



Call for Community Partners – Southeast and Southwest Area Plans

Background

If you or your organization has the ability to connect with and reach out to traditionally underrepresented communities in Madison, this is an opportunity to be paid for your skills as an organizer, facilitator, and communicator. The City of Madison Planning Division is looking for skilled communicators to help engage traditionally underrepresented communities about the future of their neighborhoods.

In the late fall of 2024, the City of Madison will begin working with residents, community organizations, businesses, and others (referred to as “stakeholders”) to develop the [Southeast Area Plan](#) and [Southwest Area Plan](#). Recommendations in the Area Plans guide changes to the physical aspects of our community that occur incrementally over decades, such as development initiated by the private sector and infrastructure improvements typically carried out by the public sector. Feedback from the public received during the process helps guide these recommendations.

Equitable and inclusive public participation will be key to the success of each 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 Black, Indigenous, and People of Color (BIPOC) communities, people with disabilities, people for whom English is a second language, and other underrepresented groups.

In September of 2024, the City adopted the [Northeast](#) and [West](#) Area Plans. For examples of the kind of community feedback the City is seeking, please see the [Northeast](#) and [West](#) Feedback Summaries. These summary documents highlight the kind of community feedback that the City will be expecting.

Purpose

Community Partners will be paid by the City to conduct outreach to underrepresented 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, distributing informational material, and reaching out to people at community events and meetings within the planning areas.

Southeast Area

The Southeast Area is bounded by the Interstate 30/90 to the east, Sigglekow Road/ Village of McFarland to the south, City of Monona/ Starkweather Creek to the west, and US Highway 30 to the north. See the Southeast Area boundary [map for details \(or see Attachment A\)](#). There are approximately 25,400 residents and 11,100 housing units within the planning area.

Southwest Area

The Southwest Area is bounded by the West Beltline Highway to the north, the City of Fitchburg to the east, and S. High Point Road to the west. See the Southwest Area boundary [map for details \(or see Attachment B\)](#). There are approximately 36,800 residents and 16,400 housing units within the plan area.

Community Action Strategy Areas

Both the Southeast and Southwest Areas include Community Action Strategy (CAS) Areas. Greater numbers of low- to moderate-income households live in the CAS Areas, making them eligible for federal Community Development Block Grant funding. This funding can be used for small scale physical improvements, such as public gathering spaces with

benches, basketball courts, street lighting, or murals. Additional public engagement will be directed to the CAS Areas. See the CAS Areas map for the Southeast Area in Attachment A and Southwest Area in Attachment B.

Who Can Apply?

Any individual, non-profit, community-based organization, or other grassroots group with experience conducting outreach in Madison can apply. Successful applicants will have experience working with the public, strong connections to the Southeast or Southwest area communities, 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 between \$3,000 to \$5,000 for their work to engage with the community on the Southeast or Southwest Plans, or both, depending on their availability and number of hours per week. The City anticipates funding between one to three community partners. However, the number of Community Partners and the amount of funding will depend on the responses received and the selections made. **Depending upon the final 2025 City Budget passed, there may be additional funding available to extend the work past Summer 2025.**

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 Area Plan messaging in ways that will resonate with stakeholders.

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 (for example, number of hours spent on outreach at a specific event). 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 underrepresented stakeholders. Upon selection, Community Partners will receive orientation about the planning process from City staff. The list below describes what is expected from each Community Partner:

1. Meet regularly with City staff:
 - a. Attend one orientation session and monthly check-ins with City staff.
 - b. Attend most (if not all) Area Plan public meetings/events conducted and coordinated by City staff.
2. Make direct connections with stakeholders to:
 - a. Increase awareness about the process.
 - b. Help build a list of stakeholders with their contact information.
 - c. Provide informational handouts.
 - d. Help City staff find participants to attend focus groups.
 - e. Encourage community members to attend Area Plan public meetings/events.
 - f. Direct stakeholders to the Area Plan website and/or obtain their contact information for City staff to respond to questions.
 - g. Communicate and coordinate some activities with City of Madison [Community Connectors](#) and other Public Engagement Specialists.
3. Complete simple invoices and reports to summarize outreach completed.
4. Document frequently asked questions from stakeholders.
5. Complete a short evaluation at the end of the process to inform future outreach efforts.
6. Commit to completing the work during the timeframe highlighted in the Timeline section.

Selection

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

- Anticipated effectiveness in outreach to Southeast or Southwest underrepresented stakeholders and value of outreach for the proposed cost.
- Ability and experience in community outreach.
- Ability to conduct outreach to underrepresented stakeholders.
- 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 a goal of ensuring different demographic groups are included in the planning process. 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 applicants, or seeking additional proposals after the submission deadline if necessary.

Selected Community Partners will be asked to sign a Memorandum of Understanding (MOU) that describes the tasks to be completed, a schedule, budget, and payment details. The MOU will also include the legal terms and conditions in [Attachment C](#).

Attachments:

- Attachment A: Southeast Area Plan Background Maps
- Attachment B: Southwest Area Plan Background Maps
- Attachment C: Sample MOU Terms and Conditions

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 application online at <https://www.surveymonkey.com/r/6PFSKNL>.** PDFs or paper copies should be submitted either:

- By email to southwestareaplan@cityofmadison.com (use "Call for Community Partners LOI" as the email subject)
- Or dropped off or mailed to:
 City of Madison Planning Division
 Attn: Kirstie Laatsch
 215 Martin Luther King Jr Blvd. Ste 017
 PO Box 2985
 Madison, WI 53701-2985

Completed applications must be received by November 1, 2024 at 4pm.

Note: Applicants are also able to submit responses via video. Contact the Southwest Planning Team for details (southwestareaplan@cityofmadison.com or 608-243-0470).

Lead Community Organization (optional):	Primary Contact Name:
Email Address:	Phone:
Mailing Address:	
Other Organization(s) Involved (optional):	Contact Name:
Email Address:	Phone:
Mailing Address:	
1. Please identify which underrepresented stakeholder groups you or your organization has demonstrated relationships with and will conduct outreach to (check all that apply): <input type="checkbox"/> African American/Black <input type="checkbox"/> Hmong <input type="checkbox"/> People with disabilities <input type="checkbox"/> Southeast and/or Southwest area renters <input type="checkbox"/> Hispanic/Latinx <input type="checkbox"/> Immigrants <input type="checkbox"/> Asian/Pacific Islander <input type="checkbox"/> English as a Second Language <input type="checkbox"/> Other: _____	
2. Funding Request (between \$3,000 - \$5,000):	
3. How are you or your organization connected to the group(s) you selected above in question 1? If more than one group is selected above, is there a group you anticipate being most effective at reaching? (350 words or less)	

4. How are you or your organization particularly qualified to engage the selected group for the Southwest Area Plan process? What experience do you have with this type of work? Please provide some examples of your past work. (350 words or less)



