

Clerk

Agency Budget by Fund

Fund	2020 Actual	2021 Adopted	2021 Actual	2022 Adopted	2023 C2C	2023 Request
General	2,977,994	2,070,391	1,983,759	3,541,911	2,210,038	2,210,038
Other Grants	239,015	-	-	-	-	-
Total	3,217,009	2,070,391	1,983,759	3,541,911	2,210,038	2,210,038

Agency Budget by Service

Service	2020 Actual	2021 Adopted	2021 Actual	2022 Adopted	2023 C2C	2023 Request
Clerk	3,217,009	2,070,391	1,983,759	3,541,911	2,210,038	2,210,038
Total	3,217,009	2,070,391	1,983,759	3,541,911	2,210,038	2,210,038

Agency Budget by Major-Revenue

Major Revenue	2020 Actual	2021 Adopted	2021 Actual	2022 Adopted	2023 C2C	2023 Request
Charges For Services			(480)			
Invest Other Contrib	(1,281,788)		(20,100)			
Other Finance Source	(10,000)		-			
Transfer In	(627)		-			
Total	(1,292,415)	-	(20,580)	-	-	-

Agency Budget by Major-Expense

Major Expense	2020 Actual	2021 Adopted	2021 Actual	2022 Adopted	2023 C2C	2023 Request
Salaries	2,710,820	1,143,397	1,243,419	2,332,984	1,298,151	1,297,151
Benefits	271,687	215,264	247,639	226,236	233,469	233,469
Supplies	913,969	493,000	325,142	734,998	407,500	404,000
Purchased Services	609,761	211,437	181,017	240,400	261,255	265,755
Inter Depart Charges	6,291	7,293	7,122	7,293	9,662	9,662
Inter Depart Billing	(3,104)	-	-	-	-	-
Total	4,509,424	2,070,391	2,004,339	3,541,911	2,210,038	2,210,038



City Clerk's Office

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To: Dave Schmiedicke, Finance Director
From: Maribeth Witzel-Behl, City Clerk
Date: July 21, 2022
Subject: 2023 Operating Budget Transmittal Memo

Major Goals

The City Clerk's Office has three service areas: election administration, licensing, and open access to government. Our 2023 operating budget supports these service area goals in the following ways:

- **Election administration:** Administer two scheduled elections in 2023, including local elections for mayor and alder of each district in the City of Madison. Continue scheduling voter outreach events in historically underserved areas of the city. Continue work with community partners to understand the voting needs of the community we serve. Advance the outreach program further by having more materials available in multiple languages, including Spanish, Hmong, and Mandarin. Ensure continued equitable service to Town of Madison voters by providing ballots and outreach materials in Spanish to continue what is currently required by the Town to comply with Section 203 of the Voting Rights Act. Update and replace outdated election signage and equipment after redistricting efforts brought the total number of polling places to over 100.
- **Licensing:** Manage the alcohol licensing process for the City, including application processing, Alcohol License Review Committee staffing, and license renewals. Administer licensing payments for alcohol, Public Health Madison & Dane County, and Fire licenses. Provide additional assistance to Town of Madison license holders who need to renew their municipal licenses with the City for the first time. Take in applications for Public Health Madison & Dane County licenses.
- **Open access to government:** Post Board, Commission, and Committee (BCC) meetings to comply with Open Meetings Law. Create Common Council and Alcohol License Review Committee agendas. Provide Legistar training to BCC staff. Aid in the facilitation of hybrid Common Council meetings, including assisting the public in registering their support or opposition on any particular item using the online form. Fulfill Open

Records Requests. Work in close coordination with the Office of the City Attorney to respond to election-related lawsuits and records requests. Route City contracts for approval and signatures. Provide informational and navigational services to the public who need assistance with City and County services. Incorporate equitable practices into every service area to make government accessible to all.

Racial Equity & Social Justice

Our supplemental budget request includes the addition of one FTE position. This position would be posted as bilingual (Spanish), and the candidate would enter into the series as a Municipal Clerk I. This position is needed in our office to not only ensure timely responses to voting and election inquiries, but is imperative to helping many license holders whose language of choice is Spanish. This position would help us meet residents and license holders where they are and provide services equitably.

In addition to providing stipends to organizations and individuals who participate in our equity analyses, our voter outreach initiatives will continue to specifically engage historically underserved communities in the city. We must maintain our efforts to build trust within the community we serve; this trust is essential to making sure people continue to participate in the democratic process.

Our budget request also includes sustained printing costs in order to print materials in multiple languages (English, Spanish, Hmong, Mandarin) for both election and licensing purposes. We also intend to maintain the pay increase for election officials who are bilingual or multilingual.

