

Community Feedback on Draft Strategies
(All 709 Responses)

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Form & Connectivity (FC)

Community Meeting Feedback (FC)

- 1 Madison needs more high-density, taller residential buildings with retail and other services on ground level and other lower levels-to reduce spread and to encourage walk able neighborhoods. It helps reduce spread and dependency on private cars if there are services within walking and/or Metro transit distances. (consider re-thinking the limit of no buildings taller than the Capital, as we continue into 21st century.)
- 2 Require building plans that come before city boards and commissions be presented in Google Sketch up
- 3 Deemphasize automobiles, emphasize alternative modes of transit in the planning process.
- 4 Move buses off of state st.
- 5 Invest the [audit] of reducing roadway widths through road [audit] {400 and 500 [audit] W Washington would be a small example}
- 6 Madison should build Frank Lloyd Wright bridge across Lake Mondota (2nd crossing design San Francisco) to provide better local access to lake and park in the center.
- 7 Pay attention to the Northeast corridors (capital air) City CV, Packers Ave, Sought Northport Drive, Sherman Avenue, East Washington, Gorham, Johnson. The International Airport, the city deserves major attention and investment.
- 8 Madison should work to reverse height limit (vs. Capital) for new construction
- 9 Madison should provide land for St of WI bank and in nation in order to protect and inspire our connectivity services
- 10 Create largest small vehicle feeder programs to main bus line
- 11 Madison should get rid of mayor's office in favor of tri-part government pursuant to international work of Edward Deborio creating better discussion and decisions.
- 12 Ban cars from the isthmus-built a park and ride at either end-connect to buses/street cars/ bicycles.
- 13 Not #10 [downtown]
- 14 Support existing legit Transportation like union cab not uber
- 15 Work with regional towns, municipalities to collaborate on regional transportation systems that are pro-active with regional growth and development.
- 16 Be innovative. Explore the emergence of ride sharing and autonomous vehicles "Open source Uber" driverless cars. Smart Roadways with a lot tech.
- 17 Build a bus transit station for Van Galder, Badger Bus, etc. Connect Madison Metro and Dane County Regional airport
- 18 Light rail considered in long-term
- 19 Green corridor and natural area connections in every neighborhood connect kids with nature
- 20 Institute a light rail system within the Madison area, similar to that of other cities
- 21 More attractive architecture for new buildings

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- 22 Want a good transition between commercial and residential areas
- 23 Train to MKE, CHI, MPS
- 24 Don't like having all the buildings run up to the sidewalk, like a greater set back
- 25 Add to #2 EV buses will require/work most efficiently with disbursed bus garages and charging facilities served from clean renewable electric generation

Website Feedback (FC)

- 1 Revive the conversation of Light Rail for our city, and connect us by rail to Chicago, Milwaukee, Twin Cities and Dubuque/Ames. This reduces cars downtown and encourages human interactions.
- 2 Invest in light rail that connects the main suburbs (Sun Prairie, Verona, Middleton, Waunake) to downtown, the campus and the airport. Also partner with Epic in installing a line to the Epic campus.
- 3 A larger focus on transportation solutions that build community, like biking and busses rather than single-person drivers.
- 4 Design the transportation system first & foremost for biking, walking & transit...and then see what space is left over for cars (rather than keep squeezing these modes into a car-focused system).
- 5 Add "park and ride" lot options near downtown Madison (eg, near the Alliant Energy Center, E. Washington Ave) that would allow workers to park their cars and then bike or shuttle to the capitol square.
- 6 Fill the gaps in the bicycle system. Connecting all the various segments will make the whole system way more usable.
- 7 Make the square bus & bike only like State Street. Reclaim a lot of the pavement for pedestrian and community use. Route vehicle traffic around the outer loop.
- 8 We need better transit, we have mass transit, we need rapid transit. BRT, or light rail, streetcar. Madison has become way too car dependent.
- 9 Encourage walking as transportation. Improve sidewalks, increase crosswalks and visibility, media campaign on right-of-way and enforcement of traffic laws. Reduce or remove major corridors.
- 10 Put more roads on road diets. Segoe is a great success story with on-street parking and protected bike lanes.
- 11 The transit system should be redesigned so that it is comprised of fewer, more direct bus routes, with frequencies of every 15 minutes or less. Currently Metro has over 70 routes and is confusing.
- 12 Recreation paths running through Green Corridors are my preference over large, underused mowed suburban parks. They maintain urban density while giving a flowing green experience to recreation.
- 13 We need light rail to better connect outlying neighborhoods with the downtown, airport, university, buses and it should be extended to connect with other communities and as far as Milwaukee and Chicago.
- 14 Provide more frequent bus routes, especially on the weekends