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

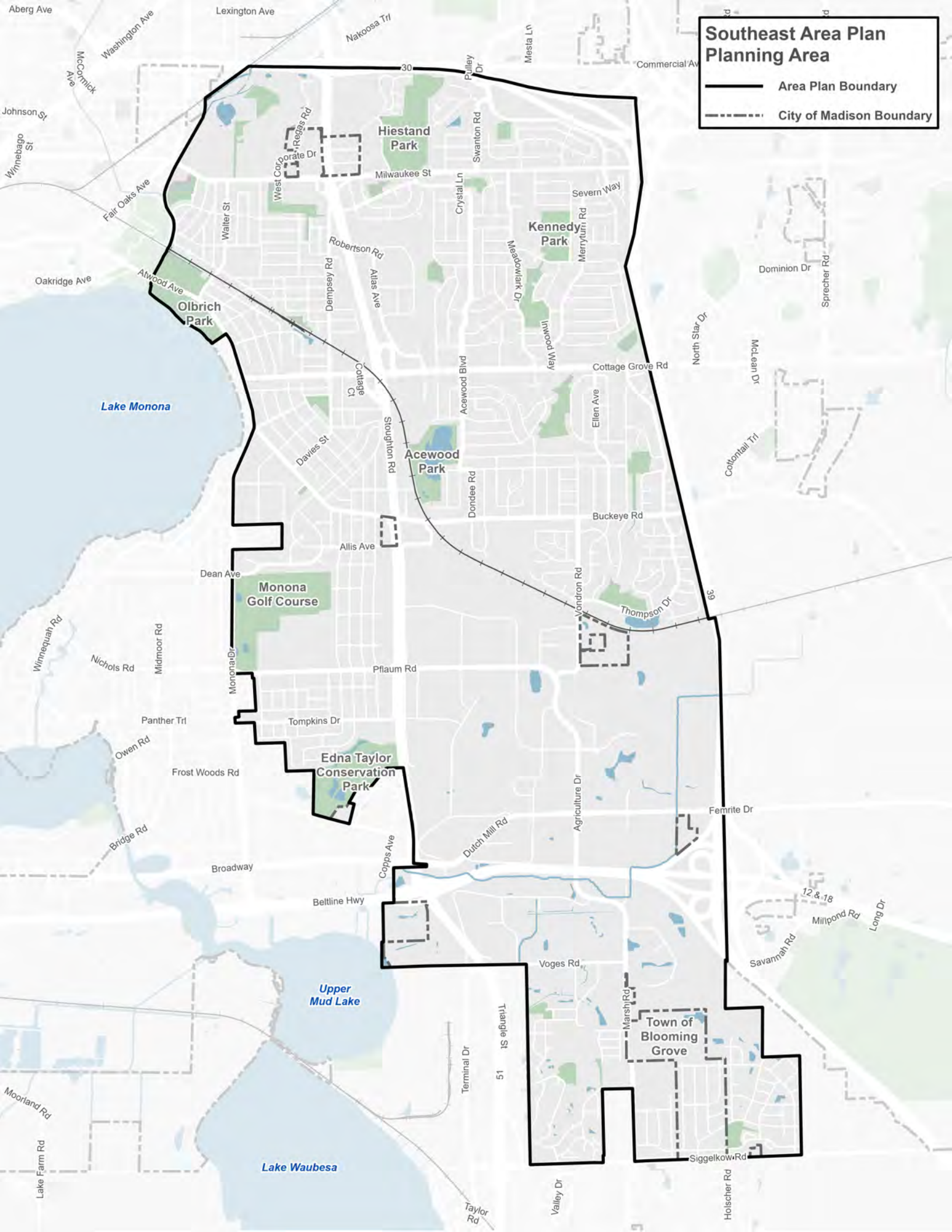
6. How will the funding be used and/or distributed (this can include your own hours.) If the applicant is an organization, do you plan to have existing staff conduct the outreach or would you hire one or more people from the community to conduct the outreach? Please explain. (100 words or less)

