

**Clerk****Function: Administration***Budget Overview*

## Agency Budget by Fund

	<b>2019 Actual</b>	<b>2020 Adopted</b>	<b>2020 Actual</b>	<b>2021 Adopted</b>	<b>2022 C2C</b>	<b>2022 Request</b>
General	1,667,787	2,982,498	2,977,994	2,070,391	3,611,184	3,611,184
Other Grants	-	-	239,015	-	-	-
<b>TOTAL</b>	<b>\$ 1,667,787</b>	<b>\$ 2,982,498</b>	<b>\$ 3,217,009</b>	<b>\$ 2,070,391</b>	<b>\$ 3,611,184</b>	<b>\$ 3,611,184</b>

## Agency Budget by Service

	<b>2019 Actual</b>	<b>2020 Adopted</b>	<b>2020 Actual</b>	<b>2021 Adopted</b>	<b>2022 C2C</b>	<b>2022 Request</b>
Clerk	1,667,787	2,982,498	3,217,009	2,070,391	3,611,184	3,611,184
<b>TOTAL</b>	<b>\$ 1,667,787</b>	<b>\$ 2,982,498</b>	<b>\$ 3,217,009</b>	<b>\$ 2,070,391</b>	<b>\$ 3,611,184</b>	<b>\$ 3,611,184</b>

## Agency Budget by Major-Revenue

	<b>2019 Actual</b>	<b>2020 Adopted</b>	<b>2020 Actual</b>	<b>2021 Adopted</b>	<b>2022 C2C</b>	<b>2022 Request</b>
Investments & Other Contributions	-	-	(1,281,788)	-	-	-
Other Financing Source	-	-	(10,000)	-	-	-
Transfer In	-	-	(627)	-	-	-
<b>TOTAL</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ (1,292,415)</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>

## Agency Budget by Major-Expenses

	<b>2019 Actual</b>	<b>2020 Adopted</b>	<b>2020 Actual</b>	<b>2021 Adopted</b>	<b>2022 C2C</b>	<b>2022 Request</b>
Salaries	1,132,867	2,285,039	2,710,820	1,143,397	2,288,817	2,366,576
Benefits	187,952	205,393	271,687	215,264	218,790	223,790
Supplies	152,038	194,000	913,969	493,000	871,500	734,998
Purchased Services	193,640	295,158	609,761	211,437	224,784	278,527
Inter Depart Charges	5,811	6,012	6,291	7,293	7,293	7,293
Inter Depart Billing	(4,520)	(3,104)	(3,104)	-	-	-
<b>TOTAL</b>	<b>\$ 1,667,787</b>	<b>\$ 2,982,498</b>	<b>\$ 4,509,424</b>	<b>\$ 2,070,391</b>	<b>\$ 3,611,184</b>	<b>\$ 3,611,184</b>



## City Clerk's Office

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*We exist to assist.*

To: Dave Schmiedicke, Finance Director  
From: Maribeth Witzel-Behl, City Clerk  
Date: July 9, 2021  
Subject: 2022 Operating Budget Transmittal Memo

### *Major Goals*

The City Clerk's Office has three service areas: election administration, licensing, and open access to government. Our office motto, "We exist to assist," was developed using an equity lens, and it guides all of the work we do. Our 2022 budget request reflects this motto and supports the following service area goals:

- **Election administration:** Administer four scheduled elections in 2022, including a gubernatorial and U.S. Senate election in November. Continue expansion of voter outreach initiatives to reach historically underserved communities in Madison. Staff voter outreach events, in-person absentee voting locations, drop box courier shifts, and polling places on Election Days.
- **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, PHMDC, and Fire licenses. Take in applications for PHMDC 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. Fulfill Open 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.

### *COVID Recovery*

Our 2022 budget request reflects the continued level of in-person essential services the Clerk's Office has provided throughout the COVID-19 pandemic and subsequent recovery. The request also assumes a continued interest in absentee voting as the pandemic proved it is a safe and effective way for voters to cast their ballot.

Furthermore, equity stipends have been included in our budget request. The pandemic affected Black, Brown, Indigenous, and People of Color more severely than it did white communities, and those impacts were in large part due to systemic inequities. We saw this clearly during our Voting Access Equity Analysis in June 2020, which resulted in adjustments to our election administration processes that reflected an equitable and lawful approach. We will continue to seek input from those affected by our decisions, and we plan to provide them a stipend for their time and contributions.

### *2022 Request & Equity*

In addition to providing stipends to organizations and individuals who participate in our equity analyses, our voter outreach initiatives are meant to specifically engage historically underserved communities in the city. Increasing our interactions in the community builds trust in our office, and residents should trust the people who administer the elections in their municipality.