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- 15 We have great rails to trails planning but a capitol city needs commuter rail service and a connection to other metro cities. Need an Amtrak connection to Chicago and Milwaukee.
- 16 Offer the public more frequent, more distributed, more affordable, smaller more fuel-efficient bus transportation choices for our isthmus-handicapped community-even if more subsidies are needed!
- 17 Improve mass transit, through faster options or more options. Extend transit and bike paths to surrounding communities (Sun Prairie, Verona, Fitchburg, etc). Biking around the malls is very dangerous.
- 18 Pro-actively preserve farmland in the city for local food production.
- 19 Having mixed-use activity centers and an affordable regional transportation system (bus rapid transit, please!) is crucial. We could really use that rail link with Milwaukee and Chicago. Thank you.
- 20 Biking: Don't rest on our Platinum laurels. Keep innovating to make bicycling a safe, easy, attractive means of transportation. Protected bike lanes on busy streets.
- 21 While I recognize downtown/campus as main hubs, i'm interested in transit options that better
- 22 make a monorail or subway system through the isthmus and summer hydrofoil ferry on mendota. what happens when we soon run out of room on our isthmus roads? let's get creative and think big.
- 23 Having "a variety of choices" may not be enough - those choices have to be viable & equitable. For example, people may have a "choice" to ride a bicycle, but may not feel safe enough.
- 24 We need a downtown circulator/streetcar to get people from lower State st. to upper state, around the Capitol area and into Capitol East, also to the Alliant energy Center. Metro isn't cutting it.
- 25 How do poorer people travel? Hint: upper class whites are the ones yelling about bikes. Meet people where they are - accommodate bus and car traffic to ensure people have a way to work and
- 26 Revert one way streets back to two way. It makes the street grid navigation more logical and it calms traffic and is better for commercial and residential.
- 27 Increase parking costs, decrease parking minimums especially in downtown areas, and allow more incentives for bus and bike ridership.
- 28 Plan for autonomous vehicles. They're coming, they're coming soon, they'll change the way we use our roadways and get around the city, and we need to be ready for them.
- 29 Bikes and pedestrians should be largely considered. But let's make sure this utopia isn't excluding lower SES people.
- 30 bike lanes everywhere. Mayor Dave's idea for a trolley was before its time but see the potential for this kind of point to point transportation need in the very near future. Finally, discourage cars!
- 31 Put in light rail or bus lane (ambulances could use) on Park street. Improve the bus services for all areas of the city- buses end at 10pm on weekends and run once/hour on off-peak hours. not good!
- 32 Attention to regulation that will mandate sidewalks network to connect should will be emphasize. Sidewalk shoveling should be taken care by the city beyond resident involvement to avoid pushbacks.

