AGENDA
of the Executive Committee
of the Capital Area Regional Planning Commission

March 9, 2020 CARPC Office, 100 State Street, Suite 400, Madison, WI 6:00 p.m.

RPC Meeting Policies and Deadlines

Registering and Speaking at RPC Public Hearings and Meetings: Persons wishing to speak must register and give the registration form to the meeting recorder before the corresponding "Public Comment…" or Public Hearing item is taken up. Oral comments will not be heard for individual agenda items not designated for public hearing but will be heard under the "Public Comment…" agenda item. The time limit for testimony by each registrant will be 3 minutes, unless additional time is granted at the discretion of the Chair. However, for public hearings on USA/LSA amendments, applicants are granted a maximum of 15 minutes to testify, and other groups of registrants may pool their time of 3 minutes each up to a maximum of 15 minutes. Commissioners may direct questions to speakers. The RPC may alter the order of the agenda items at the meeting.

Deadlines for Written Communications: Written communications intended to be provided to the Commission and considered as part of the information package for a public hearing or agenda item should be received in the RPC office no later than noon, 7 days prior to the meeting. Written communications received after this deadline will be reported and provided to the Commission at the meeting.

RPC Action Scheduling: If significant controversy or unresolved issues are raised at the public hearing, the RPC will usually defer or postpone action to a future meeting.

RPC Quorum may be Present: RPC Commissioners who are not members of the Executive Committee may attend Executive Committee meetings which may constitute a quorum of the RPC.

MISSION: Strengthen the region by engaging communities through planning, collaboration and assistance.

VISION: A region where communities create exceptional quality of life for all by working together to solve regional challenges.

1. Roll Call
2. **Adoption of Minutes of the February 10, 2020 Executive Committee Meeting *(actionable item)***
3. Public Comment
4. Closed Session
   a. *The Commission intends to convene into closed session pursuant to Wis. Stat. § 19.85(1)(c) for the purpose of considering employment, promotion, compensation or performance evaluation data of any public employee over which the Commission has jurisdiction or exercises responsibilities. The subject matter concerns the recruitment of an Environmental Engineer.*
5. Return to Open Session
6. **Approval of Hiring Environmental Engineer or Recruiting Environmental Resources Planner (*actionable item*)**
7. Potential Revisions to CARPC Bylaws Including Execution of Contracts
8. Increasing Efficiency of Processing Expense Reimbursements
9. **Approval of Revisions to CARPC Personnel Policies Regarding Incentives for Opting Out of Health Insurance Coverage Provided by CARPC *(actionable item)***
10. **Approval of Revised Job Description for Deputy Agency Director (*actionable item*)**
11. **Approval of Increasing the Credit Limit on CARPC's Credit Card to $10,000 (*actionable item*)**

NOTE: If you need an interpreter, translator, materials in alternate formats or other accommodations to access this service, activity or program, please call the phone number below at least three business days prior to the meeting.
NOTA: Si necesita un intérprete, un traductor, materiales en formatos alternativos u otros arreglos para acceder a este servicio, actividad o programa, comuníquese al número de teléfono que figura a continuación tres días hábiles como mínimo antes de la reunión.
LUS CIM: Yog hais tias koj xav tau ib tug neeg txhais lus, ib tug neeg txhais ntawv, cov ntawv ua lwm hom ntawv los sis lwm cov kev pab kom siv tau cov kev pab, cov kev ua ub no (activity) los sis qhov kev pab cuam, thov hu rau tus xov tooj hauv qab yam tsawg peb hnub ua hauj lwm ua ntej yuav tuaj sib tham.

CARPC staff 608-474-6017 s TDD 608-266-4529

12. **Approval of March 2020 Disbursements and Treasurer's Report for February 2020 *(actionable item)***

13. **Authorization of Agency Director to Execute Contract with Distillery for Co-Branding Services with MPO (*actionable item*)**

14. Future Agenda Items (Next meeting is April 6, 2020, at 100 State Street, Suite 400)

15. Adjournment

DRAFT MINUTES
of the Executive Committee
of the Capital Area Regional Planning Commission

February 10, 2020 **CARPC Office, 100 State Street, Suite 400, Madison, WI** **6:00 p.m.**

Commissioners Present:	Mark Geller, Kris Hampton, Peter McKeever, Larry Palm (Chair), David Pfeiffer
Commissioners Absent:	Maureen Crombie
Staff Present:	Linda Firestone, Sean Higgins, Mike Rupiper, Steve Steinhoff
Others Present:	None

1. Roll Call

   Chair Palm called the meeting to order at 6:02pm. Quorum was established.

2. Approval of Minutes
   a. **Consideration of Approval of Minutes of the January 9, 2020 Executive Committee Meeting *(actionable item)***

      Mr. Hampton moved to approve the minutes of the January 9, 2020 Executive Committee minutes; Mr. McKeever seconded. The motion passed on a voice vote.

3. Public Comment

   No members of the public attended the meeting.

4. Presentations and Discussions
   a. Conflict Between Deputy Agency Director Job Description and CARPC Bylaws Regarding Executive of Contracts

      Mr. McKeever suggested that the Deputy Agency Director's job description be revised to remove the authority to execute contracts and agreements so that the job description does not conflict with the bylaws. Discussion ensued about the layer of back up necessary in the event that the Agency Director and Executive Chairperson are not available to execute contracts. An amendment to the bylaws should be written to authorize the Commission to delegate signature of contracts to individual CARPC staff. This revision to the bylaws needs to be made in Article VII Section 7. There was also a suggestion made to add language to the bylaws regarding procedures during emergency situations.

5. **Action Items**
   a. **Consideration of Adoption of CARPC Resolution 2020-02 Title VI/ADA Non-Discrimination Policy *(actionable item)***

      Mr. Hampton moved to adopt CARPC Resolution 2020-02; Mr. Geller seconded. The motion passed on a voice vote.

   b. **Consideration of Recommendation to Commission for Three Options for Agency Mission Statement *(actionable item)***

      Chair Palm read the three options plus CARPC staff's recommended language.

      Discussion occurred regarding the reason why phrase "land use" was not used and the meaning of "regional challenges." Staff's goal with its recommended language was to keep the mission statement broad. Staff wanted a statement that clearly stated who we are and what we do.

      Mr. Hampton moved to recommend staff's preferred mission statement "Guiding communities in overcoming regional challenges through assistance, collaboration and planning" to the Commission; Mr. Geller seconded.

Commissioners revised the mission statement to read “Strengthen the region by engaging communities through planning, collaboration, and assistance.” Mr. Hampton moved to amend the mission statement; Mr. McKeever seconded. The motion to amend the mission statement passed on voice vote.

The motion to recommend the amended mission statement passed on a voice vote.

c. Consideration of Options for Addressing CARPC 2020 Budget Issues *(actionable item)*

Mr. McKeever moved to recommend option #1 to the Commission (employees will receive an extra paycheck of pay for the year); Mr. Hampton seconded. The motion passed on a voice vote.

Mr. Steinhoff asked if the budget should be amended. Commissioners felt that the budget should not be amended at this time, but, if necessary, it could be amended at a later date.

d. Consideration of Approval of Letter of Support of Designation of U.S. Highway 151 as an Alternative Fuels Corridor (*actionable item)*

Mr. Pfeiffer moved to approve the letter of support; Mr. McKeever seconded. The motion passed on a voice vote.

e. Consideration of Adoption of Revised CARPC Internal Control Procedures (*actionable item)*

Chair Palm requested that the Treasurer review and approve the monthly credit card charges. The approval does not need to be made before the monthly credit card invoice is paid. This review and approval procedure should to be added to the CARPC internal control procedures.

Discussion occurred regarding increasing the credit card’s credit limit.

Chair Palm requested that Section B.1.a. be revised to read as “With the Commission Chair, acts as the authorized agents for the CARPC bank accounts. All authorized agents have the authority to sign CARPC checks.”

Mr. McKeever moved to amend the CARPC internal control procedures as discussed and moved to adopt the amended internal control procedures; Mr. Geller seconded. The motion passed on a voice vote.

6. Financials

a. Consideration of Approval of February 2020 Disbursements and Treasurer's Report for January 2020 *(actionable item)*

Mr. Geller moved to approve the February 2020 disbursements and the Treasurer’s report for January 2020; Mr. Hampton seconded. The motion passed on a voice vote.

