



Request for Proposals

UniverCity Year

2021-2024



UniverCity Alliance
UNIVERSITY OF WISCONSIN-MADISON

The UniverCity Year program at the University of Wisconsin-Madison is looking for local government partners for the period of 2021-2024.

COULD THIS BE YOUR COMMUNITY?

What is UniverCity Year?

UniverCity Year is a three-phase partnership between UW-Madison and Wisconsin communities.

The concept is simple. Community partners identify projects that would benefit from UW-Madison expertise. Faculty from across the university incorporate these projects into their courses, and UniverCity Year staff provide administrative support to ensure a successful collaboration.

The results are powerful. Partners receive big ideas and feasible recommendations that spark momentum towards a more sustainable, livable, and resilient future.

Join us as we create
BETTER PLACES TOGETHER

What does UCY bring to Communities?

Our faculty experts and students are eager to help local governments think creatively about issues happening in cities, counties, towns, villages or agencies. UniverCity Year has the capacity to match four to five issues with upper-level undergraduate or graduate courses and several hundred hours of supervised student time.

Our partners have chosen to address broad issues facing their communities, like sustainability, diversity, economic development, education, social services, health, and housing.

Some of the deliverables students have produced include: *park trail master plans, engineering upgrades to city parks, an examination of safe routes to schools, a cost-benefit analysis of a city-wide WiFi system, a strategic affordable housing update and a financing plan, a Native*

American cultural preservation plan, and health impact assessments for housing and parks.

UCY staff with experience in community projects will guide the partnership every step of the way. We will work with you to write a Memorandum of Understanding (MOU) between UCY and your municipality, define the scope, engage in quality control, coordinate media relations, troubleshoot, and generally take care of the logistics associated with setting up, running, promoting, and evaluating the effort. We are here to make the partnership as successful and as easy as possible.

What's expected of communities?

A successful UniverCity Year partnership requires the local government partner to identify a partnership lead—usually a senior staff person directly accountable to the local government's executive—who supervises and coordinates the partner's participation in the program. This person also oversees the process of identifying the issue-area themes and assigns government staff to support individual projects. Applicants are strongly encouraged to collaborate with local organizations, businesses, and non-profits to envision and plan UniverCity Year projects.

What will this cost communities?

To help offset the program's operational costs, the government partner must make a financial commitment to the effort—approximately \$20,000-\$30,000 for every issue-area theme. (Partners generally identify four or five themes to address through five to seven projects per theme). UniverCity Year staff can help you apply for grants or solicit donors to help fund this effort.



When will this happen?

LATE SUMMER 2021: UCY and government leaders agree on the partnership content (at least in issue-area themes), staffing, expected outcomes, and sign a Memorandum of Understanding.

FALL 2021: Both partners add specificity to the projects and the issue areas, and get buy-in from their respective communities. By the end of fall, both partners agree on a robust project list to be partially matched with courses and faculty at UW-Madison.



SPRING 2022: UCY staff match projects to faculty and courses.

SUMMER 2022: For all summer, fall, and spring courses, both partners agree on the scope of work and final deliverables.

FALL 2022: Fall-semester classes work on UCY projects.

SPRING 2023: Spring-semester classes work on UCY projects. Host end-of-year celebration.

SUMMER 2023: UCY publishes report summarizing project recommendations.

FALL 2023-SUMMER 2024: UCY faculty and staff provide follow-up assistance for project implementation.

TESTIMONIALS

“We knew we were going to get a good product, but the process has been especially exciting too. To have this center of thinking and learning and exploration working on our problems has been really gratifying.”

— Sharon Corrigan
Dane County Board of Supervisors

“Our return was definitely worth far more than our initial investment. The completed projects will save Monona tax dollars in the future because we will be able to go to consultants with refined project ideas, avoiding the time and expense of going through the initial development process.”

— Mayor Mary O’Connor
City of Monona

“We see this as an opportunity to bring resources to issues that have been identified by our communities in their comprehensive plans and other planning processes, but without funding or staff, have been delayed.”

— Cara Carper
Green County Development Corporation

How are proposals evaluated?

UCY staff and faculty will evaluate applications based on the following criteria:

- 1. TOP-LEVEL ADMINISTRATIVE SUPPORT AND CAPACITY:** The city/county manager or administrator, mayor, elected officials, and/or department managers indicate a willingness to involve UCY staff and provide resources. There is sufficient staff capacity to successfully engage in a year-long partnership across multiple projects and to carry work forward at the end of the program. The community has sufficient staff capacity to engage successfully in a year-long partnership across multiple projects and to carry work forward at the conclusion of the partnership.
- 2. LIKELIHOOD OF MATCH WITH COURSES:** Projects are within the capability of UW-Madison faculty and students, and involve rigorous research or technical needs.



- 3. PROJECT RELEVANCE:** Projects directly relate to the community's short-term and long-term strategic goals, as embodied in a strategic plan, work plan, sustainability plan, policies, programs, etc.
- 4. FINANCIAL CONTRIBUTION:** The financial contribution indicates that the community is committed to and values the partnership.
- 5. COMMUNITY COLLABORATION:** Applicants are strongly encouraged to work with local organizations to envision and plan for UniverCity Year Projects.

What information should be included in a proposal?

1. COMMUNITY INFORMATION:

Provide your website address and contact information for your community leadership and the person who will serve as your UniverCityYear partnership lead.

2. DEMONSTRATION OF SUPPORT:

Include at least one support letter from a mayor, administrator, elected official, or department head indicating their willingness to help support the project financially and with staff time. Describe collaborations with local organizations for this project.

3. FINANCIAL CONTRIBUTION:

Identify how much you can contribute.

4. PROPOSED PROJECTS:

Describe four to five broad issue-area themes in one to two paragraphs. What are the issues? What added value are you expecting? Reference existing plans, reports or other documents that are relevant to the project (web links are acceptable).

How are proposals submitted and by when?

Applicants are encouraged to contact the UniverCity Year program staff before drafting your proposal. We are available to visit your community to discuss the UniverCity Year program with local government leaders.

Proposals are due Monday, July 26, 2021 by 12:00 PM.

Email your completed proposal in PDF format to Gavin Luter, UniverCity Year Managing Director, gavin@cows.org, 608-261-1141