

Budget by Fund

	2018 Actual	2019 Adopted	2020 C2C	2020 Request	\$ Change
General	3,185,915	3,229,072	3,282,264	3,201,410	(27,662)
Other-Expenditures	1,007,681	1,108,982	727,462	1,131,712	22,730
TOTAL	\$ 4,193,595	\$ 4,338,054	\$ 4,009,726	\$ 4,333,122	\$ (4,932)

Budget by Service

	2018 Actual	2019 Adopted	2020 C2C	2020 Request	\$ Change
COMP PLANNING AND DEV REVIEW	1,844,194	1,803,641	1,769,107	1,769,657	(33,984)
METROPOLITAN PLANNING ORG	1,093,130	1,247,501	965,607	1,278,493	30,992
NEIGH PLANNING PRES AND DESIGN	1,209,490	1,286,912	1,275,012	1,284,972	(1,940)
TOTAL	\$ 4,146,814	\$ 4,338,054	\$ 4,009,726	\$ 4,333,122	\$ (4,932)

Budget by Major

	2018 Actual	2019 Adopted	2020 C2C	2020 Request	\$ Change
Revenue	(54,218)	(36,837)	(36,837)	(38,611)	(1,774)
Personnel	3,379,032	3,412,647	3,369,094	3,363,094	(49,553)
Non-Personnel	820,066	915,289	629,765	960,272	44,983
Agency Billings	48,715	46,955	47,704	48,367	1,412
TOTAL	\$ 4,193,595	\$ 4,338,054	\$ 4,009,726	\$ 4,333,122	\$ (4,932)



Department of Planning & Community & Economic Development

Planning Division

Heather Stouder, Director

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July 10, 2019

To: David Schmiedicke, Finance Department

From: Heather Stouder, Planning Division

Subject: Planning Division 2020 Operating Budget Request

The Planning Division's proposed operating budget meets the "cost-to-continue" \$3.2 M target and is consistent with the adopted 2019 budget, with the exception of increases in salaries and benefits for existing staff, as projected by the Finance Department. In total, the Division's Neighborhood Planning, Preservation, and Design Service is budgeted for a total of \$1,274,462. The Comprehensive Planning and Development Review Service is budgeted for \$1,769,657. The Metropolitan Planning Organization (MPO) is budgeted for a total of \$157,291.

Within the base budget proposal, small adjustments are recommended to several line items as summarized in the list below:

1. Minor Adjustments to "Supplies" such as postage, copying and printing, and hardware are more in line with actual spending in 2018, year-to-date 2019 spending, and future projections.
2. Adjustments to "Services" including a decrease in consultant services necessitated by anticipated costs for the biannual 2020 Mayor's Neighborhood Conference.
3. An increase to the City's local match for the Metropolitan Planning Organization from approximately \$147,663 (2019) to \$156,575 in order to be able to fully leverage the expected increase in available federal and state funding.

Budget Scenario Summaries

With a 2.5% increase, which totals just under \$80,000 for the Planning Division as a whole, we would propose additional funding for the following items:

- Support for subarea planning processes through increased funding for community partners, specialized consultant services, and basic improvements to community meetings such as the provision of food, childcare, and interpretation services;
- Increased funding for professional development consistent with recent input from the Employee Voice Survey, and;
- Increased funding to serve as local match to leverage anticipated federal funding available for the Metropolitan Planning Association.

July 10, 2019

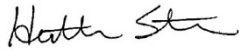
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With a 2.5% decrease, we would propose the following:

- Reduction in the City's contribution to the Downtown Business Improvement District;
- Reduction in the multi-year consultant contract for the Neighborhood Indicators Project;
- Elimination of the Neighborhood Grants Program, and;
- Slight reduction of the local match for the MPO, which would drive a much more significant impact due to the related reduction in federal and state funds.

I look forward to continued discussion of our operating budget proposal in the coming weeks.

