

Planning**Function: Planning & Development***Budget Overview*

Agency Budget by Fund

	2018 Actual	2019 Adopted	2019 Actual	2020 Adopted	2021 C2C	2021 Request
General	3,185,915	3,229,072	3,233,345	3,315,474	3,612,354	3,621,016
Other Grants	971,409	1,108,982	1,142,355	1,131,712	1,143,124	1,120,827
TOTAL	\$ 4,157,324	\$ 4,338,054	\$ 4,375,699	\$ 4,447,186	\$ 4,755,478	\$ 4,741,843

Agency Budget by Service

	2018 Actual	2019 Adopted	2019 Actual	2020 Adopted	2021 C2C	2021 Request
Neigh Planning Pres & Design	1,220,000	1,286,912	1,272,614	1,327,020	1,402,405	1,408,893
Comp Planning & Dev Review	1,844,194	1,803,641	1,812,970	1,841,673	2,043,873	2,056,900
Metropolitan Planning Org	1,093,130	1,247,501	1,290,116	1,278,493	1,309,200	1,276,050
TOTAL	\$ 4,157,324	\$ 4,338,054	\$ 4,375,699	\$ 4,447,186	4,755,478	4,741,843

Agency Budget by Major-Revenue

	2018 Actual	2019 Adopted	2019 Actuals	2020 Adopted	2021 C2C	2021 Request
Intergov Revenues	-	(23,837)	(10,510)	(20,154)	(20,154)	(20,154)
Charges For Services	(13,641)	-	(26,145)	(5,457)	(5,457)	(5,457)
Investments & Other Contributions	(34,352)	(13,000)	(12,500)	(13,000)	(1,500)	(1,500)
Misc Revenue	(6,225)	-	-	-	-	-
TOTAL	\$ (54,218)	\$ (36,837)	\$ (49,155)	\$ (38,611)	\$ (27,111)	\$ (27,111)

Agency Budget by Major-Expenses

	2018 Actual	2019 Adopted	2019 Actuals	2020 Adopted	2021 C2C	2021 Request
Salaries	2,612,771	2,635,674	2,703,351	2,731,212	3,039,414	3,011,582
Benefits	766,262	776,973	732,273	794,955	851,576	853,792
Supplies	85,275	97,125	73,893	96,925	99,525	82,895
Purchased Services	552,389	645,981	697,024	632,152	552,108	580,708
Debt & Other Financing	1,125	-	-	-	-	-
Inter Depart Charges	90,215	88,455	88,455	89,867	90,495	90,495
Inter Depart Billing	(41,500)	(41,500)	(41,500)	(41,500)	(41,500)	(41,500)
Transfer Out	145,006	172,183	171,357	182,186	190,971	190,982
TOTAL	\$ 4,211,543	\$ 4,374,891	\$ 4,424,854	\$ 4,485,797	\$ 4,782,589	\$ 4,768,954



Department of Planning & Community & Economic Development

Planning Division

Heather Stouder, Director

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To: Mayor Satya Rhodes-Conway

From: Heather Stouder

Date: July 10, 2020

Subject: 2021 Operating Budget: Transmittal Memo

Consistent with the Mayor's budget guidance, the Planning Division has submitted a 2021 budget request consistent with the cost-to-continue target. Small adjustments to line items within the budget reflect anticipated expenses, based on past expenses, impacts from remote working, and other considerations.

Major Goals

The Planning Division includes three services: Comprehensive Planning and Development Review, Neighborhood Planning, Preservation, and Design, and the Metropolitan Planning Organization. Major goals within each of these services are as follows:

Comprehensive Planning and Development Review - Plan for equitable and sustainable growth, efficient use of land, efficient and equitable transportation systems, and complete neighborhoods.

- Prepare and maintain citywide and subarea plans to provide a framework for city investment and land use regulation
- Lead the monitoring of and annual progress reports on the Comprehensive Plan
- Maintain, monitor, and recommend changes to the city's zoning, subdivision, and urban design ordinances
- Lead the review and evaluation of development proposals based on consistency with adopted plans and ordinances
- Maintain the city's geographic database, and provide data, information, and mapping services to city agencies and community partners
- Strengthen relationships with community partners across the region

Neighborhood Planning, Preservation, and Design - Plan for complete neighborhoods in developed, mature parts of the City, balancing the growth and change in Madison with integration of art and cultural/historic preservation, and building leadership and capacity in neighborhoods.

- Provide planning and technical services to neighborhoods
- Strengthen existing residential and commercial areas as Madison continues to grow and change
- Protect and enhance the City's natural, cultural, aesthetic, and historic resources
- Administer the City's preservation planning program with a focus on implementing the Historic Preservation Plan
- Administer the Madison Arts program with a focus on equitable distribution of resources

Metropolitan Planning Organization - Facilitate coordinated and comprehensive regional transportation planning and decision-making that is fair and impartial.