7. Future Agenda Items (Next meeting is March 9, 2020, at 100 State Street, Suite 400, Madison, WI)

Proposed items for the March agenda:

a. Discussion on a better way for handling per diem/mileage expenses to reduce the number of emails;
b. Review of bylaws; and
c. Revision of Deputy Agency Director’s job description.

8. Adjournment

Mr. Hampton moved to adjourn; Mr. Pfeiffer seconded. The meeting adjourned at 7:37pm.

Minutes taken by Linda Firestone and reviewed by CARPC staff

Respectfully Submitted:

_____

Kris Hampton, Secretary

CARPC EXECUTIVE COMMITTEE AGENDA COVER SHEET

March 9, 2020
Item 6

Re: Approval of Hiring Environmental Engineer or Recruiting Environmental Resources Planner ***(actionable item)***

Requested Action:

Approval

Background:

The Environmental Engineer position has been vacant since February 10, 2020 due to the resignation of Tony Vandermuss to pursue other job opportunities. Recruitment for this position has been ongoing and interviews for the position were held on March 2, 2020.

Options, Analysis, Recommendation:

Recommendations will be based on the options discussed in the closed session.

Materials Presented on Item:

1. Job Description for Environmental Engineer
2. Job Description for Environmental Resources Planner

Staff Contact:

Mike Rupiper
Deputy Agency Director
608-474-6016
MikeR@CapitalAreaRPC.org

Next Steps:

Proceed with approved action.

JOB DESCRIPTION

Environmental Engineer

The Environmental Engineer performs independently, with lead work responsibilities in reviewing sanitary sewer extensions and stormwater management plans for consistency with the adopted regional water quality management plan. This position collects, analyzes, and communicates water resource and other natural resource data, monitors development and environmental resources planning activities throughout the region, and prepares and publishes reports and analyses related to environmental resources planning and environmental impact evaluation for the Commission and communities within the region.

Position responsibilities:

- Perform wastewater collection system, water supply system, and stormwater management plan review;
- Work with Agency staff, other planners, municipal officials, and the public to prepare and update the regional water quality plan;
- Conduct analysis of impacts on natural resources utilizing socio-economic, sustainability, and engineering data;
- Conduct stormwater modeling;
- Conduct capacity analysis for wastewater collection and treatment systems;
- Provide stormwater management and infrastructure planning services to assists communities in the region;
- Prepare recommendations, reports, and related information for decision-making purposes;
- Provide technical and professional advice in the area of natural resources management;
- Make presentations to and answers inquiries from elected officials, civic groups, and the general public;
- Coordinate Agency activities with other departments/agencies as needed;
- Stay abreast of trends, regulations, and developments in the field of environmental engineering;
- Represent the Agency in technical forums;
- Gather, interpret, and prepare data for Agency studies and reports;
- Perform review and analysis of sewer service area amendments;
- Perform geographic analysis on existing digital data sets; and
- Provide information to the Commission as requested or directed.

Minimum Education and Experience Requirements

Bachelor's degree in civil, environmental, or a closely related engineering field, from an accredited college or university, with at least five years of related experience. A master's degree in a related field may substitute for two year of related experience. Technical knowledge of wastewater and water supply systems planning and engineering, hydrology, stormwater management, water quality and water resources management planning and engineering. Demonstrated ability in stormwater modeling; and

the use of geographical information systems (GIS) software. Skill in data analysis, and writing reports and newsletter articles.

Certifications: None Required

Licenses: Current registration as a Professional Engineer in Wisconsin, or the ability to be licensed within 1 year of the start of employment

Salary Range: R-15

FLSA Status: Exempt

Reports to: Division Director for Environmental Resources Planning

Physical Demands

Frequently required to see, talk, and hear. Frequent repetitive movement of hands and fingers for typing and/or writing. Occasional standing, walking, stooping, kneeling, crouching, or reaching with hands and arms. Must occasionally lift and/or move up to 10 pounds.

Work Environment

Work is generally performed within an office environment, with standard office equipment available. Requires attendance at some evening meetings. Ability and means to travel on a flexible schedule as needed to attend some meetings and perform field investigations; proof of liability and property damage insurance on vehicle used is required. Occasionally exposed to outside weather conditions.

Disclaimer

This position description reflects the Agency's assignment of essential functions; and nothing herein restricts the Agency's right to assign or reassign duties and responsibilities to this position at any time.

JOB DESCRIPTION

Environmental Resources Planner

The Environmental Resources Planner performs independently to provide support in preparing water resource management plans. This position collects, analyzes, and communicates water resource and other natural resource data to provide meaningful conclusions, performs preliminary work on plans, prepares outreach and information materials, creates graphic presentations, and performs geographical information systems (GIS) work and related work as required.

Position responsibilities:

- Assist with the preparation of comprehensive regional natural resource management plans;
- Work with Agency staff, other planners, municipal officials and the public to prepare and update the regional water quality plan;
- Monitor natural resource planning activities in the region;
- Make presentations to and answers inquiries from elected officials, civic groups, and the general public;
- Coordinate Agency activities with other departments/agencies as needed;
- Stay abreast of trends, regulations, and developments in the field of environmental resource planning;
- Gather, interpret, and prepare data for Agency studies and reports;
- Perform review and analysis of sewer service area amendments;
- Perform geographic analysis on existing digital data sets; and
- Provide information to the Commission as requested or directed.

Minimum Education and Experience Requirements

Bachelor's degree in natural resources planning, water resources management, or a closely related field from an accredited college or university with two years of experience, or master's degree in a related field. Knowledge of environmental resources planning principles, practices and techniques of data collection, analysis, and communication. Skill in data collection and analysis. Skill in the use of ESRI GIS and Adobe InDesign software. Skill in writing reports and newsletter articles. Ability to communicate and work effectively with elected officials, other professional staff, and the general public. Ability to work independently. Ability in conducting presentations and other outreach activities.

Certifications: None required

Licenses: None required

Salary Range: R-5 ($45,485 / yr. in 2017, $46,395 / yr. in 2018)

FLSA Status: Exempt

Reports to: Division Director for Environmental Resources Planning

Physical Demands
Frequently required to see, talk, and hear. Frequent repetitive movement of hands and fingers for typing and/or writing. Occasional standing, walking, stooping, kneeling, crouching, or reaching with hands and arms. Must occasionally lift and/or move up to 10 pounds.

Work Environment
Work is generally performed within an office environment, with standard office equipment available. Requires attendance at some evening meetings. Ability and means to travel on a flexible schedule as needed to attend some meetings and perform field investigations; proof of liability and property damage insurance on vehicle used is required. Occasionally exposed to outside weather conditions.

Disclaimer
This position description reflects the Agency's assignment of essential functions; and nothing herein restricts the Agency's right to assign or reassign duties and responsibilities to this position at any time.

CARPC EXECUTIVE COMMITTEE AGENDA COVER SHEET

March 9, 2020
Item 7

Re: Potential Revisions to CARPC Bylaws Including Execution of Contracts

Requested Action: No action required. Discussion item only.

Background:

During the February Executive Committee meeting, Commissioners discussed revising Article VII Section 7 Execution of Contracts so that the Commission can designate any CARPC staff member to execute contracts, agreements, or other paperwork.

Additionally, during the February CARPC meeting, Chair Palm encouraged Commissioners to come forward with other bylaw revisions.

Options, Analysis, Recommendation:

Staff suggests the below revision to Article VII Section 7:

Upon delegation by the Commission, the Chairperson, or upon authorization by the Commission ~~the Executive Director~~a CARPC staff person, shall execute any contract or other instrument authorized by the Commission. The Secretary is authorized to countersign when required.

Staff is also recommending a revision to Article VII Section 6 which would create a procedure for Commissioners to submit requests for payment of per diem, mileage, and other expenses. See item 6 on the Executive Committee agenda and packet.

Materials Presented on Item:

1. None

Staff Contact:

Linda Firestone
Administrative Services Manager
608-474-6017
LindaF@CapitalAreaRPC.org

Next Steps:

1. Once all revisions are known, a public hearing on the revisions needs to be held to give the public a chance to comment on the revisions.
2. After the public hearing, approve the revisions that had no negative public comments.