We will continue to conduct equity analyses regularly throughout 2023 in order to improve Clerk processes and services.

Major Changes in 2023 Operating Request

Proposed changes from Cost to Continue include:

- Updated facility rental costs
- Addition of election equipment requiring firmware maintenance annually
- Decrease the voter outreach advertising budget

Projections for facility rental costs and annual firmware updates for election equipment were calculated after the Cost to Continue meeting. The Clerk's Office continues to need the supplemental space at its secure storage facility to accommodate election equipment. New election equipment added in 2022 after redistricting requires annual firmware maintenance. This maintenance fee is reflected in the proposed budget.

The advertising budget has been decreased by \$5,000 since Cost to Continue. This decrease is based on staff capacity to work on advertising projects outside of the legally required public notices.

Summary of Reductions

The 1% reduction for the City Clerk's Office is **\$22,100.38**.

Proposed reductions are listed below in order of most acceptable to least acceptable.

1. Reduce hourly overtime wages.
Approximate savings: \$3,000.00
2. Reduce the advertising budget for creating safe voting plans.
Approximate savings: \$2,500.00
3. Eliminate the continual replacement of cumbersome election signage and equipment with more manageable pieces.
Approximate savings: \$10,000.00
4. Eliminate the greeter position at each polling place that does not change between 2022 and 2023.
Approximate savings: \$6,700.00

Total amount of proposed reductions: \$22,200.00

Town of Madison

The Clerk's Office focus with the Town of Madison attachment is ensuring equitable access to voting continues for Town residents, which currently must comply with Section 203 of the Voting Rights Act. This continuation of service includes:

- Ensuring ballots are available in English *and* Spanish
- Making voter outreach materials available in multiple languages
- Assigning polling places that are accessible to residents in the impacted areas

Clerk's Office staff will also need to assist those individuals and businesses who hold municipal licenses in the Town of Madison when it comes time to renew those licenses in 2023. The process may be slightly different from the Town of Madison; proper support must be provided to these license holders so the transition is as easy as possible.

Optional Supplemental Request

1 FTE bilingual (Spanish) position

The position is necessary to meet the needs of the people the Clerk's Office regularly serves. Overall, the complexity and amount of work required to administer each election warrants the addition of a full-time position. An additional person would allow the Clerk's Office to respond to voter inquiries in a timely fashion without having to commit as many hours to overtime. Election administration continues to evolve, and it requires more people having knowledge about the complex processes that are required to successfully administer an election, especially in a larger municipality. Furthermore, the office

continues to respond to election-related lawsuits and records requests that take a significant amount of time to complete. The complexities around election administration will continue to multiply as we get closer to the 2024 presidential election; having another individual with election expertise ready to go in a four-election year will be invaluable.

Furthermore, license administration duties have become more involved over time. Licensing bars, restaurants, and individuals is a complex process, and there are several layers of government involved in the process: state, county, and municipal rules dictate what is required of applicants of the particular license type. Language barriers between staff and applicants adds to this complex system.

While the Language Access Program allows for an interpreter through the phone, the interpreter is not physically present. They are not able to sit down with an applicant and thoroughly review an applicant's documentation. They cannot know if a document is missing, or explain to an applicant the difference between a Liquor/Beer Agent and an Alcohol Distributor. These specificities are what Clerk's Office staff are trained to know. Furthermore, Clerk's Office staff have long had the goal of making license applications available in multiple languages, including Spanish. However, this would require translation to English to enter into the licensing system. The turnaround time with translation services does not always line up with licensing deadlines, so having a staff member who is able to do that translation in the office would maintain our timely entry of applications. A full-time, bilingual staff member trained in understanding licensing processes would create the most equitable service model for the department.

The Sidewalk Café and Roadway Cafe program (and its predecessor the Streatery program) increased the administrative duties surrounding alcohol licensing as well. Health licensing has also become more complicated as state requirements dictate what Public Health Madison & Dane County can do. This trickling-down of licensing requirements falls to Clerk's Office staff to have a working understanding of the laws and any subsequent changes to said laws. Clerk's Office staff are assisting the license holders on a regular basis – from application to issuance to renewal. This hire would help ease the increasingly complex workload of administering licenses at the municipal level.

