

POSSIBLE LEGISLATIVE TOPIC AREAS

CLIMATE CHANGE

- Heat Waves and Drought
- Flooding and Stormwater Control
- The Built Environment
- Air Quality
- Emergency Response and Communication

CITIZEN INVOLVEMENT

- Neighborhood association-an active one in each neighborhood
- Review modes of communication (i.e. 3 min. testimony)
- Coordinate with PTO's for added family engagement
- Neighborhood roundtable
- Reach out to young families

ECONOMIC DEVELOPMENT

- Attracting/keeping families to Madison (work w/MMSD)
- Sustainability of Madison
- Real estate
- Jobs/workforce skills
- Jobs that match Madison education levels
- Recruitment/expansion
- What would help businesses
- Build tax base
- Industry clusters – tourism, healthcare
- Clusters export/import

ENVIRONMENT

- Improve water and land
- Lake, groundwater, stormwater management
- Road salt - CITY
- Infiltration - CITY
- Phosphorus, sediment
- Upstream pollution – unreasonable TMDL reduction
- Water utility - CITY
- Sewer utility

HOUSING

- Low income: Develop affordable housing
- Middle income: Encourage housing that will keep middle income families in city
- How to renovate rundown housing?
- The city can't just build housing; we have to figure out how to encourage private development.
- Improve small cap TIF operation.

HOMELESSNESS

- Reduce homelessness
- Service provider network
- Safety net
- Mental health and drug abuse problems
- Poverty
- Jobs and transportation
- Where to draw the line at who gets free housing

Note that perhaps the County should lead this

NEIGHBORHOOD PLANS

- Completed plans for every neighborhood
- Updated frequently so stay current
- Individual housing/economic development
- Should they be consistent, i.e. use a template

TRANSPORTATION

- Carbon free expressway
- Buses to all parts of the city
- Bike paths to all parts of the city
- Utility
- Regional collaboration with other municipalities
- Planning for fluctuating gas prices

SHARED REVENUE (added by Sue Ellingson)

- Get our fair share of SR from the state
- We would have fewer problems if we weren't sending \$ to rich Milw suburbs.
- Ask for a presentation from Finance.
- Drag our state legislators in to explain why it's like this.
- Pressure them for change.

We (belatedly) went through the list of sub-bullets to assess if they made sense or not. “Good” means we think that bullet is appropriate to be included in developing an economic development policy and doesn’t need any clarification.

- **Attracting/keeping families to Madison (work with MMSD)**
 - Good
- **Sustainability of Madison**
 - Too broad, needs clarification
- **Real estate**
 - We assume this was added to focus on development projects; needs clarification
- **Jobs/workforce skills**
 - Should focus on how we bring job skills training to people/neighborhoods that need them
- **Jobs that match Madison education levels**
 - Possibly redundant of above bullet; however we interpreted it to mean that we need to attract employers that hire highly skilled/technical/professional jobs that accommodate graduates of UW and other higher learning institutions AND employers who are looking for workers with entry-level and/or trades-type skills
- **Recruitment/expansion**
 - Again, probably redundant but makes sense...the City needs to actively recruit and promote expansion of businesses who employ workers of diverse skill levels
- **What would help businesses**
 - Good
- **Build tax base**
 - Good
- **Industry clusters—healthcare, tourism**
 - Needs clarification
- **Clusters—export/import**
 - Needs clarification

Policy Focused?

Yes

Council jurisdiction and require Council action?

Yes

Too big (30,000 ft) or small (street signs)?

Sustainability bullet – 30,000 ft

Other big-bucket items?

In the wake of what I have been focused on in my district this summer and what’s been happening in many parts of our city for several months now, I believe an agenda topic related to **public safety** is necessary. Not only do I believe it’s a legitimate topic, given the current environment we might look very foolish as a Council if we come out with an agenda that doesn’t have something about public safety in our top 3. I am willing to speak more about this during our discussion.

Legislative Agenda Topic: Shared Revenue

Team Members: Ald. Sue Ellingson

August 23, 2012

Council Agenda

Shared revenue

Get our fair share of Shared Revenue from the state

We would have fewer problems if we weren't sending our money to rich Milwaukee suburbs.

Ask for a presentation from Finance to explain the details.

Drag our state legislators in to explain why it's like this.

Pressure them for change.

