

## Imagine Madison Community Discussion Event

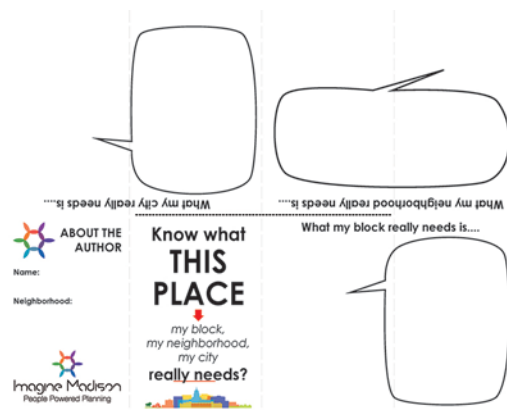
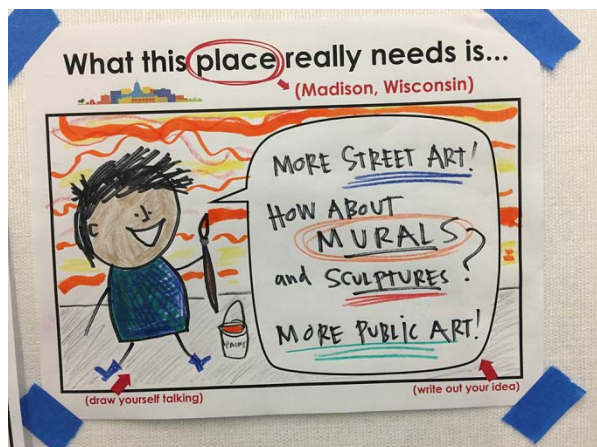


On August 15<sup>th</sup>, the Imagine Madison team hosted a special Community Discussions event in the Central Library. This event was designed based on feedback from participants in the Imagine Madison [Resident Panel](#) program, who expressed that more time was needed for larger group discussion about the topics discussed as part of Imagine Madison comprehensive plan update process.

The Imagine Madison team invited a wide range of community groups to the event, and more than 20 different community groups were represented in some way. Participants were encouraged to contribute possible topics of discussion to the event, and were also invited to bring brochures, handouts, or other literature about their own events, programming, and organizations.

The event began with a short open house, with tables set up about the Imagine Madison processes, land use mapping and planning, transportation, affordable housing, and an interactive photo activity. Small group discussions followed the open house, and participants had the opportunity to rotate to three different discussion topic tables. Some participants also chose to start their own topic table. Attendees also had the option to sit at an interactive art table by artist [Angela Richardson](#) to give feedback about the City of Madison in a new way – through illustration. The results of this exercise are also included here.





The results of the discussions are recorded in the pages that follow. Each table had a large sheet of paper with columns, asking participants to identify things that were working well or were not working well in Madison related to the table's topic, and then identifying actions to overcome, enhance, or maintain those issues. At the end of the small group discussion portion, community members were asked to share with the larger group about some of the major themes and values that emerged from their discussions. Those results are also documented at the end of the summary document that follows.



Imagine Madison is the community engagement process by which the City of Madison is updating its Comprehensive Plan, a document designed to provide guidance for decision-making and investment in Madison for the next 20 years. The Plan presents a comprehensive approach to social, economic, and environmental goals that will enable our community to adapt to change, use our resources effectively, and meet the challenges of the future.

## Discussion Topics

*All comments provided here are exact transcriptions of the notes taken at the event*

- [Employment and Business Development](#)
- [Affordable Housing](#)
- [A Welcoming and Inclusive City](#)
- [Food Access and Quality](#)
- [Transportation](#)
- [Parks and Outdoor Activities](#)
- [Community Power and Accountability](#)
- [Involvement in Government Decision Making](#)
- [Artist Activity Results](#)

## Employment and Business Development

What's working well?	Action to Enhance or Maintain	What isn't working well?	Action to Overcome
Fox Conn (moving here...)		Need for more accessibility for local residents (POC)	
Amazon drop-off		Resistance towards black-owned biz	
opportunities for training (community members)		Anti-immigrant sentiment (Latin)	
start-ups		K-12 education not enough money lesson plans (test focus rather than knowledge-building) qualified educators that are also excited Incarceration of students high	
K12 education is failing and financial aspects needs to increase		Banks should offer more loans for Latinos	
Low unemployment rate in Madison		Barrier to employment--long time ago convictions	Overhaul state benefits programs work requirement isn't good enough a job doesn't move one out of poverty.
Wages are competitive		Accessible training in employment. Better bus transportation hours .	
Advancement opportunities for minorities		Lack of childcare for those on the 2nd and 3rd shift	
Information available for people interested in starting a business		Barriers for returning citizens from incarceration getting gainful employment	
The market place that will open on E Wash Ave.		A lot of training programs, but the skilled trade still an old boy network. (no black contractors in the county).	

