



Call for Community Navigators – Town of Madison Attachment May 2021

Background

The City of Madison and City of Fitchburg will absorb the Town of Madison on or before Oct. 31, 2022. A number of service changes will occur for those currently living in the Town. The progression toward the official day of attachment for the Town of Madison is important from a communication standpoint for the residents who will be impacted. It is also important for the Cities of Madison and Fitchburg, because they want Town residents, businesses, and property owners to feel welcome, prepared, and informed. The City of Madison will begin door-to-door outreach efforts during the summer of 2021 to inform residents and property owners about the upcoming Town of Madison attachment, educate residents on what it means, and answer questions about service changes. According to the 2010 census, 32% of the Town of Madison population does not speak English very well. The vast majority of the non-English speakers are Hispanic or Latinx, followed by Mandarin and Tibetan speaking residents.

Purpose

The purpose of this awareness campaign is to conduct outreach to current Town of Madison residents, property owners, business owners, and other stakeholders about the attachment. The City of Madison would like to contract with several community partners and/or individuals to conduct in-person outreach to residents the community that will become part of the City of Madison. Selected Community Navigators will increase awareness of the Town of Madison attachment process, answer frequently asked questions, distribute informational material provided by the City in multiple languages (English, Spanish and Traditional Chinese), and direct the community to the Town of Madison Attachment website, hotline, text alerts and email updates for more information. Community Navigators will focus on reaching residents in the Town through a variety of methods such as direct outreach to residents through door-to-door interactions, distribution of informational material, and appearance at various events and meetings that relate to the Town of Madison. (Note: In-person outreach will comply with any applicable orders issued by Public Health Madison Dane County, such as wearing facemasks and social distancing.)

Areas Affected by the Town of Madison Attachment

Most of the affected properties are located on Madison's south side, generally around the Beltline Highway, just west of John Nolen Drive and adjacent to South Park Street and the UW Arboretum. There are also two small clusters of property between Fordem and Sherman Ave on the north side, in addition to several parcels near Schroeder Rd just west of Whitney Way. For a map of all affected properties, please see attached map A or visit this webpage for an interactive map: www.cityofmadison.com/townofmadison

Funding

The City anticipates investing up to a total of \$12,000 to support outreach partners selected through this program during 2021 and 2022, with \$7,000 of funding available in 2021 and the remainder available in 2022 (subject to City budget approval). It is anticipated that Community Navigators funded as an organization will receive between \$2,000 and \$4,000 for their work, and Community Navigators funded as individuals will receive between \$1,000 and \$2,000 for their work, depending on the agreed upon scope. The City anticipates funding approximately three to five persons or organizations. However, the number of Community Partners and the amount of funding will depend on the responses received and the selections made.

Funds will support time spent on direct outreach in the community and time spent coordinating with City staff. The City will provide materials, such as handouts and flyers and will work with Community Navigators as needed to develop materials that convey the message in ways that will resonate with residents and property owners.

Payment will be made based upon work performed and invoiced to the City. It is anticipated that Community Navigators will receive 30% of the negotiated total amount up front to help cover expenses. Invoices will need to include a full description of the work accomplished in the preceding month and the number of hours spent on each task (i.e., number of hours spent on outreach at a specific event, number of hours spent knocking on doors). Payment will be based upon an anticipated hourly rate of \$20 and it is expected that each community navigator is able to reach approximately 10 households per hour. The final payment schedule will be included in a written Memorandum of Understanding (MOU) signed by the City and the Community Navigator or organization.

Expectations

Selected Community Navigators will conduct outreach to Town of Madison residents, property and business owners. Upon selection, partners will receive training about the Town attachment process. Any organization submitting a request for funding must have a primary staff member assigned to this work. This primary staff member would attend training and undertake all, or virtually all, outreach. The exact methods that funded Community Navigators use for outreach is flexible, but the list below describes what is expected from each organization staff person and Community Navigator:

1. Attend the following meetings with City staff:
 - a. Two orientation sessions
 - b. Approximately 4 check-in meetings
2. Make direct connections to Town residents, property owners and business owners to:
 - a. Spread the word about the Town of Madison Attachment through a variety of methods, such as door-to-door outreach
 - b. Provide educational handouts and materials about the attachment process and service changes
 - c. Answer frequently asked questions to residents, property and/or business owners
 - d. Direct people to the Town of Madison Attachment website and hotline for more information
3. Along with invoices, complete basic reports to summarize outreach and document most frequently asked questions (see attached Document C).
4. Complete a short evaluation at the end of the process to inform future outreach efforts.

