

Amendment

Agenda Item 141

Title

Authorizing the Mayor and City Clerk to enter into agreements with Waldbillig & Besteman, Inc., for ~~\$38,000~~ \$47,000, to provide communications and community outreach services, as part of the Allied Revitalization Plan.

Body

WHEREAS, the City of Madison adopted the Allied-Dunn's Marsh-Belmar Neighborhood Physical Improvement Plan for the Allied Dunn's Marsh area; and

WHEREAS, the City of Madison also commissioned a housing study for the Allied Dunn's Marsh area and

WHEREAS, the Mayor's Office created A Vision for the Allied Community that included five goals related to increased communication and cooperation, increased stabilization of the area and working to solve tough problems and creating immediate improvement to the area. This includes increasing the opportunity for owner-occupied housing in the Allied area and continuing to provide affordable housing in the Allied area so current residents can remain in the community; and

WHEREAS, the City of Madison has also created a number of committees and staff teams to increase the level of communication both internally and externally, including City of Madison staff teams that work on areas such as public safety, economic development, housing, and social services. These staff teams meet regularly with the Mayor to brief him on the status of the Allied Drive area. In addition, the Mayor meets regularly with the other government entities including Dane County, Fitchburg and the Verona and Madison School Districts. This top-level group works to coordinate programs and funding across government entities; and

WHEREAS, the City of Madison needs to create a redevelopment implementation strategy for the are and provide extensive public input into developing this strategy; and

WHEREAS, on October 11, 2005, the Common Council approved Amended Resolution RES-05-00841 (Legislative File ID 02119) authorizing the expenditure of \$100,000 of available TIF to hire a consulting firm to assist

City staff and the community in the development of a redevelopment implementation plan for the Allied-Dunn's Marsh area; and

WHEREAS, staff worked with the Allied Area Task Force in the preparation of the Requests for Proposals (RFPs); and

WHEREAS, RFPs were released to interested consulting firms, posted on the City's website at three different locations and publicly noticed in a newspaper of general circulation for both communications and community outreach, and real estate finance review and analysis; and

WHEREAS, proposals were received by the City on February 28, 2006, at which time the City received six (6) responses to the communications and outreach; and

WHEREAS, a technical work group comprised of representatives from the Allied Area Task Force, Mayor's Office, and representatives of the Department of Planning and Development met to review the consultant proposals for the communications and outreach consultants. The technical work group selected three (3) consultants to make presentations regarding their approach to communicating and engaging the Allied neighborhood in the planning process, charrette, also known as a planning and design meeting, and future of the neighborhood; and

WHEREAS, on April 5, 2006, interviews were held with the three finalists; and

WHEREAS, it was the consensus of the work group that Waldbillig and Besteman, Inc. ("The Consultant") be the firm selected to perform these measures, for a sum not to exceed \$38,000; and

WHEREAS, the Consultant has the following program objectives:

1. Engage residents, property owners and other key stakeholders in the planning efforts and charrette.
2. Develop strategies and methods to overcome barriers to participation to both the planning process and the charrette.

3. Develop and implement a Communications and Outreach Plan to engage the larger Madison community in the planning process and the planning and design meetings.
4. Provide post-charrette and planning process assessment to City staff to aid in plan preparation and plan implementation efforts; and

WHEREAS, the Consultant has identified a process and timeline that will provide a concentrated marketing and communications outreach plan for the neighborhood and larger community, develop a message and a format to disseminate the information to the neighborhood / community on a timely and consistent basis; and

WHEREAS, the Consultant has agreed to partner with, and build the capacity of, the Allied-Dunn's Marsh Neighborhood Association (ADMNA) through:

1. Utilizing neighborhood residents as neighborhood liaisons and translators.
2. Supporting the community engagement and planning documentation throughout the charrette process that shall be managed by the Consultant, but implemented by the ADMNA.
3. Working closely with the ADMNA in the development of the marketing and outreach initiatives within the Allied-Dunn's Marsh area and with other community stakeholders in the neighborhood; and

WHEREAS, the Consultant will manage and coordinate planning and design meeting logistics, and be present for all four days of the planning and design meetings; and

WHEREAS, the Consultant has agreed to meet as often as needed with staff, the Allied Area Task Force, and other key stakeholder groups to provide the services outlined in the RFP; and

WHEREAS, the Consultant will prepare for review and analysis by the City a final report outlining the process used, activities undertaken, and outcomes received by the efforts funded through this contract.

NOW THEREFORE, BE IT RESOLVED that the Mayor and City Clerk are authorized to enter into an agreement with Waldbillig & Besteman, Inc., for an amount not to exceed ~~\$38,000~~ 47,000 to provide communications/community outreach services in support of the Allied Revitalization Planning efforts.

Fiscal Note

On October 11, 2005, the Common Council approved Amended Resolution RES-05-00841 (Legislative File ID 02119) authorizing the expenditure of \$100,000 of available TIF to hire a consulting firm to assist City staff and the community in the development of a redevelopment implementation plan for the Allied-Dunn's Marsh area. This Resolution authorizes the contracting and expenditure of up to \$38,000 of the previously approved funding.

On October 27, 2005, the Common Council approved Amended Resolution RES-05-00086 (Legislative File ID 00290) authorizing the expenditure of \$10,000 to support the Allied Area Task Force. This Resolution authorizes the contracting and expenditure of up to \$9,000 of the previously approved funding.