7. How many hours do you anticipate working per week?

8. Do you have transportation to perform this job? Please note: Car ownership is not required.

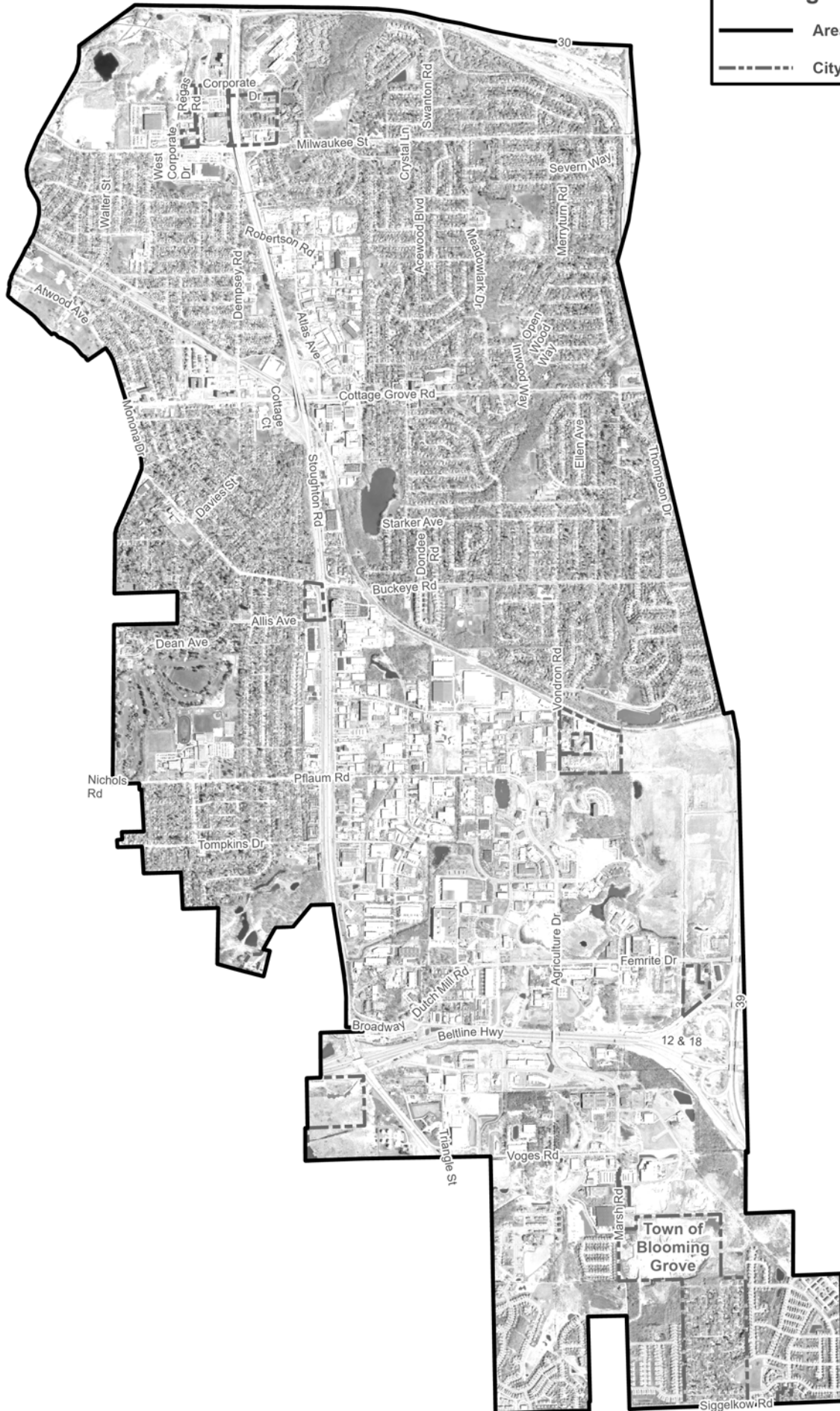
Southeast Area Plan Planning Area

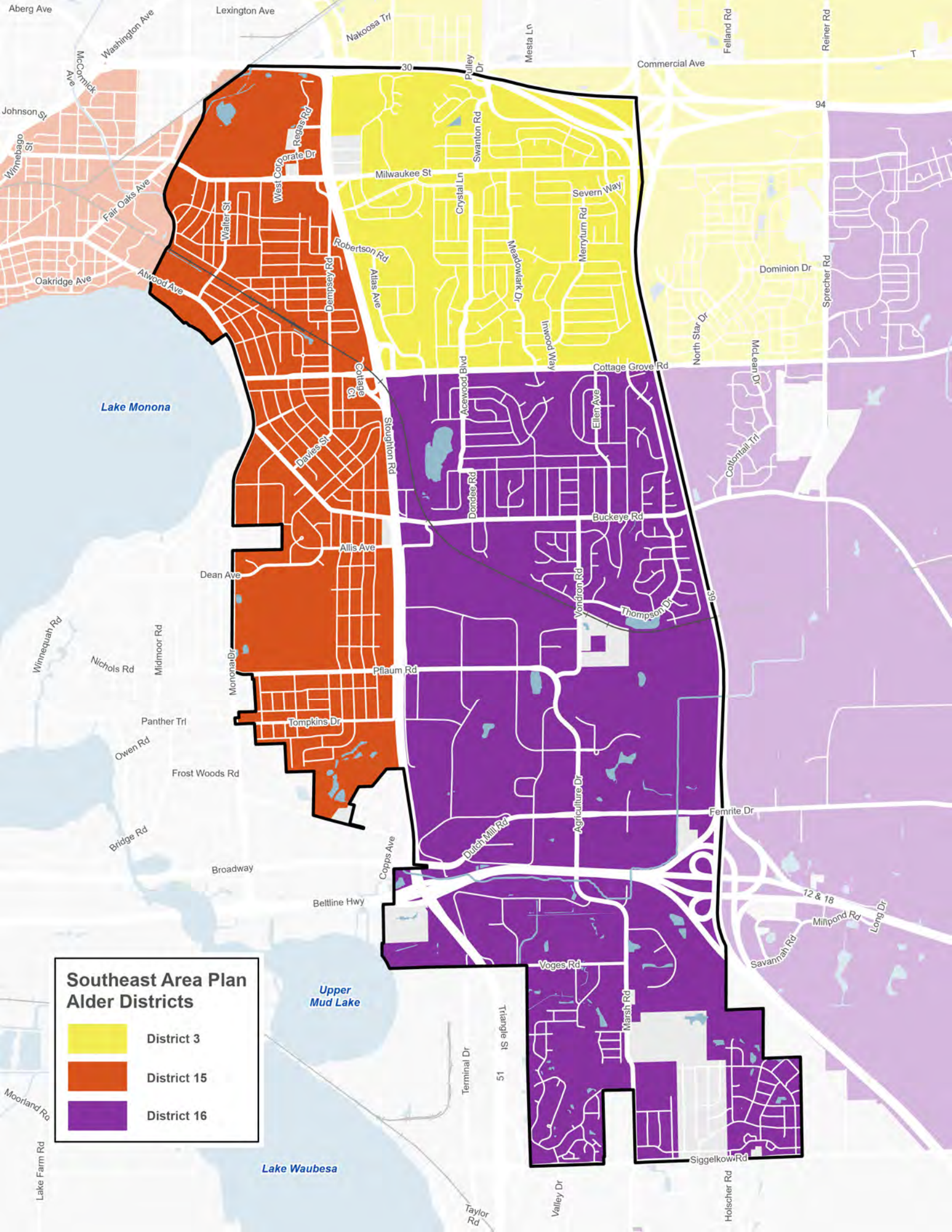
-  Area Plan Boundary
-  City of Madison Boundary



Southeast Area Plan Planning Area

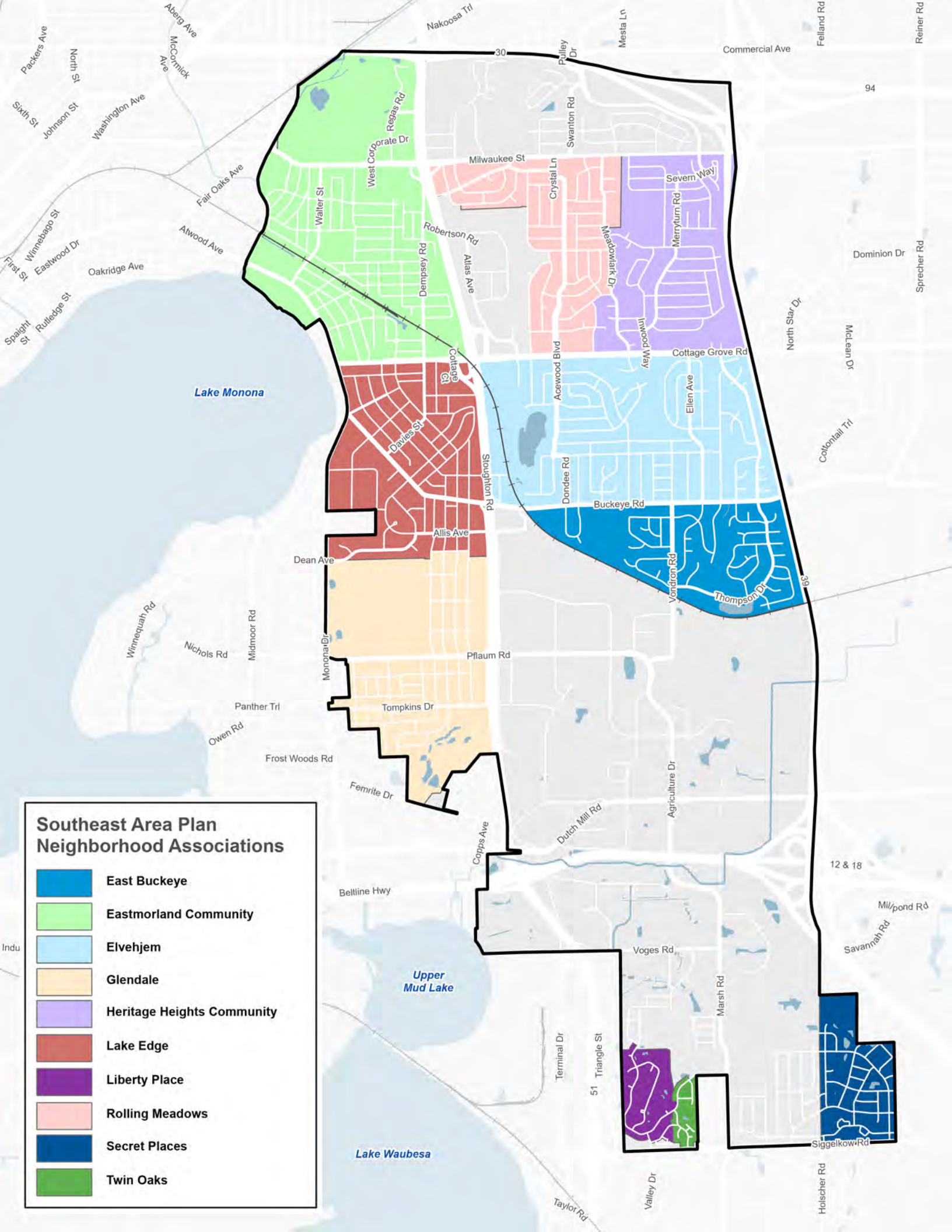
- Area Plan Boundary
- - - - - City of Madison Boundary