- Prepare and maintain of a long-range multi-modal transportation plan
- Prepare a five-year transportation improvement program to provide transportation investments that meet metropolitan transportation needs
- Provide transportation-related data and analytical support to area municipalities
- Administer a regional transportation demand management (TDM) program to assist area municipalities, employers, and others with strategies to reduce the use of single-occupant vehicles

COVID Response & Recovery

Planning Division support for COVID Response and Recovery is not explicitly identified in our operating budget proposal. That said, we have staff representation on the Housing, Transportation, and Economic recovery teams, and will continue to serve in those roles and adjust our work plan as needed to support this critical effort. Further, we anticipate continued changes to the way we approach activities, particularly arts support and public engagement related to plan creation, which will evolve as the impacts of COVID on in-person meetings, gatherings, and events continue. Finally, as long as the risks of COVID-19 are still similar to the present, we anticipate that many staff in the Planning Division will continue to telework into 2021, thanks to the work of colleagues in Information Technology to support our ability to deliver services in this manner.

2021 Request & Equity

The Planning Division centers racial equity throughout the elements of our work plan. In 2021, we will continue to focus on the completion of the South Madison Plan. Within this area, a primary focus is mitigating the threat of displacement of existing residents and businesses as the area redevelops and as the City prepares to include Town of Madison residents in 2022. Further, continued planning efforts along the East-West Bus Rapid Transit corridor will provide a framework for the transition of auto-oriented commercial areas into mixed-use activity centers to support substantial amounts of new housing in close proximity to transit. The Planning Division will continue to work with elected and appointed officials on updates to the zoning ordinance to ease the production of more housing – a key equity goal. Finally, we will continue to 2021 to focus on equitable distribution of resources related to arts programming.

2021 Request & Sustainability

Closely related to equity, our focus on planning for the transition of auto-oriented commercial areas along transit corridors will also help to address sustainability goals. Subarea planning in 2021 will focus closely on transit-oriented development with the hope of accommodating a significant portion of the City's future growth in areas where transit and other alternatives to driving are convenient.

Major Changes in 2021 Operating Request

The Planning Division has only minor changes reflected in our agency request, as compared to the cost-to-continue budget. These changes involve shifts within supplies and purchased services to align with anticipated expenses. One small but meaningful change is the shift of \$3,000 into the "Hourly Wages" line item to support one or more internships related to arts administration, while still supporting other internships throughout the year.

Summary of Reductions

As requested, the Planning Division has prepared a scenario reflecting a 5% reduction to our overall Operating Budget, which totals just over \$180,000. The reductions we recommend are as follows, listed by order of magnitude:

- \$60,000 – Shift a portion of the personnel funds related to Public Art Administration from the Operating Budget to an increased Capital Budget request within the Municipal Art Fund. This amount reflects a solid estimate, as it is derived from actual staff time spent on Municipal Art Fund projects in 2019.
- \$35,500 – Reduce the City’s 2021 contribution to the Downtown Business Improvement District (a 53% reduction). While it is possible that this could be fully restored in future years, we have determined that the reduction makes sense due to the fact that many of the activities it supports are events that will not likely be able to occur in 2021 due to impacts of COVID-19. Further, other City efforts to support Downtown recovery and economic recovery of locally-owned businesses generally should be able to support this geographic area.
- \$30,000 – Reduce the annual contract with the UW-Madison Applied Population Lab for their work on the Neighborhood Indicators Project (44% reduction). This web-based annually updated data source has been valuable to City agencies and community partners. However, we believe that the effort can continue on a biannual basis with this reduction, and that it can still be a valuable resource. Staff will likely seek funds from non-City entities to address this gap.
- \$20,000 – Reduce the Neighborhood Grants Program (66% reduction). This reduction to an already modest program will significantly reduce the number of grassroots organizations receiving small grants, but we believe that we can focus remaining funds on one or more grants to support local/neighborhood capacity-building in 2021.
- \$15,000 – Underfill a vacant Planner 2 position as an entry-level Planner 1. This reduction maintains our ability to meet hiring goals, including equitable hiring goals, and will result in negligible impacts over time.
- \$13,373 – Reduce City contribution to the Metropolitan Planning Organization. After careful review, this reduction will allow the MPO to maintain their current level of service.
- \$6,500 – Reduce Consultant Funds for planning processes. This reduction will present challenges to the involvement of community partners to enhance public engagement processes, but is a relatively small amount of funding that we hope to be able to restore it in future years.

Please do not hesitate to contact me with any questions regarding this request. I look forward to working with you and your team throughout the 2021 budget process.

Cc:

Christie Baumel, Deputy Mayor

Matt Wachter, Director, Department of Planning, Community, and Economic Development

Adam Pfof, DPCED Budget and Performance Excellence Manager

Brent Sloat, Budget Analyst, Finance Department

Laura Larsen, Budget and Program Evaluation Manager, Finance Department

Dave Schmiedicke, Director, Finance Department

2021 Operating Budget

Service Budget Proposal

IDENTIFYING INFORMATION

SELECT YOUR AGENCY:

Planning Division

SELECT YOUR AGENCY'S SERVICE:

Comprehensive Planning and Development Review

SERVICE NUMBER:

652

SERVICE DESCRIPTION:

This service maintains the City's urban development and growth management policy through the preparation and maintenance of long-range and Comprehensive Plan elements and neighborhood plans, and maintains the City's land development regulations (primarily zoning and subdivision regulations) through the review and evaluation of specific land development proposals. This service also provides data, information, and mapping services, conducts needs assessments, inventories and analyzes urban development policy issues, and maintains the City's geographic database. The goal of this service is to plan for equitable and sustainable growth, efficient use of land, efficient and equitable transportation systems, and complete neighborhoods.

