

# DEVELOPING A COUNCIL LEGISLATIVE AGENDA

## PART 2

City of  
Madison  
Common  
Council

*October 25, 2012*

# TONIGHT'S AGENDA

- **Introductory comments**
- **Goals for the meeting**
- **Review possible legislative agenda topics**
- **“Making the case”**
- **Break and voting process**
- **Discuss results and reach agreement**
- **Debrief and wrap-up**

# GOALS OF THE MEETING

- Further discussion/debate possible legislative agenda topics
- Add new or remove any topics
- Agree on 1-3 topic areas
- Plan for next steps and presenting to the Common Council

# ROLE OF THE FACILITATOR

- Intervene if discussion starts to fragment
- Identify and intervene in dysfunctional behavior
- Prevent dominance and include everyone
- Summarize discussions and conversations
- Bring closure to the meeting with an end result or action

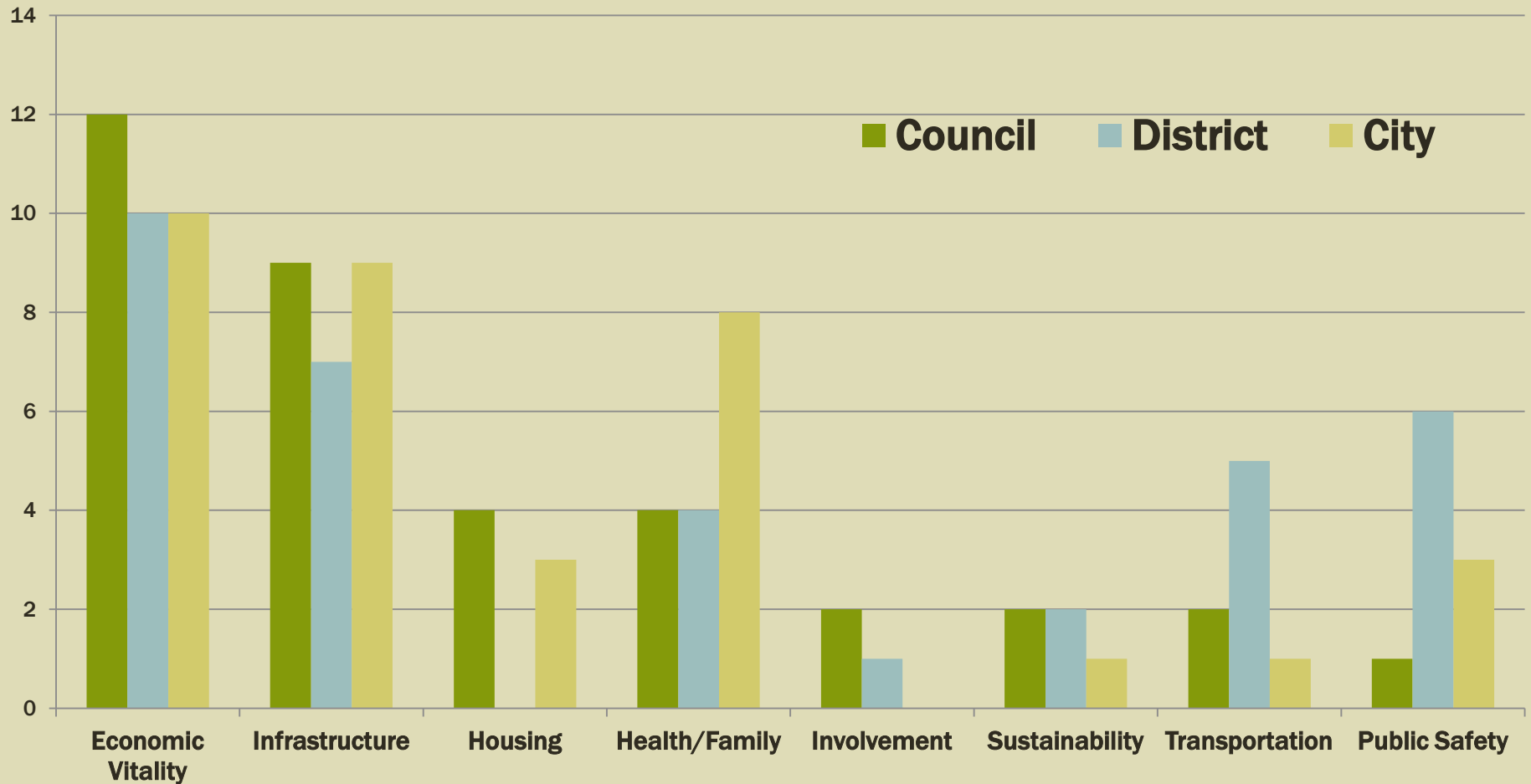
# QUICK REFRESHER



# GUIDING CRITERIA

- Policy focused
- Within the council's jurisdiction
- Requires the action of the council
- Not 30,000 feet high (macro)
- But not at street level (micro)

# TOP PRIORITIES FROM SURVEY



# BIGGEST OPPORTUNITY?

- ❑ Make huge strides
- ❑ Combat image of do-nothing council
- ❑ Agree on "big thing" and do it!
- ❑ Accomplish a lot by working together
- ❑ Work with the mayor
- ❑ Accomplish meaningful change
- ❑ Pool our power
- ❑ Focus
- ❑ Have a coherent & consistent strategy
- ❑ Streamline process



# POSSIBLE LEGISLATIVE TOPICS

# TOPICS FROM 1<sup>ST</sup> MEETING

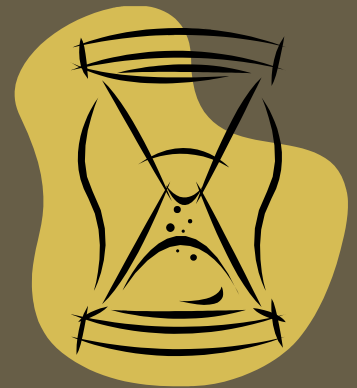
- Changing demographics
- Climate change
- Economic development
- Environment
- Housing
- Homelessness
- Shared revenue
- *Citizen involvement*
- *Neighborhood plans*
- *Transportation*

# REVIEW TOPIC OUTLINE

- **GOAL:**
- **ISSUES:**
- **BACKGROUND:**
- **OPPORTUNITIES:**
- **MOVING FORWARD:**
  - **Relevant City Departments and Committees:**
  - **External Partners:**
  - **Timeline:**
  - **Milestones/Tracking Progress:**

# MAKING THE CASE

3-5  
Minutes



# WHY THIS ONE?

- **Big ticket** – high impact
- **Low hanging fruit** – easily achieved
- **Spread effect** – solve a problem and prevent another
- **Visibility** – widely noticed, positive effect on others
- **Urgency** - timeliness



# DEBRIEF AND WRAP-UP

# DEBRIEF AND WRAP-UP

- **Worthwhile?**
- **How often?**
- **Important role for Council President**

**THANK YOU AND  
GOOD LUCK !**

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