Policy focused?

- Yes.

Existing policy?

- We're too accepting.

Within the Council's jurisdiction?

- Pressuring our state representatives is within our jurisdiction.

Benefit from Council action?

- Yes.

Just right focus (not too broad or too narrow)?

- Just right.

Legislative Agenda Topic: Housing
Team Members: Ald. Sue Ellingson (Lead), Ald. Lisa Subeck
August 23, 2012

Council Agenda Housing

Improve housing

Low income: Develop affordable housing

Middle income: Encourage housing that will keep middle income families in the city

How to renovate rundown housing?

The city can't just build housing; we have to figure out how to encourage private development.

Improve small cap TIF operation.

Policy focused?

- Yes.

Existing policy?

- Pretty effective Section 8 and public housing (2600 units). Ineffective small cap TIF program. That's about it.

Within the Council's jurisdiction?

- Yes.

Benefit from Council action?

- Yes.

Just right focus (not too broad or too narrow)?

- Just right focus.

Legislative Agenda Topic: Homelessness
Team Members: Ald. Sue Ellingson (Lead), Ald. Lisa Subeck
August 23, 2012

Council Agenda
Homelessness

Reduce homelessness

Service provider network

Safety net

Mental health and drug abuse problems

Poverty

Jobs and transportation

Where to draw the line at who gets free housing

Policy focused?

- Yes.

Existing policy?

- Yes. However, there are still homeless people.

Within the Council's jurisdiction?

- Social workers are key to addressing this problem, and the County should lead.

Benefit from Council action?

- Yes.

Just right focus (not too broad or too narrow)?

- We can't solve poverty, mental health problems, and drug abuse. Really the problem is too broad. But we must do something.

Council Agenda
Environment

Improve water and land

Lake, groundwater, stormwater management

Road salt

Infiltration

Phosphorus, sediment

Upstream pollution – unreasonable TMDL reduction

Water utility

Sewer utility

Policy focused?

- Yes.

Existing policy?

-

Within the Council's jurisdiction?

- Yes, road salt and infiltration.
- Not so much, phosphorus and sediment. Although the TMDLs will force the city to deal with farm pollution.
- Yes, water utility.
- Not so much, sewer utility.

Benefit from Council action?

-

Just right focus (not too broad or too narrow)?

- Just right focus, road salt and infiltration.

The climate is changing, evidenced by warming temperatures and more instances of extreme weather such as droughts, heat waves, abnormally heavy rains, floods, wildfires and tornados. The average temperature across the contiguous United States for the first half of 2012 has been the warmest on record, dating back to 1895, according to the National Climatic Data Center. Globally, the 10 hottest years on record have all occurred since 1998. Glaciers and sea ice are melting.

UW-Madison climate scientists predict that Wisconsin's warming trend will increase considerably in the decades ahead. Warming increases the risk of extreme weather as the cycling of water between the ocean, atmosphere and land speeds up, resulting in more intense rainfall and droughts across the globe.

A study by the Union of Concerned Scientists found that dangerously hot weather has increased throughout the Midwest during the past 60 years. Madison suffered from flooding in 2008 and a drought and several 100-degree days in 2012. The city of Madison must adapt to changing conditions. Planning now can help the city protect people, property and resources. A comprehensive plan must include reduction of heat-trapping greenhouse gas emissions and adaptation to climate change impacts.

The Madison Common Council will meet climate change challenges in the following ways:

Heat Waves and Drought

1. Specify locations for cooling centers, direct staff to find out where vulnerable elderly people live and how to communicate with them and transport them if necessary. Budget the addition of portable splash parks.
2. Prepare adequately for possible power outages.
3. Plan how to conserve water in case of drought. Coordinate with the Water Utility to make sure sufficient water is stored to meet needs.

Flooding and Stormwater Control

1. Re-examine ordinances and wetland/shoreland management programs to make sure they are strong enough to deal with changing climate and extreme weather.
2. Analyze infrastructure capacity to make sure stormwater will not overflow and the sanitary sewer network will not back up into buildings during heavy, long-lasting rainstorms. Make sure that the design of sanitary and stormwater systems is coordinated to minimize high water impacts.
3. Research ways to minimize stormwater inflow and groundwater infiltration. Adopt a net zero runoff site plan requirement.