Hiring a bilingual Spanish speaker would help the Clerk's Office provide more equitable service to all voters, residents, and business owners in the City of Madison. Many license holders in the City of Madison are Spanish speakers and prefer to conduct business in their language of preference. Voters in the City of Madison, including those voters who are currently in the Town of Madison, may prefer to speak Spanish while asking questions about or simply discussing one of their most fundamental rights as citizens. While the Language Access Program aids in these types of communications, hiring a bilingual Spanish speaker would tell the community we are committed to building an equitable workforce in the City of Madison in general and in the Clerk's Office in particular.

The position would be carried into subsequent years, and it would necessitate building the costs into the appropriate object within the Clerk's Office operating budget request each year. A benefit of adding the position is that it would aid in decreasing the costs in permanent overtime wages, which have been budgeted at or over \$50,000 since 2020.

Position Details

- **Bilingual Spanish:** The successful candidate would be fluent in English and Spanish to better serve the Madison community. They would provide invaluable expertise in reaching voters and communicating with license holders. With confirmed fluency in Spanish, the candidate would be eligible for premium pay.
- **Classification:** The person hired would fill the position of Municipal Clerk I (20/09).
- **Start Date:** The position would be filled in July 2023. This allows the Clerk's Office time wrap up the 2022-2023 election cycle, and the chosen candidate would then have time to train in the second half of 2023 to be prepared for the 2024-2025 election cycle, which includes a presidential election.
- **Estimated Cost:** In 2023, the estimated cost would be:
 - Base salary: \$23.75/hour
 - Bilingual premium pay: \$1.00/hour
 - Benefits: \$8,237.00 (health) + \$390.00 (wage insurance) + \$1,885.00 (WRS) + \$200.00 (FICA/Medicare) = \$10,712.00
 - **Total: \$35,004.00**

c.c. Deputy Mayors
Budget & Program Evaluation Staff
Nikki Perez, Certified Municipal Clerk, Clerk's Office
Maggie McClain, Municipal Clerk II, Clerk's Office

2023 Operating Budget

Service Budget Proposal

PART 1: IDENTIFYING INFORMATION

SELECT YOUR AGENCY:

Clerk ▼

SELECT YOUR AGENCY'S SERVICE:

Clerk ▼

SERVICE NUMBER:

131

SERVICE DESCRIPTION:

This service administers elections for the City of Madison and processes license applications for alcohol sales, bartenders, health licenses, and other City licenses. Campaign finance reports, lobbyist filings, and any claims or lawsuits filed against the City are filed with the Clerk's Office. The goal of this service is to improve access to the democratic process, open government, and licensed business establishments.

Are any updates required for the "Service Description"?

Increased attention paid to open records request due to ongoing election-related lawsuits going back to 2020.

Activities performed by this Service

Activity	% of Effort	Description
Election administration	61	Transparency and outreach; WisVote + election data; election operations; staffing and training; election equipment and polling places; post-election audits and reconciliation; campaign finance; experts in the field
Licensing	14	Process and issue licenses and permits in licensing software (alcohol license establishments and PHMDC); balance license payments with Treasurer's Office; prepare and staff ALRC meetings
BCCs, Open Meetings, legislative support	10	Post agenda and minutes for all BCCs; assist BCC staff in creating agendas and minutes, as needed; create Common Council agenda; staff Common Council meetings; maintain updated records on annexations, plats, claims, bond resolutions, street vacations, and street relocations; staff Ad Hoc committees as directed by the Mayor
Open Records Requests and public inquiry	9	Research ordinances, resolutions, reports, contracts, deeds, and other documents for City agencies and the public; accept and route lawsuits and tax claims served to the City; process surety releases for contracts; direct citizens to appropriate City, county, or state agency for assistance; attend and implement Open Records training by OCA and the Attorney General's Office; coordinate and perform record retention and record destruction in accordance with State statutes.
Administration & equity	6	Participate in and/or co-lead a City Neighborhood Resource Team; assist in daily office management and organization by fulfilling a leadership role (Muni Clerk II and CMC); other duties as related to City business

Insert item

Citywide Element

<https://imagine.madisonwi.com/document/comprehensive-plan-adopted>

Effective Government ▼

Describe how this service advances the Citywide Element:

The Clerk's Office provides essential, equitable access to open government. We either directly help the public access the services they need (voting, licensing, records requests, BCCs), or we direct them to the agency (government or non-government) that can assist them.