CARPC EXECUTIVE COMMITTEE AGENDA COVER SHEET

March 9, 2020
Item 8

Re: Increasing Efficiency of Processing Expense Reimbursements

Requested Action: No action requested. This is a discussion item.

Background:

Commissioner Hampton requested this discussion to reduce the number of emails sent to Commissioners asking for information in order to reimburse Commissioners for per diem, mileage, and expenses.

Options, Analysis, Recommendation:

A better way of submitting information for the payment of per diem, mileage, and expenses to Commissioners and expenses to CARPC staff needs to be found to reduce the amount of time spent by the Administrative Services Manager on this function, and the number of emails sent to Commissioners and CARPC staff to gather this information.

Proposed revisions to CARPC personnel manual Section C-3.3.:
Claims for reimbursement of all employee expenses during each calendar quarter shall be ~~filed~~ submitted to the Administrative Services Manager no later than the end of the month following the calendar quarter and be on expense reports furnished by the Agency with receipts attached for all food expenses and other reimbursable expenses over $10. Receipts for meals must include information on any alcoholic beverages purchased.

Proposed additional paragraph to CARPB bylaws Article VII Section 6:
Requests for reimbursement by Commissioners for meetings other than CARPC and Executive Committee meetings in any calendar quarter shall be submitted to CARPC's Administrative Services Manager no later than the end of the month following the calendar quarter and be on expense reports furnished by the Agency with receipts for all expenses. All receipts for meals must include information on any alcoholic beverages purchased. The cost of alcoholic beverages plus any sales tax or fees charged for such beverages will not be reimbursed.

Materials Presented on Item:

1. None

Staff Contact:

Linda Firestone
Administrative Services Manager
608-474-6017
LindaF@CapitalAreaRPC.org

Next Steps:

1. If action is needed, put on April agenda as an action item.
2. If revisions to the bylaws are needed, a public hearing needs to be held so that the public can comment on the revisions.
3. Approve any changes to the CARPC personnel manual and CARPC bylaws.

CARPC EXECUTIVE COMMITTEE AGENDA COVER SHEET

March 9, 2020
Item 9

Re: Approval of Revisions to CARPC Personnel Policies Regarding Incentives for Opting Out of Health Insurance Coverage Provided by CARPC *(actionable item)*

Requested Action: Approval

Background:

It has come to the attention of CARPC management that State of Wisconsin and UW employees are eligible to receive up to $2,000 per year from their employer if they opt out (waive coverage) of State of Wisconsin Group Health Insurance Program coverage.

Instituting a similar policy for CARPC employees could incentivize some employees (those who can obtain comparable or better health insurance coverage through a spouse or domestic partner) to waive coverage through CARPC, which would reduce the agency's health insurance cost overall.

Dane County does not currently have an opt out incentive program for health insurance.

Analysis and Recommendation:

Staff recommends implementation of a $2,000 annual Opt-Out Incentive like that available to State of Wisconsin and UW employees. Under that policy, the incentive payment is prorated. If elected, it is paid at a rate of $166.67 per month, for months that the employee is eligible for the employer contribution towards a health insurance premium.

<u>CARPC's 2020 health insurance monthly rates:</u>
$811.95 HMO Single
$1,908.07 HMO Family
$913.11 POS Single ($887.82 paid by CARPC; $25.29 paid by employee)
$2,145.80 POS Family ($2086.37 paid by CARPC; $59.43 paid by employee)

For every employee that elected to opt out of coverage, the agency would save a minimum of $645.28 per month (for single HMO coverage).

An employee who opts out would be required to sign a waiver that states they have other health care coverage for themselves and their dependents. Opt-Outs must occur during the open enrollment period or meet CARPC's insurance provider's criteria for a qualifying event.

Materials Presented on Item:

1. Proposed Revision to CARPC Health Insurance Policy in Personnel Manual

Staff Contact:

Mike Rupiper
Deputy Agency Director
608-474-6016
miker@capitalarearpc.org

Next Steps:

Implementation of Commission action.

E. Personnel Benefits

E–1. Health/Dental Insurance

Regular full-time, regular part-time, or PTE employees who are eligible under Section B–3 (Definition of Positions) may participate in group health and dental plans. Eligibility begins on the first day of the calendar month following the 30th day after employment. An eligible employee must be compensated for at least 13 days of work (actual work hours and used paid time off, both prorated by employment classification) during the month in order to receive health/dental benefits for that month.

Information on current health and dental insurance is in Appendix E (Frequently Reviewed Information).

For an employee who is covered by group health/dental insurance and is using vacation/sick/personal/ wellness hours, or is on an FMLA leave (whether unpaid or paid by using some sort of paid time off, including disability), the Agency will pay the same percentage of premium costs that are provided to active employees under the same coverage. The employee's portion of premiums must be paid by the employee at the same time, and in the same amount, as would be required if the employee was not on leave. If an employee fails to return to work, the Agency may recover its portion of the premium paid for health/dental insurance coverage during the leave.

Employees who are covered by group health/dental insurance and are on a leave of absence without pay, and who want to maintain their group insurance coverage, will be required to make the full premium payment to the Agency prior to the 10th of the month preceding the month of coverage. Failure to make timely payments shall be grounds for termination from the group plan.

Group health insurance coverage terminates on the last day of the month in which an employee is employed. Group dental insurance coverage terminates on the last day of employment. Employees whose employment is terminated for reasons other than retirement will be given an opportunity to maintain health and/or dental insurance coverage for a limited period of time.

The Consolidated Omnibus Budget Reconciliation Act (COBRA) is a federal law allowing most employees who lose their health coverage under the Agency's group health plan for any reason (except gross misconduct associated with employment) to continue coverage at their own expense, along with their spouses and dependents, for up to 18 months. A spouse and dependents may continue coverage for additional time if coverage is lost due to the death of the employee, divorce from the employee, loss of dependent status due to age, or the employee's eligibility for Medicare. The law permits the group continuance coverage to be terminated if the subscriber fails to make timely premium payments, becomes eligible for similar coverage under another group policy, or becomes eligible for Medicare. Full premium payment is the responsibility of the individual. See the Administrative Services Manager for more details.

Employees who elect to obtain health insurance through spouses or other sources are eligible to receive an opt out incentive of up to $2,000 per year, prorated at a rate of $166.67 per month for each month that the employee is eligible for the employer contribution towards a health insurance premium. An employee who opts out will be required to sign a waiver that states they have other health care coverage for themselves and their dependents. Opt-Outs must occur during the open enrollment period or meet CARPC's insurance provider's criteria for a qualifying event.

CARPC EXECUTIVE COMMITTEE AGENDA COVER SHEET

March 9, 2020
Item 10

Re: Approval of Revised Job Description for Deputy Agency Director *(actionable item)*

Requested Action: Approve revised job description for Deputy Agency Director

Background:

At its February 2020 meeting, CARPC staff brought a conflict between the Deputy Agency Director's job description and the CARPB bylaws to the Commission's attention. Commissioner McKeever suggested that the Deputy Agency Director's job description be revised to remove the authority to executive contracts and agreements so that the job description was not in conflict with the CARPC bylaws.

Options, Analysis, Recommendation:

Based on the discussion Commissioners had regarding who among the CARPC staff should executive contracts and agreements, the following revision to the Deputy Agency Director's job description is suggested:

Executive contracts and agreements as directed by the Commission;~~to carry out the functions of the Agency;~~

Additionally, a few minor housekeeping edits have been made to the Deputy Agency Director's job description.

Materials Presented on Item:

1. Revised Deputy Agency Director's job description

Staff Contact:

Linda Firestone
Administrative Services Manager
608-474-6017
LindaF@CapitalAreaRPC.org

Next Steps:

If approved, place the revised job description in the CARPC personnel manual.

JOB DESCRIPTION (revised 3/9/20)

Deputy Agency Director

The Deputy Agency Director position contains responsibilities that are added to the position of Division Director. The Deputy Agency Director position is only an add-on to a Division Director and not a full-time, stand-alone position. This job description addresses only the Deputy Agency Director responsibilities and requirements. Division Director position responsibilities and requirements are described in a separate ~~position~~ job description~~s~~.