Anticipated Schedule

Selection of Community Navigators

Call for Community Navigators – Town of Madison Attachment Outreach posted..... May 21, 2021
 Letter of Interest Application submittal deadline.....June 11, 2021 at 12pm
 City makes selections..... week of June 28, 2021
 City and selected community partners sign an MOU to document the work and the payment.
 (The MOU will be subject to attached Document B, MOU terms and conditions) July 12, 2021

Orientation and Periodic Check-in

Orientation meeting for selected partners (mandatory).....week of July 19, 2021 (tentative)
 First check-inAugust 23, 2021
 Second check-inOctober 25, 2021
 Winter Break November 1, 2021 – March 31, 2022
 Second orientation meeting..... April 1, 2022
 Third check-in.....June 1, 2022
 Final Check-in.....October 1st, 2022

Wrap Up

Submit final invoices and evaluationon or before December 2022

Notes:

- One week prior to each check-in meeting, Community Navigators will submit a short report to City staff. Please follow the Community Navigator Regular Report format (see attached Document C).
- Community Navigators should be able to commit to completing the work in 2021 and 2022

Who Can Apply?

Any non-profit, community-based organization, or other grassroots group with experience conducting outreach in Madison can apply. Individual City or Town of Madison residents may also apply. Successful applicants will have experience working with the public, strong connections to the Town of Madison community, and good communication skills. The work will require availability to conduct outreach at a variety of times, including evenings and weekends.

Selection

Proposals will be selected and funded based on the following criteria:

- Anticipated effectiveness in outreach to Town of Madison residents and property owners and value of outreach for the proposed cost.
- Ability to do grassroots, door-to-door, and/or other community-based outreach.
- Demonstrated relationships with groups including African-Americans, Latinos, Hmong, immigrants, and renters.
- Ability to reach Town of Madison residents, property owners, and business owners within areas that will attach to the City of Madison. See the attached Document A or visit this webpage for an interactive map: www.cityofmadison.com/townofmadison
- Some preference will be given to applicants who speak Spanish, Tibetan, Hmong, and/or Mandarin

City staff will evaluate proposals and choose those that best meet program objectives, with an eye towards ensuring different demographic groups are addressed through this program. The City reserves the right to make additional considerations in order to best achieve the goals for outreach, which may include requesting additional information from those who respond, or seeking additional proposals after the submission deadline if necessary.

If you / your organization is selected, you will be asked to sign a Memorandum of Understanding (MOU) that describes the tasks you will complete, a schedule, budget, and payment details. The MOU will also include the legal terms and conditions in attached Document B.

2. How are you or your organization particularly qualified to engage this (these) population(s) for the Town of Madison Attachment outreach? (350 words or less)