Part 2: Base Budget Proposal

BUDGET INFORMATION

	2020 Actual	2021 Adopted	2021 Actual	2022 Adopted	2023 C2C	2023 Request
<i>Budget by Fund</i>						
General-Net	\$2,977,994	\$2,070,391	\$1,983,759	\$3,541,911	\$2,210,038	\$2,210,038
Other-Expenditures	\$239,015	\$0	\$0	\$0	\$0	\$0
Total	\$3,217,009	\$2,070,391	\$1,983,759	\$3,541,911	\$2,210,038	\$2,210,038
<i>Budget by Major</i>						
Revenue	(\$1,292,415)	\$0	(\$20,580)	\$0	\$0	\$0
Personnel	\$2,982,507	\$1,358,661	\$1,491,058	\$2,559,220	\$1,531,621	\$1,530,621
Non-Personnel	\$1,523,729	\$704,437	\$506,159	\$975,398	\$668,755	\$669,755
Agency Billings	\$3,187	\$7,293	\$7,122	\$7,293	\$9,662	\$9,662
Total	\$3,217,008	\$2,070,391	\$1,983,759	\$3,541,911	\$2,210,038	\$2,210,038

Part 3: Service Budget Changes

General Fund agencies may propose changes that are net neutral to their budget. Non-general fund supported agencies may propose changes that they can support with revenue.

Proposed Changes

Fund	Major	Org	Object	\$ Change	Description
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
TOTAL				\$0.00	

Insert item

What are the service level impacts of the proposed funding changes?

Explain the assumptions behind the changes.

What is the justification behind the proposed change?

Are you proposing any personnel allocation changes?

Select...

Part 4: Racial Equity and Social Justice

We are continuing our efforts to articulate and prioritize racial equity and social justice in the City's budget and operations. Prioritize equity over equality. "Equity" is often conflated with the term "equality" (meaning sameness). Equity implies that an individual may need to experience or receive something different (not equal) in order to achieve fairness and access.

We encourage you to focus on how this service impacts marginalized populations and addresses the greatest needs, instead of discussing how the service will benefit everyone equally.

1. What specific inequities does this service intend to address? How and for whom?

All City of Madison voters and residents will benefit from the approach we take to our work. We intentionally engage in voter outreach efforts in communities that have been historically under served in the city by working with community partners to develop outreach programs that are effective and meaningful for the folks being served.

2. What data helped shape your proposal? Data includes qualitative and quantitative information such as community input, demographics, qualified census tracts, environmental justice areas, and other sources. Additionally, include specific recommendations from a Racial Equity and Social Justice Analysis, if available.

Redistricting efforts made it clear that people want resources available close to their homes. This meant polling places in their neighborhoods, early voting sites near their homes, and voter outreach happening in their neighborhood park. The Clerk's Office expanded the number of polling places based on population and distribution of the population after the 2020 census numbers were released. This was done in part to keep voter lines below the 15-minute wait at any given polling place; no one should have to wait hours to exercise their right to vote. Additionally, we continue to work with various community partners to bring voter outreach efforts to neighborhood festivals and celebrations, including the inaugural summer of the Parks Alive events in each of the NRT areas.

3. Is the proposed budget or budget change related to a recommendation from a Neighborhood Resource Team (NRT)? If yes, please identify the NRT and recommendation. Be as specific as possible.

Our office has at least one staff member on each of the NRTs. While there are not specific recommendations from the NRTs, the stakeholders and residents are kept informed of Clerk's Office efforts through NRT meetings and gatherings.

Part 5: Proposed Budget Reduction

Agencies are asked to provide a 1% reduction to their general, library, and internal service (e.g. fleet) fund budgets to address the City's structural deficit.

Enterprise Agencies: Enterprise agencies are not required to propose reductions, as long as there are sufficient revenues to cover proposed expenses. Enterprise agencies may skip this section and move to Part 6.

What is 1% of the agency's net budget (general, library, and fleet funds only)? \$22,100.38

What is the proposed reduction to this service's budget? \$22,200.0

Explain how you would change the activities and the level of service as a result of implementing the funding decrease to this service. List changes by service activity identified above. Add a separate line for each reduction.

If you are proposing revenue increases or other types of changes to meet your net budget reduction, contact your budget analyst to discuss how to enter the information in the form.

Activity	\$Amount	Description
Election administration: payroll	\$3,000	Reduce hourly overtime budget. Prioritize voter data management over voter outreach efforts that happen outside of normal work hours.
Election administration: advertising	\$2,500	Reduce the advertising budget for creating safe voting plans. Focus the advertising budget on legally required public notices and reduce staff time spent on creating safe voting plan advertisements.
Election administration: equipment and supply maintenance	\$10,000	Eliminate the continual replacement of cumbersome election signage and equipment with more manageable pieces. Continue to use heavy signage that is difficult to move and that requires more storage space. Postpone needed replacement of older, broken, or outdated election equipment.
Election administration: payroll	\$6,700	Eliminate the greeter position at each polling place that does not change between 2022 and 2023. One election official would be cut from approximately 1/3 of polling place locations. There are on average 100 polling places per election.
Total	\$22,200	

Insert item

Explain the changes by major expenditure category that your agency would implement as a result of the funding decrease to this service.