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- 33 We need a elevated or subway line on the EAST WASHINGTON corridor! The eastside is the nature place to take measures NOW while it is revitalizing. Make better and more effecient public transport.
- 34 While it is likely being considered, we need to plan for efficient mass transit as the city develops eastward. We need to keep our regional airport's need for expansion in mind as tourism increases.
- 35 Start treating bikes as a legitimate transportation option, not just something to enjoy recreationally. That means providing safe and protected bike access on every street in the city.
- 36 Start rebuilding or reallocating our street space to prioritize transit, walking, & biking. Major roadways should have transit and bike lanes. These are more efficient use of uses of limited space.
- 37 Lift all caps on lot coverage, building height, FAR, etc. around West and East Towne Malls, and create a TID to pay for structured parking. Those two areas could be so dense. Large lots, wide streets.
- 38 Add dedicated fishing space to the bike path behind Monona Terrace so that foot traffic isn't forced into bike traffic by people fishing along the lake wall.
- 39 The comp plan revision is a good opportunity to set performance standards for the transportation system. For example, traffic should operate within the speed limit, buses should arrive on schedule.
- 40 Consider hydrogen powered buses.
- 41 Make a subway system throughout Madison. I used to live in Europe and that was so much more efficient than the confusing, overlapping bus routes.
- 42 Limit neighborhood group input in the approval of new development. These groups are captured by the upper mid class, and act to protect wealth, not the city. W/out new dev, not enough density for BRT!
- 43 Madison Metro should be better connected to the Middleton and Monona communities. Particularly Gammon Rd to University Ave in Middleton. More bicycle infrastructure is appreciated too.
- 44 What does compact mean? You promote the myth that density & infill prevent sprawl. Studies show they do not. They do however destroy what made Madison special, its green spaces and its small scale.
- 45 Work to ensure that Madison's transportation system supports a high quality of life, not just for the wealthy, mostly white population but also those who have been systematically disenfranchised.
- 46 Make sure bike facilities and paths can support handbikes (for the disabled), tricycles, and bike trailers.
- 47 Make a "wrong-way" bike lane around the Capitol to allow for easier maneuverability around the Capitol.
- 48 Madison needs a free trolley service around the square, down State and to UW. More park & ride lots. Need incentives for public transport and disincentives to bring cars on Isthmus weekdays.
- 49 Post clearly where bicycle riders may take the whole lane of traffic. Drivers get angry if they don't understand that they have chosen to drive where they may be stuck behind a bike.
- 50 The downtown is becoming a corridor of giant tall buildings and is not always pleasant to be in. Our isthmus can only take so much "infill" - it is, after all, an isthmus!

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- 51 More driver and bicyclist accountability and education programming on sharing the roadways. Drivers should be held more accountable by city laws when they put cyclists in harm. More cycling incentives.
- 52 Planning for transportation should precede the willy nilly rush to development. Current planning presumes people will forsake cars, but without alternatives just leads to parking burden on streets.
- 53 A positive transition to existing neighborhoods should be kept in mind when new buildings are proposed. Developers seem to build to the max and then, ask for more. EX: Construction on Park Street
- 54 Please connect Sun Prairie to Madison via public transportation and multi use paths/bike paths better.
- 55 Post clearly where bicycles are not allowed to bike on the sidewalk.
- 56 Streetscapes must be habitable appealing green enough to attract folks for walking/staying. GlassMetalConcrete assaults the public realm, drives peds to Bike Path, cuts retail action, hurts vitality.
- 57 Discourage built-in parking; for ex. Krupp's Eastwood-Division-Helena project *would've* directly increased bike-transit use and local retail activity had it not incl'd parking. BikePaths right there!
- 58 Isthmus arteries cannot be treated as commuter highways. It's a city;

Resident Panel Feedback (FC)

- 1 We want more productive ways to get around town-fewer bus transfers, more sidewalks.
- 2 Sliding scale regional transport
- 3 Put bike paths as part of sidewalk
- 4 If the City is looking for public engagement from older adults, transportation needs to be provided
- 5 Transportation is vital for seniors
- 6 Curb [audit] need to be taken better of (remove snow,ice).
- 7 Having designated planned park areas to keep the eco-friendly feel of Madison
- 8 Creating a public/ private bus transit program and have businesses incentives employees to use bus system to get to work and make better routes.
- 9 Create a safe-ride bicycle education program to educate people on rules of the road ex) no texting and riding
- 10 The group emphasised the importance of 1) improving transit connections 3) regional bicycle system 4) pedestrian environments 7) reduce the demand for development of farmland
- 11 On Strategy 10: "Clarify! Affordable, less tickets more parking"
- 12 Participants see a great need to improved and expanded transportation for accessing employment/jobs/services, the development of thriving centers of commerce and activity downtown and along major corridors and activities centers (including MORE living wage/family supporting jobs