The Deputy Agency Director carries out duties in support of the Executive Director or Agency Director and the Agency overall. The Deputy Agency Director position is filled for succession planning purposes, to provide back-up to the Agency Director, and to recognize a Division Director who is carrying out responsibilities at the Executive or Agency Director level.

Responsibilities in support of the Executive Director or Agency Director:

- Facilitate the development of a clear and compelling vision and mission for the Agency, to help focus the Agency's approach to the conduct of its duties and responsibilities;
- Develop and implement a regional consensus-building process to generate a broad agreement on a vision for the future of the region;
- Develop processes, implementation measures, and alliances to empower and encourage local units of government and municipal leaders to work individually and in concert towards the realization of regional goals;
- Facilitate and achieve consensus among diverse groups and interests;
- Foster meaningful dialogue and collaboration among all units of government, and promote coordinated action for the improvement of the region;
- Communicate the findings, initiatives, and policy recommendations of the Agency; Overall performance and management of Agency operations;
- Communicate the goals and objectives of the Agency in a compelling and persuasive manner and generate broad support for the Agency's work through outreach.
- Develop private and public communications and maintain positive public relations in a politically and socially diverse environment;
- Uphold and implement the Agency's Personnel Manual;
- Protect staff neutrality, respect, loyalty, and team spirit;
- Develop the effectiveness of the Agency staff in the service of the Agency and the region, and protect staff neutrality, respect, loyalty, and team spirit;
- Develop and propose an annual budget and manage its implementation, including the review and approval of expenses and the approval of bank deposits;
- Develop an effective and progressive work program and budget in support of the Agency's vision and mission, as well as its legally mandated duties and responsibilities;
- Manage program development, implementation and evaluation;
- Create and maintain a workplace atmosphere of respect and professional neutrality;
- Execute contracts and agreements as directed by the Commission~~to carry out the functions of the Agency~~;
- Compliance with federal and state laws and regulations;
- Duties as directed by vote of the Commission.

DRAFT

Minimum Education and Experience Requirements
Master's degree in a related field from an accredited college or university. A minimum of three years professional experience at a senior level in planning or environmental sciences. A minimum of one year of management experience, including developing Agency goals and objectives, hiring, supervision, budgeting, staffing governing boards, and designing and overseeing work programs. Excellent public relations and oral and written communication skills. Demonstrated ability to effectively represent the organization and develop effective relations with other entities and leaders to advance Agency goals.

Certifications: None required

Licenses: None required

Salary Range: R-23

FLSA Status: Exempt

Reports to: Executive Director or Agency Director

Physical Demands
Must be able to use a laptop or workstation to perform job duties. This person needs to frequently move about to attend meetings inside and outside the office, access files, and operate office machinery, including copiers and printers, telephones, and presentation equipment. Occasionally needs to position self to work on presentations, including under desks (to retrieve supplies) and next to utility tables. The person in this position frequently communicates with other staff and the public who have inquiries about the Commission's programs and data. Must be able to exchange accurate information in these situations. Occasionally must be able to lift and move office supplies and audio/visual equipment up to 10 pounds in the office and outside the office for various event needs.

Work Environment
Work is generally performed within an office environment, with standard office equipment available. Requires attendance at some evening meetings. Ability and means to travel on a flexible schedule as needed to attend some meetings; proof of liability and property damage insurance on vehicle used is required. Occasionally exposed to outside weather conditions.

Disclaimer
This position description reflects the Agency's assignment of essential functions; and nothing herein restricts the Agency's right to assign or reassign duties and responsibilities to this position at any time.

DRAFT

CARPC EXECUTIVE COMMITTEE AGENDA COVER SHEET

March 9, 2020
Item 11

Re: Approval of Increasing the Credit Limit on CARPC's Credit Card to $10,000 ***(actionable item)***

Requested Action: Approve the increase to the credit limit on CARPC's credit card to $10,000

Background:

Currently the credit limit of the CARPC credit card is $5,000. During months of heavier-than-normal use, the credit card balance needs to be paid mid-month to zero out the balance so that the credit card can continue to be used.

Options, Analysis, Recommendation:

By increasing the credit card limit, it is far less likely that the credit card will need to be paid off mid-month or be denied because the credit limit has been maxed out sometime during the month. Currently, CARPC staff checks the credit card balance every week to ensure that the card has not reached its credit limit. This is additional work for staff and would not need to be done if the credit limit was increased.

Also, the bank has requested a copy of the adopted minutes of the meeting during which the Commission approved the credit limit increase to $10,000.

Staff recommends that the credit limit be increased to $10,000.

Materials Presented on Item:

1. None

Staff Contact:

Linda Firestone
Administrative Services Manager
608-474-6017
LindaF@CapitalAreaRPC.org

Next Steps:

Adopted minutes of the meeting in which the Commission approved the increase of the credit limit to $10,000 needs to be forwarded to the bank.

CARPC EXECUTIVE COMMITTEE AGENDA COVER SHEET

March 9, 2020
Item 12

Re: Approval of March 2020 Disbursements and Treasurer's Report for February 2020
(actionable item)

Requested Action:

Approval of March 2020 Disbursements and Treasurer's Report for February 2020

Background:

CARPC internal controls require that bills be approved by CARPC or its Executive Committee and also that the Treasurer routinely review the CARPC bank statement, the entries and balance of the cash account of the general ledger, the bank account reconciliation prepared by staff, and the previous month's ending cash balance. This review by the Treasurer is regularly confirmed by his or her signature on the Treasurer's Report, or by the Chair in the absence of a Treasurer, per the terms of CARPC's bylaws.

Options and Analysis:

Materials Presented on Item:

1. March 2020 Disbursements
2. February 2020 Treasurer's Report
3. Budget Year-to-Date as of February 29, 2020
4. End of Year Report as of December 31, 2019

Staff Contact:

Linda Firestone
Administrative Services Manager
608-474-6017
LindaF@CapitalAreaRPC.org

Next Steps:

Voucher Bills for March 2020 3/9/2020

Capital Area Regional Planning Commission

The following list of bills have been encumbered by the Capital Area Regional Planning Commission and are true and correct.

Stephen Steinhoff, Deputy Director

3/9/2020
Date

The Capital Area Regional Planning Commission or its Executive Committee has examined the following list of bills and appro

Vouchers 1 through 25 totaling $ 117,860.62

3/9/2020
Date Approved

Larry Palm, Executive Chairperson

Mark Geller, Treasurer

Voucher Bills for March 2020 3/9/2020

Capital Area Regional Planning Commission

No.	Payee	Purpose	Amount	
1	Adobe	Monthly fee for 1 Creative Cloud and 4 shared Adobe Acrobat licenses (pd via VISA)	$ 147.95	estimate
2	AT&T	Apr 2020 monthly phone service	$ 170.00	estimate
3	CARPC Employees	Payroll for Mar 12, 2020 (net wages/taxes/deferred comp)	$ 24,000.00	estimate
4	CARPC Employees	Payroll for Mar 26, 2020 (net wages/taxes/deferred comp)	$ 24,000.00	estimate
5	CARPC Employees	Expense reports	$ 500.00	estimate
6	City of Madison	Apr 2020 monthly sub-lease / Mar 2020 sub-lease (not rcvd in Feb)	$ 7,671.08	estimate
7	City of Madison	Feb 2020 bus pass charges	$ 100.00	estimate
8	US Postal Service	Mar 2020 postage (packets & other mail)	$ 50.00	estimate
9	Dane County	Apr 2020 parking passes (reimbursed 100% by employees)	$ 99.54	estimate
10	Dean Health	Apr 2020 health insurance (employees reimb $178.29)	$ 12,973.56	estimate
11	Delta Dental	Apr 2020 dental insurance (Mesbah reimb $138.02)	$ 877.06	estimate
12	Dempsey Law Firm	Feb 2020 legal fees	$ 250.00	estimate
13	The Standard	Apr 2020 disability (CARPC portion $32.57)	$ 167.12	estimate
14	Misc Office Supplies (Various Vendors)	Office supplies (reception furn; SS phone)	$ 750.00	estimate
15	Packerland	Mar 2020 monthly rent for 2 rugs ($11.60 bi-weekly)	$ 23.20	estimate
16	Paychex	Mar 2020 fees	$ 300.00	estimate
17	Ricoh	Feb 2020 maintenance charges	$ 200.00	estimate
18	Securian	Apr 2020 life insurance (CARPC portion = $19.83)	$ 134.11	estimate
19	Supranet	Mar 2020 wireless internet service	$ 895.00	estimate
20	SW WI Workforce Dev Board	Mar 2020 acctg charges	$ 2,465.00	estimate
21	VISA (Ofc supplies on separate line)	Mar 2020 various charges	$ 2,000.00	estimate
22	WRS	Feb 2020 retirement (half is reimbursed by employees; 2 payrolls)	$ 9,000.00	estimate
23	WI Groundwater Assoc	Fuller 2020 membership (aprvd in Jan 2020)	$ 50.00	actual
24	Badger State Industries	2 office chairs (new Env. Engr and second chair in LF's office; $200/chair + $20 s/h)	$ 420.00	estimate
25	USGS	1Q 2020 water resources monitoring (est. is 1Q 2019 fee)	$ 30,667.00	estimate
	TOTAL MONTHLY EXPENSES (does not include line 23)		$ 117,860.62	