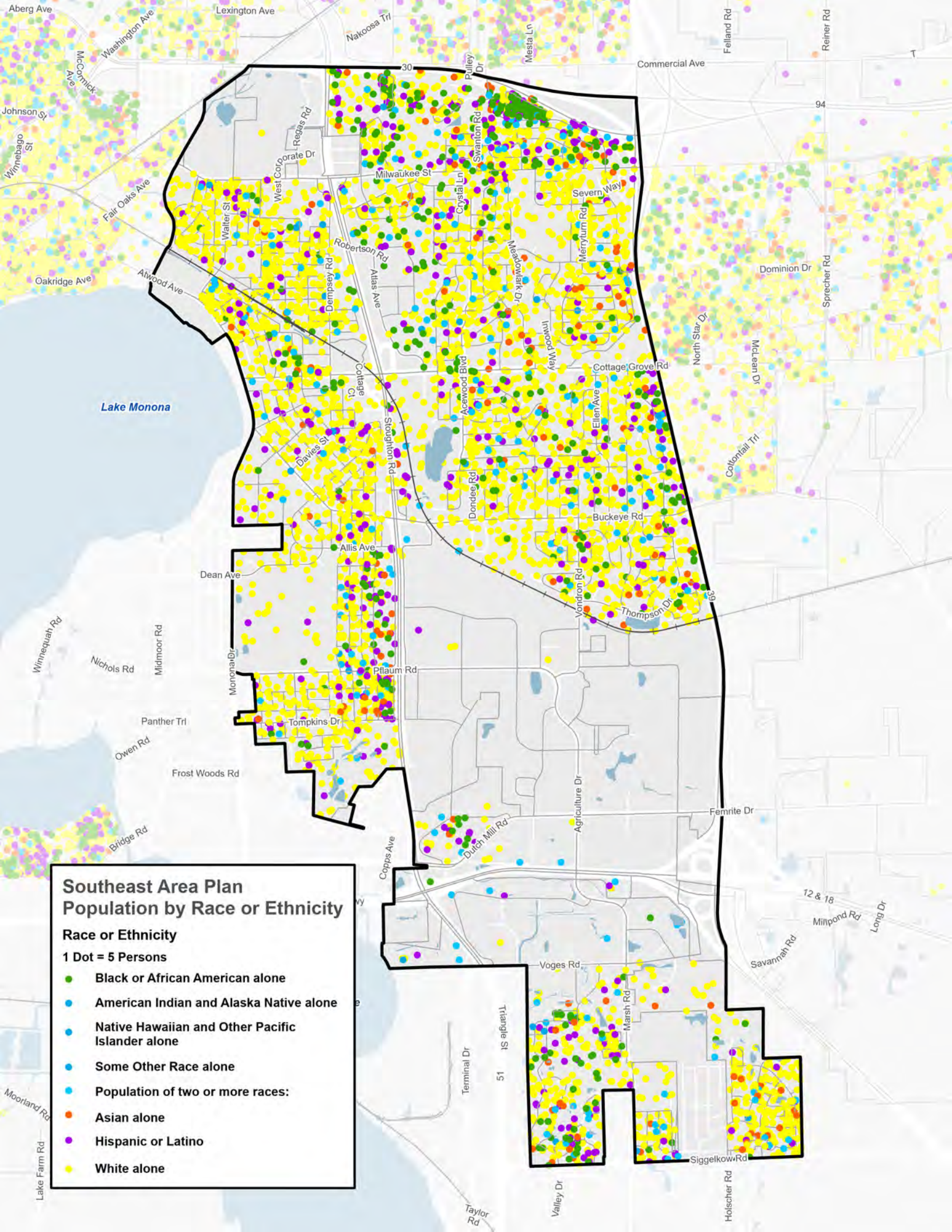
Southeast Area Plan Alder Districts

- District 3
- District 15
- District 16



Southeast Area Plan Neighborhood Associations

- East Buckeye
- Eastmorland Community
- Elvehjem
- Glendale
- Heritage Heights Community
- Lake Edge
- Liberty Place
- Rolling Meadows
- Secret Places
- Twin Oaks