Community Feedback on Draft Strategies

- 13 Over all the Hmong community doesn't use much public transportation. Participants shared the lack of education on how to ride the bus, bus routes, and where to buy tickets kept them from riding the Metro busses and was confusing. The Hmong community rely on family members for rides. However the group did indicate that they would like to see improved transportation to outlying areas for easy of getting to and from work. Participants also shared that they would like to see the city increase and improve pedestrian walk ways and biking.
- 14 For the form and connectivity, this concept was a bit foreign to the elders because they don't drive and did not understand the transportation issue or conceptualize the issue. The community and young professional-youth, however, were equally concern about #5 and #8 with four votes on regional bicycle team and one vote for #7.
- 15 Participants generally agreed with the need to improve transit connections, but showed concern as to what was meant by the term "improve" and how community was engaged to define "improvement."
- 16 Participants did not understand what a BRT was and once explained, there were mixed sentiments. On the one hand, participants were excited at the prospect of faster rides over longer distances. On the other, participants were concerned about potential confusion between regular buses and BRT.
- 17 There was no discussion around the regional bike system
- 18 Participants liked the idea of appropriate sized sidewalks, but also did not have a clear definition of what "appropriate" meant and wished to inform this width.
- 19 Participants agreed with strategy 5 with a need for clarifying "efficient"
- 20 Item 6 received great support with the addition that Alternatives should be explored that incorporate the innovations of the community.
- 21 Participants didn't understand strategy 7 and met it with a great deal of distrust.
- 22 Strategy 8 made sense to participants, although they wished to be able to collectively and further define "appropriate"
- 23 Participants did not agree with the concentration of developments downtown, but instead contemplated reaching underserved areas in need of development.
- 24 Strategy 10 was not clearly understood and met with a bit of distrust.
- 25 While participants thought that the use of old plans might mean they were not sourced in vain, there was a growing concern that – if these plans were not developed with equity, diversity and empowerment in mind for people of color, that the solutions would be out dated.
- 26 A program for low income families to obtain bus passes
- 27 More maintenance for parks, give bathrooms a new images that is less frightening
- 28 More transportation near stores and work factories, for this state to have driver license for Latinos.

- 29 Our community was very identified with this issue. The important points suggested were: to improve traffic connections, to offer more flexibility in bus timetables, since it affects in some cases the late arrival of work, delay in appointments to the doctor and, among others, the price of the card To overflow is a little more accessible. Bus tickets for the Low Income program - can only be purchased in 2 suggested days per month within working hours - why? Because there is no other option? Improve the system of routes to facilitate the use of bicycles and the pedestrian environment of the city through the provision of sidewalks. Reduce the demand for urbanization of agricultural land It is very necessary to obtain driver's licenses for our community as this gives us greater security to move to our respective places of work, doctor appointments, schools, etc. One outstanding point of a panelist was because we can not get a driver's license, but we are easily provided with registration plates for our mobile car, it is somewhat contradictory. The authorities only seek the economic resource, putting at risk the communities without licenses. We urge a driver's license, please people from the city of Madison help in this aspect that is of great importance for this community. Establish alliances with other governments and entities to advocate for our community to obtain DRIVING LICENSES
- 30 Strategy #1- All participants agreed to improve transit connections. Discussion about having access throughout the city and connecting areas such as Sun Prairie, Marshall, and Fitchburg for jobs, medical and education access. Question the plan on how to connect all neighborhoods to have easy access to the city. Noting cost and time with number of transfers needed and then lack of coverage of the current transportation system causes disparities and increased lack of access for those whom have limited income or living at or below the poverty level. An example shared was a youth having shared he had never seen the lakes in Madison and that he did not realize Madison had such a view until taken out on a lake to go fishing with a community worker. Note this youth is a City of Madison resident.
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- 32 Strategy #2- Expansion of the BRT was supported but skeptical of how this would be implemented to support efficiency regarding time to ride from place to place, cost, and availability (i.e. # of times per day available and hours of day- if person working two jobs and going to school would it be feasible to utilize the BRT). Suggestions arose also about use of rail transit like other cities are utilizing such as the Twin Cities. Also, free trolley service that some cities use in concentrated areas to possibly access the parks and lakes.
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- 34 Strategy #6-Strong support for transportation investments to be fairly distributed reflecting need for access, quick service, reliability and affordable for all community members. Not only in initial installation phase but with an ongoing plan for upgrade, maintaining and sustainability of the access.
- 35 Strategy #8- Support to provide appropriate transitions between areas of low intensity residential development and higher intensity developments in neighborhood centers and along major transit corridors incorporating the concerns and concepts described above regarding access, sustainability and affordability for all members of the communities.