Sincerely,



Heather Stouder
Planning Division Director

Cc: Nan Fey, Interim Department of Planning and Community and Economic Development
Adam Pfof, DPCED Budget and Performance Excellence Manager
Ruth Ethington, Planning Division
Laura Larsen, Finance Department
Brent Sloat, Finance Department

2020 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

	2017 Actual	2018 Adopted	2018 Actual	2019 Adopted	2020 C2C	2020 Request
<i>Budget by Fund</i>						
General-Net	\$1,751,718	\$1,823,974	\$1,844,194	\$1,803,646	\$1,769,107	\$1,769,657
Other-Expenditures	\$0	\$0	\$0	\$0	\$0	\$0
<i>Total</i>	<i>\$1,751,718</i>	<i>\$1,823,974</i>	<i>\$1,844,194</i>	<i>\$1,803,646</i>	<i>\$1,769,107</i>	<i>\$1,769,657</i>
<i>Budget by Major</i>						
Revenue	(\$6,653)	(\$3,000)	\$0	\$0	\$0	\$0
Personnel	\$1,513,948	\$1,622,539	\$1,601,500	\$1,592,771	\$1,552,432	\$1,552,432
Non-Personnel	\$201,922	\$160,910	\$199,169	\$168,225	\$173,225	\$173,775
Agency Billings	\$42,501	\$43,525	\$43,525	\$42,645	\$43,450	\$43,450
<i>Total</i>	<i>\$1,751,718</i>	<i>\$1,823,974</i>	<i>\$1,844,194</i>	<i>\$1,803,641</i>	<i>\$1,769,107</i>	<i>\$1,769,657</i>
FTEs		17.88		15.53	14.93	14.93

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 by adhering to these plans throughout the review of development proposals)

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.
Community Connections and Partnerships	10	Coordination of our planning efforts with surrounding cities, villages, and towns, Dane County, the Capital Area Regional Planning Commission, UW-Madison, area school districts, and other regional 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?

No impacts are anticipated. The difference is the result of allocating budget authority between Neighborhood Planning, Preservation, and Design (Service 651) and Comprehensive Planning and Development Review (Service 652) to better align the budget with actual expenses.

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"/>	

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	<input type="text"/>	<input type="text"/>	<input type="text"/>
Total		<input type="text" value="\$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?

Fund	Major	Amount	Description
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>

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?

Select... ▼

Fund	Major	Amount	Description
1100	53	(\$2,800)	Copy printing supplies, furniture, software
1100	54	\$3,350	System and software maintenance

Insert item

Explain the assumptions behind the requested funding.

What is the justification behind the proposed change?

Part 2: Scaling Service Delivery

What amount is 2.5% of the service expenditure budget?

Increase

Explain how you would change the service activities and the level of service as a result of implementing a 2.5% funding increase to this service:

With a 2.5% increase, we would focus within two key areas:

Increased support for City-led planning processes. This would include enhancements to public engagement and specialized consulting services such as market studies, marketing support, some public engagement strategies, and other unforeseen needs for which consultants and other community partners could efficiently and expeditiously support planning efforts.

Increased support for employee professional development and professional certification needs.

Explain the changes by major expenditure category that your agency would implement as a result of a 2.5 % funding increase to this service:

Within Purchased Services:

- 1a) Increase budget by \$30,000 to support consulting services for planning processes, including support for community partners and non-profit organizations.
- 1b) Increase budget by \$1,227 to reduce barriers to public engagement activities (facility rental, catering, child-care, and interpretation)for planning processes.
- 2a) Increase budget by \$10,000 to support staff professional development (conferences, trainings, and certifications).
- 2b) Increase budget by \$3,000 to support professional certifications in Planning and related fields.

Would the changes include an increase to permanent staffing levels for this service? ▼ If yes, FTEs:

What impacts would City residents and visitors experience if this service is provided a 2.5% increase in funding?

1) City residents participating in planning processes would likely experience improved community meetings with fewer barriers to attendance. Further, by selecting consultants and community partners in areas such as market analysis, marketing, and certain public engagement strategies, residents involved in planning processes would likely experience more streamlined processes due to staff time savings.

2) This recommendation directly impacts employees, but would likely have positive *indirect* impacts on other City residents and visitors as staff enhance professional skills, stay up-to-date on quickly changing technologies, and importantly, learn best practices and new ideas from other cities. At current budget levels, each employee can be supported to attend one out-of-state conference approximately every three to four years, and we can barely support one professional certification such as the American Institute of Certified Planners (AICP), American Society of Landscape Architects (ASLA), American Institute of Architects (AIA), and others, for employees who seek and maintain a professional certification. The need for improved professional development opportunities was strongly identified in the Employee Voice Survey, as well as a separate 2017 Planning Division survey. With this addition, staff could better maintain expertise in Planning and related fields, advance professional development goals, learn and share lessons from other cities across the U.S., and share Madison's successes with others.

