

## MEMORANDUM

TO: Common Council Executive Committee  
Michael P. May, City Attorney  
FROM: Heather Allen, Legislative Analyst  
DATE: December 4, 2017  
RE: Update from the Legislative Analyst

### **ESTABLISHING A PRESIDENT'S WORK GROUP TO DEVELOP CITY-WIDE SURVEILLANCE EQUIPMENT AND DATA MANAGEMENT POLICIES**

The President's Work Group on Community Relations called for the Common Council to develop a city-wide policy for the purchase and use of surveillance equipment. I drafted this resolution for Ald. Kemble. In the research for this resolution, I found that some departments do have surveillance policies for their departments, as required in APM 3-17. Those departments include the following offices: Office of the Mayor, Madison Police Department, Traffic Engineering, Streets, Metro Transit, Information Technology, City Treasurer, Parking Utility, and Madison Public Library. These policies will inform the work of the President's Work Group. The resolution establishing this Work Group was passed by CCEC on November 21, 2017, and is on the Common Council Agenda on December 5, 2017.

On a related note, I participated in a meeting to discuss surveillance cameras that have the ability to view into windows. Alder Zellers, Vice President Samba Baldeh and members of IT, MPD and Traffic Engineering were present at this meeting. Traffic Engineering demonstrated the capabilities of various street cameras. After extensive discussion the participants concluded that there is technology available that could obscure building windows. Currently, IT has this capability for some but not all windows within view of city-owned cameras. Each camera can blur out windows for one "block" of buildings (buildings that are visually connected). In order to be able to blur all windows within view of the publicly owned cameras, new hardware and software will be required. Herb King from IT will research the costs and capabilities of the relevant hardware and software. It is likely that this issue will be discussed within the President's Work Group.

### **GOVERNMENT STRUCTURE TASK FORCE**

On September 8, 2017, the Common Council adopted RES-17-00714, creating a special Task Force on City governance ([Legistar 47707](#)). The resolution calls for the Task Force to "cooperate with the City's RESJI Core Team to design and implement an innovative public input process to learn about resident's perceptions of and experiences with governance in Madison, and their opinions about different structural options, including results in the final report."

City Attorney May established a staff team to discuss preparations for the development of this public participation plan. I facilitated a presentation from ACA John Strange and City Attorney May to explain the issue to the RESJI Core Team. The Core Team is interested in this process and the initial discussions have been fruitful. As a next step, leadership from the Task Force could meet with the City Attorney's Office and RESJI to refine the public participation goals, budget and resources for this work.

## **RACIAL EQUITY AND SOCIAL JUSTICE INITIATIVE (RESJI)**

As the Co-Chair of the RESJI Data Team, I have been closely involved in the major projects of this group. For much of 2017, the Data Team has worked on efforts to clarify and communicate City of Madison employee demographic data. This data shows the trends in employment for people of color and women. The purpose of this project is to utilize the historic data to establish baseline information for each city agency and then to ensure that data collection going forward will be easy to manage. Ultimately, RESJI hopes to create a data dashboard which will display employee demographic data for each agency.

This project has required extensive efforts to interpret the historic data, translate the data into more flexible formats, and work with DCR and HR to understand the historic data collection processes. RESJI Data Team will make recommendations related to future data collection in MUNIS and the associated EEOC reporting.

RESJI continues to grow and expand. The Council approved a budget amendment for the initiative which will create a new Program Assistant position. The Program Assistant will be able to help with the growing responsibilities of the initiative including coordinating meetings, trainings and producing communication materials.

## **BUDGET LISTENING SESSIONS**

Alders Phair and Cheeks requested support to develop and conduct three budget listening sessions in advance of the 2018 budget deliberations. The listening sessions took place on September 6 at 5:00 PM at Meadowridge Library and September 9 at 9:30 AM at Sequoya Library, and on October 24 at 6:00 pm at Fire Station #7 near Elver Park. The listening sessions were attended by a total of approximately 50 people. Participants provided feedback through informal conversations and written materials.

## **TIF DISCUSSION**

On November 13, a small staff team met to discuss the “Jobs Project” TIF Policy (the Policy). The staff attending this meeting included Natalie Erdman, Dave Schmiedicke, Dan Rolfs, Joe Gromacki, Matt Mikolajewski, Kevin Ramakrishna, Matt Wachter and me, Heather Allen.

The purpose of the meeting was to discuss possible areas of improvement of the Policy. This work was requested by EDC. The staff noted that the Policy has led to successful TIF loan approvals. In 2017, 3 projects approved by the Common Council were approved for “Jobs Projects” TIF loans.

### **“Jobs Projects” approved for TIF Loans in 2017**

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

The staff reviewed a number of elements of the existing policy including whether the “Gap Analysis Waiver” should be considered as an exception to Policy, or an inherent part of the Policy. The group also discussed whether the “but for” standards could be expanded, whether there should be criteria for when the 40% Net Present Value (NPV) rule is exceeded, or whether the method of

funds disbursement should be outlined within the Policy. The group will continue its discussions and will provide a report to the Mayor and Common Council upon completion.

### **COMMUNITY COUNCILS**

As requested by Vice President Samba Baldeh, I researched and wrote a memo surrounding public participation and community engagement. The memo explored strategies to promote attendance at the Common Council meetings and community engagement. As the Common Council seeks to connect more authentically with residents there is a robust list of possible remedies that may be explored. Those remedies generally fall into three categories: 1) reducing the logistical challenges for individual residents who may seek to attend a Common Council meeting, 2) reducing administrative barriers, and 3) improving participation techniques. Identifying which of these strategies might work best for Madison's residents, especially those who have faced historical barriers to public participation, may require further research or a community survey.

The memo also explored the idea of moving a Common Council meeting to a different location with the intention of reaching more audiences. The Common Council meeting has historically been held on the first and third Tuesday of each month at the CCB. This pattern provides a great deal of predictability for the public and could be argued that it is very accessible to the public given the frequency of bus service to the Capitol Square. After many years of hosting the Common Council meetings in this manner, staff and resources have been tailored to support meetings at this location (most notably audio visual services including livestreaming of the Common Council meetings). Any changes to the location and timing of the Common Council will require careful management of the logistical challenges as well as the new issues related to predictability and accessibility.

### **311**

Vice President Samba Baldeh and Alder Mark Clear have requested an analysis of 311 or Customer Relationship Management (CRM) systems. Many cities utilize 311 as a central hub for all public contact allowing them to coordinate, track and manage contacts with the public. The two major costs for establishing a 311 system consist of a call center or other intake center and the enterprise-wide information technology infrastructure required to route and track the customer interactions. The research project will include a review of the costs to develop an implementation plan and a review of the experiences of other cities that implemented 311.