




“...meeting community needs...enhancing quality of life.”

**OFFICE OF THE MAYOR**

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**TO:** Ald. William Siebers & Finance Committee  
**FROM:** Mayor Jacob A. Woodford   
**DATE:** February 3, 2022  
**RE:** Staff Response to Resolution 2-R-22 (Reallocation of Funds)

During the January 24, 2022, Finance Committee Meeting, the committee discussed Resolution 2-R-22 regarding the reallocation of funds previously allocated to the rebranding project. The Committee requested additional information and prioritization from Department Directors. Following the meeting, I convened a discussion of the Resolution among all Directors. Before providing the requested response and recommendations, we should recount the steps that have led to this point.

In June 2021, Finance Director Saucerman and I developed a set of recommendations for use of the excess general fund balance. Per policy, those recommendations dedicated 75% of the excess funds to debt reduction and left 25% to be allocated as the Council deemed appropriate. As we shared at the time, the recommendations brought forward were the result of discussing priorities among the Directors and reviewing outstanding requests from the Council. One such outstanding item was Resolution 8-R-20 regarding rebranding, which had been submitted in April of 2020. Ultimately, the Council approved a package of allocations that included \$50,000 for a brand study and \$450,000 for implementation of a rebranding of the City.

The approval of the funding for the brand study and implementation costs set in motion work to develop and administer a Request for Proposals process to secure a firm to perform the study, which culminated in a recommendation being brought to the Finance Committee on January 10, 2022. Finance Committee held the recommendation at that meeting. Subsequently, the recommended firm withdrew their proposal from consideration. Council was notified that the firm had withdrawn their proposal in a memo around mid-day on January 19, 2022 – Resolution 2-R-22 requesting a reallocation of the brand study funds was submitted at the Council meeting that same evening.

During the January 24 Finance Committee discussion, it was argued that the funding allocation process initiated by the new Resolution (2-R-22) was equivalent to past allocation processes of excess fund balances. However, what is being proposed, while technically feasible and technically an available action for the Council to take, does deviate from past excess fund balance allocation practices. The most important difference being the funds currently under discussion were prioritized, a recommendation was made and approved, and work was initiated to execute the specified project. Resolution 2-R-22 seeks to override that previous process and randomly reallocate those funds to other purposes.

As for the Resolution’s specific allocations, staff offer the following comments:

<b>Amount and Item</b>	<b>Response</b>
\$0 – Style Guide	<i>Creating a style guide would help specify the use of existing City brand assets, however, the guide would not necessarily facilitate the consistent use of logos and branding. If the intent of the Resolution is to implement consistent use of existing branding, the funding required to implement the guide’s directives would likely be considerable given the current level of inconsistency in uses across and outside the City. A style guide without a full branding implementation would likely yield little benefit to the City.</i>
\$100,000 – Website Redesign	<i>It is expected that website redesign will require evaluation and expertise from professional consultants and thus will require a selection process in accordance with City procurement policies. The intention was to include that process, which may require an RFP, in the rebranding implementation in 2023-2024 at the earliest. Allocation of funds via 2-R-22 will not accelerate or circumvent this project development process. The cost of the project will be unknown until this evaluation gets underway. It was suggested that redesigning the website is not feasible or sensible prior to rebranding, however staff believes the underlying architecture of the website can be addressed regardless of logos and colors.</i>
\$225,000 – Enhanced Crosswalk Program	<i>Currently, there are about \$160,000 worth of enhanced crosswalks remaining in the Enhanced Crosswalk Program, for which 100% of the funding has been identified. Following completion of the program in 2025, staff will evaluate the effectiveness of the enhanced crosswalks and will engage in a planning and approval process to determine if new criteria and additional crossings will be identified for enhancement. Allocation of funds to this program via 2-R-22 will not accelerate or circumvent this planning process, nor will it guarantee specific crossings in specific districts are added to the eligibility list in the future.</i>

\$150,000 – Technology  
Upgrades

*With new leadership in the department, assessment of IT needs is underway. At this time, while it is likely the recommended allocation can be deployed as specified in the Resolution, needs have not yet been clearly delineated. Some IT needs will require one-time funding, such as this. However, it is possible some needs will require ongoing operating budget support.*

While important, none of the issues identified in Resolution 2-R-22 are considered emergency/urgent needs at this time. Furthermore, staff does not believe that allocation of funds for the above-specified purposes will accelerate the work associated with implementation. Staff has concerns that none of the recommendations have undergone thorough evaluation and planning, nor have they been weighed against other City priorities.

Alternatively, the Finance Committee might reconsider staying the course on the rebranding project by allowing staff time to revise and reissue the Request for Proposals. Doing so would leave in place the funds for that project as recommended and previously allocated by the Finance Committee and Council.

Given the fact that use of these funds is not time-sensitive, and because the recommendations would need further evaluation should the Finance Committee and Council decide to proceed with them as submitted, **staff recommends that the Finance Committee HOLD this Resolution until June 2022, by which time staff expects to have a clearer sense of funding needs.**