Part 1: Base Budget Proposal

BUDGET INFORMATION

	2018 Actual	2019 Adopted	2019 Actual	2020 Adopted	2021 C2C	2021 Request
<i>Budget by Fund</i>						
General-Net	\$1,844,194	\$1,803,641	\$1,812,970	\$1,841,673	\$2,043,873	\$2,056,900
Other-Expenditures	\$0	\$0	\$0	\$0	\$0	\$0
<i>Total</i>	<i>\$1,844,194</i>	<i>\$1,803,641</i>	<i>\$1,812,970</i>	<i>\$1,841,673</i>	<i>\$2,043,873</i>	<i>\$2,056,900</i>
<i>Budget by Major</i>						
Revenue	\$0	\$0	\$0	\$0	\$0	\$0
Personnel	\$1,601,500	\$1,592,771	\$1,609,856	\$1,624,448	\$1,823,866	\$1,832,528
Non-Personnel	\$199,169	\$168,225	\$160,468	\$173,775	\$176,458	\$180,823
Agency Billings	\$43,525	\$42,645	\$42,645	\$43,450	\$43,549	\$43,549
<i>Total</i>	<i>\$1,844,194</i>	<i>\$1,803,641</i>	<i>\$1,812,969</i>	<i>\$1,841,673</i>	<i>\$2,043,873</i>	<i>\$2,056,900</i>
FTEs		15.53		13.93	16.83	16.93

PRIORITY

Citywide Element Land Use and Transportation

Describe how this service advances the Citywide Element:

This service includes the creation of citywide and subarea plans to guide development, support for plan implementation, development review services, data and mapping services, and strengthening connections with regional partners. The service advances several Citywide Elements, including "Land Use and Transportation", "Neighborhoods and Housing", and "Effective Government". The "Land Use and Transportation" strategies most impacted by this service are as follows:

Strategy 5: Concentrate the highest intensity development along transit corridors, downtown, and at activity Centers (by preparing plans to transition auto-oriented commercial areas into mixed-use Activity Centers, and adhering to these plans throughout the review of development proposal)

Strategy 6: Facilitate compact growth to reduce the development of farmland (by updating peripheral neighborhood development plans to increase allowable development intensity, by steering peripheral growth towards mapped priority areas, and by accommodating growth through infill and redevelopment)

ACTIVITIES PERFORMED BY THIS SERVICE

Activity	% of Effort	Description
Plan Creation	20	Creation of citywide and subarea plans to guide development and manage growth and change.
Plan Implementation and Design	10	

Implementation of recommendations in the Comprehensive Plan and other adopted plans, including coordination with and support for the work of other city agencies.

Development Review	45	Review and evaluation of development proposals, support for development teams and others interested in development review processes, and staff support for the Plan Commission and Urban Design Commission.
Data and Mapping	15	Maintenance of GIS data for the Planning Division and provision of mpas, data, and data analysis to internal and external partners.

Insert item

SERVICE BUDGET CHANGES

Service Impact

What is the proposed change to the service's budget from cost to continue to agency request?

What are the service level impacts of the proposed funding changes?

Service level impacts are negligible. The increase reflects the reallocation of a small portion of an FTE that has moved from the PCED Office of the Director to the Planning Division (\$8,662), as recently approved by the Common Council. The increase also reflects a series of minor adjustments to supplies and purchased services to better approximate actual spending. The increase is offset by reduction in budget authority to the DPCED Office of the Director (\$8,662), the Neighborhood Planning, Preservation, and Design Service (\$4,022), and the MPO (\$343).

Personnel-Permanent Positions

Are you proposing an allocation change to the FTEs for this service?

Type	Fund	Amount	Description
Perm Wages	<input type="text"/>	\$6,103	0.1 FTE shifting from PCED Office of the Director to Planning
Benefits	<input type="text"/>	\$2,559	0.1 FTE shifting from PCED Office of the Director to Planning
Total		\$8,662	

Explain the assumptions behind the allocation change.

An Admin Clerk position was recently moved from PCED Office of the Director into the Planning Division. Inadvertently, only 0.9 FTE of this move was reflected in the Finance cost-to-continue budget. This shift reflects the remaining 0.1 FTE. The increased cost is offset by a reduction in the Office of the Director.

What is the justification behind the allocation change?

The duties of this position will be fully within the Planning Division.

Personnel-Other Personnel Spending

Are you requesting additional personnel spending for non-annualized pay?

Type	Fund	Amount	Description
Overtime	<input type="text"/>	<input type="text"/>	<input type="text"/>
Premium Pay	<input type="text"/>	<input type="text"/>	<input type="text"/>
Hourly	<input type="text"/>	<input type="text"/>	<input type="text"/>
Total		\$0	

Explain the assumptions behind the requested funding.

What is the justification behind the increased funding?

Revenue

Are you proposing a change to the service's budgeted revenue?

Are you proposing an increase or a decrease to the budgeted revenue?

Insert item

Explain the assumptions behind the change to budgeted revenue.

What is the justification behind the proposed change?