Southeast Area Plan Population by Race or Ethnicity

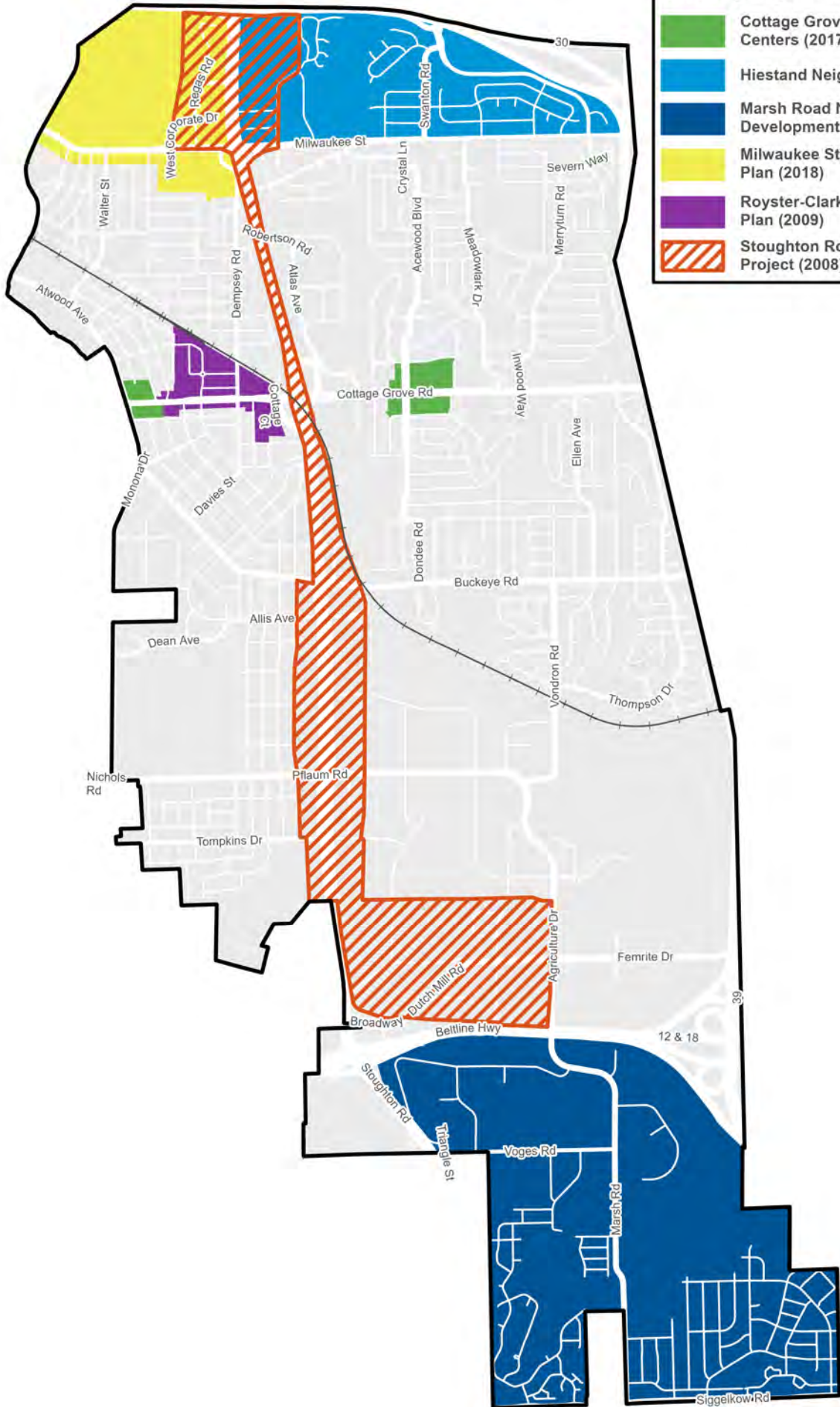
Race or Ethnicity

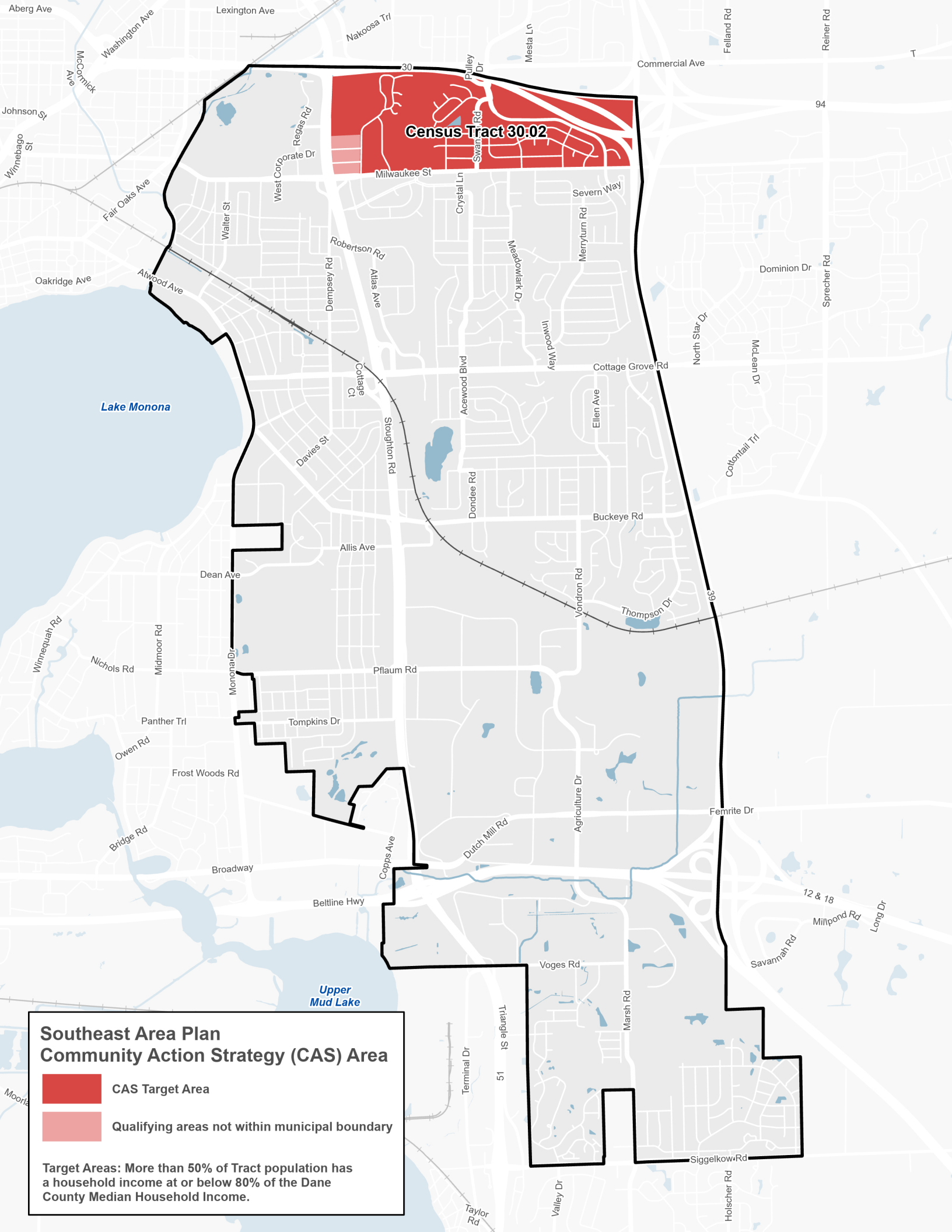
1 Dot = 5 Persons

- Black or African American alone
- American Indian and Alaska Native alone
- Native Hawaiian and Other Pacific Islander alone
- Some Other Race alone
- Population of two or more races:
- Asian alone
- Hispanic or Latino
- White alone

Southeast Area Plan Underlying Plans

-  Cottage Grove Road Activity Centers (2017)
-  Hiestand Neighborhood Plan (2006)
-  Marsh Road Neighborhood Development Plan (1999)
-  Milwaukee Street Special Area Plan (2018)
-  Royster-Clark Special Area Plan (2009)
-  Stoughton Road Revitalization Project (2008)





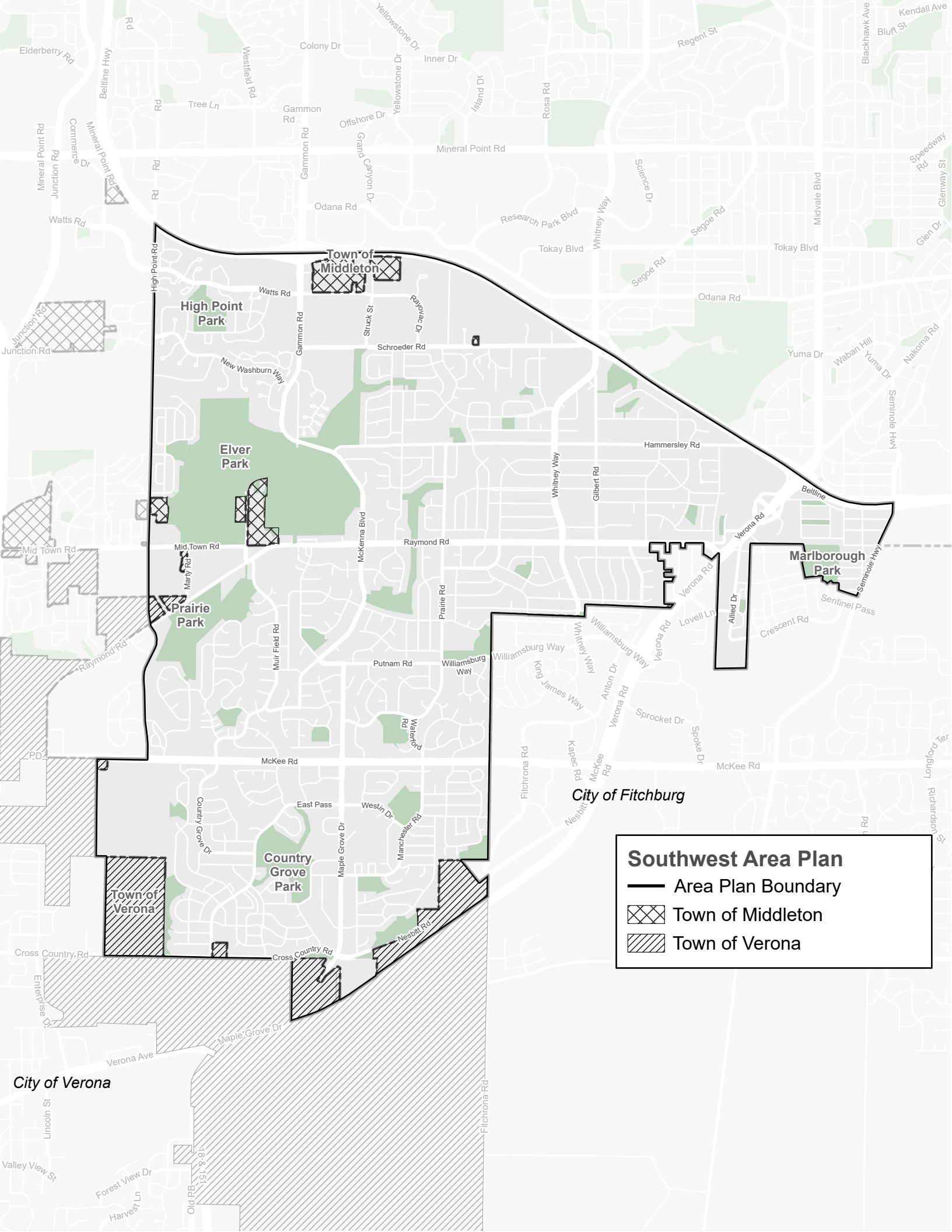
**Southeast Area Plan
Community Action Strategy (CAS) Area**