Recommended for Approval:

Stephen Steinhoff, Deputy Director

Report: February 2020 Estimated Amounts as Paid (previously approved) plus invoices that were not estimated

			Estimated/Approved	Paid/Incurred	Difference
1	Adobe	Monthly fee for 1 Creative Cloud and 4 shared Adobe Acrobat licenses (pd via VISA)	$ 147.95	$ 147.95	$ -
2	AT&T	Mar 2020 monthly phone service	$ 170.00	$ 169.16	$ (0.84)
3	CARPC Employees	Payroll for Feb 13, 2020 (net wages/taxes/deferred comp; incl. TV payout $3,618.66)	$ 26,000.00	$ 28,790.46	$ 2,790.46
4	CARPC Employees	Payroll for Feb 27, 2020 (net wages/taxes/deferred comp)	$ 24,000.00	$ 22,446.02	$ (1,553.98)
5	CARPC Employees	Expense reports	$ 500.00	$ 244.03	$ (255.97)
6	City of Madison	Feb 2020 monthly sub-lease / Jan 2020 sub-lease (not rcvd in Jan)	$ 7,671.08	$ 7,671.08	$ -
7	City of Madison	Jan 2020 bus pass charges	$ 100.00	$ 60.20	$ (39.80)
8	US Postal Service	Feb 2020 postage (packets & other mail)	$ 50.00	$ 9.00	$ (41.00)
9	Dane County	Mar 2020 parking passes (reimbursed 100% by employees)	$ 113.76	$ 99.54	$ (14.22)
10	Dean Health	Mar 2020 health insurance (employees reimb $178.29)	$ 12,981.63	$ 12,973.56	$ (8.07)
11	Delta Dental	Mar 2020 dental insurance (Mesbah reimb $138.02)	$ 1,015.10	$ 877.06	$ (138.04)
12	Dempsey Law Firm	Jan 2020 legal fees (no communications in Jan)	$ 100.00	$ -	$ (100.00)
13	The Standard	Mar 2020 disability (CARPC portion $32.57)	$ 134.55	$ 167.12	$ 32.57
14	Misc Office Supplies (Various Vendors)	Office supplies (fabric panels; panel connectors)	$ 750.00	$ 466.08	$ (283.92)
15	Packerland	Feb 2020 monthly rent for 2 rugs ($11.60 bi-weekly)--pd 3 invoices	$ 23.20	$ 34.80	$ 11.60
16	Paychex	Feb 2020 fees	$ 300.00	$ 273.86	$ (26.14)
17	Ricoh	Jan 2020 maintenance charges	$ 200.00	$ 143.09	$ (56.91)
18	Securian	Mar 2020 life insurance (CARPC portion = $19.83)	$ 114.28	$ 134.11	$ 19.83
19	Supranet	Feb 2020 wireless internet service	$ 895.00	$ 895.00	$ -
20	SW WI Workforce Dev Board	Feb 2020 acctg charges (fee increase in 2020)	$ 2,465.00	$ 2,465.00	$ -
21	VISA (Ofc supplies on separate line)	Feb 2020 various charges (Madison.com; job posting; MN/TV/BC conf regs)	$ 2,000.00	$ 956.95	$ (1,043.05)
22	WRS	Jan 2020 retirement (half is reimbursed by employees; 3 payrolls)	$ 9,000.00	$ 9,596.29	$ 596.29
23	Kleenmark	Paper towels / toilet paper (MPO to share cost)	$ 226.85	$ 226.85	$ -
24	A2 Hosting	Web hosting for capitalarearpc.org	$ 105.50	$ 105.50	$ -
25	City of Madison	CARPC share of costs for office cabling system	$ 6,076.50	$ 6,076.50	$ -
26	Selective	2020 Workers Comp Insurance	$ 3,250.00	$ 2,929.00	$ (321.00)
27	Econoprint	Business cards (7 x $37 each; aprvd Dec 2019 -- actually printed 6 cards @ $38 each)	$ 259.00	$ 228.00	$ (31.00)
28	AWRPC	Annual membership (aprvd in Jan 2020)	$ 500.00	$ 500.00	$ -
29	WI Groundwater Assoc	Fuller 2020 membership (aprvd in Jan 2020) *	$ 50.00	$ -	$ (50.00)
30	Clean Lakes Alliance	2020 Lake Partner / 2020 table sponsor @ community breakfast	$ -	$ 475.00	$ 475.00
31	UW-Madison GAR Account	Remainder of Waubesa Wetlands Agree (runs through Dec 2019; aprvd Apr 2019)	$ 2,237.13	$ 1,652.62	$ (584.51)
32	Grant Foster	Commissioner reimbursement for meeting with Mayor in Dec 2019	$ -	$ 50.67	$ 50.67
33	State of WI DOA	Environmental Engineer job posting	$ -	$140.00	$ 140.00
	TOTALS		$ 101,436.53	$ 101,004.50	$ (432.03)

* Invoices approved but not received yet

Treasurer's Report February 2020 3/9/2020

Capital Area Regional Planning Commission

CHECKING				
Reconciled Cash Balance		1/31/2020		18,864.27
Feb	Disbursements			
	Personnel		$ (77,294.03)	
	Operating Expenses		$ (22,197.84)	
	Transfer to Money Market		$ -	
	Total Disbursements			$ (99,491.87)
Feb	Deposits			
	Deposits		$ 29,860.00	
	Transfer from money market		$ 60,000.00	
	Payments made via ACH		$ 16,862.23	
	Total Deposits			$ 106,722.23
Checking - Ending Balance		2/29/2020		$ 26,094.63
MONEY MARKET				
Reconciled Cash Balance		1/31/2020		$832,439.73
Feb	Disbursements (transfer to Checking)		$ (60,000.00)	
Feb	Deposits		$ 77,400.00	
Feb	Interest (rate = 1.24%; $129.44 retro; $788.68 Feb)		$ 918.12	
	Net Change			$ 18,318.12
MMA - Ending Balance		2/29/2020		$850,757.85
Reconciled Total Cash Balance		2/29/2020		$ 876,852.48

For the month(s) indicated above, I have reviewed the CARPC bank statement, the entries and

Signed:_____ **Date:**_____

Mark Geller, Treasurer

Mar 2020 (estimated)

Mar	Estimated Disbursements			$ (117,860.62)
Mar	Estimated Deposits			
	Sewer Ext Reviews		$ 4,200.00	
	Water Resource Monitoring Invoices		$ 19,600.00	
	USA Amendment Fees		$ 651.94	
	Mapping Services		$ 107.23	
Total Estimated Deposits				$ 24,559.17
Estimated Cash Balance		3/31/2020		$ 783,551.03

