



City of Madison

City of Madison
Madison, WI 53703
www.cityofmadison.com

Meeting Agenda – FINAL

Madison Central Business Improvement District (BID) Board of Directors

August 1, 2013

Noon-1:30 pm

122 W. Washington Ave.
1st Floor Conference Rm.

If you need an interpreter, translator, materials in alternate formats or other accommodations to access this service, activity or program, please call the phone number below at least three business days prior to the meeting.

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Yog hais tias koj xav tau ib tug neeg txhais lus, ib tug neeg txhais ntawv, cov ntawv ua lwm hom ntawv los sis lwm cov kev pab kom siv tau cov kev pab, cov kev ua ub no (activity) los sis qhov kev pab cuam, thov hu rau tus xov tooj hauv qab yam tsawg peb hnuv ua hauj lwm ua ntej yuav tuaj sib tham.

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Madison Central Business Improvement District (BID): (608) 512-1340

Approx. Time

1. **Call to Order** — Jeanette Riechers, Chair (12 noon)
2. **Approval of Minutes** from July 11, 2013 meeting (12:01 pm)
3. **Disclosures and Recusals** — (12:02 pm)
Members of the body should make any required disclosures or recusals under the City's Ethics Code
4. **Public Comment** (3 min. per speaker) (12:03 pm)
5. **Chair's Report** – Jeanette Riechers (12:05 pm)
6. **Nominations** (ACTION ITEM) – Jeanette Riechers (12:10 pm)
7. **BID Assessment Occupancy Policy** – Jeanette Riechers (12:15 pm)
– Reconsideration (ACTION ITEM)
8. **2014 Operating Plan Preparation**—Jeanette Riechers (12:25 pm)
Annual Meeting Recap
Review Draft Operating Plan

- 9. Report of BID Alcohol Regulation & Business Development Subcommittee – Greg Frank** Approx. Time
(12:35 pm)

30603 *Directing city staff to further explore the recommendations set forth in the attached documents and draft ordinance changes as appropriate according to the report on Alcohol License Management and Business Development. (ACTION ITEM)*

BID staff/Executive Cmte [Preliminary Report](#)

- 10. GSSBA Update –** (12:50 pm)
Maxwell Street Days recap - John Hutchinson

11. BID Staff Reports

- a) Mary Carbine, BID Executive Director (1:00 pm)
-Event Planning – Downtown Family Halloween
-Marketing new opportunities
-Website project update
-Rhythm & Booms/Madison Festivals press conference
-State St. 700-800 blocks reconstruction planning

- b) Tim Jenquin, BID Programming Coordinator (1:05 pm)
--Visitor Center & Ambassador Program
--Planting Program
--Gift Certificate Program
--Business Turnover

- 12. DMI Update – Susan Schmitz, DMI President** (1:10 pm)
-Clean Downtown Initiative

- 13. City of Madison Update** (1:15 pm)
a) Matt Mikolajewski, Office of Business Resources
b) Ald. Mike Verveer

- 14. New Business, Announcements** (1:25 pm)

- 15. Adjournment** (1:30 pm)

NEXT MEETING: Thursday, Sept. 5, noon-1:30pm
-BID 2014 Operating Plan Approval
-ALDO

If you need an interpreter, materials in alternate formats or other accommodations, please contact the Madison Central BID office at 608-512-1340 or mcarbine@visitdowntownmadison.com. Please do so at least three business days prior to the meeting so that proper arrangements can be made.



Madison's Central Business Improvement District (BID)

OPERATING PLAN FOR CALENDAR YEAR ~~2013~~ 2014

**BUSINESS IMPROVEMENT DISTRICT NO. 1
OF THE CITY OF MADISON, WISCONSIN**

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OPERATING PLAN FOR CALENDAR YEAR ~~2013~~ 2014
BUSINESS IMPROVEMENT DISTRICT NO. 1
OF THE CITY OF MADISON, WISCONSIN

I. INTRODUCTION

Under Wisconsin Statute Section 66.1109, (the “BID Law”) cities are authorized to create Business Improvement Districts (“BIDs”) upon the petition of at least one owner of property used for commercial purposes within the District. The purpose of the BID Law is “...to allow businesses within those districts to develop, to manage and promote the districts and to establish an assessment method to fund these activities.” 1983 Wis. Act 184, Section 1, legislative declaration. See Appendix A.