The Built Environment

1. Identify 200-year floodplains and prevent future development in those areas.
2. Develop incentives to encourage infill development in areas at low risk for flooding.
3. Direct staff to design and reconstruct roadways to handle changes in temperature and precipitation. Explore new materials and use more permeable surfaces.

Air Quality

1. Encourage use of mass transit, walking and bicycling to reduce pollution from carbon-based fuels. Consider a wheel tax.
2. Plan and encourage construction of buildings that require less energy to cool and heat.
3. Currently the city is signed up to have 22% of electricity in green power (Metro Transit and Monona Terrace are at about 50%.) The city could increase this percentage to 25%, then 30%, then 50% over time.
4. Educate the public about causes and dangers of fine-particle pollution and smog.

Emergency Response and Communication

1. Educate residents and businesses about the danger of extreme weather and what individuals should do in case of emergency.
2. Continue to work with Dane County and surrounding communities to refine emergency shelter and evacuation plans. Make sure all entities can communicate in an emergency.

Resources:

Wisconsin's Changing Climate: Impacts and Adaptation, 2011,

www.wicci.wisc.edu

Keene, New Hampshire, Adapting to Climate Change: Planning a Climate Resilient Community, November 2007.

http://www.ci.keene.nh.us/sites/default/files/Keene%20Report_ICLEI_FINAL_v2_0.pdf

Union of Concerned Scientists report: "Heat in the Heartland"

www.ucsusa.org/heatintheheartland

Yahara Lakes Advisory Group 2 recommendations to state Department of Natural Resources, 2012

http://pdf.countyofdane.com/lwr/landconservation/Final_Recommendations_YLAG2.pdf

Neighborhoods

Madison is famous for its neighborhoods not only for their distinctive physical features and character but also for the engagement of their residents through Neighborhood Associations. As policy makers, we rely heavily on NAs to gather feedback and ideas, communicate city efforts, test ideas, and advise on development.

We honor NAs in our established processes, especially with development proposals and traffic improvements.

Unfortunately, not all neighborhoods are blessed with a functioning, strong, or experienced NA, and some lack one at all. These neighborhoods are at a disadvantage in terms of how their residents participate fully in their city's government and growth or change.

The policy focus is to:

Fully engage Madison residents in their City's activities and decisions. The macro-level is to create and use a robust Neighborhood Association system, accomplished through routine support and assessment of each neighborhood for minimum capacity and skills to effectively engage in city-neighborhood efforts.

Tactics, which may require budgetary allocations, include:

- 1 – Biennial assessment of all areas of the city to determine if there is a neighborhood association. For those without, a staff member from Planning (existing) or other areas (NRTs?) is assigned to work with alder or other community leader to develop one.
- 2 – Develop a curriculum and consult protocol for starting and sustaining NAs.
- 3 – Engage NAs so that each neighborhood has a neighborhood plan no less than 10 years old.
- 4 - Use neighborhood indicators, crime stats, building codes records to prioritize attention.
- 5 – Continue to provide the Neighborhood Roundtable.

The micro-level focuses on individual engagement by increasing ease and appeal for citizens to attend meetings for specific topics and join committees.

- 1 – Review the processes for public testimony – remote vs. in person, time limits, ways to increase the ability of testifiers to ask questions, share with people the rules of the road in a routine way. Establish a citizen focus group to assist.
- 2 – Establish a Subcommittee on Committee Recruitment (alders and mayoral rep?)
- 3 – Continue to pursue Budget Conversations

Given Madison's reliance and appreciation for resident engagement, the above activities are already underlying practices and values in our work, making this focus a policy area consistent with our purview and ability to implement.

Council Legislative Agenda 2012-2013 (2014?)

These are the things I think should be on our agenda. I pick them because they are City-wide, require big, coordinated thinking to effectively address, and will impact our City whether or not we like it or plan for them. I don't, however, think we can address all five at once, so I invite thoughts about how to prioritize them.

1. Changing Demographics

Our country is getting older and more ethnically diverse, and Madison is not immune from those trends. Projections estimate that Dane County will go from 12% of it's population being 65 and over to 21% by 2035. According to the 2010 census, 25% of Dane County households have a member over 60, and perhaps more importantly, 31% of those over 65 are living alone. At the same time, 17% of our 2010 population was under 18. These populations are less likely to drive, more likely to want to live downtown and in safe, pedestrian-friendly environments, more likely to need job training (or re-training) and job search support, likely to access community services of some sort, and (to be blunt) could cost the City significantly if not well-served. Looking at City operations through the lens of serving these populations will not only benefit them, but has the potential to benefit everyone.