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- 36 Strategy #3- Regional bike system supported, suggestion to possible have solar powered lighting to increase safety and to increase use of bike paths for transportation to work, school, etc... when hours of daylight are limited.
- 37 Strategy #7- Reducing the demand for development of farmland, and encouraging infill, redevelopment was supported with concerns expressed about the height of the new development occurring in the downtown area changing the landscape and sense of community. Suggestions of limits on heights of buildings, concerns that downtown will all be high skyscraper type development.
- 38 Strategy #10-Support for downtown Madison to be maintained as a government and activity center
- 39 Strategies # 4, 5, and 9- no discussion regarding.

Neighborhoods & Housing (NH)

Community Meeting Feedback (NH)

- 1 Strategically allocating funds for food system development (pf. Food corridor) ex. Hiring local persons to work in local food development.
- 2 Don't criminalize homelessness and review regulations at self-initiated housing development
- 3 Natural areas near every neighborhood connect kids with nature
- 4 In addition to affordable housing for seniors provide safe sidewalks, crosswalks and ability to cross streets safely (flashing crosswalks), transportation, volunteer opportunities, etc.
- 5 Madison Needs to redefine "Family" as applied to building ordinances to greater use of spaces.
- 6 Madison needs to make an exchanges with Madison Catholic Diocese [Cathedral Parish] to develop downtown
- 7 Madison should rezone farm area Glenway Golf course to allow for development and rebuild the course
- 8 Develop a strategy (tax credits) to create a (audit) that would make state welfare and low income subsidies work in [Madison]
- 9 Encourage more accessory dwelling units (e.g. Granny flats)
- 10 Madison should Land bank individual "show" houses to rebuild single family homes from 50's-60's into sustainable basements and 2nd story for resale.
- 11 City funded buildings should hire local architects. (buy local for arts)
- 12 Promote co-housing
- 13 Work harder with mixing all races into every neighborhood.
- 14 Promote neighborhood school at walk able distance within each neighborhood.
- 15 Prefer owner occupied housing over high-density rentals, small houses tiny homes
- 16 Prefer owner occupied housing over high-density rentals, small houses tiny homes
- 17 Develop a wider mix of housing types and affordability in all new and existing neighborhoods.
- 18 Develop a plan for recognition and mitigation neighborhood gentrification

Community Feedback on Draft Strategies

- 19 End homelessness. Shift to prevention. Need to develop approximately 1000 units/year
- 20 End homelessness. Shift to prevention. Need to develop approximately 1000 units/year
- 21 Create or foster destinations in neighborhoods- not only downtown
- 22 Add grocery store to #6

Website Feedback (NH)