Decrease

Explain how you would change the service activities and the level of service as a result of implementing a 2.5% funding decrease to this service:

With a 2.5% decrease, we would propose to significantly reduce City support for programming in the Downtown, as well as funds for an important annual compendium of neighborhood-level spatial data used by City agencies, community partners, and others to identify trends and needs across the City.

Explain the changes by major expenditure category that your agency would implement as a result of a 2.5 % funding decrease to this service:

Within Purchased Services:

- 1) Reduce the budget by \$24,227 for the City of Madison contribution to the Downtown Business Improvement District (approximately 40% reduction).
- 2) Reduce the budget by \$20,000 for the Applied Population Lab contract for the Neighborhood Indicators Project (approximately 30% reduction).

Would the changes include a decrease to permanent staffing levels for this service? If yes, FTEs:

What impacts would City residents and visitors experience if this service is provided a 2.5% decrease in funding?

- 1) Discussions with Downtown Business Improvement District (BID) would be needed to fully determine the outcome of this reduction, which could perhaps be partially offset by increased private contributions. This reduction in the City contribution, which funds a part-time program coordinator, would significantly and directly impact the ability of the BID to coordinate inclusive programming on State Street, including programs for children on the Top of State Street, the Summer in Your City Cafe, the Madison Night Market, and other support for local artists and musicians. These activities are intended to help attract residents and visitors to support downtown businesses.
- 2) Discussions with the consultant under contract would be needed to fully determine the outcome of this reduction. The most likely result would be that the data that has been provided and analyzed on an annual basis since 2008 through the Neighborhood Indicators Project (NIP) would need to be reduced to a biannual cycle. This would result in less frequent data updates for City agencies and community partners to utilize in order to identify and monitor issues and opportunities in neighborhoods.

2020 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

	2017 Actual	2018 Adopted	2018 Actual	2019 Adopted	2020 C2C	2020 Request
<i>Budget by Fund</i>						
General-Net	\$140,959	\$137,413	\$132,230	\$149,029	\$151,354	\$157,291
Other-Expenditures	\$1,120,518	\$1,053,001	\$960,899	\$1,122,309	\$1,094,267	\$1,121,202
Total	\$1,261,477	\$1,190,414	\$1,093,129	\$1,271,338	\$1,245,621	\$1,278,493
<i>Budget by Major</i>						
Revenue	(\$23,449)	\$0	(\$19,866)	(\$23,837)	(\$23,837)	(\$25,611)
Personnel	\$865,224	\$799,727	\$765,056	\$815,615	\$814,596	\$808,596
Non-Personnel	\$416,883	\$387,523	\$344,775	\$476,396	\$452,559	\$492,542
Agency Billings	\$2,819	\$3,164	\$3,164	\$3,164	\$2,303	\$2,966
Total	\$1,261,477	\$1,190,414	\$1,093,129	\$1,271,338	\$1,245,621	\$1,278,493
FTEs		7.82		7.82	7.79	7.79

PRIORITY

Citywide Element Land Use and Transportation


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 Transportations Systems (ITS) Plan. This planning also includes analyses to assist WisDOT and local communities in prioritizing investments in the transportation system such as the recently completed Bicycle Level of Traffic Stress Analysis, Pedestrian and Bicycle Crash Study, and Intersection Safety Analysis. The MPO provides support for local planning efforts such as the city's East-West Bus Rapid Transit Study, one of the strategies for this element. The MPO implements a Travel Demand Management (TDM) program called Rideshare Etc to promote transportation options to driving alone, focused in particular on work and school trips and support local TDM efforts. 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
Long Range Multimodal Systemwide Planning	25	

		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 Plann...	10	Monitor transportation 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 Plan...	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.

 Insert item

SERVICE BUDGET CHANGES

Service Impact

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

\$32,872

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

The additional GL budget will allow the MPO to fully implement on schedule its multi-year Strategic Work Plan to improve the agency's travel forecast model, other analysis tools, and data to support its planning efforts. Importantly, the additional budget will provide the increase local match needed to allow the MPO to fully leverage the anticipated increase in federal and state funding, which covers about 85% of the budget.

