

Call for Community Partners Resident Panels

City commits funding to engage underrepresented residents in Comprehensive Plan Update

October 31, 2016



Summary

Imagine Madison. For many Madison is a great city, but if you could imagine a better Madison for yourself, your family, or your business, what would that look like? What are your hopes for the kind of place Madison will be for residents in the future?

Madison is changing in many ways, and it's important for all Madisonians to join in a conversation about the future of our community. The City's Planning Division will lead an effort called Imagine Madison to better understand what is important to all segments of our population. Imagine Madison will help us update the City's Comprehensive Plan – a document that will examine issues the community is experiencing, or may experience in the next 10-20 years, in areas such as housing, transportation, economic development, and other aspects impacting everyday life in Madison (see Attachment A).

To help ensure that all Madison residents are heard in this process, the City is looking to partner with and fund community-based organizations that are connected to communities who are often underrepresented in discussions about the city's future (such as: African-Americans, Latinos, Hmong, older adults, and lower income residents). With the help of these Community Partners, the City hopes to deepen and broaden engagement with such communities and improve on past efforts to ensure everyone is included in the conversation. To accomplish this, we are trying something new – Resident Panels – to ensure more voices are heard.

Please consider participating in this unique opportunity. It's easy to be considered – simply fill out the short Letter of Interest (LOI) form found at the end of this document (Attachment B) and submit it to the City of Madison Planning Division by noon on November 23, 2016.

Want to learn more? Attend the informational meeting on Thursday, November 10 from 11:00-noon. This optional meeting will be held in the Madison Municipal Building (215 Martin Luther King, Jr. Blvd.), Room 260. You can also contact Kirstie Laatsch by phone (608.243.0470) or email (imaginemadison@cityofmadison.com).

Resident Panels Overview

What is a Resident Panel? A Resident Panel is a group of 10-15 people who are representative of a particular segment of Madison's population. The expectation is that this same group of people will meet a minimum of three (3) times at key points in the Imagine Madison process to add their voices to the community conversation. Resident Panel meetings will include in-depth discussions about various issues such as transportation, housing, parks and open space, economic development and other topics to be addressed in the Comprehensive Plan Update.

How will Resident Panels be Formed? The City expects to partner with community organizations or coalitions with strong connections to particular underrepresented groups. These partners would be responsible for recruiting and selecting the individuals to serve on their respective Resident Panel(s).



What are the Expectations?

Community Partners will serve as the connection between City staff developing the Comprehensive Plan Update and the underrepresented groups we are trying to engage. Community Partners will recruit residents to serve on a Resident Panel, coordinate meetings (potentially including providing meeting space rental, food, child care, transportation, translation services, participation incentives, etc.), facilitate Resident Panel meetings (with support from City staff or professional facilitators if requested), and communicate meeting results to City staff. Upon selection, Community Partners will receive training about leading panel discussions, the Imagine Madison process, current City of Madison issues, and panel feedback reporting and expectations. The exact methods that Community Partners choose to engage residents to participate in Resident Panels is somewhat flexible, but the list below describes what is required from the Community Partner.

1. Attend the following meetings with City staff:
 - One (1) orientation session
 - Three (3) discussions with City staff and other funded Community Partners coordinated with each phase of the process as described below.
2. Coordinate a total of three (3) Resident Panel meetings corresponding to the three phases of the process.
 - *Meeting 1: Where are we headed?*
 - *Learn about current and future growth and characteristics of Madison.*
 - *Have we identified the issues in Madison that are relevant to you? Are we missing any?*
 - *What goals should we set to address these issues?*
 - *Meeting 2: How will we get there?*
 - *What actions should we take to reach our shared goals?*
 - *What's your big idea for Madison? What's your little idea?*
 - *How can you and others you know help to reach our goals?*
 - *Meeting 3: What first?*
 - *What issues would you tackle first?*
 - *What can the City do now that will have an immediate positive impact?*
 - *How do you want to be involved in implementing these priorities?*
3. Prepare an evaluation at the end of the process to help improve the planning process for future efforts. City staff will provide a suggested template.
4. Communicate to the people your coalition or organization works with about opportunities to be involved in the process, such as attending other community meetings, participating online, etc.

What's the Schedule?

The three meetings (minimum) of the Resident Panels will correspond with major phases of Imagine Madison and are expected to occur throughout 2017, with the first in early 2017. A more detailed calendar is below.

Letter of Interest (LOI)

Call for Community Partners posted.....	October 31, 2016
Informational meeting for interested Community Partners (optional).....	November 10, 2016
LOI submittal deadline.....	November 23, 2016
City selects Community Partners.....	week of November 28, 2016

Memorandum of Understanding (MOU)

Establish MOUs with selected Community Partners.....	December 2016
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Training + Coordination

Orientation/Training meeting for Community Partners (mandatory).....	January 2017
Community Partners recruit Resident Panels participants.....	January 2017

Schedule continued...

Resident Panel Meetings

Meeting 1: Where are we headed?.....	January/February 2017
Meeting 2: How will we get there?.....	May/June 2017
Meeting 3: What first?	October/November 2017

Wrap Up

Submit evaluation.....	December 2017-January 2018
Submit final invoices.....	December 2017-January 2018
Continue to be a community resource for Imagine Madison.....	December 2017-July 2018

Funding

How can the funding be used? One of the main ideas behind Resident Panels is that the Community Partners best understand their respective populations and what will motivate them to participate, recognizing that this may look very different for different groups. Funds may be used flexibly to support planning, recruitment, coordination, and the Resident Panel meetings themselves (meeting space rental, food, childcare, transportation, translation services, participation incentives, etc.) over the course of the process.