- 1 Make sure that housing 'affordability' for renters really means that people will NOT face housing burden. (eg. rent will not be above 30% of the household income).
- 2 Much more affordable rental housing, especially for low income families is a key priority. Several organization are exploring ways to unlock the potential for investment and philanthropy here locally.
- 3 Continue the trend of increasing the number of "neighborhood schools" which serve as a focal point for neighborhood needs i.e. health services, food pantries, social services, tutoring, etc.
- 4 Evenly disperse new low, medium and high income housing to better integrate the city.
- 5 While I love seeing how quickly new apartments are being built around Madison, there are few affordable housing options for individuals with a single income.
- 6 You can't encourage and maintain diversity in housing if the price of housing in certain neighbors escalates at rates much higher than other options. Can we work on options to keep housing Affordable
- 7 we need intergenerational housing
- 8 Encourage more accessory dwelling units/granny flats everywhere in the city
- 9 It would be great if neighborhoods had a wider variety of income levels. It shouldn't be that just
- 10 Provide for a wider range of housing opportunities by:
 - Making it easier to build or rent out accessory dwelling units.
 - Making it easier to build or rent out cooperative-style apts or houses
- 11 Provide for a wider range of housing opportunities by:
 - Making it easier to build or rent out accessory dwelling units.
- 12 Encourage the establishment tiny and small homes through zoning to ease the economic barrier to home ownership for low income residents.
- 13 Apartments downtown are extremely expensive. There should be housing exclusively for those students who are lower income, who are already struggling to pay tuition alone
- 14 More safe bike paths and sidewalks
- 15 This goal should mirror other goals - emphasis on strong, complete & CONNECTED neighborhoods.
- 16 We need to turn some of the properties our low-income areas into owner-occupied units. We should try to partner with successful programs, Habitat for Humanity to do that. Think creatively.
- 17 affordable housing mixed with all kinds of other housing

Community Feedback on Draft Strategies

- 18 Assure low income individuals & families can find & keep stable housing. Prevent evictions. Affordable housing in new developments. Research evidence-based approaches other cities use.
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- 20 Assure low income individuals & families can find & keep stable housing. Prevent evictions. Affordable housing in new developments. Research evidence-based approaches other cities use.
- 21 I worry that the recent rise in both petty crimes and serious gun violence will continue to push middle class families from both the City of Madison and the Madison school district.
- 22 Downtown expensive apartment buildings have made living in close proximity to campus less economically accessible. This is only accessible to a small majority of students and young professionals.
- 23 Living in Madison is very expensive. Even if there are apartments that are over 20 years old, students are having to spend a majority of their income and savings just for a place to live.
- 24 More mixed use areas. Also, some parts are too sprawled and can be built up a little more. Increase height maximums in the downtown area outside of the isthmus.
- 25 We have to find a way to combine affordable housing and market rate housing in order to ensure a vibrant and diverse community.
- 26 We need to be looking at affordable housing and not just for the more well-to-do employees or employers. The hospitality sector is an important facet of the Madison experience, and wages are modest.
- 27 I would not like to see a re-zoning of Williamson Street to 4-6 story buildings. New construction in the last 2 years is walling off the existing neighborhood and contributes to heavy auto traffic.
- 28 I mostly like the infill so far. I prefer traditional architecture with arches and brick. I would even like to see some Amsterdam-style low-rises with a town square for retail and loitering.
- 29 ABOVE ALL, THE CITY & ITS COMMITTEES SHOULD RESPECT THE WISHES OF NEIGHBORHOODS IN THE PLANNING PROCESS & NOT SIMPLY ROLL OVER THEM LIKE AN ARMORED VEHICLE. BEGIN&END WITH NEIGHBORHOODS NOT COMMITTEES
- 30 Please do not re-zone Williamson St. to 4-6 story buildings. It will entirely change the character of this historic, iconic and diverse street and neighborhood. Thank you.
- 31 In order to build enough housing, neighborhood plans that were written by incumbent, well-to-do homeowners will have to be ignored. They were written to protect existing home values--not a prob today!
- 32 Studies show green spaces can reduce crime. I wish we weren't building so many developments right up to the sidewalk. W/o trees and grass the temps rise, there's more run-off & overuse of winter salt.
- 33 All residents should have access to markets and grocery stores with fresh foods and produce. No food deserts!
- 34 Do outreach to seniors, looking for low income housing. Romnes Apartments used to be mostly seniors. Now it is mixed, with more noise and police calls. Seniors earned some refuge.