Personnel-Permanent Positions

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

Type	Fund	Amount	Description
Perm Wages	1220	(\$22,000)	Salary savings
Benefits			
Total		(\$22,000)	

Explain the assumptions behind the allocation change.

We are not planning to fill our vacant part-time Admin Clerk position next year, choosing instead to hire a part-time hourly Clerk Typist position. We are co-locating with Capital Area RPC staff and may be able to share an Admin staff position with them in 2021 following the retirement of their current Admin Manager. We will make a decision on filling the position in 2021 next year.

What is the justification behind the allocation change?

We are reflecting the salary savings in order to have a more accurate budget and allow the savings to be used for other budget items, thereby maximizing the federal/state grant funding, which covers roughly 85% of the MPO budget.

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"/>	
Premium Pay	<input type="text"/>	<input type="text"/>	
Hourly	1220	\$16,000	Parti-time hourly Clerk Typist and Summer Intern
Total		\$16,000	

Explain the assumptions behind the requested funding.

The additional hourly personnel costs are to cover the estimated cost of a Clerk Typist at 12 hours per week and a summer intern full-time for 12 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 immediately fill our permanent part-time Admin 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 type work.

Revenue

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

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

Fund	Major	Amount	Description
1220	42	\$18,184	Federal Planning funding and Federal STBG Urban funding for Rideshare/TDM program activities
1220	49	\$4,546	Required local city funding to match the increased federal funding (match of increased funding is 20%)
1100	42	(\$3,683)	Local matching funds contributed by other cities/villages in the MPO planning area.
1100	43	\$5,457	Reimbursement of expense from other local governments. Included in transfer out to fund 1220.

Insert item

Explain the assumptions behind the change to budgeted revenue.

The MPO has received an increase in federal Planning funds the past few years, including a 4% increase last year. The increase in Planning funds for next year is not known at this time, but a conservative estimate of a 2% increase has been assumed. The MPO will receive a 3% increase in federal STBG Urban funds used to support the MPO's Rideshare/TDM program. The increase in federal funding requires local matching funds at a rate of 20%. (Note: The match for the overall budget is lower - closer to 15%, because of some state funding, but the increased federal funding must be matched at 20%.) One of the communities (Middleton) that had in the past voluntarily supported the MPO's budget has not done so the past two years so that revenue is not anticipated next year. Another community (Sun Prairie) that had not contributed in the past agreed to contribute \$2,000 in 2019 and the same amount is assumed for next year. The net effect is a loss in local match funding of \$3,683.

What is the justification behind the proposed change?

The increase in federal funding is expected. It requires a local match of 20%. If the MPO receives less federal funding, the local match funding needed would be correspondingly reduced. The city of Madison is responsible for providing the local match funding for the MPO's budget. If other communities choose not to contribute - and only a few do - the city is responsible for making up the difference.

Non-Personnel

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

Fund	Major	Amount	Description
1220	53	\$5,400	The net increase in supplies of \$5,400 is to cover the cost (\$6,000) of a new plotter if the MPO's current plotter is damaged in the office move this fall - something we've been told is quite possible. The amount is actually 1/2 of the cost of the plotter as the MPO will split the cost with the Capital Area RPC with whom MPO staff will be co-locating.
1220	54	\$24,569	The net increase in purchased services is primarily due to (1) the increased office rent (\$13,600) for the new space the MPO is moving into in the fall and (2) increased consulting/data services to implement the MPO Strategic Work Plan and cover the cost to contract with the Capital Area RPC to provide updated small area household and employment growth forecasts to be used for the next Regional Transportation Plan update.

Insert item

Explain the assumptions behind the requested funding.

The increase in supplies is for the MPO's share of the cost of a new plotter, if needed. The increase in consulting/data services is to cover the anticipated remaining cost for the MPO's current consultant project to update and improve the regional travel model, purchase a "big data" subscription, and contract with the Capital Area RPC to develop growth forecasts for the next Regional Transportation Plan update.

What is the justification behind the proposed change?

A new plotter may be needed if the current one is damaged in the office move, which is a possibility. The plotter is needed for printing maps, travel forecast plots, and other things to support the agency's planning work. The regional travel model is a key tool that the MPO needs for its planning work and preparing traffic forecasts for local street projects as a service to area communities. The improvements to the model will allow the MPO to better evaluate and quantify whether transportation investments will help achieve MPO RTP and Imagine Madison goals. The data subscription will provide data on current travel patterns and the performance of the transportation system that will improve the agency's planning, allowing more robust analysis of equity, land use, environmental, and multimodal travel goals. Contracting with the Capital Area RPC to assist the MPO with growth forecasts makes sense as CARPC is the regional land use planning agency.