2020

	A	B	C	D	F	G	H	I
1	CARPC 2020 Income & Expense Report Year-to-Date							as of 2/29/20
2								
3				Actual YTD	Percentage of Actual to Budget	Under/Over YTD	Pro-rata Budget YTD	2020 Amended Nov 2019
4		REVENUES						
5		Fees: sewer extensions		$ 2,200	5.24%	$ 4,800	$ 7,000	$ 42,000
6		Fees: USA/LSA application review		$ 3,500	8.33%	$ 3,500	$ 7,000	$ 42,000
7		Fees: Annual Planning Conference Registration		$ -	0.00%			$ -
8		Local & Regional Planning Assistance		$ -	0.00%	$ 4,667	$ 4,667	$ 28,000
9		MMSD		$ -	0.00%	$ -	$ -	$ -
10		EPA/DNR Water Quality Planning		$ -	0.00%	$ 13,400	$ 13,400	$ 80,400
11		Grants and Donations		$ -	0.00%			$ -
12		Product Sales		$ -	0.00%	$ -	$ -	$ -
13		WDOT Rural Transportation Work Program		$ -	0.00%	$ 1,112	$ 1,112	$ 6,670
14		Other		$ -	0.00%	$ -	$ -	$ -
15		Pass-Thru (WDOT Rural Trans Work Program)		$ -	0.00%	$ 910	$ 910	$ 5,457
16		Pass-Thru (Coop. Water Resources Monitoring)		$ 93,800	82.28%	$ (74,800)	$ 19,000	$ 114,000
17		Total Operating Revenues		$ 99,500	31.24%	$ (46,412)	$ 53,088	$ 318,527
18		Nonoperating Revenues						
19		Total Dane County Property Tax		$ 491,569	50.00%	$ (327,712)	$ 163,856	$ 983,137
20		Interest Income (Less Bank Fees)		$ 1,436	47.86%	$ (936)	$ 500	$ 3,000
21		Total Nonoperating Revenues		$ 493,004	49.99%	$ (328,648)	$ 164,356	$ 986,137
22								
23		Gross Total Revenues		$ 592,504	45.41%	$ (375,060)	$ 217,444	$ 1,304,664
24		LESS pass-thru		$ (93,800)		$ 73,891	$ (19,910)	$ (119,457)
25		Net Revenues (Gross less pass-thru)		$ 498,704	42.08%	$ (301,170)	$ 197,535	$ 1,185,207
26		CARPC Operating Reserves Applied				$ -	$ -	$ -
27		Net Revenues + Reserves		$ 498,704	42.08%	$ (301,170)	$ 197,535	$ 1,185,207

2020

	A	B	C	D	F	G	H	I
1	CARPC 2020 Income & Expense Report Year-to-Date							as of 2/29/20
2								
3				Actual YTD	Percentage of Actual to Budget	Under/Over YTD	Pro-rata Budget YTD	2020 Amended Nov 2019
4		EXPENDITURES						
5		**Personal Services**						CARPC FTE: 8
6		Salaries & Wages (incl. Exec Chair)		$ 93,730	14.46%	$ 14,272	$ 108,003	$ 648,016
7		Workstudy / Interns/ Hourly		$ 3,694	10.45%	$ 2,199	$ 5,893	$ 35,360
8		Retirement Fund		$ 6,257	14.55%	$ 910	$ 7,167	$ 43,001
9		Social Security / Medicare		$ 7,453	14.26%	$ 1,260	$ 8,713	$ 52,278
10		Unemployment Insurance Reimbursements		$ -	0.00%	$ 1,667	$ 1,667	$ 10,000
11		Employee/Retiree Insurance		$ 31,542	15.97%	$ 1,369	$ 32,910	$ 197,461
12		Furloughs/Salary Reduction/Salary Savings		$ -		$ -	$ -	$0
13		Total Personal Services		$ 142,676	14.47%	$ 21,676	$ 164,353	$ 986,116
14		**Operating Expenses**						
15		Commissioner Per Diem & Travel		$ -	0.00%	$ 1,596	$ 1,596	$ 9,575
16		Employee Travel & Meeting Expenses		$ 165	3.67%	$ 585	$ 750	$ 4,500
17		Training & Conferences		$ 1,518	37.94%	$ (851)	$ 667	$ 4,000
18		Office Supplies & Expenses		$ 728	9.10%	$ 605	$ 1,333	$ 8,000
19		Equipment		$ 1,939	19.39%	$ (272)	$ 1,667	$ 10,000
20		Dues / Membership Fees / Subscriptions		$ 1,127	19.10%	$ (144)	$ 983	$ 5,900
21		GIS and Other Software		$ 148	0.74%	$ 3,185	$ 3,333	$ 20,000
22		Recruitment		$ 390	78.00%	$ (307)	$ 83	$ 500
23		Office Space/Rent		$ 7,671	16.61%	$ 26	$ 7,697	$ 46,180
24		Legal Services		$ -	0.00%	$ 1,667	$ 1,667	$ 10,000
25		Audit Services		$ -	0.00%	$ 1,667	$ 1,667	$ 10,000
26		Financial Services		$ 5,776	15.20%	$ 557	$ 6,333	$ 38,000
27		Insurance (package, D&O)		$ -	0.00%	$ 617	$ 617	$ 3,700
28		Moving Expenses		$ -	0.00%	$ 333	$ 333	$ 2,000
29		Communications		$ 168	33.54%	$ (84)	$ 83	$ 500
30		Total Operating Expenses		$ 19,630	11.36%	$ 9,179	$ 28,809	$ 172,855
31		**Contractual**						
32		Server Storage		$ -		$ -	$ -	$ -
33		IM Services		$ 1,790	7.16%	$ 2,377	$ 4,167	$ 25,000
34		WDOT Rural Trans Work Pgm (10% local match)						$ 1,213
35		Other		$ 58	0.00%	$ (58)	$ -	$ -
36		Total Contractual		$ 1,848		$ 2,521	$ 4,369	$ 26,213
37		**Pass-Thru Contracts**						
38		Cooperative Water Resources Monitoring		$ -	0.00%	$ 19,000	$ 19,000	$ 114,000
39		WDOT Rural Work Program (Pass-thru to MPO)		$ -	0.00%	$ 910	$ 910	$ 5,457
40		Total Pass-Thru		$ -	0.00%	$ 19,910	$ 19,910	$ 119,457
41								
42		Gross Total Expenditures		$ 164,154	12.58%	$ 53,286	$ 217,440	$ 1,304,641
43		LESS pass-thru		$ -		$ (19,910)	$ (19,910)	$ (119,457)
44		NET TOTAL Expenditures (Gross less pass-thru)		$ 164,154	13.85%	$ 33,376	$ 197,531	$ 1,185,184
45								
46		**Surplus/(Deficit)**		$ 428,350		$ (428,346)	$ 3.83	$ 23
47		**CARPC Staff Accrued Leave Liability**						$ (25,000)
48		Unbilled Accounts Receivable		$50,493				$ 53,936
49		EAV						$66,490,116,700
50		Certified budget rate (CBR)						0.001479%

2019

	A	B	C	D	F	G	H	I
1	CARPC 2019 Income & Expense Report Year-to-Date							as of 12/31/19
2								
3				Actual YTD	Percentage of Actual to Budget	Under/Over YTD	Pro-rata Budget YTD	2019 Adopted 9/13/18
4		REVENUES						
5		Fees: sewer extensions		$ 39,800	99.50%	$ 200	$ 40,000	$ 40,000
6		Fees: USA/LSA application review		$ 39,634	99.08%	$ 366	$ 40,000	$ 40,000
7		Fees: Annual Planning Conference Registration		$ -	0.00%			$ -
8		Local & Regional Planning Assistance		$ 660	3.14%	$ 20,340	$ 21,000	$ 21,000
9		MMSD		$ -	0.00%	$ -	$ -	$ -
10		EPA/DNR Water Quality Planning		$ 90,400	113.00%	$ (10,400)	$ 80,000	$ 80,000
11		Grants and Donations		$ -	0.00%			$ -
12		Product Sales		$ -	0.00%	$ -	$ -	$ -
13		WDOT Transportation Plan Integration		$ 5,457	99.99%	$ 0	$ 5,457	$ 5,457
14		Other		$ -	0.00%	$ -	$ -	$ -
15		Pass-Thru (WDOT Rural Work Program)		$ 1,002	18.37%	$ 4,453	$ 5,455	$ 5,455
16		Pass-Thru (Coop. Water Resources Monitoring)		$ 114,000	109.54%	$ (9,926)	$ 104,074	$ 104,074
17		Total Operating Revenues		$ 290,953	98.30%	$ 5,033	$ 295,986	$ 295,986
18		Nonoperating Revenues						
19		Total Dane County Property Tax		$ 924,137	100.00%	$ -	$ 924,137	$ 924,137
20		Interest Income (Less Bank Fees)		$ 5,415	451.26%	$ (4,215)	$ 1,200	$ 1,200
21		Total Nonoperating Revenues		$ 929,552	100.46%	$ (4,215)	$ 925,337	$ 925,337
22								
23		Gross Total Revenues		$ 1,220,505	99.93%	$ 818	$ 1,221,323	$ 1,221,323
24		LESS pass-thru		$ (115,002)		$ 5,473	$ (109,529)	$ (109,529)
25		Net Revenues (Gross less pass-thru)		$ 1,105,503	99.43%	$ 6,291	$ 1,111,794	$ 1,111,794
26		CARPC Operating Reserves Applied				$ -	$ -	$ -
27		Net Revenues + Reserves		$ 1,105,503	99.43%	$ 6,291	$ 1,111,794	$ 1,111,794
28								
29								
30		2019 ACCOUNTS RECEIVABLE NOT PAID YET						
31								
32		Invoice 455		$400.00				
33		Invoice 460		$800.00				
34		Invoice 465		$400.00				
35		WDNR 4Q 2019		$13,100.00				
36		WDOT 3Q-4Q 2019		$3,762.23				
37		TOTAL		$18,462.23				