Non-Personnel

Are you requesting additional non-personnel funding for this service?

Yes No

Fund	Major	Amount	Description
	Supplies	(\$7,450)	Reductions in printing (-\$5,700) and postage (-\$2,000)
	Purchased Serv...	\$11,815	Increases in Consultant Services (\$10,000) and Systems & Software Maintenance (\$3,400). Small decreases in Advertising (-\$500) and Conferences & Trainings (-\$1,000).

Insert item

Explain the assumptions behind the requested funding.

Total additional non-personnel funds = \$4,365.00.

What is the justification behind the increased funding?

The small net increase is the result of a series of Planning Division-wide adjustments to Supplies and Purchased Services to better approximate actual spending. Funds experiencing the most significant increases due to these shifts are Systems & Software Maintenance (\$3,400) and Consultant Services (\$10,000), while other funds have been slightly decreased.

Part 2: Proposed Budget Reduction

What is 5% of the agency's net budget?

\$180,617.7

What is the proposed reduction to this service's budget?

\$80,500

Explain how you would change the activities and the level of service as a result of implementing the funding decrease to this service. List changes by service activity identified above. Add a separate line for each reduction.

Activity	\$Amount	Description
Contribution to Downtown Business Improvement District (BID)	-35,000	Reduce City contribution to the Downtown BID, with the acknowledgement that the contribution supports activities and gatherings along State Street that will likely be significantly compromised or cancelled in 2021 due to impacts from COVID-19.
Consultant Funds for Neighborhood Indicators Project	-30,000	Reduce funding for the on-going contract with the UW Applied Population Lab for the Neighborhood Indicators Project, resulting in delivery of updates to this interactive web-based data source to every other year, rather than annually.

Insert item

Total	(\$65,000)	
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Explain the changes by major expenditure category that your agency would implement as a result of the funding decrease to this service.

Name	\$ Amount	Description
Personnel	(\$15,000)	Underfill a vacant Planner 2 position as an entry level Planner 1
Non-Personnel	(\$65,000)	Reduce contribution to the Downtown Business Improvement District by \$35,000 (54% decrease) Reduce funding for the UW Applied Population Lab for the Neighborhood Indicators Project by \$30,000
Agency Billings		
Total	(\$80,000)	

Is the City mandated to perform the activities of this service? If so, explain the mandate and mandated service level. If not, are there other local organizations also involved in performing these activities.

Yes, some of the activities within this service are mandated. Based on Wisconsin Statute, the City must prepare and maintain a Comprehensive Plan and review land divisions. Based on Madison ordinances, a wide variety of development proposals must be reviewed and approved by the City's Urban Design Commission, Plan Commission, and Common Council. Other activities within this service are supported by resolutions.

Has this reduction been proposed in prior years?

Yes ▼

Does the proposed reduction result in eliminating permanent positions?

No ▼

If yes, what is the decrease in FTEs:

Does the proposed reduction impact other agencies (i.e. Fleet Services)?

No ▼

If yes, which agencies:

Describe why the proposed reduction was chosen.

There are very few opportunities within this service for reductions. The reduction to salary budget was chosen because we believe we can successfully underfill a vacant position while meeting equitable hiring goals. The reduction to the BID was reluctantly chosen due to the likelihood that some activities typically funded by the City will be compromised or cancelled in 2021 due to the impacts of COVID-19. The reduction to funding for the Neighborhood Indicators Project was reluctantly chosen because we believe we can salvage some utility of this long-term, on-going project on an every-other-year basis, still resulting in a valuable product for use by the City and our many community partners.

Explain the impacts of the proposed reduction on the end user of the service. How can impacts of this reduction be mitigated?

There will be no impacts to the end user of the salary reduction.

Downtown businesses may be impacted by the reduction in the City's contribution to the BID, but this may be partially mitigated through other City funding opportunities for Downtown recovery specifically, or for economic recovery for locally-owned businesses more generally.

The impacts of shifting the Neighborhood Indicators project from annual to bi-annual are unknown at this time, but staff will seek potential sources of funding from outside the City to close this gap.

Submit

v. 06-01-20

2021 Operating Budget Service Budget Proposal

IDENTIFYING INFORMATION

SELECT YOUR AGENCY:

Planning Division

SELECT YOUR AGENCY'S SERVICE:

Metropolitan Planning Organization

SERVICE NUMBER:

653

SERVICE DESCRIPTION:

This service provides staff for the Metropolitan Planning Organization (MPO), which is the designated policy body responsible for cooperative and comprehensive regional transportation planning and decision making for the Madison Metropolitan Planning Area. The responsibilities of the MPO include conducting a planning process for making transportation investment decisions in the metropolitan area, preparing and maintaining a long-range multi-modal transportation plan, and preparing a five-year transportation improvement program to provide transportation investments that meet metropolitan transportation needs. The role of the MPO is to facilitate coordinated and comprehensive regional transportation planning and decision-making that is fair and impartial.