The City anticipates investing a total of \$50,000-\$65,000 to support the Resident Panels. It is anticipated that 5-10 Community Partners will receive a maximum of \$5,000 - \$10,000 for each Resident Panel. The number and the amount of the awards will depend on the responses received and the selections made.

Selection

Proposals will be selected and payment terms negotiated funded based on goals to deepen and broaden engagement with people who are typically underrepresented in City processes. The following criteria will be used:

- Demonstrated relationships with African-Americans, Latinos, Hmong, older adults, and lower income residents, or other groups typically underrepresented in City processes.
- Anticipated effectiveness in outreach to underrepresented groups.
- Anticipated effectiveness in recruiting residents, coordinating Resident Panels, and maintaining participation throughout 2017.
- Ability to collaborate with other groups serving similar populations, especially those with little or no fund-raising capacity.
- Ability to do grassroots, door-to-door, or community-based outreach.
- Creative ideas for increasing participation of underrepresented groups in the Imagine Madison process.

Submitting a Letter of Interest is meant to be an easy way to apply and connect with City staff to work out details suited to your groups' particular needs. City staff will evaluate proposals and choose those that represent the broadest spectrum of the community. The City reserves the right to make additional considerations in order to best achieve the goals for Resident Panels, which may include requesting additional information from respondents or soliciting additional proposals after the submission deadline if necessary.



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Attachment A

Madison Comprehensive Plan Update

What is the Comprehensive Plan Update?

Madison's current Comprehensive Plan was adopted in 2006. This update will be an action plan for the future of Madison that drives decision-making and investment toward a healthier, more equitable and sustainable city.

What has changed since 2006?

In the last 10 years, Madison has gained over 20,000 people, 13,000 housing units, and 3,500 jobs. We're more racially and socioeconomically diverse, we have a greater number of young professionals, and more households are renting their homes. Like the United States population as a whole, Madisonians are living, working, shopping, moving around, and interacting differently.

What is Imagine Madison?

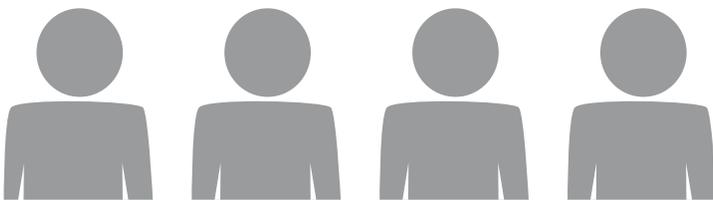
In November, we'll launch Imagine Madison -- the public engagement initiative to receive input for the Comprehensive Plan update. Through Imagine Madison, residents will help answer questions such as:

How can we make housing more affordable?

What can we do to improve racial equity?

What opportunities will my kids have to live and work in Madison?

Where will jobs be located and how will I get to work?



Are you in?

A project like this takes collaboration -- your input will shape Madison's future. We're trying out some new techniques to engage residents in a way that is inclusive, relevant, transparent, flexible and fun.

Imagine Madison's upcoming website, www.imaginemadisonwi.com will be your place for project updates and ways to get involved.

Comprehensive Plan Topics:



Housing



Transportation



Economic Development



Intergovernmental Cooperation



Land Use



Utilities & Community Facilities



Agricultural, Natural & Cultural Resources



Implementation



Guiding Lenses

We will use the following lenses to refresh issues, goals, and actions:



Equity



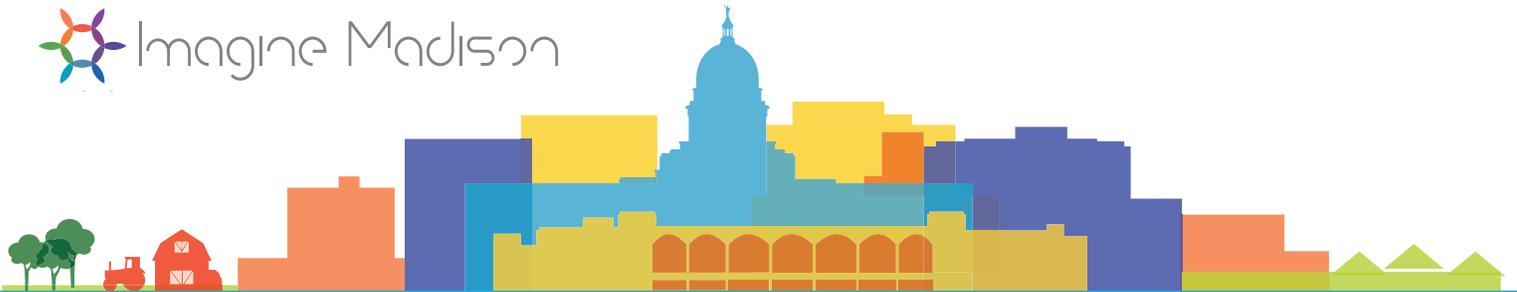
Health



Sustainability



Adaptability



How Do You Imagine Madison?



City of Madison
Planning Division
Phone: (608) 266-4635
imaginemadison@cityofmadison.com

Coming soon . . .

Imagine Madison launch:

- November 2016

Kickoff Community Meetings:

- December 5, 2016
at Central Library
- December 7, 2016
at Village on Park