topic.

Council Office Staff Updates

- Our new Legislative Administrative Assistant, Liz Windsor, is starting with us on Monday 8/1 and will be onboarded over the next few weeks. I will ask her to send out an introductory email next week. Debbie will be transitioning Council agenda duties back to that role in the upcoming weeks.

- We are going to start the interview phase of the search for a new Legislative Analyst in the next couple weeks. Supplemental essays are being reviewed now.

- The Community Engagement Specialist position is finally in the final leg of the review process before it can be posted. I expect it to be posted before the second week of August.

- I am planning to send members of the Council Office staff to the 2022 YWCA Racial Justice Summit (Sept 28-30).

2023 Common Council Meeting Schedule

- I am finalizing the draft schedule now and will have a schedule for you to review at the next CCEC meeting.

Common Council Events

- If you haven't already, please mark your availability on the Doodle poll sent out by President Furman for a late-summer Council get-together. It will be great to see you all!

Upcoming Alder Trainings

- We are arranging for safety training for the Council, likely in October with MPD in the Council chambers. Stay tuned for more details.

- A reminder that alders are allowed to sign up for City Organizational Development trainings on a variety of subjects. They have bolstered their offerings and send out a weekly list of upcoming trainings, which you can find in your district email inboxes.

Police Civilian Oversight Board

- We hired an hourly administrative aide to take over PCOB staffing. Jennifer Marek started on Monday and is being onboarded to be able to transition my staffing duties to her over the next month.

Council Chief of Staff Update
8/11/22

Council Office Staff Updates

- Our new Legislative Administrative Assistant, Liz Windsor, started last Monday (8/1). As she is participating in trainings and onboarding activities, she is also working on documenting workflows and processes for cross-training and process improvement purposes.

- We began the first round of interviews for the Legislative Analyst position this week. The panel will be choosing finalists to advance to the next round of interviews, which will take place in the latter half of this month.

- HR is finalizing the posting for the Community Engagement Specialist now and plans to post it tomorrow. Once it is posted, I will forward it to all of you to share with your networks. Please share this posting widely!

- Debbie is hard at work coordinating neighborhood meetings and onboarding Liz. Remember, please get neighborhood meeting information to her 3 weeks before the event, because many aspects of the process are time-sensitive.

- In addition to onboarding Liz and interviewing candidates, I am also continuing to take trainings on supervisor development through Organizational Development. I am also drafting work plans for the Office and my role, which I will be able to present to CCEC soon.

Common Council Events

- Reminder that we are having a Council get-together on Monday, September 5, at Garner Park. More information about how to pay, as well as signing up to bring items, will be sent out soon.

Upcoming Alder Trainings

- I am finalizing dates and content for de-escalation training in September and active shooter training in October for the Council and key staff. I will be sending out Doodle polls soon-please respond to them as soon as you can.

Police Civilian Oversight Board

- Finalists for the Independent Police Monitor position have been selected and will be announced in the upcoming days. There will be a virtual candidate forum at 5pm on August 18th where everyone will be able to get to know the finalists. An announcement about this forum will be coming soon.

Council Chief of Staff Update
8/31/22

Council Office Updates

- I plan on making an offer for the Legislative Analyst position in the next couple of days, hopefully with a mid-September start.

- The Community Engagement Specialist position has closed and HR is processing the candidates. The first round of interviews is likely to start mid-September.

- If you ordered a parking pass for the Wilson St Garage, it is available for you to pick up in your alder mailbox.

Common Council Events

- Reminder that we are having a Council get-together on Monday, September 5, at Garner Park. If you plan to attend, please respond to the evite and pay Debbie via the Venmo instructions.

Upcoming Alder Trainings

- If you haven't already, please respond to the Doodle polls about the de-escalation and active shooter response trainings. I plan on finalizing them in the next few days.

Police Civilian Oversight Board

- As you know, there are 5 seats on the PCOB that will need to be filled this fall (2 organization nominee seats from the designated set of organizations; 1 Mayoral appointment; 2 at-large Council voted seats. We are following a process similar to the one used to initially fill the Board seats.