Part 1: Base Budget Proposal

BUDGET INFORMATION

	2018 Actual	2019 Adopted	2019 Actual	2020 Adopted	2021 C2C	2021 Request
<i>Budget by Fund</i>						
General-Net	\$132,230	\$149,029	\$157,896	\$157,291	\$166,076	\$165,733
Other-Expenditures	\$960,899	\$1,098,472	\$1,132,220	\$1,121,202	\$1,143,124	\$1,110,317
<i>Total</i>	<i>\$1,093,129</i>	<i>\$1,247,501</i>	<i>\$1,290,116</i>	<i>\$1,278,493</i>	<i>\$1,309,200</i>	<i>\$1,276,050</i>
<i>Budget by Major</i>						
Revenue	(\$19,866)	(\$23,837)	(\$26,145)	(\$25,611)	(\$25,611)	(\$25,611)
Personnel	\$765,056	\$815,615	\$758,070	\$857,605	\$879,996	\$842,718
Non-Personnel	\$344,775	\$452,559	\$555,027	\$443,533	\$451,418	\$455,546
Agency Billings	\$3,164	\$3,164	\$3,164	\$2,966	\$3,397	\$3,397
<i>Total</i>	<i>\$1,093,129</i>	<i>\$1,247,501</i>	<i>\$1,290,116</i>	<i>\$1,278,493</i>	<i>\$1,309,200</i>	<i>\$1,276,050</i>
FTEs		7.82		7.79	7.79	7.79

PRIORITY

Citywide Element

Describe how this service advances the Citywide Element:

The MPO conducts long range transportation planning that supports the goals of the Land Use and Transportation element. This includes the Regional Transportation Plan (RTP) and mode-specific and strategic plans that are incorporated into the RTP such as the Transit Development Plan and Bicycle Transportation Plan and Regional Intelligent Transportation Systems (ITS) Plan. This planning also includes analyses to assist WisDOT and local communities in prioritizing and designing investments in the transportation system. This includes larger efforts such as the recently completed Bicycle Level of Traffic Stress Analysis, Pedestrian and Bicycle Crash Study, and Intersection Safety Screening Analysis. It also includes provision of data to support local planning efforts, such as provision of traffic speed and other data to support the city's Vision Zero effort and provision of traffic speed and travel modeling to support the East-West BRT project, one of the strategies for this element. It also includes assistance by the MPO's Travel Demand Management (TDM) Program Manager to assist the city with TDM initiatives. The MPO's TDM program promotes transportation options to driving alone, focused in particular on work and school trips. The MPO also approves use of federal transportation funding in the metro area through the MPO's Transportation Improvement Program (TIP). Projects that are federally funded and/or regionally significant must be determined by the MPO to be consistent with the RTP, which advances the Land Use and Transportation element. The MPO receives some federal funding directly under three different programs, soliciting applications and selecting projects to fund. The City of Madison has received funding for many large roadway and multi-use path construction projects in recent years as well as funding for Metro bus replacements. The MPO, which is staffed by the city, is required in order for the metro area to receive federal transportation funding.

ACTIVITIES PERFORMED BY THIS SERVICE

Activity	% of Effort	Description
2021 Operating Budget: Agency Requests	25	383

Long Range Multimodal Systemwide Planning		Maintain and refine through more detailed studies, the Regional Transportation Plan, including sub-elements, of the plan such as the Bicycle Transportation Plan, as part of the continuing, comprehensive multimodal transportation process for the metro area in accordance with federal rules.
Data Collection and Analysis Activities	20	Collect, monitor, and analyze data related to land use development, socioeconomic characteristics of the population, travel patterns, and other factors affecting travel, as well as environmental indicators and issues.
Transportation System/Congestion Management Planning	10	Monitor transportation on system performance and plan and prioritize investments to improve overall system efficiency and safety with an emphasis on use of technology and lower cost strategies.
Short-Range Transit & Specialized Transportation Planning	5	Plan near term (5-10 years) improvements to the public transit system as well as specialized transportation services designed to meet the needs of the elderly and persons with disabilities. Assist in coordinating transit and specialized transportation services provided by Metro Transit, Dane County, and other public and private providers.
Transportation Improvement Program	5	Approve use of federal funding for transportation projects and services in the metro area through the TIP, which is updated annually. Monitor other major transportation projects and assist in coordinating projects where needed.
Roadway & Transit Corridor and Special Studies	10	Lead or assist in planning for roadway and transit investments in major corridors or undertaking special studies that result in more detailed, project specific recommendations that refine the Regional Transportation Plan.
Ridesharing / Travel Demand Management	10	Coordinate and implement programs and services designed to promote and encourage increased use of transit, car/vanpooling, bicycling, and walking.
Administration and Service	15	Manage the transportation planning program, including program development, administration, and reporting, staffing the MPO Board and committees, and involving policymakers and the public in the planning process.

SERVICE BUDGET CHANGES

Service Impact

What is the proposed change to the service's budget from cost to continue to agency request?

What are the service level impacts of the proposed funding changes?

The MPO's General Fund budget has been reduced by \$343, which is the result of a correction to a benefit allocation in the payroll system. The MPO has submitted an agency request budget in Fund 1220 anticipating a \$13,373 reduction in City General Fund support for the MPO. There will not be a major impact to the service with the proposed reduction in the city's portion of the MPO budget. The primary impact will be a reduction in marketing and outreach/public engagement activities for the MPO and the Regional Transportation Plan update due to not filling the vacant position currently classified as Administrative Clerk. The loss of that position will be offset, however, by continuing to employ a part-time hourly Clerk Typist and utilize a small amount of the MPO's consulting services budget for marketing/graphic design assistance.