BID assessments are similar to traditional special assessments wherein property owners are assessed for improvements or services that benefit them. Unlike the traditional special assessments, however, BID assessments can be used to finance a wider range of activities, services and improvements such as business retention, expansion and recruitment; ambassadors; promotions and marketing and seasonal street decorations.

On December 7, 1999 the City of Madison created Business Improvement District #1. Pursuant to BID Law, this is the operating plan (“Operating Plan”) for the District for the calendar year ~~2013~~ 2014, which has been prepared to establish the services to be offered by the District, expenditures by the District, the special assessment method applicable to properties within the District for the ~~fourteenth~~ ~~fifteenth~~ year of the BID, and other requirements of the BID Law.

II. DISTRICT BOUNDARIES

The District will include the area in Madison that comprises Madison’s Central Business District. The district includes the Capitol Square Area including the 100 block “spoke streets” off the Capitol Square, and the State Street Area extending west to Park Street. This entire area represents the heart of Madison’s downtown, linking State Street with the businesses in the Capitol Square and adjacent areas, the residential population in the downtown, the Monona Terrace Community and Convention Center’s visitors and the UW-Madison Visitors Services. A listing of the properties included in the District is set forth in Appendix B, attached hereto and incorporated herein, along with a map outlining the District (Appendix C).

III. OPERATING PLAN

A. Plan Objectives

In the year 2003, Madison's Central BID underwent a strategic planning process which led to the formulation and articulation of the District's vision and mission. In 2006, the BID Board revisited and updated the Strategic Plan. The VISION of Madison's Central BID is to be a powerful BID that is respected in the Community for getting things done. The AIM of Madison's Central BID is to increase the vitality and health of the district and promote business within it. The CONSTITUENTS are the property and business owners within the district. The ACTION by the BID to achieve the goal is to market the district as a whole, create a welcoming environment, develop community relations, and advocate for the needs and interests of the district.

B. Proposed Activities

Four areas of strategic focus will move Madison's Central BID into the future. Specific objectives within each strategy state Madison's Central BID's priorities for the coming year. The four strategic directions that will be pursued by Madison's Central BID are to Maximize Marketing and Promotion of Downtown, provide a Welcoming Environment, develop Community Relations, and Advocate for the district.

Maximizing Marketing and Promotion of Downtown

Promote the benefits of the Madison's Central BID area as an important community asset and a unique place to shop and recreate to residents and visitors.

This includes:

- Maintain Downtown Madison website (www.visitdowntownmadison.com) and social media presence
- Develop and distribute Downtown Madison map and guide
- Offer high value cooperative advertising opportunities for District businesses
- Provide positive downtown public relations
- Promotion of downtown as a great place to shop, dine, play, live and work.
- Creation of a consistent message between marketing strategies, public relations and programming
- Support for downtown events

Welcoming Environment

Provide a friendly, welcoming, accessible and unique environment within the District through:

- The Ambassador program, including Ambassador staffing of the city's Visitor Center at 452 State St. in cooperation with Madison Parks.
- Holiday decorations
- Planting program

Community Relations

Work in a leadership role to enable communications and maximize compatibility among user groups of the downtown. This includes:

- Communication with district property owners regarding BID involvement and initiatives
- Communication with business owners to keep them aware of issues and/or opportunities as they relate to their businesses
- Collaboration with the University of Wisconsin Campus Visitor and Information Programs and Greater Madison Convention and Visitors Bureau
- Attend and provide reports at the Downtown Coordinating Committee monthly meeting
- Work with the City of Madison and attend various city meetings, including the Parks Department, Planning & Development, and Engineering for orchestration of physical environment programs and State Street reconstruction; the Police regarding downtown safety; and the Mayor's Office and other agencies on relevant issues.
- Coordinate efforts with Downtown Madison, Inc. and participate in DMI committees as relevant to BID work;
- Attend and provide reports at the Greater State Street Business Association (GSSBA) monthly meetings.
- Work with various downtown groups and other organizations in the business community in event planning and joint partnerships, including arts and cultural groups, the GSSBA, Greater Madison Convention and Visitors Bureau, University of Wisconsin, Overture Center, Jazz at 5, Farmer's Market, Madison Winter Festival, Ironman, Dane Dances, Capitol Neighborhoods, etc.