CAS Target Area

Qualifying areas not within municipal boundary

Target Areas: More than 50% of Tract population has a household income at or below 80% of the Dane County Median Household Income.



Southwest Area Plan

- Area Plan Boundary
- ▨ Town of Middleton
- ▧ Town of Verona

City of Verona

City of Fitchburg

Town of Middleton

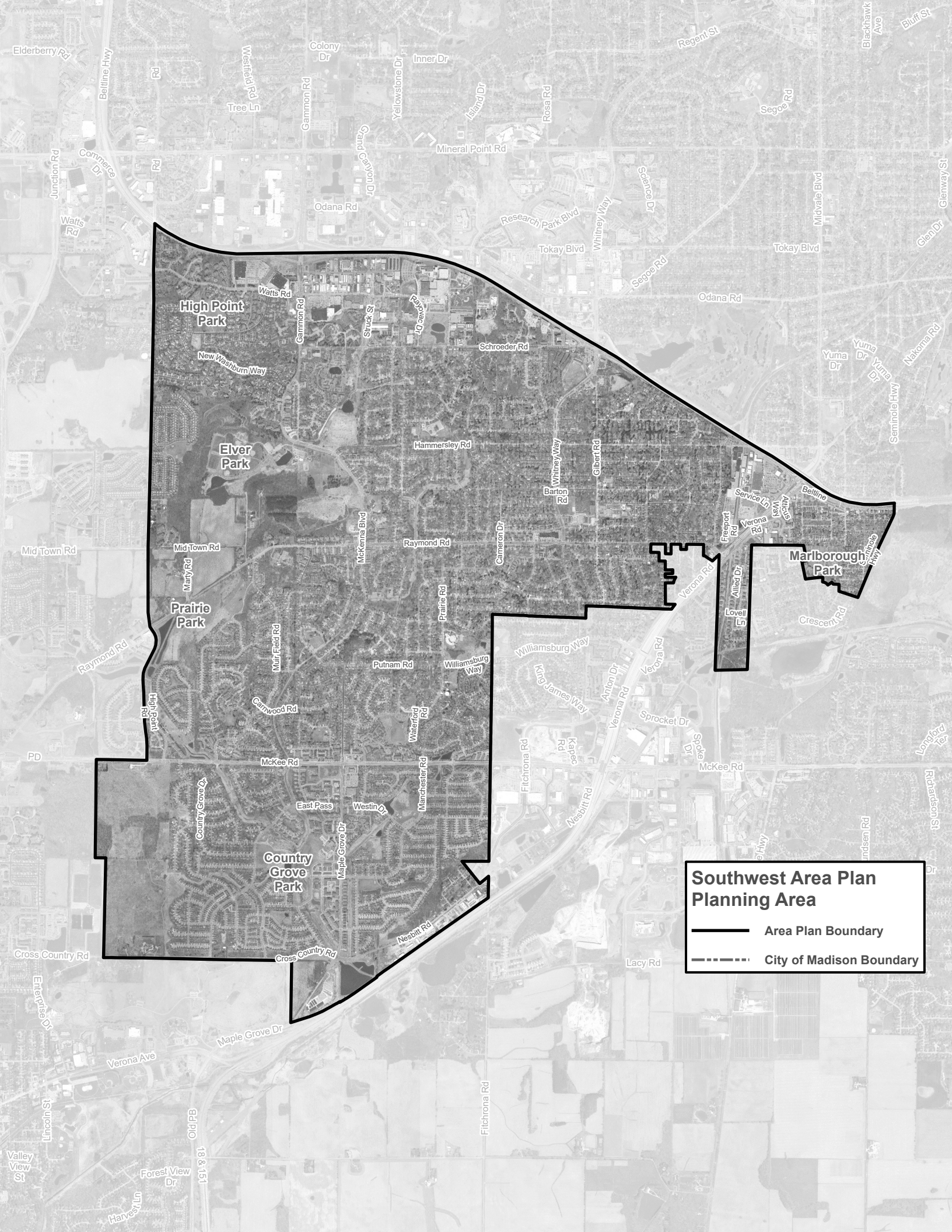
High Point Park

Elver Park

Prairie Park

Country Grove Park

Marlborough Park



High Point Park

Elver Park

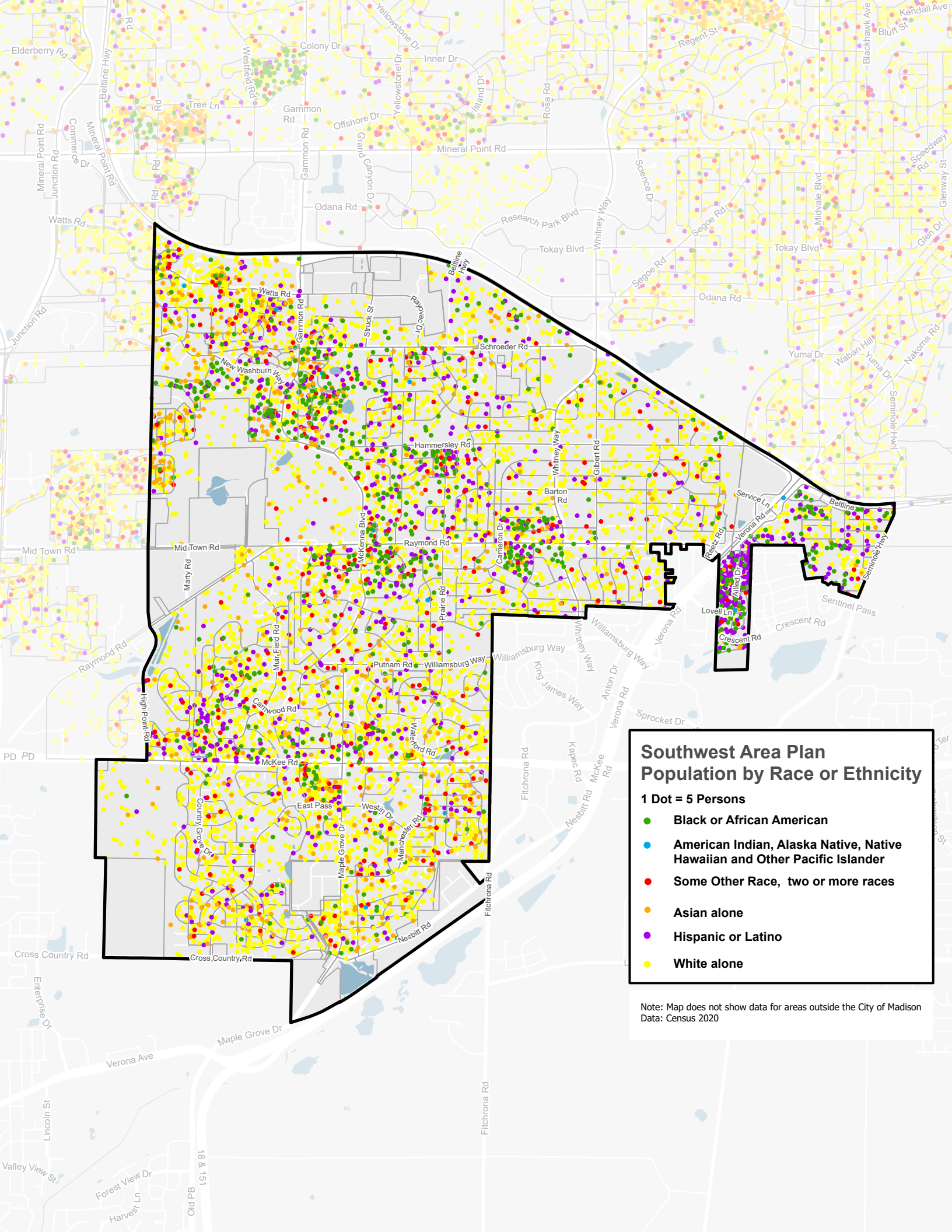
Prairie Park

Country Grove Park

Marlborough Park

**Southwest Area Plan
Planning Area**

-  Area Plan Boundary
-  City of Madison Boundary

