

DRAFT MEMORANDUM

DATE: March 20, 2014

TO: Common Council Organizational Committee
Demographic Change Work Group
Michael P. May, City Attorney

FROM: Heather Allen, Common Council Legislative Analyst

RE: **PROPOSED AMENDMENTS TO THE INTERIM REPORT:**
**"Demographic Change and the City of Madison: Findings of the Common Council
Legislative Agenda Work Group on Demographic Change and Recommendations for
Action"**

INTRODUCTION

In February 2013, the Common Council adopted a Legislative Agenda to develop and implement policies focused on the effects of shifting demographics in the city of Madison. Over the course of 2013, the Demographic Change Work Group met with experts, conducted research, held dialogue, and produced its interim report; *Demographic Change and the City of Madison: Findings of the Common Council Legislative Agenda Work Group on Demographic Change and Recommendations for Action* (hereafter referred to as the Report). The Report was introduced to the Common Council in January of 2014 and referred to twelve boards, commissions and committees for review. This memorandum summarizes the feedback and recommendations from those boards, commissions and committees.

COMMUNITY DEVELOPMENT BLOCK GRANT COMMITTEE

February 6, 2014

The Community Development Block Grant Committee (CDBG) discussed the Report at its regularly scheduled meeting on February 6, 2014. A motion was made to accept the report with a recommendation to revise it with the following amendments:

1. Make racial inequity a focus of the Report and make it more explicit throughout the document. Incorporate financial coaching and technological exposure and guidance into Recommendation #3: Build Career Pathways for Young Madisonians.
2. Amend the executive summary to strongly acknowledge that the growing population of people of color will be a driving demographic change for the next several decades. The executive summary should make clear that the Council is committed to making policies that address this reality. When we acknowledge a growing population of people of color we assume this means changing our cultural landscape. Communicating effectively across cultures is a skill we are all going to need to learn as our population continues to change and acclimation to the existing white majority culture is no longer assumed.
3. Revise Recommendation #3: Build Career Pathways for Young Madisonians to be more clearly directed towards youth of color and low-income youth. For example, include information on the success of similar programs tailored to specific racial and ethnic minority groups.

4. Incorporate financial coaching and technological exposure and guidance into Recommendation #3: Build Career Pathways for Young Madisonians.

The CDBG Committee provided other additional comments. The Committee noted the Report's mentor-based approach to internships and the way in which it could complement the Madison Metropolitan School District's personalized pathways program. Another committee member offered a suggestion for a regular email job listing for all City of Madison interns, which would help keep former interns apprised of opportunities in the City of Madison. The Committee raised the concern that Recommendation #2: Livability Assessment could be construed as yet another study, rather than an action to address demographic change. Finally, it was noted that the issues raised in the Report would benefit from intergovernmental support.

AFFIRMATIVE ACTION COMMITTEE

February 11, 2014

The Affirmative Action Committee discussed the Report at its meeting on February 11, 2014. The Committee chose to refer the Report to its March meeting at which time it would provide possible amendments to the report.

The Committee did provide some comments and feedback on the report. The Committee and staff noted work is needed to ensure successful implementation. The Council could consider a regular audit and report on implementation. Another commenter noted that census data undercounts minority populations and perhaps other measures of poverty would be a more appropriate data source. Outreach and connection with various communities was also highlighted as an area of concern. How will staff ensure that people from diverse backgrounds be heard and have authentic communication?

Building on the input of the CDBG, the Affirmative Action Committee agreed that financial coaching should be a part of the internship programs and key community partners such as Dane County Credit Union may be able to provide such a service.

There was recognition of the importance of the role of apprenticeships and it was noted that perhaps the Affirmative Action Committee would like to connect with the economic development team, which is building on the Big Steps apprenticeship model as part of the Madison Employment Plan.

Finally, members of the Committee asked whether the report is getting at the root of the problems facing Madison youth. Should Madison instead be looking more at how to serve younger people both through improved early childhood services or supporting parents. And, finally, housing was raised as a priority for future investigation.

EDUCATION COMMITTEE

February 12, 2014

On February 12, 2014, the Education Committee reviewed the Report. Alders Matt Phair and Pro Tem Resnick presented the Report to the Committee. The Education Committee voted to return to lead with recommendation for approval.

TRANSIT AND PARKING COMMISSION

February 12, 2014

Heather Allen presented the Report to the Transit and Parking Commission on Wednesday, February 12, 2014. The Commission voted to approve the Report and provide the comments shared at the meeting to the lead, the Common Council Organizational Committee.

