



Call for Community Partners – West Area Plan

Background

The City will work with residents, community organizations, neighborhood associations, businesses and others to develop the [West Area Plan](#) for the upcoming 10-15 years horizon. This Plan will follow the City's new Planning Framework, which aims to simplify and standardize planning processes throughout the City. Completion of the plan depends on gathering input from community members to prepare for potential changes around the elements of the City's [Comprehensive Plan](#):

- Land Use & Transportation
- Neighborhoods & Housing
- Economy & Opportunity
- Culture & Character
- Green & Resilient
- Effective Government
- Health & Safety

Equitable and inclusive public participation will be key to the success of the process to ensure that it is accessible to a broad audience, including people who are traditionally underrepresented. This includes hiring Community Partners that can help the City reach out to Black, Indigenous, and People of Color communities, people who live with disabilities, people from LGBTQ+ backgrounds, immigrants, people for whom English is a second language, and other traditionally underrepresented groups.

Purpose

Community Partners will conduct outreach to current residents, property owners, business owners, and other stakeholders. Selected Community Partners will help increase awareness of the planning process and gather community input in a variety of ways, including but not limited to: direct outreach to residents through door-to-door interactions, distributing informational material, conducting surveys, and reaching out to people at community events and meetings conducted within the planning area. (Note: In-person outreach will comply with any applicable orders issued by Public Health Madison Dane County, such as wearing facemasks and social distancing.)

West Planning Area

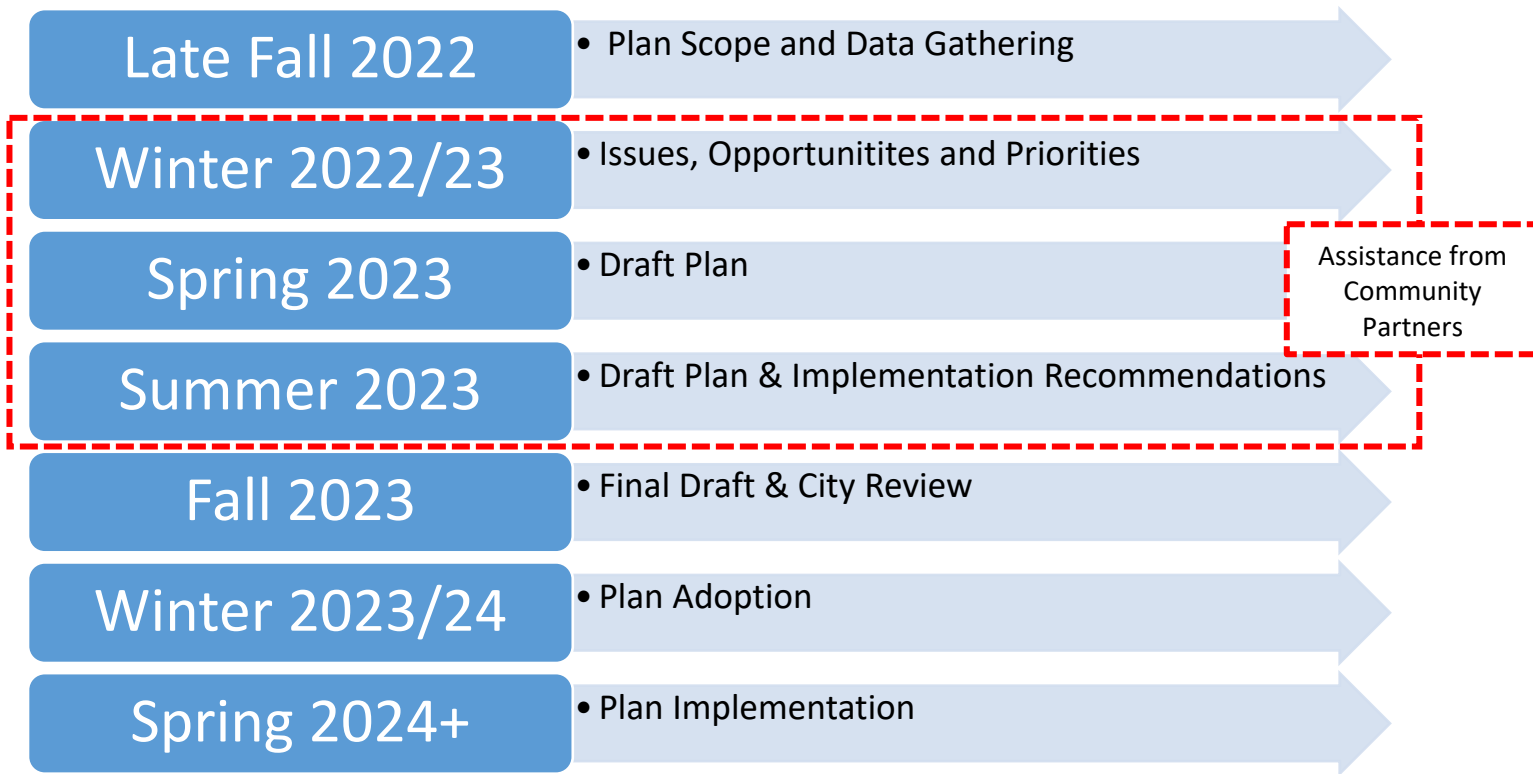
The plan area is 5,583 acres (8.72 square miles), and is bounded by the West Beltline Highway to the south and west, the City of Middleton boundary and Lake Mendota to the north, and Midvale Boulevard to the east. See planning area boundary [map for details](#) (or see Attachment A.)