Advocate for the District

To advocate for the needs and interests of the district as a whole, working closely with city staff, elected officials, and partner organizations and stakeholders, on areas including but not limited to:

- Construction
- Proposed Policies for the central downtown business district
- Mall Maintenance services
- Parking
- City of Madison ~~Downtown Plan~~, downtown alcohol license management and business development plan, ~~Downtown Plan implementation~~, Development Process Improvement Initiative implementation, Economic Development Plan implementation, and other similar initiatives;
- Halloween
- Downtown Safety
- Business Recruitment & Retention

The BID will conduct other activities similar to those above, to carry out the objectives identified above. The BID may not achieve full completion of all of the activities outlined above. In addition, the BID shall have all powers granted under the BID Law, including to collect the assessments provided herein, and to carry out the purposes of this Operating Plan.

C. Expenditures and Financing Method

The Year ~~Fourteen~~ ~~Fifteen~~ operating budget for the District is ~~\$348,464~~ ~~\$352,025~~ (see Appendix D). This includes ~~\$265,439~~ ~~\$266,130~~ collected through the BID assessment and an additional ~~—\$83,025—~~ ~~\$85,895~~ collected from other methods. The projected expenditures for Year ~~Fourteen~~ ~~Fifteen~~ are also identified on Appendix D, attached hereto and incorporated herein. The above budget is based upon a projection of revenue from several sources, including among others, contributions from tax-exempt property owners and outside sources. The actual budget will be adjusted if the actual revenue received is more or less than projected. The adjustments could include revising or eliminating individual budget line items as determined by the BID Board of Directors. Expenditures are intended to be made in a fair and equitable basis throughout and for the benefit of the entire District. In the event that a surplus exists at the end of any fiscal year, the monies may be carried over for expenditures in subsequent years.

The Operating Budget for BID ~~2013~~ 2014 will be subject to the approval of the City of Madison, as set forth in Wisconsin Statutes section 66.1109. If any year's annual operating budget exceeds the prior year's annual operating budget by 4% or more, such budget must be approved by a 2/3 majority of the entire District Board. Any capital improvements costing more than \$10,000 each or \$30,000 in the aggregate for any one calendar year must be approved by a 2/3 majority of the entire District Board. For the purpose of this Operating Plan, "capital improvement" means any physical item that is permanently affixed to real estate including, without limitation, street lighting and sidewalk improvements. The term "capital improvement" shall not include, among other things, any maintenance equipment or supply, any communications equipment, any vehicles, any seasonal improvement or any holiday lighting or decoration. After the District Board has approved the annual operating plan and budget, they will be sent to the City for approval, adoption and inclusion in the City's annual budget for the following year.

The District may not borrow funds without approval of a 2/3 majority of the entire District Board.

D. Organization of the District Board

The Mayor shall appoint members, who will culturally represent Madison's diverse communities, to the District Board (the "Board"), and the City Council of Madison will act on the confirmation of such appointments. The Board shall be responsible for implementation of this Operating Plan. This requires the Board to negotiate with providers of services and materials to carry out the Operating Plan; to enter into various contracts; to monitor the effectiveness of the District's activities, to aid compliance with the provisions of applicable statutes and regulations; and to make reimbursements for any overpayments of District assessments.

Wisconsin Statutes section 66.1109(3) (a) requires that the Board be composed of at least five members and that a majority of the Board members shall either own or occupy real property in the District. If the actual property or business owner is an entity, that entity shall designate a representative to act on its behalf.