The feedback included the following points:

- ✓ The City should identify naturally occurring retirement communities and where seniors are living today. This effort could help to determine which types of services need to be provided and where including potentially paratransit service routes. Paratransit service routes would run on side streets with small buses to help seniors get around. Perhaps, there is an opportunity to do service routes once again through a public private partnership.
- ✓ The City should consider bus stop spacing and how it serves seniors in various parts of the city.
- ✓ The number of staff available now and in the coming years for home care services and other senior service employment is woefully inadequate. Perhaps, internship programs and apprenticeships should be targeted toward building this workforce.
- ✓ YWCA is doing 2nd and 3rd shift transit which helps meet the need for transit equity.
- ✓ Senior housing projects are regularly located far from transit in outlying areas. The Plan Commission should hear why transit-oriented development is important for seniors.
- ✓ The City of Madison does permit Accessory Dwelling Units (ADUs) to allow for non-traditional housing arrangements, and to allow seniors to stay in their own communities longer. This is a recent change that may be beneficial.
- ✓ Perhaps, we should have youth fare reductions for buses, as an employment perk with the internship program.
- ✓ Recommendation #2 the Livability Assessment should not be organized by Aldermanic District because it is not a unit that means much for other data sets or measures.
- ✓ Some Commission members suggested that seniors have plenty of financial resources for housing and the more pressing need is transportation. Others found a call for transit-oriented affordable housing for seniors because they have special needs. Still others noted that the City should support more efforts to help seniors stay in their homes through retrofitting.
- ✓ The focus on attracting young families should remain a priority. One tool to support young families is to promote more daycare options.
- ✓ Early Childhood Education is an evidence-based tool to improve the well-being of disadvantaged children. Early Childhood Education should be a focus in the future.
- ✓ Mentoring should become a more prominent focus of the report.
- ✓ The City should work more closely with the County on these issues, as the County has been the lead on many of these topics.
- ✓ The report demonstrates good work and the Commission appreciates the efforts toward the Report.
- ✓ Finally, rather than building transit-oriented senior housing – could we promote a policy shift that would prohibit the creation of new isolated senior housing projects – if they are disconnected from transit?

COMMUNITY DEVELOPMENT AUTHORITY

February 13, 2014

The Community Development Authority (CDA) considered the Report at its meeting on Thursday, February 13, 2014. The Authority voted to accept the Report and provide the comments shared at the meeting to the Common Council Organizational Committee.

The CDA comments noted that community engagement and authentic dialogue with members of the communities discussed in the Report will be critical. The group should build connection through community engagement at the individual level. The CDA noted that outreach and inclusivity will be vital to ensure that the recommendations reflect the priorities of the various demographic groups. Staff present at the meeting noted that the Neighborhood Resource Teams are soliciting input from each neighborhood and that the Equity Team is beginning its outreach and engagement process as well. The Equity Team is also considering how to tackle embedded and institutionalized racism built in City processes.

Other commenters noted that while many of the demographic groups discussed in the Report live in CDA housing, the CDA has not often focused on the growing number of seniors and those under the age of 65 who will soon add to the cohort. The CDA members also noted that given the direct interactions that occur between CDA and these populations, perhaps the CDA could incorporate some of the ideas of the report into ongoing work. For example, perhaps work projects could include mentor-based internships or require hiring of CDA residents. Another member recognized the work already being done by local non-profits and the need for increased funding for that work.

Finally, the role of attracting and retaining small businesses was raised as a priority area.

EQUAL OPPORTUNITIES COMMISSION

March 17, 2014

Heather Allen presented the Report to the Equal Opportunities Commission on March 13, 2014. The Commission voted to approve the Report and provide the comments shared at the meeting to the lead, the Common Council Organizational Committee.

The feedback included the following points:

- ✓ A key concern for disconnected young people, the target of recommendation #3, is childcare and transportation. As part of this effort the City of Madison should provide easily accessible childcare resources, perhaps even located in the City building to facilitate participation in this program by the target population.
- ✓ The internship programs could partner with specialty courts implementing alternatives to incarceration – and offer new opportunities to young people referred to these courts.
- ✓ The Equal Opportunities Commission works to address the segregation and balkanization of the City of Madison. The Report identifies areas where these issues are most challenging and appreciates the information and research that has helped to shed light on these issues.
- ✓ Some members of the Equal Opportunities Commission felt that the report should not focus on seniors who are less vulnerable than the more marginalized populations, such as African Americans.

- ✓ There is significant disparity of political power between seniors and disconnected youth. As we move forward on this Report and other decisions in the City of Madison we should remember that these groups do not have the same levels of influence.
- ✓ Local seniors are a tremendous resource and could perhaps become partners in addressing issues facing young people of color in the City of Madison. The Report addresses the value of senior volunteerism and the Demographic Change Work Group considered an effort to support senior volunteers more robustly, especially through partnerships with the School District and other youth opportunities.
- ✓ Investments in jobs and education for young people will benefit the community both by improving the standard of living of those individuals and their families, and by freeing up valuable resources that support other community services and groups.

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