Personnel-Permanent Positions

Are you proposing an allocation change to the FTEs for this service?

Type	Fund	Amount	Description
Perm Wages	1220	(\$48,463)	Salary savings
Benefits	1220	(\$10,572)	Benefit savings
Total		(\$59,035)	

Explain the assumptions behind the allocation change.

We are not planning to fill our vacant permanent part-time Admin Clerk position next year, choosing instead to maintain just a part-time hourly Clerk Typist position. We will make a decision on filling this position or creating a new position that includes other duties (e.g., communications/marketing) in 2022.

The General Fund benefit budget for the MPO was also reduced by \$343 when a payroll allocation was corrected.

What is the justification behind the allocation change?

The experience with having a 12-15 hour/week part-time Clerk Typist position has demonstrated that the MPO does not need a 25 hour/week position to handle the administrative needs, given the other support we pay for and receive from a Program Assistant in the Planning Division. We are considering expanding the duties to include more communications/outreach work and reclassifying the position, but plan to wait until 2022 budget to decide on that. There is the possibility in 2022 of sharing an administrative position with the Capital Area RPC, whom we co-located with, so that also played into the decision.

Personnel-Other Personnel Spending

Are you requesting additional personnel spending for non-annualized pay? Yes

Type	Fund	Amount	Description
Overtime			
Premium Pay			
Hourly	1220	\$22,100	Part-time Clerk Typist and Summer Intern
Total		\$22,100	

Explain the assumptions behind the requested funding.

The additional hourly personnel costs are to cover the estimated cost of a Clerk Typist at 12-16 hours per week and a summer intern full-time for 12-15 weeks.

What is the justification behind the increased funding?

The increased funding for the hourly Admin staff is needed as we are not going to fill our permanent part-time Administrative position. The intern is desired to continue to provide an internship opportunity through the AASPIRE program and provide cost effective staffing for GIS data entry and similar planning support work.

Revenue

Are you proposing a change to the service's budgeted revenue?

Yes

Are you proposing an increase or a decrease to the budgeted revenue?

Decrease

Fund	Major	Amount	Description
1220	42	\$6,308	Federal Planning Grant Funding

Explain the assumptions behind the change to budgeted revenue.

About 85% of the MPO's budget is covered by federal (80%) and state (5%) funding. The federal/state funding requires local match funding of 15%. If the local match funding is reduced, the MPO must accept a reduced amount of federal funding. This reduction in federal funding is necessary to reflect the proposed budget, which reflects an 8% reduction from the cost to continue budget. This reduction in federal grant revenue is from the amount budgeted in 2020. The amount received in 2021 would be higher than that if the MPO wasn't reducing its budget.

What is the justification behind the proposed change?

The reduction in federal Planning grant funding is necessary due to the lower budgeted local match funding from the city.

Non-Personnel

Are you requesting additional non-personnel funding for this service?

Yes

Fund	Major	Amount	Description
5100	53	(\$400)	The budget proposes an increase of \$700 for copying/printing supplies, \$5,450 increase for software licenses and supplies, but a \$6,000 reduction for machinery and equipment for a net change of -\$400.
5100	54	\$4,528	The budget proposes an increase of \$9,818 for consulting services, but a reduction of \$2,290 for facility rentals and \$3,000 for conferences and trainings.

Explain the assumptions behind the requested funding.

The increase in copying/printing supplies is for materials needed to implement the rebranding of the MPO and TDM program this year with new logo, etc. Some materials, such as banner, will be used for future public engagement activities. The MPO will initiate the public engagement process for our Regional Transportation Plan (RTP) update process next year, which will also require additional materials (assuming in person meetings are allowed towards the end of the next year). Software license increase will cover 6 month extension of UrbanFootprint license for Planning Division to support work for MPO for RTP and East and West Towne area planning work. It will also support MPO license for Tableau to use for its federally required Performance Measure reporting. The \$6,000 for equipment was for cost of new plotter last year if needed due to office move. It will not be needed next year. For services, consulting services increase is to cover hiring of consultant(s) to assist with public engagement for the RTP update along with the likely renewal of the MPO's Streetlight Data subscription. The conference/training budget was reduced by 50% (\$3,000) due to fact in-person conferences won't be held for at least the first part of the year.

What is the justification behind the increased funding?

The net increase in funding is due primarily to the increased software license and consulting services. The software license increase is for the extension of Urban Footprint license to support development of growth scenario for the MPO's RTP update and city planning of East and West Towne areas. The software's ability to measure impacts of the growth scenarios supports those planning processes. The consulting services budget increase is primarily to support public engagement for the RTP update and MPO marketing efforts, which are time intensive. The vacant position not being filled would normally be used to support those efforts.

Part 2: Proposed Budget Reduction

What is 5% of the agency's net budget?

What is the proposed reduction to this service's budget?

Explain how you would change the activities and the level of service as a result of implementing the funding decrease to this service. List changes by service activity identified above. Add a separate line for each reduction.