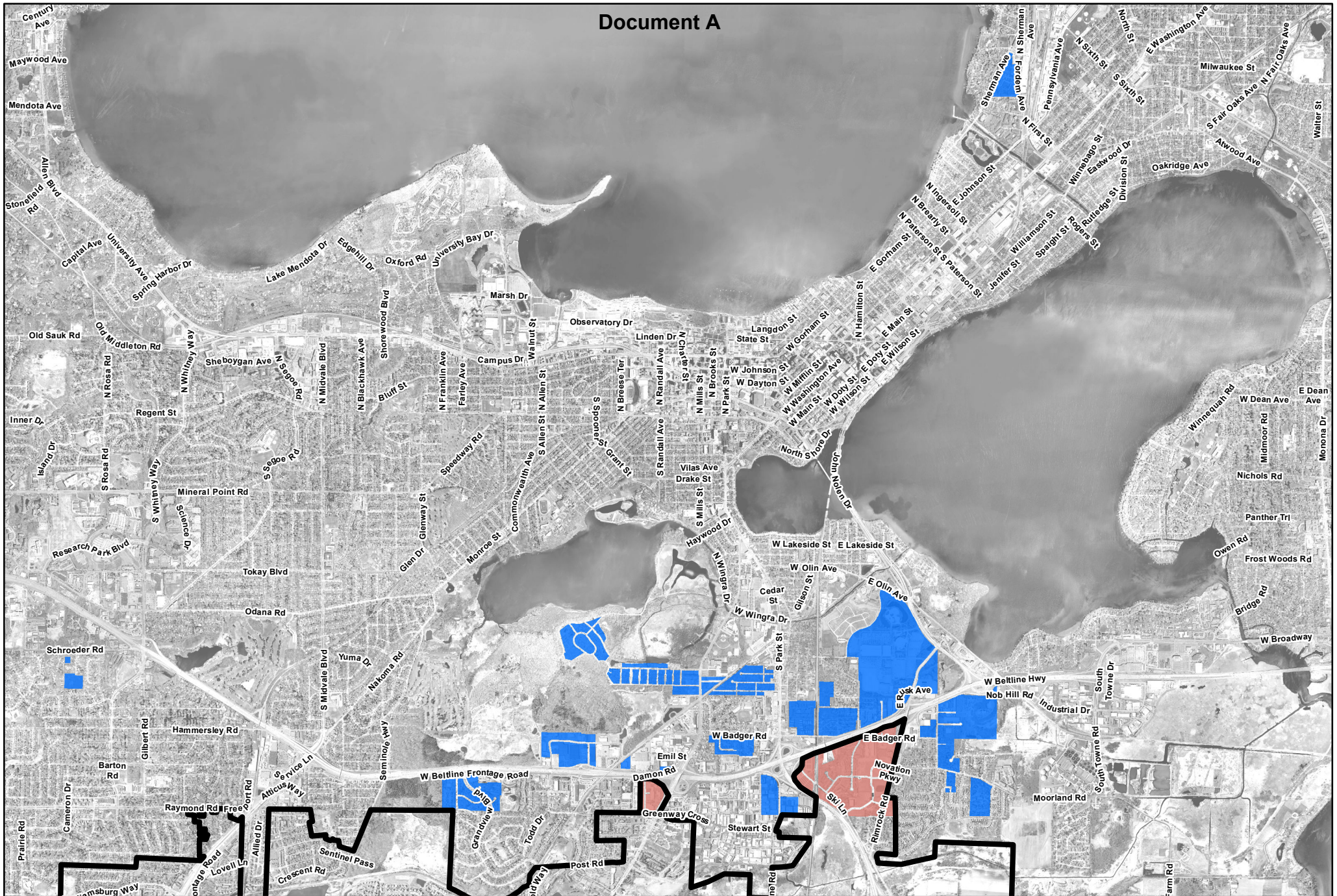
3. Describe the outreach methods you expect to use to connect with residents. (200 words or less)

4. If the applicant is an organization, do you plan to have existing staff conduct the outreach or would you hire one or more people from the community to conduct the outreach? Please explain. (100 words or less)

5. How many hours do you anticipate working and what is your proposed hourly wage for this work (including mileage or other travel reimbursements)? Please note: It is acceptable to list a range. The City reserves the right to negotiate rates with respondents as part of the development of a Memorandum of Understanding (MOU).

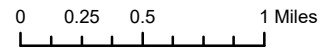
Attached Documents:

- Document A: Property Map –Town of Madison areas
- Document B: Community Navigators MOU Terms and Conditions
- Document C: Community Navigators Regular Report (example)



Town of Madison Attachment

- Town of Madison parcels attaching to City of Madison
- Town of Madison parcels attaching to City of Fitchburg
- 2022 Madison/Fitchburg Boundary



Document B

Town of Madison Attachment – Community Navigators MOU City of Madison Terms and Conditions

This Document B is an attachment to the Memorandum of Understanding (MOU) between the City of Madison and the Community Navigator (Partner) named on the MOU.