What's working well?	Action to Enhance or Maintain	What isn't working well?	Action to Overcome
Employment for those w/education but not for others.	Enforcement of contract laws		
YWCA does the best it can with driver license recovery			

Other Comments
<ul style="list-style-type: none"> <li>Students need training, shop classes, driving needs to be free, allow for students to participate and be active to allow for the advancement of their futures.</li> </ul>

### Affordable Housing

What's working well?	Action to Enhance or Maintain	What isn't working well?	Action to Overcome
Habitat Homes	MIN neighborhood watch	Landlord-Tenant lack of communication Knowing rights? Lack of knowledge with tenants	Residents speaking up for themselves and not be afraid.  Have communication L/T Have landlord come to property and check unit
Small Nonprofits	Need store that accepts EBT	Allied - seems to have [?] always at bottom, don't get support, long list of needs	Parents get involved in their community Barriers: lack of confidence change will happen-don't try Limit involvement -> don't see direct personal impact
	Communicate w/ new neighbors Manager involvement		Meals help bring people out "Let voice be heard."
Beautiful city w/ small town feel building design			School store=grocery community center

What's working well?	Action to Enhance or Maintain	What isn't working well?	Action to Overcome
		Not enough	Help developers with subsidies/tax credits Single occupancy Transitional housing / supportive
		No plan for building more	Better cooperation between city and county --better coordination
		Determining what's affordable -are standards realistic	
		Difficult for people to get into accessible housing -CCAP records interfere -income restrictions	Ask developers to include units for formerly incarcerated people
		Children with criminal record not being allowed to return to families	
		Homelessness	More housing for homeless
		Housing for DV victims, LGBT	
		Accessible homes	More available for disabled folks - Free laundry
		Affordable homes	Base rent on Income, not median - enough rooms for families
		Access to parking	Free parking - better built parking lots - build more garages
		Inspections *sell homes that are livable*	More frequent inspections
		Housing programs for homeless folks	More housing programs for homeless folks -resources for housing
		There isn't any/ long waitlist	

What's working well?	Action to Enhance or Maintain	What isn't working well?	Action to Overcome
		WI Act 176 - Tenant / Landlord Law	
		Real Estate taxes to high	
		Inaccessible foods downtown	
		Lack of green space downtown	
		Rethke mngmt not enough support services	
		shooting/violence more affordability *lack of information about available units	security neighborhood watch, new kind/fresh more guidance - rentals
		Managers not supportive restrictive screening criteria cost	college waiting lists
		More homeless people college students drive cost of housing more accessibility	build more senior communities - sense of community community center
		Not being appreciative of renters	CDA setting standards for property management - communicate respectively

#### Other Comments

- Basic Needs: housing, resources [rent help, shelters, public shower rooms and bathrooms]
- Free housing and utilities



## A Welcoming and Inclusive City

What's working well?	Action to Enhance or Maintain	What isn't working well?	Action to Overcome
Neighborhood signs/ artistic	\$ support neighborhood associations	Community center with culturally specific programs	Founding for culturally specific programs
Neighborhood Assoc		More friendly LGBTQ youth of color spaces	Create culturally and gender specific spaces
World-class university (many activities that are welcoming and attractive)		No curfew at the Mall	Public pressure
Diverse grocery stores & businesses		Resources for those returning to the community	Access to good healthcare (wellness) Access to affordable housing
Cultural celebrations [spring/summer] -Hmong New Years & Thanksgiving -Lao New year -Juneteenth		No cops in school	community control over discipline shifting power to the youth
Wide variety of cultures within the city/good level of tolerance for these cultures (though more can be done.)	Raise awareness and knowledge-base of citizens that will inspire them to continue working on themselves	Transportation from west to east (public buses) -41% longer commute time to get to work (bus) -disparities of bus distribution (frequency)	
Commute from west to east (cars)		Isolation of pockets of communities -UW-Madison students -Areas in the city	Ally building coalitions
	RESJI-expand	Genuine aspects of diversity -what is it? Are white women considered a part of this -people in power	Transparency Accountability Ally building Coalitions
Neighborhood officers in Allied relationships with community	Neighborhood officers to more areas; less turnover of offices	Imbalance of distribution of wealth -inequity of educational system towards Black & Brown students	

What's working well?	Action to Enhance or Maintain	What isn't working well?	Action to Overcome
University-food insecurity programs, food pantry, agriculture donations		Disconnect between campus and community	More pipeline programs; community relations
		Homelessness - City policies	
		Not welcoming to out-of-state or international residents	Taking more perspectives into account in/how we do decision-making.
		Bus routes focused around downtown	
		Lack of specificity in terms of "community center" /overall accessibility of these places	More neighborhood programs/groups for children. Set up programming at parks after school.