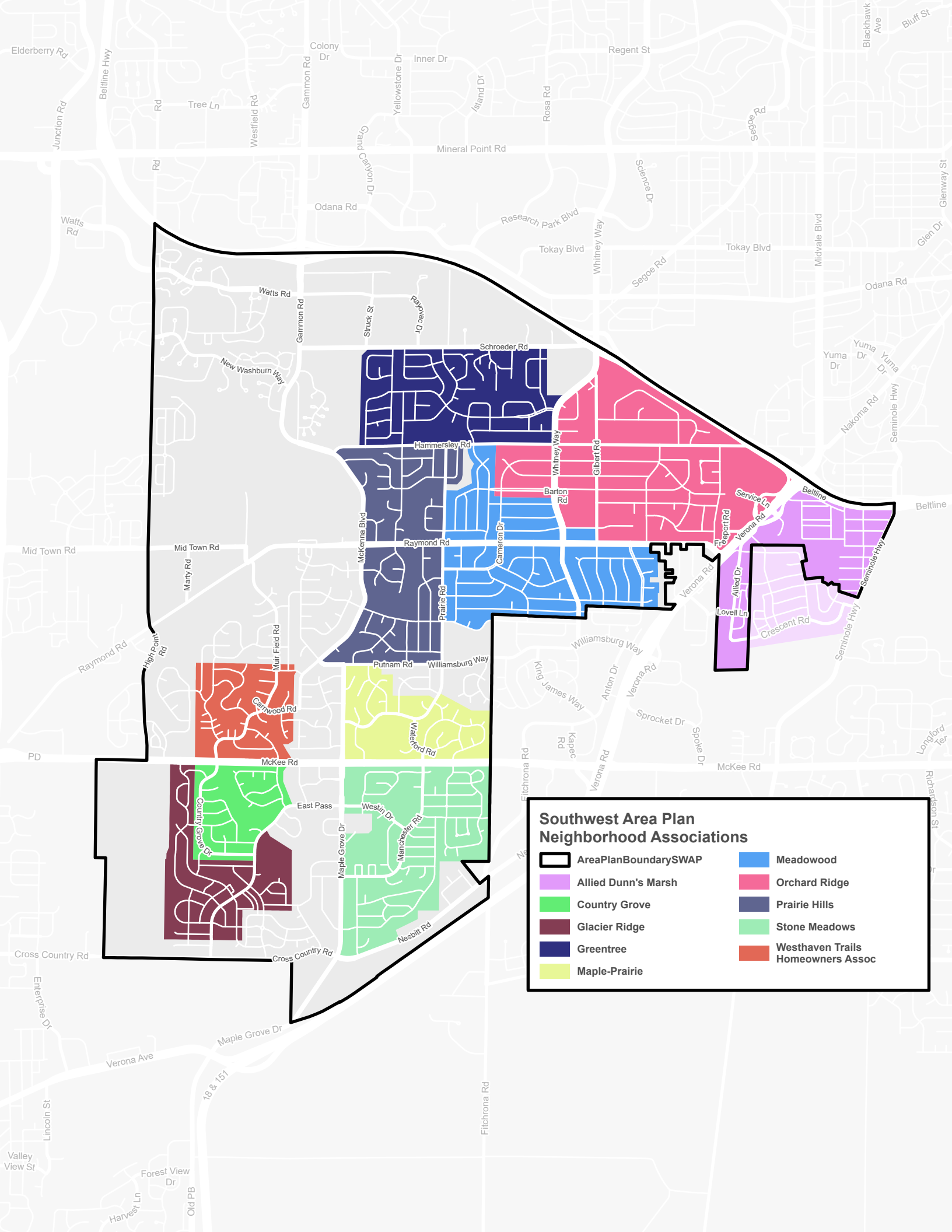


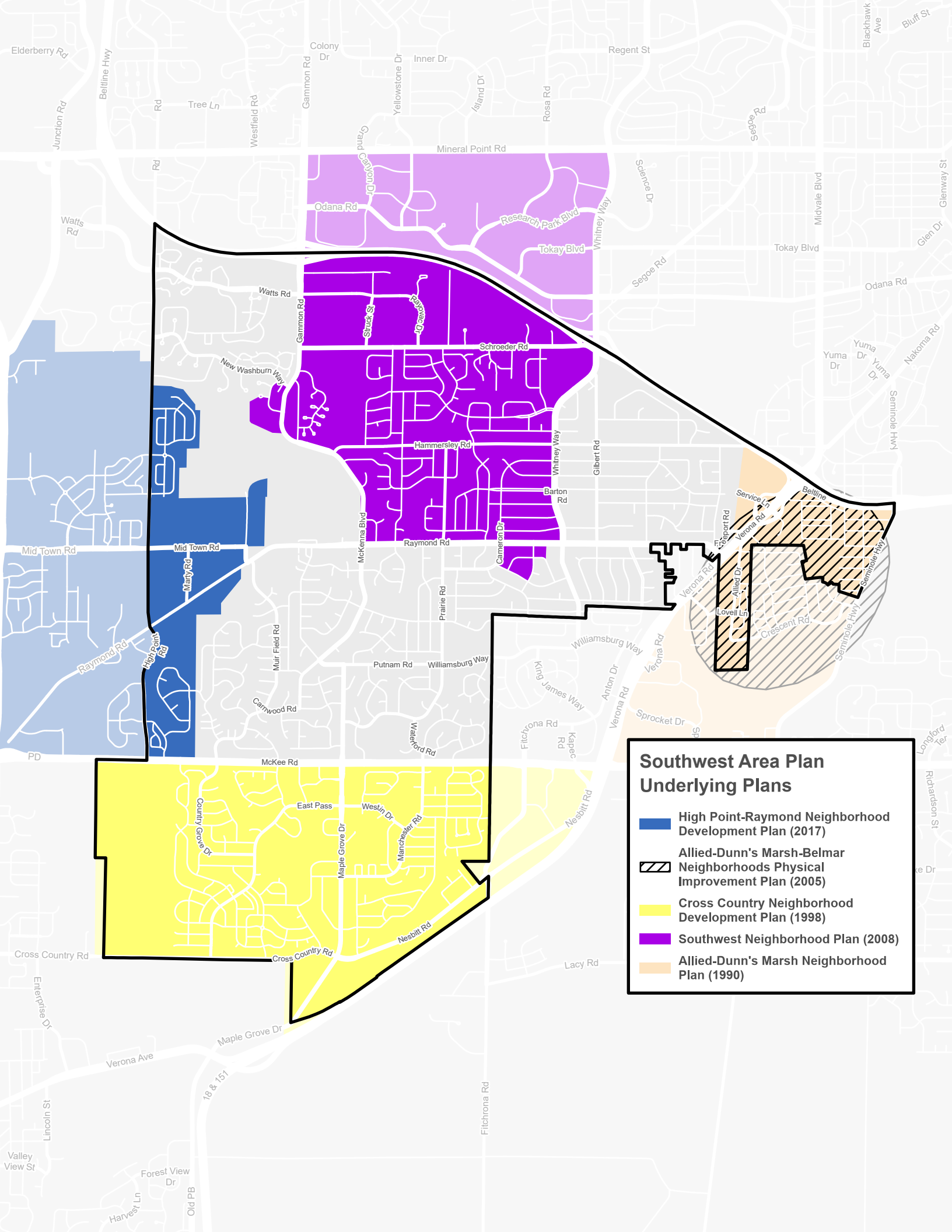
**Southwest Area Plan
Population by Race or Ethnicity**

1 Dot = 5 Persons

- Black or African American
- American Indian, Alaska Native, Native Hawaiian and Other Pacific Islander
- Some Other Race, two or more races
- Asian alone
- Hispanic or Latino
- White alone

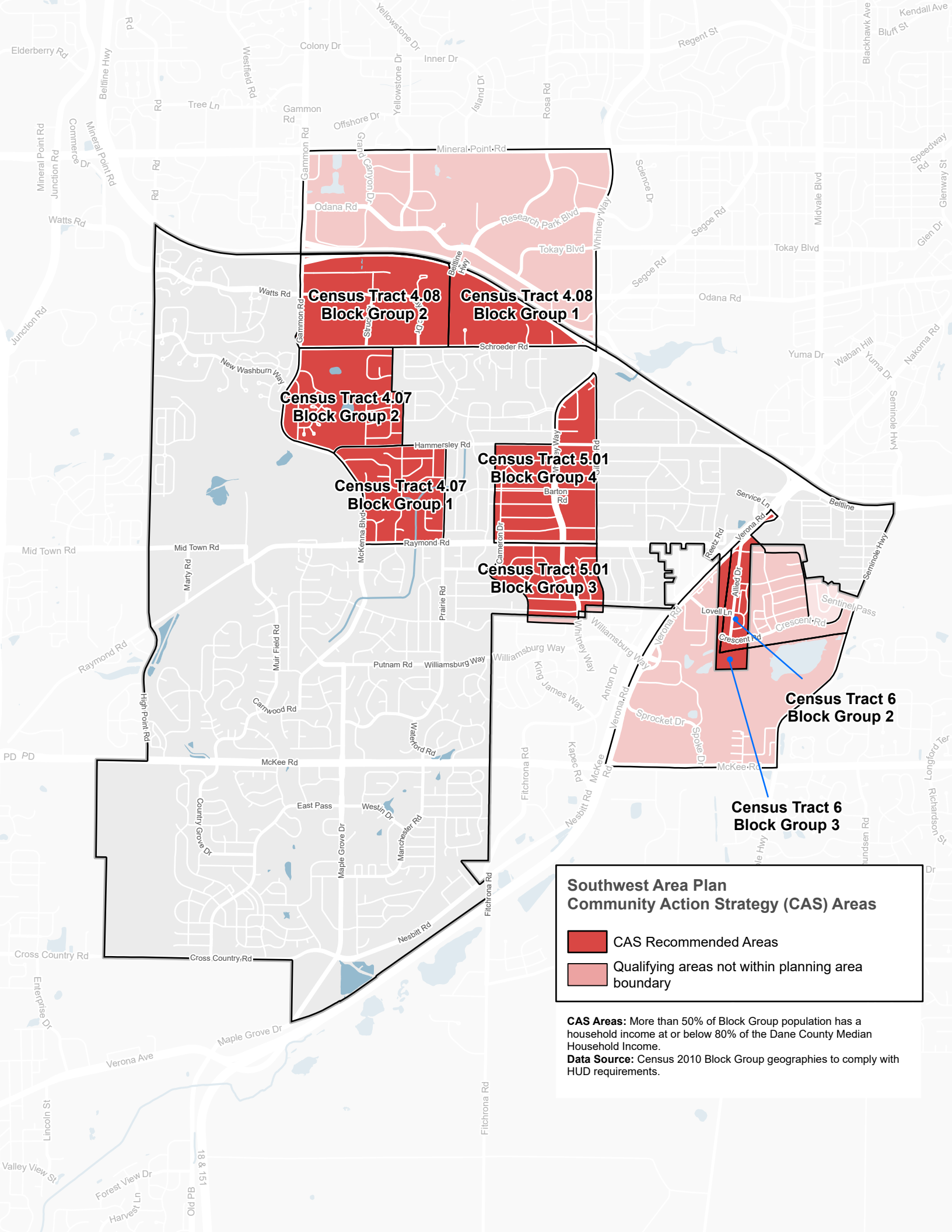
Note: Map does not show data for areas outside the City of Madison
Data: Census 2020





**Southwest Area Plan
Underlying Plans**

- High Point-Raymond Neighborhood Development Plan (2017)
- Allied-Dunn's Marsh-Belmar Neighborhoods Physical Improvement Plan (2005)
- Cross Country Neighborhood Development Plan (1998)
- Southwest Neighborhood Plan (2008)
- Allied-Dunn's Marsh Neighborhood Plan (1990)



**Southwest Area Plan
Community Action Strategy (CAS) Areas**

- CAS Recommended Areas
- Qualifying areas not within planning area boundary

CAS Areas: More than 50% of Block Group population has a household income at or below 80% of the Dane County Median Household Income.
Data Source: Census 2010 Block Group geographies to comply with HUD requirements.

Attachment C

Community Partners MOU City of Madison Terms and Conditions

This Attachment C 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.