Legislation Details (With Text)

File #:	62622	**Version:**	1	**Name:**	12181 2020 Capital Budget Amendment - TID 42 Census to Census Study
Type:	Resolution			**Status:**	Passed
File created:	10/13/2020			**In control:**	Economic Development Division
On agenda:	11/17/2020			**Final action:**	11/17/2020
Enactment date:	11/24/2020			**Enactment #:**	RES-20-00773

Title: Amending the Economic Development Division's 2020 Adopted Capital Budget (TIF District #42) by $101,148 and authorizing the execution of a contract with the Board of Regents of the University of Wisconsin System on behalf of the Population Health Institute at the University of Wisconsin-Madison School of Medicine and Public Health ("UW PHI") for the purposes of beginning a Census to Census study of impact of the City's investments in South Madison. (14th A.D.)

Sponsors: Sheri Carter

Indexes:

Code sections:

Attachments: 1. UW Madison - Non-Competitive Selection Request - CC Approval Required October 2020.pdf

Date	Ver.	Action By	Action	Result
11/17/2020	1	COMMON COUNCIL	Adopt - 15 Votes Required	Pass
10/26/2020	1	FINANCE COMMITTEE	RECOMMEND TO COUNCIL TO ADOPT (15 VOTES REQUIRED) - REPORT OF OFFICER	Pass
10/20/2020	1	COMMON COUNCIL	Refer	Pass
10/13/2020	1	Economic Development Division	Referred for Introduction	

Fiscal Note

The proposed resolution authorizes a $101,148 contract to start a Census to Census study of impact of the City's investments in South Madison. This contract will be funded by TIF proceeds from TID #42, which will receive an incremental revenue donation from TID #39 (File ID 61552). The Economic Development Division's 2020 Adopted Capital Budget will be amended to include the proposed $101,148 contract in the TID 42 Wingra capital program.

Title

Amending the Economic Development Division's 2020 Adopted Capital Budget (TIF District #42) by $101,148 and authorizing the execution of a contract with the Board of Regents of the University of Wisconsin System on behalf of the Population Health Institute at the University of Wisconsin-Madison School of Medicine and Public Health ("UW PHI") for the purposes of beginning a Census to Census study of impact of the City's investments in South Madison. (14th A.D.)

Body

WHEREAS, the City of Madison will absorb the Town of Madison at 11:59 PM, October 31, 2022; and

WHEREAS, upon dissolution of the Town of Madison, the City of Madison will grow by approximately 5,000 persons and 6,000 parcels; and

WHEREAS, many of these parcels and people in the Town of Madison are located in South Madison,

generally bordered by Fish Hatchery Road, Wingra Creek, John Nolen Drive, and the Beltline Highway; and

WHEREAS, the City of Madison will invest significant resources into the former Town of Madison areas to bring infrastructure up to City standards, improve and enhance neighborhood assistance and community development programs, and boost the overall economic stability of the area and its residents; and

WHEREAS, the City of Madison wishes to ensure that the resources that it intends to direct into South Madison have the maximum positive impact upon the residents that live there, improving their physical, mental, and financial health, while minimizing deleterious impacts from these investments, such as gentrification and displacement; and

WHEREAS, UW PHI has the capacity and specialization to assist the City in conducting a broad, Census to Census survey and study of the impacts of these investments upon residents of South Madison, while providing regularly scheduled updates and feedback for policy makers and City Staff.

NOW THEREFORE BE IT RESOLVED, that the Common Council hereby amends the Economic Development Division's 2020 Adopted Capital Budget by $101,148 in Tax Incremental Financing District #42 (TID #42) for a planning study and authorizes the City's execution of a contract with UW PHI to conduct a Census to Census survey and study, under the following terms and conditions;

Scope and Deliverables:

Project Description: This Census to Census (CtC) project is a ten (10) year, in depth survey and analysis of the impact of the City's investments to support racial equity and inclusion and increased economic and overall well-being for current residents of South Madison. The City wishes to understand the effect that these investments have on the current residents, and to then apply this information to other similar investment strategies throughout the City. To that end, the City is contracting with UW PHI for services related to data gathering and collection, surveying, analysis and reporting on these efforts.