2019

	A	B	C	D	F	G	H	I
1	CARPC 2019 Income & Expense Report Year-to-Date							as of 12/31/19
2								
3				Actual YTD	Percentage of Actual to Budget	Under/Over YTD	Pro-rata Budget YTD	2019 Adopted 9/13/18
4	EXPENDITURES							
5		Personal Services						CARPC FTE: 8
6		Salaries & Wages (incl. Exec Chair)		$ 581,278	99.45%	$ 3,232	$ 584,510	$ 584,510
7		Workstudy / Interns/ Hourly		$ 38,091	144.29%	$ (11,691)	$ 26,400	$ 26,400
8		Retirement Fund		$ 37,681	101.77%	$ (656)	$ 37,025	$ 37,025
9		Social Security / Medicare		$ 47,382	101.38%	$ (647)	$ 46,735	$ 46,735
10		Unemployment Insurance Reimbursements		$ -	0.00%	$ 10,000	$ 10,000	$ 10,000
11		Employee/Retiree Insurance		$ 162,645	92.49%	$ 13,201	$ 175,846	$ 175,846
12		Furloughs/Salary Reduction/Salary Savings		$ -		$ -	$ -	$0
13		Total Personal Services		$ 867,076	98.47%	$ 13,440	$ 880,516	$ 880,516
14		Operating Expenses						
15		Commissioner Per Diem & Travel		$ 6,881	114.68%	$ (881)	$ 6,000	$ 6,000
16		Employee Travel & Meeting Expenses		$ 3,348	55.79%	$ 2,652	$ 6,000	$ 6,000
17		Training & Conferences		$ 5,212	74.46%	$ 1,788	$ 7,000	$ 7,000
18		Office Supplies & Expenses		$ 7,673	54.81%	$ 6,327	$ 14,000	$ 14,000
19		Equipment		$ 24,648	176.06%	$ (10,648)	$ 14,000	$ 14,000
20		Dues / Membership Fees / Subscriptions		$ 4,451	111.27%	$ (451)	$ 4,000	$ 4,000
21		GIS and Other Software		$ 12,336	38.55%	$ 19,664	$ 32,000	$ 32,000
22		Recruitment		$ 341	68.20%	$ 159	$ 500	$ 500
23		Office Space/Rent		$ 35,201	70.40%	$ 14,799	$ 50,000	$ 50,000
24		Legal Services		$ 3,657	36.57%	$ 6,343	$ 10,000	$ 10,000
25		Audit Services		$ 9,500	95.00%	$ 500	$ 10,000	$ 10,000
26		Financial Services		$ 32,664	90.73%	$ 3,336	$ 36,000	$ 36,000
27		Insurance (package, D&O)		$ 6,579	126.52%	$ (1,379)	$ 5,200	$ 5,200
28		Moving Expenses		$ 4,346	144.87%	$ (1,346)	$ 3,000	$ 3,000
29		Communications - AGMV		$ 2,548	25.48%	$ 7,452	$ 10,000	$ 10,000
30		Total Operating Expenses		$ 159,385	76.74%	$ 48,315	$ 207,700	$ 207,700
31		Contractual						
32		GIS Specialist		$ -		$ -	$ -	$ -
33		IM Services		$ 26,155	145.31%	$ (8,155)	$ 18,000	$ 18,000
34		Other		$ 16,566	331.33%	$ (11,566)	$ 5,000	$ 5,000
35		Total Contractual		$ 42,722		$ (19,722)	$ 23,000	$ 23,000
36		Pass-Thru Contracts						
37		Cooperative Water Resources Monitoring		$ 114,000	109.54%	$ (9,926)	$ 104,074	$ 104,074
38		WDOT Rural Work Program (90% funded)		$ 1,114	20.41%	$ 4,341	$ 5,455	$ 5,455
39		Total Pass-Thru		$ 115,114	105.10%	$ (5,585)	$ 109,529	$ 109,529
40								
41		Gross Total Expenditures		$ 1,184,297	97.01%	$ 36,448	$ 1,220,745	$ 1,220,745
42		LESS pass-thru		$ (115,114)		$ 5,585	$ (109,529)	$ (109,529)
43		NET TOTAL Expenditures (Gross less pass-thru)		$ 1,069,183	96.22%	$ 42,033	$ 1,111,216	$ 1,111,216
44								
45		Surplus/(Deficit)		$ 36,208		$ (35,630)	$ 578.00	$ 578
46		CARPC Staff Accrued Leave Liability						$ (25,000)
47		Unbilled Accounts Receivable		$53,993				$ 53,936
48		EAV						$63,913,689,150
49		Certified budget rate (CBR)						0.001446%

Re: Authorization of Agency Director to Execute Contract with Distillery for Co-Branding Services with MPO *(actionable item)*

Requested Action: Approve Authorization

Background:

The Madison Area Transportation Planning Board (the MPO for the region) commissioned Distillery to provide branding services for the agency and for their Ride Share program. Within the scope of work with Distillery is development of branding that incorporates CARPC as a partner agency. This portion of the scope reflects ongoing work by both the MPO and CARPC to improve integration of regional land use, environmental and transportation planning.

At the February CARPC meeting commissioners received a presentation from an MPO staff member on their branding efforts. Discussion following the presentation included expressions of interest in exploring options for CARPC to participate on some level with the MPO's branding project in order to better present complimentary images.

Options, Analysis, Recommendation:

Options
Staff met with Distillery representatives working on the MPO branding project to discuss possibilities for CARPC to also develop complimentary branding. Following the meeting Distillery submitted a proposal with two options to CARPC (attached).

Option A includes: 1) an Audit of stakeholder perceptions and goals, examination of existing branding materials, market research of landscape (similar organizations) and community sentiment, and review of existing and past survey and audit findings; 2) Branding Exploration through preparation of visual systems including a presentation of brand identities and subsequent refinement; and 3) Implementation of Assets including creation of a brand guidebook, style variations, necessary collateral and brand assets, and a Marketing Strategy. Total cost of $9,800.

Option B proposes a smaller scope including: 1) an Audit consisting of evaluation of landscape perception through review of existing materials, past surveys and comparable organization and audit findings; 2) Branding Exploration through development of visual systems including including a presentation of brand identities and subsequent refinement; and 3) Implementation of Assets including creation of a brand guidebook and brand assets. Total cost of $5,000.

In terms of deliverables, both options provide a brand audit, landscape analysis, initial logo concepts and refinement and brand guides. Option A, for an additional $4,800 also provides a marketing strategy, templates, stationary update and "additional collateral" (updates to existing materials such as website or brochure). Option A would also include some additional hours spent on the Audit and Branding Exploration phases, allowing more time spent on research of similar organizations, and more hours spent on a unique CARPC identity vs. building more on MPO identity.

Another option (call it Option C) is not to authorize the Agency Director to execute a contract with Distillery.