The Board shall be structured and operate as follows:

1. Board Size— 19 members
2. Composition—

State Street Area---four members, representing 2 owners of commercial property and 2 owners of a business in the "State Street Area";

West Main Area—one member, owner of a business;

King Street Area—one member, representing a commercial property owner or business owner;

University of Wisconsin-Madison---one member, representing the Chancellor;

Downtown Coordinating Committee---one member, representing the Downtown Coordinating Committee;

Capitol Square Area---three members, representing 2 owners of commercial property and 1 owner of a business in the “Capitol Square Area”;

The Greater State Street Business Association (GSSBA)--one member, represented by an officer of the organization;

Tax Exempt Entity---one member, representing a financially contributing tax-exempt entity;

Downtown Madison, Inc. (DMI)---one member, representing the DMI board of directors;

University of Wisconsin-Madison student---one member, representing Associated Students of Madison;

Downtown Resident---one member, resident of central downtown;

At-Large Members (3)— Two (2) members, representing the central downtown and one (1) member representing the largest property owner in the district (i.e., owner of the most aggregate frontage subject to the BID assessment). If no representative of the largest property owner wishes to serve, a representative of the second-largest property owner may be appointed to the seat (and so forth).

In addition, the following representatives shall be appointed by the Mayor who shall not be formal members of the Board and therefore cannot vote, but who will represent the following constituency, and advise the Board, and shall be notified of all Board meetings, shall be able to attend such Board meetings and give input to the Board:

City of Madison---one member (without vote), representing the City of Madison;

The 4th District Alderperson---one member (without vote), representing the 4th District.

No one individual, and no more than one representative of any entity, may hold more than one Board position. If, during the course of a term, a Board member’s situation changes, so that they no longer fit the definition for that seat, such as by selling their parcel, they shall continue to serve in that position until a replacement is appointed.

3. Term—Appointments to the Board shall be for a period of three years.

4. Compensation—None
5. Open Meetings Law—All meetings of the Board shall be governed by the Wisconsin Open Meetings Law if and as legally required.
6. Record Keeping—Files and records of the Board’s affairs shall be kept pursuant to the Wisconsin Public Records Law.
7. Staffing and Office—One BID Executive Director and one BID Programming Coordinator. Office expenses prorated by Downtown Madison, Inc.
8. Meetings—The Board shall meet regularly, at least once every three months. An annual meeting will be planned for all property/business owners.
9. Executive Committee—The Board shall elect from its members a chair, a vice-chair, a secretary, and a treasurer who, along with the immediate past Chair, shall comprise an Executive Committee of the Board. The Executive Committee shall be authorized to oversee the day to day operations of the District, including the execution of minor contracts, and the signing of checks, subject to the controls adopted by the Board.
10. Subcommittees—May include Marketing Subcommittee, Governance Subcommittee, Liaison Subcommittee, Fund Development Subcommittee, Nominating Subcommittee, and others formed by the Board as needed. Subcommittees may include Board members and other District representatives.
11. Non-Voting Advisors— The Board will have two non-voting advisors, as identified above.
12. Powers—The Board shall have all powers necessary and convenient to implement the Operating Plan, including the power to contract.
13. Annual Report—The Board shall prepare and make available to the public annual reports, including an independent certified audit conducted by the City of Madison, as required by the BID Law.

IV. METHOD OF ASSESSMENT

A. Annual Assessment Rate and Method

The annual assessment for District operating expenses will be in direct proportion to the frontage lineal footage of that property within the District, as defined below.

The individual assessment is derived by figuring the property's primary lineal frontage at 100%, and the secondary lineal frontage, if applicable, at 50%. The total assessment for each assessed parcel is formulated by multiplying the total assessed lineal footage by \$15.60. The frontage measurements of each parcel of real estate, as identified in the records of the Building Inspector of the City of Madison, shall be the official measurement for purposes of this calculation. Notwithstanding the foregoing, the total assessment for each improved property shall not exceed an amount equal to \$0.312 per square foot of building area.

Use of the property as of January 1, ~~2012~~ 2013 shall control for purpose of the ~~fourteenth~~ ~~fifteenth~~ year assessment.

Appendix B identifies each property included in the District and shows the proposed BID assessment for each property. A property shall be defined as a parcel of land subject to assessment hereunder, with a separate Tax Key Number, as identified in the City of Madison's Assessor's Office.