Other Comments
<ul style="list-style-type: none"> <li>Define what is inclusive and what is diversity?</li> </ul>

## Food Access and Quality

What's working well?	Action to Enhance or Maintain	What isn't working well?	Action to Overcome
Enough Farmer's Markets	Continue to expand to neighborhoods of needs	Many food deserts No fresh foods Design issue limiting access to grocery store	Neighborhood stores
Grocery stores are recognizing that slight blemish on food still useable		Frequency of food pantry access. Most of them open once a week.	Education on usable food
Access to community gardens	Expand access to community gardens	Difficulty in food service business startup.	Food rewards equality at grocery stores
Farmer's Market	Allows EBT or double. But not all families qualify for EBT so make it more accessible  better transportation	Food is not accessible to everyone. Some have no groceries. i.e. Allied Dr, Downtown, Moorland / Rimrock	More farmer's market. More access to land to farm



What's working well?	Action to Enhance or Maintain	What isn't working well?	Action to Overcome
Food Pantry	non-expired food, frequency to get food	Affordability. School lunches cost	More options so businesses have to compete. Make lunches free
		School lunch is nasty, same every day, no variety, not filling esp. for those who rely on lunch as their only meal	Promote school gardens. Give kids other off campus options Partner with businesses to provide options for kids
		Taxing for food makes it hard for poor people	

## Transportation

What's working well?	Action to Enhance or Maintain	What isn't working well?	Action to Overcome
Pe[a]k Hours	Increase Routes after off hours and to different places out of Madison (Verona, Monona)	Because of the zoning certain places don't get transportation	Limited charges
Bike trails	Increasing available trips line the YWCA	Cost for transportation	Regional transportation
Buses are on schedule		Uber (payable payments when you don't have a credit card)	More rides for seniors
More lights on bike trails		Cost of cabs	
Bike trails should have cameras and telephones		Not affordable for low-income people	
More ride sharing programs		[buses] Need more lanes to make their stops so they don't block traffic	
		Need free bike stations	
		Buses need to be more frequent at any given stop	
		More bus service to neighboring cities, esp. Sun Prairie	

What's working well?	Action to Enhance or Maintain	What isn't working well?	Action to Overcome
		Need more bus shelter at stops	
		Could use more lighting for sidewalks	

## Parks and Outdoor Activities

What's working well?	Action to Enhance or Maintain	What isn't working well?	Action to Overcome
A lot of beautiful parks	Have a place where homeless people can shower.	People are not feeling safe.	Not enough places for people to sleep and relax
	More natural materials Obstacle parks *more splash parks	Amenities for the homeless	
	Lockers for people to keep their things	More lights	
	24 hours accessible to bathroom	Parks for people with disability	
	Vegetable garden in parks *activities by donation	Access to parks/green space for UW - students on campus	Better connections to outdoor areas in community
Edward Kleif	Need another one (park for college students)	Hard to access parks by walking	"I want to see beautiful things"
A lot of sport fields		More beaches	Spaces for LGBTQ to hang out
Lot of parks - 274	More splash pads More spots for gathering (picnic tables)	High park reservation fees	Grant Programs or waive fees
	More competition fields, more cooking spots (kitchen)	Less restriction on pets @ non-dog parks	arboretum bike block / town of Madison
	More accessible power outlets		
	more pools (reciprocal programming with other cities) More bike trails		