Madison's population is already more diverse than Wisconsin as a whole, and Dane County's non-white population increased by 58% between 2000 and 2010. In addition, non-white populations are younger on average than the white population, suggesting a greater increase in the future. People of color are more likely to be unemployed, as are young people, than the total population. African-Americans are more likely to be poor, and more likely to have a history with the criminal justice system, than the population as a whole. In addition, racism continues to impact our city and keep our community from reaching it's full potential. Existing inequalities are only exacerbated by the demographic trends, making it even more important that the City address them.

If chosen, this topic would require research on demographic trends, a review of current services for these populations, a review of city functions and services with the needs of these populations in mind, and research on best practices and innovations from other communities. Next steps could include public input, discussions with partners and stakeholders, and development of a policy agenda. Of particular importance is collaboration with the School District.

2. Adapting to Climate Change

Climate change is occurring, evidenced by warming temperatures and more instances of extreme weather such as droughts, heat waves, abnormally heavy rains,

floods, wildfires and tornados. Average global temperature has already increased 0.8%, and is on track to increase another 0.8%. We have seen the impact this has on our climate and weather, and can project what additional increases will mean. The average temperature across the contiguous United States for the first half of 2012 has been the warmest on record dating to 1895, according to the National Climatic Data Center. Globally, the 10 hottest years on record have all occurred since 1998. UW-Madison climate scientists predict that Wisconsin's warming trend will continue and increase considerably in the decades ahead, which will increase the risk of extreme weather.

The city of Madison must adapt to changing conditions, which will impact most, if not all, of our infrastructure, in addition to public health, planning and development standards, the business community, our food system and our lakes. Planning now can help the city protect people, property and resources. A comprehensive plan must include reduction of greenhouse gas emissions and adaptation to climate change impacts. If chosen, this topic would require research on how our climate is changing and is predicted to continue to change, and the implications of that (precipitation amounts and distribution, species distributions, temperature patterns, etc.), a thorough review of what this means for municipal infrastructure and operations, a review of best practices and innovations from other communities, and the development of a policy agenda, including how to integrate adaptation and mitigation into all departments and all planning efforts.

3. Economic Development

The importance of economic development work is self-evident. What I would propose is a three-fold approach to policy-making in this area, with a commitment to stay focused on these three areas so as not to dilute our attention and impact.

First, we should conduct a cluster analysis of our economy and identify a small number (five?) of clusters that are strong or growing, and could be strengthened by City support. Once identified, we should develop, in consultation with appropriate stakeholders, and plan to support growth in these sectors and their supply chains.

Second, we should identify our major anchor institutions and their purchasing patterns. For example, it's likely that local hospitals pay for a lot of laundry, and that educational institutions buy a lot of food for their cafeterias. Based on these purchasing patterns, we should work with the institutions and local businesses to source as much purchasing as possible locally. Where there is not a local business ready to provide the needed service or product, we should support the development of cooperatives that employ low-income Madisonians, following the Evergreen Cooperatives model.

Third, we should review our activities, policies, infrastructure and operations with respect to small, locally-owned businesses, and develop a policy agenda that removes disincentives for, and promotes such businesses, including incubating start-ups and allowing temporary uses and pop-up businesses.

4. Housing

In light of priorities one and two, the City needs to examine the nature of our housing stock and think seriously about the affordability, energy efficiency and variety of housing in the City. The endpoint of this priority should be a city-wide housing plan.

5. Transportation

In light of priorities one and two, the City needs to reassess its transportation priorities and shift away from preferencing single-occupancy auto travel to a truly multi-modal approach. This will of necessity include reassign how we allocate funding, but it may be even more important to address the invisible biases that exist in our codes and engineering standards. For example, we evaluate streets based on their level of service to autos, but not bicycles, pedestrians or transit. Including all levels of service could dramatically change how we design projects. In addition, we need to get serious about public transit if we want anything to truly change in our transportation system. It's unfortunate, but I feel the need to emphasize that this does not mean that the City is or will be anti-car, simply that we need to treat all modes of transport equally.