The BID assessment is hereby levied by the City of Madison, which shall be a lien against each of the tax parcels of real property contained in the District, unless exempted as identified herein, under the power of §66.0717, Wis. Stats. Such special assessments are hereby levied by the City of Madison by adoption of this BID Plan. The city Finance Director is authorized to include the BID assessment on bills for properties subject to the assessment within the designated Improvement District.

The City of Madison shall collect such BID assessments and shall provide to the BID Board an accounting of the amounts received and the tax key numbers for which they are collected. All assessments shall be placed in a segregated account in the City's treasury. The City shall disburse the funds when the BID Board requisitions payments for its expenses that are authorized by the BID Operating Plan. All interest earned by virtue of temporary investment of funds in the BID account shall remain in the account for activities delineated in the BID Operating Plan.

B. Excluded and Exempt Property

The BID statute requires explicit consideration of certain classes of property. In compliance with the law, the following statements are provided.

1. Wisconsin Statutes section 66.1109(1)(f) 1m: Property used exclusively for manufacturing purposes will not be assessed.
2. Wisconsin Statutes section 66.1109(5)(a): Property used exclusively for residential purposes will not be assessed.
3. Wisconsin Statutes section 66.1109(5)(a): Real property that is exempted from general property taxes under s. 70.11 will not be assessed.

Owners of tax exempt property within the District and expected to benefit from District activities will be asked to make a financial contribution to the District on a voluntary basis. In addition, those tax exempt properties within the District which are later determined no longer to be exempt from general property taxes, and tax exempt properties whose owners consent in writing to be assessed, shall automatically become subject to assessment under any current operating plan without necessity to undertake any other act.

V. PROMOTION OF ORDERLY DEVELOPMENT OF THE CITY

Under Wisconsin Statutes section 66.1109(1)(f) 4, this Operating Plan is required to specify how the creation of the District promotes the orderly development of the City. The District will increase the vitality of the central Business District and, consequently, encourage commerce in the City. Increased business activity in the City will increase sales tax revenues and property tax base.

City Role in District Operation

The City has committed to assisting owners and occupants in the District to promote its objectives. The creation of the BID District is in compliance with the City's Master Plan. To this end, the City has played a significant role in creation of the District and in the implementation of the Operating Plan. In furtherance of its commitment, the City shall:

1. maintain services to the District at their current levels.

2. maintain the City's current financial commitment to downtown.
3. maintain deployment of foot patrol officers.
4. handle the billing and collection of the BID assessment as provided herein.
5. have the City Attorney make a legal opinion, attached hereto as Appendix G, that the BID Operating Plan complies with the requirements of the BID Law.

VI. PLAN APPROVAL PROCESS

A. Public Review Process

The BID Law establishes a specific process for reviewing and approving operating plans. The statutory requirements will be followed, including the following process:

1. The District shall submit its proposed operating plan to the City of Madison Department of Planning and Development.
2. The Downtown Coordinating Committee will review the proposed Operating Plan and after notice in the manner required by the BID Law, will adopt the Plan and make a recommendation to the full Common Council.
3. The Common Council will adopt the proposed Operating Plan.
4. If adopted by the Common Council, the proposed Operating Plan is sent to the Mayor, who will appoint, in accordance with Article III.D., members to the Board, and the non-voting advisors.

VII. FUTURE YEAR OPERATING PLANS

A. Changes

This Operating Plan is designed to authorize and control the BID for only its Year ~~Fourteen~~ Fifteen activities. It is anticipated that the District will continue to be renewed by the City after this Year ~~Fourteen~~ Fifteen Operating Plan, and in such renewals the District will revise and develop this Operating Plan annually, in response to changing needs and opportunities in the District, in accordance with the purposes and objectives

defined in this Operating Plan. Future issues under consideration include fund development and expanding the district boundaries.

Wisconsin Statutes Section 66.1109 (3)(b) requires the Board and the City to annually review, approve, and make changes as appropriate in the Operating Plan. Therefore, while this document outlines in general terms proposed activities, information on specific properties, budget amounts and expenditures are based solely upon current conditions. Subsequent years' activities, budget, and assessments will be provided in the required annual plan updates, and approval by the Common Council of such plan updates shall be conclusive evidence of compliance with this Operating Plan and the BID Law.