We also plan to engage with our election officials on a more regular basis by asking them to work at voter outreach events. Furthermore, we will ask election officials from the areas where we are doing outreach to lead those efforts: they live in the community and know it best.

Our budget request also includes increased printing costs in order to print bilingual materials (English/Spanish) and materials in braille and large print. We also propose a pay increase for election officials who are bilingual.

We will continue to conduct equity analyses regularly throughout 2022 in order to improve Clerk processes and services.

### *2022 Request & Sustainability*

Although the City Clerk's Office does not work directly on sustainability, we provide behind-the-scenes support for the City agencies that work on sustainability – through contract routing, Legistar training, the posting of meeting agendas, Common Council support, and licensing administration.

### *Major Changes in 2022 Operating Request*

Proposed changes from Cost to Continue include:

- Hourly overtime costs
- IATSE Health costs
- Printing costs
- Increase in advertising budget to promote safe voting in 2022 elections
- Equity analysis participant stipends
- Hourly wages
- Election Official wages

Changes in hourly overtime costs, IATSE Health costs, and printing costs have been made to more accurately reflect the reality of costs in those categories.

The advertising budget increase comes out of the success we had with advertising campaigns for the 2020 elections. 2022 will be a difficult election year, and we will be using all of the resources at our disposal – including advertising – to make sure residents have the information they need.

The equity analysis stipends come out of the success we had with getting feedback for our voting equity analysis in 2020. This also aligns with us striving to provide equitable service and access to the residents of Madison.

Adjustments in the hourly wages category are based on the need for a higher rate of pay for some hourly employees. We propose a pay increase to \$20.84 per hour to hourly employees who would serve as section leads during elections. They would make sure that in-person absentee voting, voting in nursing homes, and absentee mailing operations run smoothly.

Election official wages have been adjusted in order to compensate bilingual election officials who should be compensated for the value they bring to the polling place or in-person absentee voting site they staff. We propose paying election officials who are bilingual a premium of \$2.00 more per hour they work at an in-person absentee voting location or at a polling place on Election Day.

### *Summary of Reductions*

The 5% reduction for the City Clerk's Office is **\$180,559.20**.

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

1. Move election equipment delivery from third party contract to internal operation between Fleet Services and Clerk's Office.  
**Approximate savings: \$28,127.00**
2. Decrease/delay to 2023 system and software maintenance costs.  
**Approximate savings: \$19,336.80**
3. Decrease advertising costs to include only legal notices.  
**Approximate savings: \$30,000.00**
4. Eliminate one greeter position at each polling place in 2022.  
**Approximate savings: \$68,468.40**
5. Eliminate one 675 hours per year section lead hourly position at \$20.84 per hour rate.  
**Approximate savings: \$14,067.00**
6. Eliminate premium pay for bilingual election officials.  
**Approximate savings: \$20,560.00**

### *Optional Supplemental Request*

Our supplemental budget request includes only the wages for hourly staff to work as concierge in the front lobby of the City-County Building. Several Clerk's Office hourly staff filled this critical role while the building was closed or had limited access due to the pandemic. These employees built a strong understanding and knowledge of the building and of City and County services over the past 16

months. They are most equipped to provide the essential informational and navigational services at the high level the public expects.

Furthermore, connecting residents with the government agency they need as soon as they walk in the building provides better service to those folks who require Clerk's Office services. Voters and licensees no longer need to wait in line behind someone who is in need of directions to the Dane County Courthouse or who requires assistance connecting with another City agency.

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

# 2022 Operating Budget

## Service Budget Proposal

### 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.

### Part 1: Base Budget Proposal

### BUDGET INFORMATION

	2019 Actual	2020 Adopted	2020 Actual	2021 Adopted	2022 C2C	2022 Request
<i>Budget by Fund</i>						
General-Net	\$1,667,787	\$2,982,498	\$2,977,994	\$2,070,391	\$3,611,184	\$3,611,184
Other-Expenditures	\$0	\$0	\$239,015	\$0	\$0	\$0
<i>Total</i>	<i>\$1,667,787</i>	<i>\$2,982,498</i>	<i>\$3,217,009</i>	<i>\$2,070,391</i>	<i>\$3,611,184</i>	<i>\$3,611,184</i>
<i>Budget by Major</i>						
Revenue	\$0	\$0	(\$1,292,415)	\$0	\$0	\$0
Personnel	\$1,320,818	\$2,490,432	\$2,982,507	\$1,358,661	\$2,507,607	\$2,590,366
Non-Personnel	\$345,678	\$489,158	\$1,523,729	\$704,437	\$1,096,284	\$1,013,525
Agency Billings	\$1,291	\$2,908	\$3,187	\$7,293	\$7,293	\$7,293
<i>Total</i>	<i>\$1,667,787</i>	<i>\$2,982,498</i>	<i>\$3,217,009</i>	<i>\$2,070,391</i>	<i>\$3,611,184</i>	<i>\$3,611,184</i>
FTEs		10.00		10.00	10.00	10.00