Independent Contractor. Community Partner agrees that at all times Community Partner is acting as an independent contractor, and not acting as an employee or agent or in any other manner for or on behalf of the City of Madison, and that any persons who the Community Partner utilizes or who provide services under this MOU are likewise not employees of the City of Madison.

Nondiscrimination. During the term of this MOU, the Community Partner agrees not to discriminate against any employee or applicant for employment because of race, religion, marital status, age, color, sex, handicap, national origin or ancestry, income level or source of income, arrest record or conviction record, less than honorable discharge, physical appearance, sexual orientation, gender identity, political beliefs or student status. Community Partner further agrees not to discriminate against any subcontractor or person who offers to subcontract on this MOU because of race, religion, color, age, disability, sex, sexual orientation, gender identity or national origin.

Affirmative Action: If Community Partner employs 15 or more employees **and** does aggregate annual business with the City of \$50,000 or more for the calendar year, Community Partner shall file, within thirty (30) days from the MOU effective date and BEFORE RELEASE OF PAYMENT, an Affirmative Action Plan designed to ensure that the Community Partner provides equal employment opportunity to all and takes affirmative action in its utilization of applicants and employees who are women, minority or persons with disabilities. The Model Affirmative Action Plan for Vendors, Request for Exemption form, and instructions are available at: <https://www.cityofmadison.com/civil-rights/contract-compliance> or by contacting the City of Madison Affirmative Action Division, Attn: Contract Compliance Specialist at (608) 266-4910. Such contractors are further required to comply with all applicable provisions of Madison General Ordinances, Sec. 39.02(9)(e) including the "Articles of Agreement." Further, Community Partner shall allow maximum feasible opportunity to small business enterprises to compete for any subcontracts entered into pursuant to this MOU. If Community Partner employs 15 or more employees, regardless of dollar amount, Community Partner must notify the City of all external job openings at locations in Dane County, WI and Community Partner agrees to interview candidates referred by the City or its designee. Job posting information is available at: https://www.cityofmadison.com/civil-rights/documents/RaISE_Job_Posting_Instructions.pdf

Weapons Prohibition. Community Partner shall prohibit, and shall require any subcontractors to prohibit, its employees from carrying weapons, including concealed weapons, in the course of performance of work under this Agreement, other than while at the Community Partner's or subcontractor's own business premises. This requirement shall apply to vehicles used at any City work site and vehicles used to perform any work under this Agreement, except vehicles that are an employee's "own motor vehicle" pursuant to Wis. Stat. sec. 175.60(15m).

Indemnification. The Community Partner shall be liable to and hereby agrees to indemnify, defend and hold harmless the City of Madison, and its officers, officials, agents, and employees against all loss or expense (including liability costs and attorney's fees) by reason of any claim or suit, or of liability imposed by law upon the City or its officers, officials, agents or employees for damages because of bodily injury, including death at any time resulting therefrom, sustained by any person or persons or on account of damages to property, including loss of use thereof, arising from, in connection with, caused by or resulting from the Community Partner's and any of Community Partner's contractors or Subcontractor's acts or omissions in the performance of the MOU, whether caused by or contributed to by the negligence of the City, its officers, officials, agents or employees.

Compliance with Laws. Community Partner agrees to comply with all Federal, State, and Local laws, ordinances, codes, and regulations, and agrees to obtain all permits necessary for the project.

Amendment. This MOU cannot be varied or waived by any oral representations or promise of any agent or other person of the parties hereto. Any change to this MOU may only be made by a written amendment, signed by the duly authorized individuals representing the Community Partner and the City of Madison.

Entire Agreement. The entire agreement of the parties is contained in this MOU, and all attachments thereto, and this MOU supersedes any and all oral contracts and negotiations between the parties on the subject matter of this MOU.

▶ Name _____

Name of the organization: _____

Phone: _____

E-mail: _____

Website: _____

Please identify the dates and hours you worked

Which areas of the Town were you working in?

Which questions were you not able to find in the FAQ document?

How many households do you think you were able to reach?

Is there something we should know to facilitate your work?