B. Termination of the District

The District may be terminated as provided by law. At the end of each five year term of the district (the next five year term ends December 31, 2014), the District will automatically terminate unless there is a majority vote for the continuation of the BID. The next vote will be in 2014. The vote will be conducted by sending a ballot to each owner of property within the District subject to the BID special assessment. The vote will be conducted as outlined in Appendix E, Voting Process, and Appendix F, Sample Ballot.* The City Clerk's office will send, receive, and count the ballots. Ballots will be securely stored by the Clerk's Office, and may not be opened or counted until after the voting deadline has passed. Based on the returned ballots, an aggregate frontage will be calculated. The owners of over 50% of that voting aggregate frontage must vote affirmatively for the continuation of the BID.

**Appendices E and F outline the voting process as approved for 2009 and may be modified by the Board for the 2014 Operating Plan as appropriate.*

C. Amendment, Severability and Expansion

The District has been created under authority of Wisconsin Statutes Section 66.1109. Except as set forth in the next sentence, should any court find any portion of this Operating Plan, or the BID Law invalid or unconstitutional its decision will not invalidate or terminate the District and this Operating Plan shall be amended to conform to the law without need of re-establishment

D. Automatic Termination Unless Affirmatively Extended

The District is being adopted by the City of Madison for one additional year only, and must be renewed each year to remain effective.

VIII. GENERAL

All exhibits referenced herein are incorporated herein by reference.

-Approved by the Madison Common Council, _____

Clean-up Initiatives/immediate and longer term

City of Madison/one time initiative

- More trash/recycling containers including the Ped/Bike path on Lake Monona by Monona Terrace.
- More temporary trash containers around the Capital Square during Farmers' Market and other large downtown events.
- Find best practice on gum removal and how to discourage throwing it on the sidewalks.
- Install cigarette canisters where bars, restaurants, and outdoor cafes are located. Example on West Washington in front of Bluephies.
- Additional trash containers at strategic locations in the neighborhoods.
- Place trash containers at bus stops that have waiting areas.
- Require contractors to clean up trash around construction sites following the close of the work day.
- Enact regulatory changes which might be necessary to accomplish goals.

On-going Clean-up work/with potential partners

- Encourage businesses to pick up in front of their business and in their parking lots on a regular basis. (BID, property and apartment owners)
- Organize adopt a block with individuals, neighborhood groups, community organizations, etc. (BID, DT Churches, CNI, Madison College)
- Encourage/engage Neighborhood organizations to conduct semi-annual clean up days. (CNI)
- Ability for people to easily report on trash, human/animal waste, etc. (City)
- Increase beautification (streetscapes) efforts in the business district. (City & adopt a block project)
- Poster removal from poles and inappropriate locations. (City, Student Groups, CNI, property and apartment owners)
- Work with UW and Madison College to get Clean Downtown efforts part of SOAR. (UW, Madison College)
- Award good practices with a "Mayor's Seal of Approval".

DMI Quality of Life Downtown (QOLD) Committee Clean Downtown Initiative

Brief

July 2013

What is the problem that we are trying to solve?

Currently there is a problem with littering in the downtown Madison area along State Street, the Capitol Square and the intersecting side streets. The most prevalent types of littering within the downtown are cigarette butts, gum, paper, plastic, and glass. The number of littering incidents goes up from 9pm – 3am when people frequent the bars, restaurants and food carts. During the day, people often litter openly based on the norm that “litter begets litter”. When people interact with an environment where there is already litter, they psychologically believe that it is okay to litter.

What is our approach to solving the problem?

The DMI Quality of Life Downtown (QOLD) committee is interested in developing a “Clean Downtown Madison” initiative to reduce littering in the geographic area defined as the central downtown area, which includes the Central Business Improvement District (BID).

Who do we want to reach and/or influence with our message?

Research shows that individuals under age 30 are more likely to litter than those who are older. In fact, age is a significant predictor of littering behavior. Therefore, we want to reach and influence people under 30 that utilize the downtown area.

Primary Audience:

People who live, rent, shop, work, recreate and visit the downtown area

How will we reach them with our message?