### PRIORITY

Citywide Element

Describe how this service advances the Citywide Element:

The Clerk's Office is often people's first and most regular interaction with city services. Our mission is to provide open, equitable access to government. We achieve that by promoting the inclusion of all people and the full participation of all residents in the democratic process.

### ACTIVITIES PERFORMED BY THIS SERVICE

Activity	% of Effort	Description
Provide open, equitable access to government	80	We provide the public with access to City government, help customers connect with the appropriate government agency, and facilitate the right to vote.
Support other City agencies	20	We support other City agencies through meeting notices, Legistar training, contract routing, and license administration.

### SERVICE BUDGET CHANGES

Service Impact

What is the proposed change to the service's budget from cost to continue to agency request?

none

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

none

Personnel-Permanent Positions

Are you proposing an allocation change to the FTEs for this service? No

Type	Fund	Amount	Description
Perm Wages		\$0	
Benefits		\$0	
<b>Total</b>		<b>\$0</b>	

Explain the assumptions behind the allocation change.

N/A

What is the justification behind the allocation change?

N/A

Personnel-Other Personnel Spending

Are you requesting additional personnel spending for non-annualized pay? No

Type	Fund	Amount	Description
Overtime		\$0	
Premium Pay		\$0	
Hourly		\$0	
<b>Total</b>		<b>\$0</b>	

Explain the assumptions behind the requested funding.

N/A

What is the justification behind the increased funding?

N/A

Revenue

Are you proposing a change to the service's budgeted revenue?

No

Are you proposing an increase or a decrease to the budgeted revenue?

Select...

Fund	Major	Amount	Description

Explain the assumptions behind the change to budgeted revenue.

N/A

What is the justification behind the proposed change?

N/A

Non-Personnel

Are you requesting additional non-personnel funding for this service?

No

Fund	Major	Amount	Description

Explain the assumptions behind the requested funding.

N/A

What is the justification behind the increased funding?

N/A

Part 2: 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. Please respond to the

following questions and incorporate these responses into your budget narrative to ensure racial equity is included in decision-making.

1. Describe how Black, Indigenous, and People of Color (BIPOC), people living with lower incomes, and people who are otherwise marginalized (because of gender, age, home language, etc.) would be affected by the proposed budget or budget change(s)? Please consider the following to answer this question:

Our office motto, "We exist to assist," was created using an equity lens. We aim to achieve that goal in everything we do. Our budget request reflects our continued effort to make sure City of Madison government is accessible to all.

- a. Describe who directly benefits, who indirectly benefits, and who does not benefit from the proposed budget or budget change from 2021. Are there any opportunities in this budget to address gaps, remove barriers, or more equitably distribute services? Voters and individuals affected by systemic inequities are those who benefit.
- b. What information or data do you have about how this service is accessed by or affects BIPOC populations, people living with lower incomes, and people who are otherwise marginalized (because of disability, age, gender, etc.)? Have you asked for their perspectives directly and, if so, how have you incorporated their feedback? We have conducted equity analyses to gather feedback and to collect data from community organizations who work directly with populations that have been affected by systemic inequities. We developed our budget proposal based on the feedback and data we collected through those analyses.
- c. List any community partners and other City agencies who are affected by, care about, or already working on issues related to this service. Have you asked for their perspectives directly and, if so, how have you incorporated their feedback? We sent a survey to community partners in May 2021 to solicit information about what they would like to see in our 2022 budget proposal. We incorporated feedback from this survey and from our equity analyses from the following partners: Wisconsin Elections Commission, Electronic Registration Information Center, US Postal Service, Wisconsin DMV, Freedom Inc, Urban Triage, Centro Hispano of Dane County, League of Women Voters of Dane County, Latino Chamber of Commerce, Dane County Voter ID Coalition, The Hmong Institute, All Voting Is Local, Wisconsin Conservation Voices, Wisconsin Council of the Blind and Visually Impaired, and others.
- d. Does the proposed budget, or budget change from 2021, potentially harm specific populations or communities? Consider that not changing a budget item might also be considered an "action" and could affect populations differently. We do not foresee any potential harm to specific populations or communities in our proposed budget.
- e. How will you continue to communicate with your stakeholders (from 1b and 1c above) in this process? We continue to do bi-annual check-ins for those participating in our equity analyses.