There are approximately 30,000 residents and 15,000 housing units within the planning area.

Who Can Apply?

Any non-profit, community-based organization, or other grassroots group with experience conducting outreach in Madison can apply. Individual West area residents may also apply. Successful applicants will have experience working with the public, strong connections to the West area community, and good communication skills. The work will require availability to conduct outreach at a variety of times, including evenings and weekends. Applicants do not have to possess 501 c 3 status to be eligible to apply.

Timeline



Funding

Applicants may request up to \$5,000 for their work to engage with the community on the West Area Plan, depending on their availability and number of hours per week. The City anticipates funding approximately two to three partners. 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 and engagement 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 Partners as needed to develop materials that convey West Area Plan messaging in ways that will resonate with residents and property owners. Community Partners will meet with the West Area Planning team at least once a month.

Payment will be made based upon work performed and invoiced to the City. It is anticipated that Community Partners 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 rate of \$25 per hour. The final payment schedule will be included in a written Memorandum of Understanding (MOU) signed by the City and the Community Partner.

Expectations

Selected Community Partners will conduct outreach and engagement with West Area residents, property and business owners. Upon selection, Community Partners will receive training about the planning process. The list below describes what is expected from each Community Partner:

1. Meet regularly with City staff:
 - a. Attend one orientation sessions
 - b. Attend West Plan staff meeting once per month
 - c. Attend most (if not all) public meetings conducted by City staff

2. Make direct connections to residents, property owners and business owners to:
 - a. Spread the word about the West Area planning process in-person
 - b. Help build a stakeholders list
 - c. Provide educational handouts and conduct surveys
 - d. Encourage community members to attend public meetings
 - e. Answer current resident, property owner, business owner, and other stakeholder questions
 - f. Direct people to the West Area Plan website and/or obtain their contact information for City staff to respond to resident questions
3. Along with invoices, complete basic reports to summarize outreach and document most frequently asked questions (see Attachment C).
4. Complete a short evaluation at the end of the process to inform future outreach efforts.
5. Community Partners should be able to commit to completing the work during the time highlighted in the Timeline section.

Selection

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

- Anticipated effectiveness in outreach to West residents and property owners and value of outreach for the proposed cost. See Plan area boundary here: <https://www.cityofmadison.com/westplan>
- Ability to do grassroots, door-to-door, and/or other community-based outreach.
- Ability to conduct outreach that centers people of color, people living with disabilities, people for whom English is a second language, and other marginalized voices.
- Some preference will be given to applicants who speak Spanish, 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 plan. 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 Attachment B.

Letter of Interest Application Form

It is easy to apply to be a Community Partner. Fill out this form to express your interest and explain how you are particularly qualified to conduct this outreach. **If possible, please fill out the letter of interest form online at <https://www.surveymonkey.com/r/WACP>.** PDFs or paper copies should be submitted either:

- By email to bcollins@cityofmadison.com (use “Call for Community Partners LOI” as the email subject)
- Or dropped off or mailed to:

City of Madison Planning Division
Attn: Breana Collins
215 Martin Luther King Jr Blvd. Ste 017
PO Box 2985
Madison, WI 53701-2985

Note: Applicants are also able to submit responses via video. Contact Breana for details (bcollins@cityofmadison.com or 608-243-0179)

DEADLINE EXTENDED! Completed forms must be received by March 20, 2023 at 4 p.m.

Lead Community Organization (optional):	Primary Contact Name:
Email Address:	Phone:
Mailing Address:	
Other Organization(s) Involved (optional):	Contact Name:
Email Address:	Phone:
Mailing Address:	
Please identify which demographic groups you or your organization has demonstrated relationships with (check all that apply):	
<div><input type="checkbox"/> African American/Black <input type="checkbox"/> Hmong <input type="checkbox"/> People with disabilities <input type="checkbox"/> West area renters <input type="checkbox"/> Hispanic/Latinx <input type="checkbox"/> Immigrants <input type="checkbox"/> West area businesses <input type="checkbox"/> LGBTQ community <input type="checkbox"/> English as a Second Language Other: _____</div>	
1. How are you or your organization connected to the group(s) you selected above? If more than one group is selected above, is there a population/demographic group you anticipate being most effective at reaching? (350 words or less)	
2. How are you or your organization particularly qualified to engage this (these) population(s) for the West Area Plan process? (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)