- The public call for applications for PCOB members has gone out. Please forward the applications to interested individuals in your networks. The application deadline is September 6.

- Timeline (estimated):

    o Early September: Council Leadership and Mayor meet to choose from the submitted nominations by the two designated set organizations with vacating members. Mayor chooses her appointee.
    o Week of September 12: Council members rank the applicants, ranks are tabulated.
    o September 15: CCEC reviews and makes recommendation on slate of appointees
    o October 11: Council confirms slate of appointees.
    o October 27: New members attend PCOB meeting in their new capacity.

Council Chief of Staff Update
9/15/22

Council Office Updates & Announcements

- We have a new Legislative Analyst starting on October 17th! More details to come.

- Interviews for the Council Community Engagement Specialist are currently underway. I expect to be able to make an offer by the end of September.

- Recently, a pipe burst in the ceiling of the Council Office conference room. Several of the framed City-owned artworks sustained some water damage. We are working with Karin Wolf to get estimates for repair, to be submitted with the claim form to the County's insurance company. The conference room has been cleaned up and is available to use.

- It has come to my attention that when new alders take over their district email inboxes, any rules the previous alder had put in place will still be there. To check whether your inbox has mail rules, go to File in Outlook and choose Rules & Alerts. From here it is possible to modify or delete any unwanted rules. More on mail rules.

- Debbie appreciates your efforts to provide 3 weeks' notice on neighborhood meetings. She has really noticed a difference and it has made it much easier for her to make sure things are done in a timely way. Thank you!

Upcoming Alder Trainings

- Calendar invites have been sent out for de-escalation training in September and active shooter response training in October. Please respond to the invitations so we know how many people to expect at each. The de-escalation training is 2-part, so make sure to choose part 1 and part 2 when accepting invitations.

City Training Opportunities

- City Organizational Development is offering a training that may be of interest to alders as you interact with your constituents: Trauma-Informed Customer Service, September 22, 10:00 – 11:30 AM.

- Other upcoming City trainings of possible interest include Cultivating Wellness (4-part series including Self-Awareness, Stress Management, Human Connection & Conflict Management, and Positive Psychology & Wellness), Values-Based Leadership, LGBTQ+ Inclusion Part 1 & Part 2, and Involving People in Decisions that Impact Them.

Council Chief of Staff Update
10/27/22

Council Office Updates & Announcements

- We have two new staff members! Lorissa Bañuelos (Community Engagement Strategist) and Katie Jaeger (Legislative Analyst) started on 10/17/22.

  o Both of the new staff members will be reaching out to you to schedule introductory meetings and gain your perspectives on a variety of topics.

  o Thank you for your ongoing patience as we get everyone trained up.

- I will be sending out a survey to alders who attended the de-escalation and active shooter response trainings. I will also be reaching out to those alders who were unable to attend in order to find out more about how we can make these, and future, trainings more accessible to alders in the future.

- Our office will be sending you some important information soon about how the upcoming election season impacts your alder expense accounts and the sending of mailings (i.e. the "50 Piece Rule).

City of Madison

City of Madison
Madison, WI 53703
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Master

File Number: 72112

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Title
Future Agenda Items

8/31/2022 (for CC 9/6)	9/15/2022 (for CC 9/20)	10/19/2022 (for CC 10/25)	10/27/2022 (for CC 11/1)	11/10/2022 (for CC 11/15)	11/30/2022 (for CC 12/6)	12/13/2022	CC 1/17/2023	CC 2/7/2023	CC 2/28/2023	CC 3/7/2023	CC 3/21/ 2023		No Assignment Column
2023 Council Schedule	Legistar Upgrade Update	BCC Reorg & Admin Support Team		Council Agenda Creation and Deadlines		Legislative File No. 66211 - Adoption of an updated Emergency Management Plan for the City of Madison							
2023 CCEC Schedule	District Reports	Figure out Conference Report Policy											
Honoring Resolutions	referendum	COS Oversight/P erformance review											
new alder onboarding, training & mentor program	alder salary budget amendment												
	Code of Conduct												
Council Office Update	Council Office Update	Council Office Update	Council Office Update	Council Office Update	Council Office Update	Council Office Update							