2. Is the proposed budget or budget change related to a recommendation from any of the City's teams or initiatives that connect community need with opportunities to advance racial equity, inclusion, and social justice (e.g., NRTs, RESJI, LCET, MAC, WIC, Equitable Workforce Plans)?

If so, please identify the respective group and recommendation.

Yes  No

**Part 3: Proposed Budget Reduction**

What is 5% of the agency's net budget? \$180,559.2

What is the proposed reduction to this service's budget? \$180,559.2

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.

Activity	\$Amount	Description
Election administration: election equipment routing	28,127	Discussion has begun with Fleet Services to transition from contractual moving services to inter-agency partnerships. If partnership with Fleet is finalized, the expected savings are \$28,127. The full proposed allocation would allow us the flexibility to further discuss those plans and contract with a third party if necessary.



Activity	\$Amount	Description
Election administration: system and software maintenance	19,336.8	Election management software is currently in the RFP process. The software may be purchased by the end of 2021. Annual licensing fees are not yet known. Licensing fees may be less than what is budgeted or the fee can be delayed to the 2023 budget.
Election administration: advertising	30,000	Advertising that encourages voters to make a voting plan for 2022 could be eliminated. Advertising could only include publication of election legal notices, Alcohol License Review Committee public hearings, Common Council proceedings, and Common Council ordinance report.
Election administration: payroll	68,468.4	One election official position could be cut from every polling place for each election in 2022. There will be approximately 95 polling places.
Election administration: payroll	14,067	One proposed election section lead position could be eliminated. This position would be an hourly position at 675 hours per year at \$20.84 per hour.
Election administration: payroll	20,560	The proposed bilingual election official premium could be eliminated.
<b>Total</b>	<b>\$180,559.2</b>	

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	\$103,095.4	Election payroll
Non-Personnel	\$77,463.8	Advertising, election equipment routing, system and software maintenance
Agency Billings		
Total	\$180,559.2	

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.

The City Clerk is mandated to administer elections.

Has this reduction been proposed in prior years?

No

Does the proposed reduction result in eliminating permanent positions?

No

If yes, what is the decrease in FTEs:

Does the proposed reduction impact other agencies (i.e. Fleet Services)?

Yes

If yes, which agencies:

Describe why the proposed reduction was chosen.

The COVID-19 pandemic emphasized that all of our services are essential. For this reason, we split our 5% reduction amount over 6 object areas.

Explain the impacts of the proposed reduction on the end user of the service. Summarize these impacts in the context of the questions asked in Part 2 of this form. How can impacts of this reduction be mitigated?

The personnel reductions would have the following effects:

Lines may be longer at polling places. Responses to in-person absentee voting, nursing home voting, and absentee mailing operations may not happen as quickly in a big election. Folks who are bilingual may not want to consider becoming an election official if they are not being compensated for their skills. This may create a problem for some voters for whom English is not their first language.

#### Section 4: Optional Supplemental Request

**NOTE:** Agencies may submit one supplemental request in their 2022 budget request. Please include the request in the most relevant service. If multiple supplemental requests are submitted, agencies will be required to choose one to be presented for consideration for the Executive Budget.

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. Agencies should not include Town of Madison requests in this section. 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
Concierge services at MLK entrance of CCB	35000	Hourly wages
<b>Total</b>	35,000	

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	35,000	Hourly wages
Non-Personnel		
Agency Billings		
<b>Total</b>	35,000	

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.

Clerk's Office full-time employees have been fulfilling this role for years, even prior to the COVID-19 pandemic. This is an ongoing need. Based on increased election administration and the performance of Clerk's Office hourly employees staffing the CCB for the past 16 months, we believe this supplemental budget request will be ongoing and is appropriately allocated within the Clerk's Office budget.

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

If yes, which agencies?

Describe why the proposed increase is critical.

Throughout the COVID-19 pandemic and years prior, it has become clear that the way-finding in the City-County Building is inadequate. Several hourly staff from the Clerk's Office have been staffing the CCB front lobby over the past 16 months. They have become familiar with the CCB and other government buildings in the area, and they have built a strong understanding and knowledge of downtown government service agencies. They are most equipped to provide the essential informational and navigational services at the high level the public expects.

Furthermore, connecting residents with the government agency they need as soon as they walk in the building provides better service to those folks who require Clerk's Office services. Voters and licensees no longer need to wait in line behind someone who is in need of directions to the Dane County Courthouse or who requires assistance connecting with another City agency.