UW PHI shall research, survey, collect data, manage, and provide project oversight for a long-term, longitudinal study of approximately ten (10) years in the South Madison area as shown in the attached Appendix. Deliverables are defined as:

- UW PHI shall provide provide project management, survey, research, develop, and create the following deliverables to be provided to the City utilizing a participatory action evaluation research methodology that invests in the residents of South Madison taking a central decision-making roles in the development and implementation of this evaluation:
    - A baseline survey of all 117 household participants in the Study, both the control group and the study participants that meets the primary goals of the study and may include some or all of the following information on each participant in the study, pending outcomes of the PAR process:
        - Age
        - Race and Ethnicity

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        - Tenure in South Madison
        - Income level
        - Occupation
        - Property ownership status (renter, owner, living with friends / family, etc.)
        - Educational attainment (for all participating adults)Overall wealth, including retirement savings, equity in property, pensions, stocks, etc.
        - Income and wealth change over time for the aggregate of all households, as well as tracking each individual household's change over time
        - Applicable test scores (for all participating children), including third and eighth grade reading and math scores, and graduation statistics
    - Health and wellbeing of residents:
        - Research and analysis of infant mortality rates for participants in the Study over the term of the study
        - Perinatal support statistics for participants in the Study over the term of the study
        - Access to healthcare and health insurance
- Ongoing analysis regarding displacement and gentrification within South Madison. The City wishes to intervene and understand its ability to stem the tide of displacement and gentrification that is occurring in South Madison.
- Yearly update provided to the City of Madison that provides details to the findings of the ongoing study. In particular, the City wishes to understand whether the well-being of the residents of South Madison is improving, by reviewing these findings on an annual basis. UW PHI shall provide a detailed analysis of these findings to the City, along with any recommendations that UW PHI believes will enhance and improve the City's ability to positively impact the lives of residents of South Madison.
    - The City will make substantial investments into South Madison, as described at the beginning of this document and elsewhere. With this investment, the City seeks to understand what impacts it is having upon South Madison's residents.
- Suggestions of policy and / or program changes or improvements that could improve or enhance the impact of the City's investment into South Madison on South Madison residents.
- Neighborhood Ambassadors - UW PHI will hire Neighborhood Ambassadors to assist with conducting outreach and data collection. UW PHI will be responsible for oversight, pay, and management of the Neighborhood Ambassadors. These Neighborhood Ambassadors will be responsible for meeting with residents, learning about their concerns, informing them about the process and how they can get involved, providing feedback on data collection tools and protocol and conducting data collection and dissemination. If desired, neighborhood ambassadors will be invited to participate in data analysis.

Year 1 Timeline

Nov 2020- Mar 2021: Review all existing data collected with So Madison community from the past 10 years;

build relationships with key stakeholders via remote 1:1's (20% FTE)

April-Sept 2021: Focus on identifying interested stakeholders for PAR research team; hire student support; hire neighborhood ambassadors for data collection/community organizing; provide progress report to city (40% FTE)

Year 2 Timeline

Oct-Dec 2021: Work with advisory council, as appointed / created by the Mayor and City of Madison Common Council; Develop baseline data collection strategy and finalize tools; prepare neighborhood ambassadors for data collection; partner with MATC to arrange service-learning opportunities if of interest to the community; provide progress report to city; negotiate year 2 contract (40%FTE)

Jan-Mar 2022: identify collection and analysis plan for existing data sources; convene advisory council; finalize service learning class plans (if desired); get IRB approval; Coach neighborhood ambassadors in building relationships with residents in So. Madison; pilot measures;

April-October 2022: Manage baseline primary data collection; convene advisory council; prepare progress reports and baseline data reports for various stakeholders.; and;

BE IT FURTHER RESOLVED that future allocations of funding from TID 42 and/or a future South Madison TIDs may be needed to continue the Study in the years ahead, with future allocations of funding subject to Common Council approval; and,

BE IT FINALLY RESOLVED, that the Common Council authorizes the Mayor and the City Clerk to draft, execute and record any documents including, but not limited to, contracts, agreements, deeds and escrows, and may indemnify title companies, if necessary, in order to carry out the terms of this resolution.