Analysis

Funding for this contract is not currently in the CARPC budget. Revenues for the project would come from salary savings due to staff turnover, which should cover either option A or B assuming receipt of budgeted revenues and no additional unforeseen expenses. CARPC is likely to consider a budget amendment in coming months to account for a variety of changes since initial adoption. Adding a branding expenditure would, if approved, be included in such a budget amendment.

Option B would provide basic visual compatibility of identities through logos and design elements that strengthen the perception of CARPC and MPO as “partner agencies.” This would enable basic co-branding while incurring some additional expenses.

Option A would also provide CARPC with a marketing strategy, visual upgrades to other CARPC communication products, and some additional consultant time spent on CARPC specific branding. This would provide additional resources to potentially more effectively market using new brand identities, while incurring more additional expenses.

Both options A and B involve investing in co-branding services before seeing the outcome of MPO branding efforts. On the one hand this involves some risk that the agency will not like MPO branding. On the other hand, the risk is mitigated by the fact that the MPO undertook a full competitive selection process before selecting Distillery from a number of proposals. In addition, examples of Distillery’s work are included in their proposal and on their website.

Option C would mean somewhat lower expenditures for CARPC increasing the odds of generating a surplus, or larger surplus, at the end of the year, and eliminate the risk of contracting for branding services before seeing output generated for the MPO. On the other hand, this option would eliminate or significantly reducing our ability to co-brand CARPC and the MPO as partner agencies.

This item is included for potential action in March because MPO’s funding for their branding project (2019 WisDOT carryforward funds) expires at the end of May. Delaying CARPC action until April would preclude the opportunity for Distillery to develop co-branding materials for CARPC.

Recommendation

Staff recommends Option B. The MPO branding project presents an opportunity for CARPC to build on their consultants work and cost-effectively prepare complimentary branding including a logo. In addition, recent CARPC adoption of mission and vision statements sets the stage well for branding services. Option B is adequate to achieve basic co-branding desired by the agencies while still likely allowing a budget surplus, and minimizing the risk of investing in branding before seeing MPO branding. While CARPC would not get the additional benefits of Option A, the agency could likely contract later for those items.

Materials Presented on Item:

1. Proposal for Co-Branding Services from Distillery

Staff Contact:

Steve Steinhoff, Agency Director
608-474-6010
SteveS@CapitalAreaRPC.org

Next Steps:

If approved, consideration by the full commission. If approved by the full commission, execution of the contract, and implementation of scope of services.

Distillery

brnellis@thisisdistillery.com
608-255-0092
thisisdistillery.com

PROPOSAL
CAPITAL AREA REGIONAL PLANNING COMMISSION
Branding and Identity Development

Date	3/1/2020
Client	Capital Area Regional Planning Commission
Contact	Steve Steinhoff

Distillery

brnellis@thisisdistillery.com
608-255-0092
thisisdistillery.com

Thank you for considering Distillery for the Capital Area Regional Planning Commission (CARPC) rebranding. With over 22 years of experience branding, marketing, and design, we would be an ideal choice for the rebranding and marketing of your agency.

Enclosed you will find the project scope, process, cost estimate and samples of relevant work. Please don't hesitate to contact us with any additional questions you might have. Thank you again for the opportunity, and we look forward to hearing from you.

CONTENTS

PROJECT OVERVIEW
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BUDGET
WORK SAMPLES

Brad Nellis
Owner

Distillery

brnellis@thisisdistillery.com
608-255-0092
thisisdistillery.com

PROJECT SCOPE

To develop an impactful identity based on community and organization needs for the Capital Area Regional Planning Commission including a new logo, supported messaging, and marketing recommendations.

PROCESS

PHASE 1 - AUDIT

Internal: Assessment of existing organizational perception, key stakeholders, short and long term goals, and an examination of existing brand materials.

External: Evaluation of landscape and community sentiment through market research and review of existing and past survey and audit findings (including recent MATPB audit results).

PHASE 2 - BRANDING EXPLORATION

Design: Development of visual systems concurrent with audit findings.

Presentation: Proposal of three different brand identities is presented to CARPC consisting of a logo and additional pieces to experience a holistic look and feel of the visuals in multiple formats.

Refinement: Refine selected visual direction, accommodating feedback and best communicating brand messaging and positioning.

PHASE 3 - IMPLEMENTATION

Assets: Creation of brand guide book, style variations, brand assets and necessary collateral.

Marketing strategy: Provide marketing strategy with suggested tools and channels.

Distillery

brnellis@thisisdistillery.com
608-255-0092
thisisdistillery.com

COST BREAKDOWN

TOTAL COSTS: $9,800

AUDIT	**$800**
Brand audit	
Landscape analysis	
Project management	
BRANDING	**$6.400**
Initial logo concepts	
Refinement	
DELIVERABLES	**$2,600**
Brand guides	
Marketing strategy	
Templates	
Stationary update	
Additional collateral	

TERMS: *(1) This proposal may be amended prior to contractual agreement at the discretion of Distillery. (2) All expenses incurred in the development of this project shall be the responsibility of the client. (3) Upon receipt of payment Distillery grants the client unlimited use of final design work, unless specified otherwise. (4) All costs are estimates only. Any alterations of project specifications may result in a price change. Additional costs that exceed the original estimate will be quoted to the client before expenses are incurred. (5) Third party vendors and expenses handled by Distillery shall be billed at cost plus 15%. (6) Payment not received within established timeframe will be subject to an interest rate of 1.5% per month or a fraction thereof from date of invoice. Client subject to reasonable collection fees. (7) Termination: Should either CARPC or Distillery elect to terminate this contract, Distillery reserves the right to collect payment for services provided up to that point and will allow CARPC thirty days to remit payment in the amount disclosed on final invoice that will be provided to CARPC by Distillery within fifteen days of contract termination. (8) The terms and conditions of this agreement are valid within thirty (30) days.*

Distillery

brnellis@thisisdistillery.com
608-255-0092
thisisdistillery.com

PROJECT SCOPE

To develop an impactful identity based on community and organization needs for the Capital Area Regional Planning Commission.

PROCESS

PHASE 1 - AUDIT

Evaluation of landscape and perception through review of existing materials, past surveys, comparable organizations and audit findings (including recent MATPB audit results).

PHASE 2 - BRANDING EXPLORATION

Design: Development of visual systems concurrent with audit findings.

Presentation: Proposal of three different brand identities is presented to CARPC consisting of a logo and additional pieces to experience a holistic look and feel of the visuals in multiple formats.

Refinement: Refine selected visual direction, accommodating feedback and best communicating brand messaging and positioning.

PHASE 3 - IMPLEMENTATION

Assets: Creation of brand guide book and brand assets.

Distillery

brnellis@thisisdistillery.com
608-255-0092
thisisdistillery.com

COST BREAKDOWN

AUDIT	**$600**
Brand audit	
Landscape analysis	
Project management	
BRANDING	**$4.400**
Initial logo concepts	
Refinement	
Brand guides	

TOTAL COSTS: $5,000

TERMS: *(1) This proposal may be amended prior to contractual agreement at the discretion of Distillery. (2) All expenses incurred in the development of this project shall be the responsibility of the client. (3) Upon receipt of payment Distillery grants the client unlimited use of final design work, unless specified otherwise. (4) All costs are estimates only. Any alterations of project specifications may result in a price change. Additional costs that exceed the original estimate will be quoted to the client before expenses are incurred. (5) Third party vendors and expenses handled by Distillery shall be billed at cost plus 15%. (6) Payment not received within established timeframe will be subject to an interest rate of 1.5% per month or a fraction thereof from date of invoice. Client subject to reasonable collection fees. (7) Termination: Should either CARPC or Distillery elect to terminate this contract, Distillery reserves the right to collect payment for services provided up to that point and will allow CARPC thirty days to remit payment in the amount disclosed on final invoice that will be provided to CARPC by Distillery within fifteen days of contract termination. (8) The terms and conditions of this agreement are valid within thirty (30) days.*

Distillery

brnellis@thisisdistillery.com
608-255-0092
thisisdistillery.com

WORK SAMPLES

MT HOREB CHAMBER OF COMMERCE

DENTAL CRAFTERS NETWORK

DIGISTAR

AUDL

BETTER BREWING

ANCORA

ADDITIONAL MARKS