Research has shown that the most effective approach for long-term change for community litter reduction initiatives is through the following three tactics:

1. Awareness and Motivation Campaigns (social marketing)

i. What doesn't work - Messages about a high littering rate, or depicting images of highly littered environments. Such messages convey that other people litter. **Normative messages about the high rate of littering can increase littering rates.**

ii. What works - Messages that highlight the dramatic decline in littering rates over the past 40 years, the generally infrequent overall littering rate, and the widespread belief that littering is wrong.

According to *The Social Marketing Institute*, “social marketing is the planning and implementation of programs designed to bring about social change using concepts from commercial marketing”. **The ultimate objective of a social marketing campaign is to change behavior.**

We hope to partner with UW-Madison for The Awareness and Motivation Campaign (social marketing) part of the initiative. Ideally, we are looking for a group of students to develop the campaign as part of a course requirement (for credit) or on a volunteer basis.

2. Beautification projects (and cleanup)

- i. KAB (Keep America Beautiful) recommends *consistent and ongoing community clean-up activities*.
- ii. Communities that make an effort to “beautify,” either through landscaping, hardscape, maintenance, and cleanliness, generally result in lower rates of littering behavior.
- iii. Clean-up efforts in the absence of infrastructure changes are likely to produce short-lived effects.

DMI/QOLD committee will be responsible for this tactic.

3. Opportunities for Disposal

- i. Provide a **convenient** and **accessible** means for disposal of trash, litter and cigarette butts.

DMI/QOLD committee will be responsible for this tactic.

What does the target audience believe about this issue now?

Some people believe it is acceptable to litter downtown because everyone else litters

Some people believe that since they pay taxes, it is the city’s job to keep the downtown clean

Some people believe it is okay to litter in public places, such as roads and highways and in retail, recreational, and residential locations if they have no roots or ownership to the location. This is sometimes evident in transitional populations.

What do we want them to believe after they have received our message?

It isn’t acceptable to litter and it is everyone’s job to keep downtown Madison clean

What supporting facts do we have that will make them believe this?

- a. According to research, people living in communities where there is:

- i. less visible litter
- ii. a general cleanliness
- iii. safe streets and sidewalks
- iv. attractive plants and infrastructure

...are less likely to repeat littering behavior.

What is the single most important point we want our audience to take away after being exposed to our message?

The single most important point needs to be developed as part of the messaging for the Awareness and Motivation campaign.

What insights do we have about the way our target audience thinks or makes decisions that would enhance our message appeal?

Who litters?

- a. There is a trend away from deliberate littering.
- b. Younger people are more likely to litter than older people
- c. Other predictors: gender (men more than women), urban living (rural more than city), and household size (people from larger households more than smaller)

Cigarette Litter Observations:

- a. One of the strongest predictors of cigarette littering was the number of ash receptacles. (lack of)
- b. A second predictor of cigarette littering was the amount of existing litter.
- c. The third predictor of cigarette litter was location type.
(From lowest to highest: Retail locations, city center, bars and restaurants, recreational sites, medical/hospital sites)
- d. Overall littering rate for cigarette butts was 65%.
- e. Both structural and motivational approaches are needed:
 - i. Structural: **decreasing the amount of existing litter** and **increasing the availability of ash receptacles.**
 - ii. Motivational: Individual level messages and activities that promote a personal obligation not to litter.

Are there key words or phrases we should be sure to use in our copy to help resonate more with our target audience?

The messaging is a deliverable for the Awareness and Motivation Campaign

Are there key visuals that would help make our message more relevant with our target audience?

The key visual recommendations are a deliverable for the Awareness and Motivation Campaign

What action do we want our audience to take?

Take ownership of keeping downtown Madison clean. Dispose of all gum, cigarette butts, and other waste in receptacles.

What metrics will be used to measure the success of this project?

Metrics will be determined by DMI/QOLD committee

What specific measurable results are we expected to achieve?

Specific measurable results will be determined by DMI/QOLD committee

What timing is required?