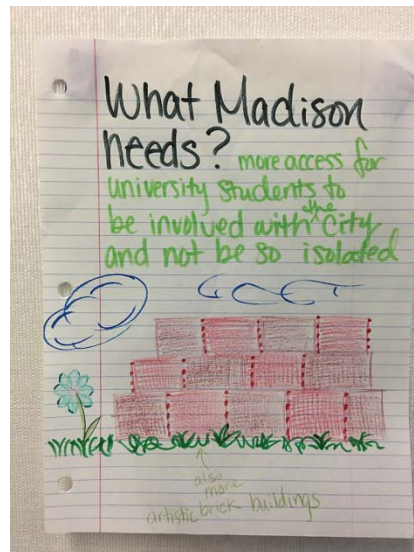
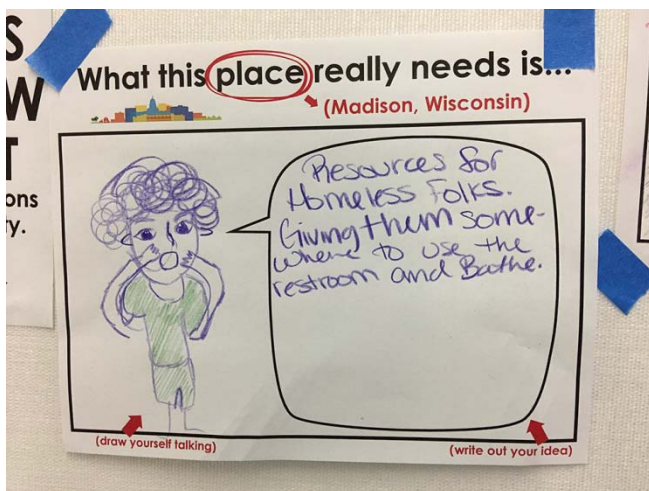
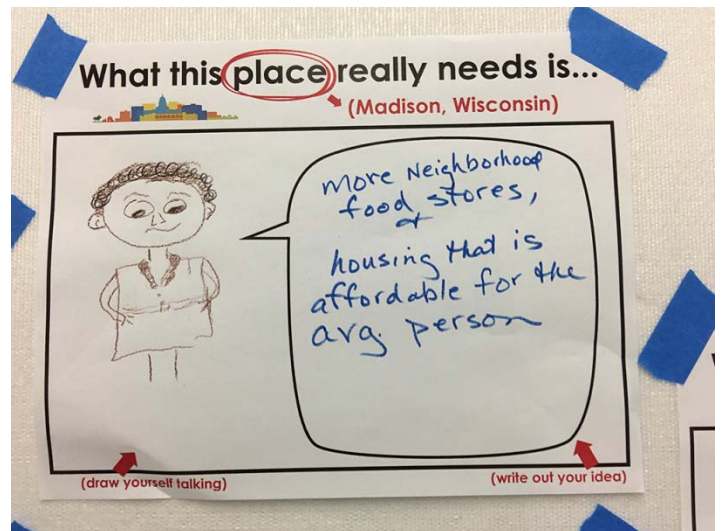
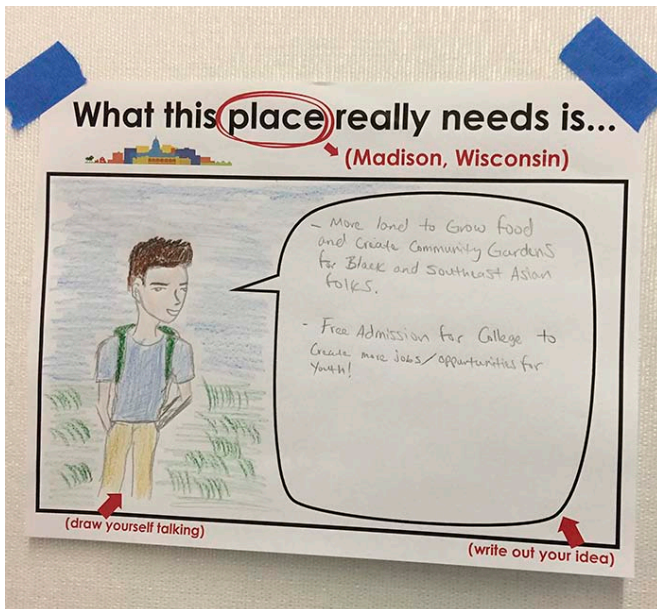
## Community Power and Accountability

What's working well?	Action to Enhance or Maintain	What isn't working well?	Action to Overcome
More spaces to speak up when compared with 10 years ago	Residents being part of how the data is being used	Data unable to use it or translate Data needs to be aggregated	Disaggregated (Data) Revised [problems]
	Identify and have more spaces where actions take place change those that are served to empower them to serve	People are not aware of how decisions are to be made; Community engagement	How more resources Money, cultural sensitivity
	Identify more spaces to collaborate initiatives that are already happening	Community input ignored in prioritization process (filtered)	Community decision making authority
			Allocating funding to specified groups vs. generalizing (POC)

## Involvement in Government Decision Making

What's working well?	Action to Enhance or Maintain	What isn't working well?	Action to Overcome
Space provided to publicize process - tech wise i.e. website agenda	continue to make available agenda, minutes, videos of city council and committee meetings	Lack of knowledge of city committees	coordinate with community groups to publicize related committees
City holds numerous events that promote interaction among residents - process to approve events seems streamlined	be open to more diverse events Record requests and denials of these events	Involvement of students / young people moving to Madison in city council meetings / decisions	Power of students (legislative), advocacy of administration
City has positive partnerships with <u>some</u> community orgs	work with more diverse groups	ensuring diverse voices/perspectives are represented in decision making	outreach to diverse groups
		Follow through in promises and decisions to marginalized groups	share power and decision making with disenfranchised groups (community capital) - should make decisions that impact them

## Artist Activity Results



LET'S  
DRAW  
OUT  
your solutions  
for our city.