Part 2: Scaling Service Delivery

What amount is 2.5% of the service expenditure budget?

Increase

Explain how you would change the service activities and the level of service as a result of implementing a 2.5% funding increase to this service:

The additional funding would primarily be used to fund consulting/data services as outlined in the MPO's recently completed Strategic Work Plan to improve its regional travel model, other analysis tools, and data to support them. The travel model update/improvement project is underway. The MPO is currently researching data service and analysis tool options and costs to support its planning work.

Explain the changes by major expenditure category that your agency would implement as a result of a 2.5 % funding increase to this service:

The additional funding would cover an increase in purchased services for consulting/data services to improve the MPO's analysis tools and data to support them. However, the impact would be limited because the additional local funding beyond the budget request would not leverage any additional federal funding. Around 85% of the MPO's overall budget is covered by federal and state funding. The required match for any increase in federal funding is 20%; thus, \$2 in additional local funding leverages an additional \$8 in federal funding.

Would the changes include an increase to permanent staffing levels for this service? If yes, FTEs:

What impacts would City residents and visitors experience if this service is provided a 2.5% increase in funding?

The improved data and analysis tools would allow the MPO to improve its plans, available data for use by others, and make more effective decisions on transportation facility and service investments.

Decrease

Explain how you would change the service activities and the level of service as a result of implementing a 2.5% funding decrease to this service:

The budget for consulting/data services would need to be reduced by \$19,660 since the reduced local funding would decrease the available federal funding for which a 20% local match is required. This would negatively affect the agency's ability to implement its Strategic Work Plan to improve its analysis tools and data to support them.

Explain the changes by major expenditure category that your agency would implement as a result of a 2.5 % funding decrease to this service:

The budget for purchased services would be reduced \$19,660 to reflect the reduced funding for consulting/data services.

Would the changes include a decrease to permanent staffing levels for this service? If yes, FTEs:

What impacts would City residents and visitors experience if this service is provided a 2.5% decrease in funding?

The reduced ability of the MPO to plan and effectively implement its transportation plans could result in a less efficient, effective, and equitable transportation system in the long run.

2020 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

	2017 Actual	2018 Adopted	2018 Actual	2019 Adopted	2020 C2C	2020 Request
<i>Budget by Fund</i>						
General-Net	\$1,181,348	\$1,204,627	\$1,209,490	\$1,276,402	\$1,275,012	\$1,274,462
Other-Expenditures	\$0	\$0	\$0	\$0	\$0	\$0
<i>Total</i>	<i>\$1,181,348</i>	<i>\$1,204,627</i>	<i>\$1,209,490</i>	<i>\$1,276,402</i>	<i>\$1,275,012</i>	<i>\$1,274,462</i>
<i>Budget by Major</i>						
Revenue	(\$6,560)	(\$32,000)	(\$34,352)	(\$13,000)	(\$13,000)	(\$13,000)
Personnel	\$910,203	\$989,291	\$1,012,476	\$1,004,261	\$1,002,066	\$1,002,066
Non-Personnel	\$235,204	\$245,310	\$229,340	\$283,995	\$283,995	\$283,955
Agency Billings	\$42,501	\$2,026	\$2,026	\$1,146	\$1,951	\$1,951
<i>Total</i>	<i>\$1,181,348</i>	<i>\$1,204,627</i>	<i>\$1,209,490</i>	<i>\$1,276,402</i>	<i>\$1,275,012</i>	<i>\$1,274,972</i>
FTEs		7.88		7.93	7.93	7.93

PRIORITY

Citywide Element

Neighborhoods and Housing

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 sub-area 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
Plan Creation	40	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, non-profit organizations, and other groups of residents and business owners across the city.

 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?

No impacts are anticipated. The difference is the result of allocating budget authority between Neighborhood Planning, Preservation, and Design (Service 651) and Comprehensive Planning and Development Review (Service 652) to better align the budget with actual expenses.

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"/>	

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	<input type="text"/>	<input type="text"/>	<input type="text"/>
Total		<input type="text" value="\$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?

Fund	Major	Amount	Description
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>

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?