Name	\$ Amount	Description
Personnel	\$9,700	Prioritize voter data management over voter outreach efforts that happen outside of normal work hours. One election official would be cut from approximately 1/3 of polling place locations. There are on average 100 polling places per election.
Non-Personnel	\$12,500	

		Focus the advertising budget on legally required public notices and reduce staff time spent on creating safe voting plan advertisements. Continue to use heavy signage that is difficult to move and that requires more storage space. Postpone needed replacement of older, broken, or outdated election equipment.
Agency Billings		
Total	\$22,200	

Is the City mandated to perform the activities of this service? If so, explain the mandate and mandated service level. If not, are there other local organizations also involved in performing these activities?

Election administration by the municipal clerk is statutorily required under Wisconsin law. These cuts could negatively impact the voter experience and voters' access to accurate information.

Has this reduction been proposed in prior years? Yes

Does the proposed reduction result in eliminating permanent positions? No

Does the proposed reduction impact other agencies (e.g. administrative or internal service agencies such as IT, Finance, HR, Fleet)?

No

Describe why the proposed reduction was chosen.

All of our services are essential; however, we spread the reductions over three areas of election administration in order to mitigate the negative impacts of eliminating one whole area.

Explain the impacts of the proposed reduction on the end user of the service. How can impacts of this reduction be mitigated?

Lines may be longer at polling places. Voter outreach efforts may be more limited outside of normal work hours if hourly overtime wages are limited. Voters may not have access to reliable, easy-to-understand information regarding voting and elections with a cut to the advertising budget. Heavy signage takes up more space in our storage facility and on moving trucks; they are also detrimental to employees' health because they are heavy to lift.

Part 6: Optional Supplemental Request

Town of Madison: Agencies requesting additional funding for Town of Madison (ToM) services should enter funding requests below. Enter ToM requests in the most relevant service. You can enter multiple rows for ToM activities as needed. Include "Town of Madison" or "ToM" in the activity name.

Supplemental Request: Agencies may submit one (1) supplemental request in their 2023 budget request. Please include the request in the most relevant service. Requests should only be submitted if agencies identify a critical need. Agencies should first consider reallocating base resources within and among services before proposing budget increases.

What is the proposed funding increase? Explain how you would change the activities and the level of service as a result of implementing the funding increase to this service. List changes by service activity identified above.

Activity	\$Amount	Description
FTE personnel	35004	Add 1 FTE Muni Clerk 1 (J049), Bilingual (Spanish)
Total	35,004	

Insert item

Explain the changes by major expenditure category that your agency would implement as a result of the funding increase to this service.

Name	\$Amount	Description
Personnel	35,004	J049 - Muni Clerk 1, Bilingual (Spanish)
Non-Personnel		
Agency		

Billings		
Total	35,004	

How will this increase be funded (e.g., General Fund, Library Fund, Capital Fund, Enterprise Fund, Grant Fund, etc.)? Please list the most applicable funding source(s). Follow up with your budget analyst if you are uncertain.

General Fund

What are the implications of this service increase over the next five years? Identify if this increase is ongoing and if additional increases to funding or personnel would be needed to support this increase.

The position would be carried into subsequent years, and it would necessitate building the costs into the appropriate object within the Clerk's Office operating budget request each year. A benefit of adding the position is that it would aid in decreasing the costs in permanent overtime wages, which have been budgeted at or over \$50,000 since 2020. This position is needed in order to address the increased complexities of election administration, and it will help to fairly distribute the work to a manageable load for each employee in the office.

Does the proposed increase affect workload for any administrative or internal service agencies (e.g., IT, Finance, HR, Fleet)? Yes

If yes, which agencies?

Describe why the proposed increase is critical.

Hiring a bilingual Spanish speaker would help the Clerk's Office to continue to move toward its goal of equitable service to all voters, residents, and business owners. Many license holders in the City of Madison are Spanish speakers who prefer to conduct business in Spanish. Voters in the City of Madison, including those voters who are currently in the Town of Madison, may prefer to speak Spanish while asking questions about or simply discussing one of their most fundamental rights as citizens. While the Language Access Program aids in these types of communications, hiring a bilingual Spanish speaker would tell the community we are committed to building an equitable workforce in the City of Madison in general and in the Clerk's Office in particular.