Activity	\$Amount	Description
		Note: The base budget proposal in Part 1 already includes an 8% (\$13,373) reduction from the cost to continue budget.
Total	\$0	

Explain the changes by major expenditure category that your agency would implement as a result of the funding decrease to this service.

Name	\$ Amount	Description
Personnel		
Non-Personnel	\$0	
Agency Billings	\$0	
Total	\$0	

Is the City mandated to perform the activities of this service? If so, explain the mandate and mandated service level. If not, are there other local organizations also involved in performing these activities.

Yes, the MPO is required to conduct federally mandated regional transportation planning and approve use of federal transportation funding in the region as a condition of the city and rest of the region receiving federal gas tax revenue for transportation projects, including roadways and capital funding for Metro Transit.

Has this reduction been proposed in prior years?

No

Does the proposed reduction result in eliminating permanent positions?

No

If yes, what is the decrease in FTEs:

Does the proposed reduction impact other agencies (i.e. Fleet Services)?

No

If yes, which agencies:

Describe why the proposed reduction was chosen.

Explain the impacts of the proposed reduction on the end user of the service. How can impacts of this reduction be mitigated?

The base budget proposal assumes an 8% (\$13,373) reduction in the city's contribution to the MPO budget as compared to the cost to continue budget. As explained in Part 1, this won't significantly impact the service.

2021 Operating Budget

Service Budget Proposal

IDENTIFYING INFORMATION

SELECT YOUR AGENCY:

Planning Division

SELECT YOUR AGENCY'S SERVICE:

Neighborhood Planning Preservation and Design

SERVICE NUMBER:

651

SERVICE DESCRIPTION:

This service maintains and strengthens existing residential and commercial neighborhoods focusing on the downtown, isthmus, and central city, as well as protecting and enhancing the City's natural, cultural, aesthetic, and historic resources. This service provides neighborhood planning services and technical services to neighborhoods, carries out the City's preservation planning program, administers the Madison Arts program, develops and maintains urban design guidelines, prepares development concept plans, and monitors and recommends changes to the City's land development regulations. The goal of this service is planning for efficient and equitable land use and complete neighborhoods in developed, mature parts of the City, balancing the growth and change in Madison with integration of art and cultural/historic preservation, and building leadership and capacity in neighborhoods.

Part 1: Base Budget Proposal

BUDGET INFORMATION

	2018 Actual	2019 Adopted	2019 Actual	2020 Adopted	2021 C2C	2021 Request
<i>Budget by Fund</i>						
General-Net	\$1,209,490	\$1,276,402	\$1,262,479	\$1,316,510	\$1,402,405	\$1,398,383
Other-Expenditures	\$10,510	\$10,510	\$10,135	\$10,510	\$0	\$10,510
<i>Total</i>	<i>\$1,220,000</i>	<i>\$1,286,912</i>	<i>\$1,272,614</i>	<i>\$1,327,020</i>	<i>\$1,402,405</i>	<i>\$1,408,893</i>
<i>Budget by Major</i>						
Revenue	(\$34,352)	(\$13,000)	(\$23,010)	(\$13,000)	(\$1,500)	(\$1,500)
Personnel	\$1,012,476	\$1,004,261	\$1,067,698	\$1,044,114	\$1,187,128	\$1,190,128
Non-Personnel	\$239,850	\$294,505	\$226,780	\$293,955	\$214,728	\$218,216
Agency Billings	\$2,026	\$1,146	\$1,146	\$1,951	\$2,049	\$2,049
<i>Total</i>	<i>\$1,220,000</i>	<i>\$1,286,912</i>	<i>\$1,272,614</i>	<i>\$1,327,020</i>	<i>\$1,402,405</i>	<i>\$1,408,893</i>
FTEs		7.93		8.93	9.93	9.93

PRIORITY

Citywide Element

Describe how this service advances the Citywide Element:

This service includes the creation of subarea plans, support for plan implementation, development review related to historic preservation, support for the arts, and strengthening community connections and partnerships throughout the City of Madison. The service advances recommendations within multiple Citywide Elements, including "Neighborhoods and Housing", "Culture and Character", and "Land Use and Transportation". The strategies within the "Neighborhoods and Housing" element most impacted by this service are:

Strategy 1 Create complete neighborhoods across the city where residents have access to transportation options and resources needed for daily living (by planning for mixed-use centers across the City as identified in the Growth Priority Areas Map)

Strategy 2 Support development of a wider mix of housing types, sizes, and costs throughout the city (by including "missing middle" housing types in detailed subarea plans)

Strategy 3 Increase the amount of available housing (by planning for the transition of underutilized, automobile-dominated commercial areas into complete neighborhoods and mixed-use Activity Centers)

ACTIVITIES PERFORMED BY THIS SERVICE

Activity	% of Effort	Description
2021 Operating Budget: Agency Requests	40	388

Plan Creation		Creation of citywide topic area plans and subarea plans to guide development and manage growth and change, particularly in existing neighborhoods.
Plan Implementation and Design	20	Implementation of recommendations in adopted plans, including coordination with and support for the work of other city agencies.
Development Review	15	Review and evaluation of proposals for development and modifications, particularly to historic properties. Support for property owners, developers, and others interested in development review processes, and staff support for the Landmarks Commission.
Support for the Arts	15	Administration of the Municipal Art Fund, Art Grant Program, Percent for the Arts, and staff support for the Madison Arts Commission.
Community Connections and Partnerships	10	Support for and coordination of our planning efforts with community organizations such as neighborhood associations, nonprofit organizations, and other groups of residents and business owners across the city.