Select... ▼

Fund	Major	Amount	Description
1100	53	(\$2,800)	Copy printing supplies, furniture, and software
1100	54	\$2,250	Facility rental, system and software maintenance, consulting services, other services and expenses

Insert item

Explain the assumptions behind the requested funding.

What is the justification behind the proposed change?

Part 2: Scaling Service Delivery

What amount is 2.5% of the service expenditure budget?

Increase

Explain how you would change the service activities and the level of service as a result of implementing a 2.5% funding increase to this service:

With a 2.5% increase, we would focus within two key areas:

Increased support for City-led planning processes. This would include enhancements to public engagement and specialized consulting services such as market studies, marketing support, some public engagement strategies, and other unforeseen needs for which consultants and other community partners could efficiently and expeditiously support planning efforts.

Increased support for employee professional development, professional certification, and software needs.

Explain the changes by major expenditure category that your agency would implement as a result of a 2.5 % funding increase to this service:

Within Purchased Services Major, increase by a total of \$31,875 as follows:

1a) Increase budget by \$15,000 to support consulting services and community partners (including potential support for child-care and interpretation services at City meetings) for planning processes.

1b) Increase budget by \$1,875 to support facility rental and catering services associated with public engagement within planning processes.

2a) Increase budget by \$10,000 to support staff professional development (attendance at conferences and trainings pertinent to Planning Division work).

2b) Increase budget by \$3,000 to support professional certifications in Planning and related fields.

Would the changes include an increase to permanent staffing levels for this service? ▼ If yes, FTEs:

What impacts would City residents and visitors experience if this service is provided a 2.5% increase in funding?

1) City residents participating in planning processes would likely experience improved community meetings with fewer barriers to attendance. Further, by selecting consultants and community partners in areas such as market analysis, marketing, and certain public engagement strategies, residents involved in planning processes would likely experience more streamlined processes due to staff time savings.

2) This recommendation directly impacts employees, but would likely have positive *indirect* impacts on other City residents and visitors as staff enhance professional skills, stay up-to-date on quickly changing technologies, and importantly, learn best practices and new ideas from other cities. At current budget levels, each employee can be supported to attend one out-of-state conference approximately every three to four years, and we can barely support one professional certification such as the American Institute of Certified Planners (AICP), American Society of Landscape Architects (ASLA), American Institute of Architects (AIA), and others, for employees who seek and maintain a professional certification. The need for improved professional development opportunities was strongly identified in the Employee Voice Survey, as well as a separate 2017 Planning Division survey. With this addition, staff could better maintain expertise in Planning and related fields, advance professional development goals, learn and share lessons from other cities across the U.S., and share Madison's successes with others.

Decrease

Explain how you would change the service activities and the level of service as a result of implementing a 2.5% funding decrease to this service:

We would propose to end the neighborhood grant program and to slightly reduce the budget for art grants.

Explain the changes by major expenditure category that your agency would implement as a result of a 2.5 % funding decrease to this service:

Within Purchased Services:
1) Reduce budget by \$30,000 to eliminate the annual Neighborhood Grant Program, which currently supports 5-10 small projects per year in neighborhoods across the City.
2) Reduce budget by \$1,875 to slightly reduce the City contribution to Art Grant Programs (2% reduction)

Would the changes include a decrease to permanent staffing levels for this service? If yes, FTEs:

What impacts would City residents and visitors experience if this service is provided a 2.5% decrease in funding?

1) City residents would no longer have an opportunity to compete for small annual grants awarded to neighborhood associations and other organizations to accomplish physical improvements and/or to build neighborhood capacity. Note: This program has been significantly reduced over the past decade. Recent funding levels are approximately one-third of what the program once was. Since a major focus of this program is to support residents as they interact with City agencies to initiate small changes in their neighborhoods, the program relies on significant staff time from the Planning Division and other agencies such as Parks, Engineering, Real Estate, and others. The cost of staff time likely far exceeds the budget for the grants themselves. A reduction in the budget for these grants would not result in a similar reduction in the staff time needed to sustain the program, and would make it even more difficult for residents to successfully obtain even very small amounts of funding to support their ideas. Thus, the proposal would be to eliminate, rather than reduce funding for this program.
2) This small reduction is roughly equal to one to three small art grants, so would result in support for a few less annual project completed by local artists.

Submit