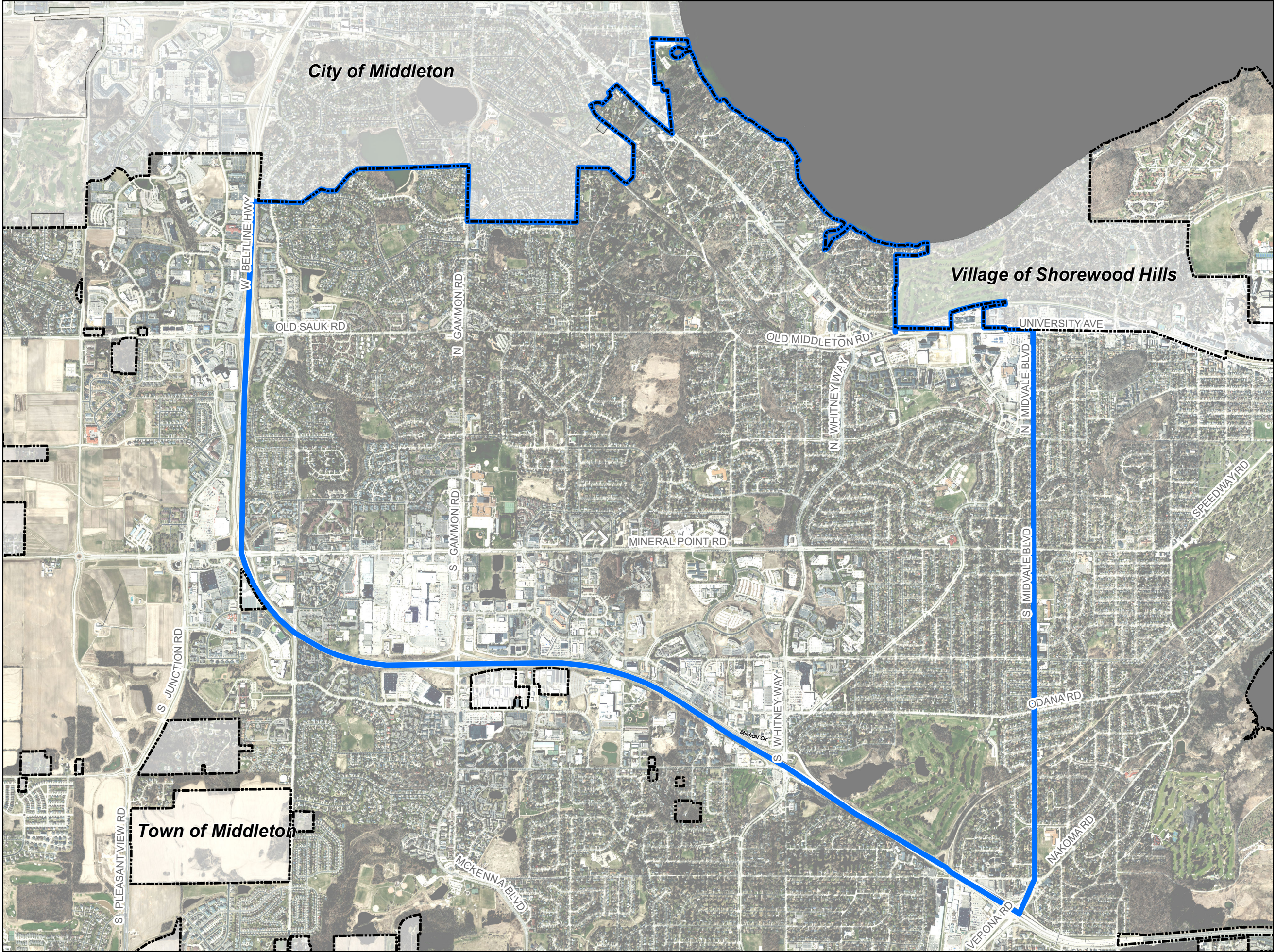
5. How many hours do you anticipate working per week and do you have a car that you could use to perform this job? Please note: Car ownership is not required.

Attachments:

- Attachment A: West Area Plan Boundary
- Attachment B: Community Partners MOU Terms and Conditions
- Attachment C: Community Partners Regular Report (example)

DRAFT

**West Area
Map 1: Planning Area**



- City of Madison Boundary
- Area Boundary
- City of Middleton
- Town of Madison
- Town of Middleton
- Village of Shorewood Hills

0 1,250 2,500 Feet



Document B

West Area Plan – Community Partners 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 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 in case the contractor is an organization: If an organization employs 15 or more employees **and** does aggregate annual business with the City of \$50,000 or more for the calendar year, the organization 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 organization 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, an organization shall allow maximum feasible opportunity to small business enterprises to compete for any subcontracts entered into pursuant to this MOU. If the organization employs 15 or more employees, regardless of dollar amount, the organization must notify the City of all external job openings at locations in Dane County, WI and the organization agrees to interview candidates referred by the

City or its designee. Job posting information is available at:
https://www.cityofmadison.com/civilrights/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 an organization'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 or organizations 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 West Area Plan 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 help facilitate your work?