SERVICE BUDGET CHANGES

Service Impact

What is the proposed change to the service's budget from cost to continue to agency request?

What are the service level impacts of the proposed funding changes?

Personnel-Permanent Positions

Are you proposing an allocation change to the FTEs for this service?

Type	Fund	Amount	Description
Perm Wages	<input type="text"/>	<input type="text"/>	<input type="text"/>
Benefits	<input type="text"/>	<input type="text"/>	<input type="text"/>
Total		<input type="text" value="\$0"/>	

Explain the assumptions behind the allocation change.

What is the justification behind the allocation change?

Personnel-Other Personnel Spending

Are you requesting additional personnel spending for non-annualized pay?

Type	Fund	Amount	Description
Overtime	<input type="text"/>	<input type="text"/>	<input type="text"/>
Premium Pay	<input type="text"/>	<input type="text"/>	<input type="text"/>
Hourly	1100	\$3,000	Additional hourly budget to support an Arts-related internship.
Total		<input type="text" value="\$3,000"/>	

Explain the assumptions behind the requested funding.

What is the justification behind the increased funding?

Building on a successful 2019 arts internship that was grant-funded, we hope to have capacity to support a paid internship for 1-2 arts students to assist and learn from the Madison Arts Administrator, gaining valuable experience to carry forward.

Revenue

Are you proposing a change to the service's budgeted revenue?

No

Are you proposing an increase or a decrease to the budgeted revenue?

Select...

Fund	Major	Amount	Description

Explain the assumptions behind the change to budgeted revenue.

What is the justification behind the proposed change?

Non-Personnel

Are you requesting additional non-personnel funding for this service?

No

Fund	Major	Amount	Description

Explain the assumptions behind the requested funding.

What is the justification behind the increased funding?

Part 2: Proposed Budget Reduction

What is 5% of the agency's net budget?

\$180,617.7

What is the proposed reduction to this service's budget?

\$86,500

Explain how you would change the activities and the level of service as a result of implementing the funding decrease to this service. List changes by service activity identified above. Add a separate line for each reduction.

Activity	\$Amount	Description
Public Art Administration	-60,000	Shifting funds for a portion of the Arts Administrator's salary and benefits to an increased Capital Budget request within the Municipal Art Fund
Community Connections and Partnerships - Neighborhood Grants	-20,000	Reducing funding available for the Neighborhood Grants program from \$30,000 to \$10,000, and narrowing focus of the program to support local/neighborhood capacity-building.
Plan Creation - Consulting Services	-6,500	Reducing the Planning Division's capacity to hire consultants for planning processes by \$6,500.
Total	(\$86,500)	

Explain the changes by major expenditure category that your agency would implement as a result of the funding decrease to this service.

Name	\$ Amount	Description
Personnel	(\$60,000)	Shifting a portion of the salary and benefits for Public Art Administration to an increased Capital Budget request within the Municipal Art Fund

Non-Personnel	(\$26,500)	Reduction to the Neighborhood Arts Grants program and consultant funds for planning processes
Agency Billings		
Total	(\$86,500)	

Is the City mandated to perform the activities of this service? If so, explain the mandate and mandated service level. If not, are there other local organizations also involved in performing these activities.

Through local ordinances, the City is mandated to review certain proposals for change to local landmark buildings and within local historic districts, which is part of the administration of the preservation program. Many of the activities within this service are not mandated, but there are no known programs within other local organizations replicating the activities within the service.

Has this reduction been proposed in prior years?

Does the proposed reduction result in eliminating permanent positions?

If yes, what is the decrease in FTEs:

Does the proposed reduction impact other agencies (i.e. Fleet Services)?

If yes, which agencies:

Describe why the proposed reduction was chosen.

The \$60,000 shift in a portion of the salary and benefits for Public Art Administration to the Capital Budget reflects actual 2019 staff time spent on public art projects supported by the Municipal Art Fund in the Capital budget.

The \$20,000 reduction in the Neighborhood Grants Program was reluctantly chosen due to lack of other viable options, and consideration by staff that even in this significantly reduced amount, the program could be refocused on support for local/neighborhood capacity-building.

The \$6,500 reduction to Consulting Services was reluctantly chosen due to lack of other viable options, and may limit the capacity to enhance planning processes with market studies and public engagement strategies involving assistance from community partners.

Explain the impacts of the proposed reduction on the end user of the service. How can impacts of this reduction be mitigated?

There should be no service impact related to the shift of funds for Public Art Administration, but the Capital Budget must increase to accommodate it.

There will be far fewer Neighborhood Grants awarded within this already modest program. Staff will focus the funding on capacity-building efforts in neighborhoods with few existing resources or connections with City processes. Further, it may be possible to utilize Placemaking funds to support some efforts similar to those previously funded through this competitive program.

With fewer resources for planning processes, residents may have less interface with community partners who have been paid in the past to assist with public engagement. As city staff, we will need to continue to refine and focus public engagement opportunities with less budget authority.