We are hoping that UW-Madison begin work on the campaign during the fall semester, 2013

DMI anticipates a multi-year initiative beginning in 2013 and continuing through 2015 with the goal of the initiative being sustainable by a collaboration of community partners by 2016

What are the next steps we need to take?

DMI/QOLD committee to develop partnerships and to plan for the execution of the three tactics:

1) Awareness and Motivation Campaign

DMI/QOLD committee to meet with UW-Madison in hopes of securing a partnership for the campaign

2) Beautification Projects or Awareness Events

DMI/QOLD committee to work with City of Madison

3) Opportunities for Disposal

DMI/QOLD committee to meet with BID, Capitol Neighborhoods, Inc. (CNI), DT Churches, City of Madison, UW-Madison, Madison College

Sources:

Keep America Beautiful

BID Assessment Method Review Subcommittee

Recommendation clarifying application of current assessment method for buildings under construction or renovation.

APPROVED, BID Board, November 5, 2009

Background:

1. From BID Operating Plan:

- Use of property as of January 1 controls for purposes of BID assessment.
- "those tax exempt properties within the District which are later determined no longer to be exempt from general property taxes . . . shall automatically become subject to assessment under any current operating plan without necessity to undertake any other act."

2. City Property Assessment Date: For city assessment purposes, the assessment date is "as of the close of January 1" each year. They assess what is in place as of that date.

3. Certificate of Occupancy: City building inspection will sign off on a Certificate of Occupancy when all inspections have been done and approved. The Certificate of Occupancy may be issued and buildings may be occupied before they are completely finished.

Subcommittee Recommendation

For properties subject to the BID assessment per the BID Operating Plan:

- For new construction and major renovation of existing properties within the District, use the city's January 1 date as a basic guide.

A building under construction or major renovation which does not yet have a Certificate of Occupancy will be subject to the BID assessment as of the first of the calendar year (January 1) after the Certificate of Occupancy is issued.

A property within the District which is granted a Certificate of Occupancy and wants to participate in BID programs can voluntarily pay the BID assessment prior to the Jan. 1 date at which they would automatically become subject to the BID assessment. Such a voluntary BID assessment would be pro-rated to date of Certificate of Occupancy.

- If a property under construction which is outside of and contiguous to the District wishes to become part of the District, it can do so at a mutually-agreed date.
- Existing properties subject to the BID assessment are subject to the assessment while under renovation and maintaining Certificate of Occupancy, even if unoccupied. (If a building maintains a Certificate of Occupancy, it is not considered a major renovation.)
- In case of demolition or when an existing building is removed, the property will not be subject to the BID assessment as of the first of the calendar year (January 1) after the building is demolished or removed.

STATE STREET 700-800 BLOCK & LIBRARY MALL



YOU ARE INVITED TO ATTEND ~ PUBLIC INFORMATIONAL MEETING

August 13, 2013 from 7 pm to 9 pm
Tripp Commons, Memorial Union, 2nd Floor

The City of Madison, in partnership with the University of Wisconsin-Madison, is developing design plans for the reconstruction of the 700 & 800 Blocks of State Street and Library Mall. The focus of the design is to create a special place at the intersection of two recently constructed iconic Madison corridors, State Street and East Campus Mall.

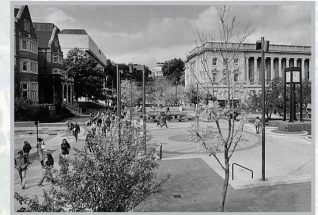
The meeting will begin with a short presentation on the preliminary design concepts and the steps that lead to their creation, followed by an opportunity for attendees to provide input on these concepts.

Persons who would like more information, are unable to attend the meeting, or have written comments regarding the project can contact Jason DiPiazza at MSA Professional Services:
2901 International Lane, Suite 300, Madison, WI 53704, (608) 242-7779, jdipiazza@msa-ps.com

Persons with hearing impairments may request an interpreter at the meeting by contacting Jason DiPiazza with MSA Professional Services.

More information about this project can be found on the City of Madison Roadworks projects website cityofmadison.com/engineering/statest

This website provides current project information, and will be updated throughout the project duration. Those interested in project updates are encouraged to sign up through the City's My Account program at my.cityofmadison.com



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