Community Feedback on Draft Strategies

- 35 When building height restrictions are considered: focus on modeling sun shadows! A new large bld on W side of State St. created huge sad shadow (cold area) across the whole street a few years back.
- 36 Would be nice to have the availability for larger lots and less restrictions brought on by HOAs.
- 37 Support architect-lead affordable housing ideas, since architects think about these things every day, and they are typically more concerned with the city than other players in the game.
- 38 More mixed use developments would be wise. I am tired of seeing ugly apartment buildings go up without any green space, offices, communal areas, restaurants, or coffee shops in conjunction.
- 39 These strategies are so abstract as to be vision statements. We need strong & vibrant neighborhoods, but lacking detail they can lead to land use changes that destroy neighborhood integrity.
- 40 Work for parity and excellence in public schools so diverse neighborhoods keep their kids nearby!
- 41 I would surely like to see the Nolen Waterfront project be built. It would provide badly needed park space and be a great addition to the City..
- 42 At Romnes Apartments, CDA housing, do a better job of vetting potential residents. Also do outreach to seniors looking for low-income housing.
- 43 At Romnes Apartments, CDA housing, do a better job of vetting potential residents. Also do outreach to seniors looking for low-income housing.
- 44 Please leave the housing market to the private sector. It is capable and willing to provide all types of housing.
- 45 Pay owners of "owner occupied rental buildings" to add a (resale value lowering) deed restriction to their property, requiring property to remain "owner occupied with rental" forever.
- 46 Madison has ADU (small house) policy but few are being built. Let's ID barriers and get more beautiful small homes built. Help us age in place! Last year Portland built aprox 195 - Madison built 5?
- 47 Madison housing costs are a supply/demand problem. If we want affordable housing, we need more building! Create fast track for housing approval, including for areas that need zoning changes.
- 48 Remove ADU park impact fees, so more people build these "accessory dwelling units."
- 49 Development is a fragmented, statutory process that defaults towards growth & assumes no right of public interest unless one is a property owner within limited distance. Not conducive to participation

Resident Panel Feedback (NH)

- 1 Affordable housing needs to be in areas that have transportation, amenities, and grocery stores.
- 2 Ensure compliance with regulations for housing development; Better monitor current pgorams like
- 3 Affordable housing is a great and abiding concern for participants, who are diverse in age, education and income, but who all share a similar concern about the rising cost of decent housing.

Community Feedback on Draft Strategies

- 4 Each has experienced or know someone who has or is struggling to afford the cost of housing or to move to better housing in a neighborhood of their choosing, versus their being limited by what they can presently afford. Many communicated that they would have to work 2 or more jobs to afford decent housing.
- 5 Participants would like an operating definition of “affordable”—what specifically does the city mean when it says this? Based on what family size/composition? Income levels? Cost of housing that qualifies as ‘affordable’, and will it be affordable to all?
- 6 Participants did indicate community safety and wellbeing as important. It is important for the city to have a good supply of affordable housing as they group began to realize the homelessness problem in the Hmong community.
- 7 Strategy #1- Strong concerns about the lack of affordable housing for all members of the community. Concerns about availability of housing for those whom have criminal records or credit issues, what is going to happen to neighborhoods with smaller homes such as many east side neighborhoods where taxes are higher and the residents are aging and costs are not equitable for the next generation to buy and sustain the neighborhood. Participants voiced a need to have housing available for all and to be integrated mix as described in Strategy #2. Concern expressed about the future of northern, southern and near eastside neighborhoods if these issues are not addressed.
- 8 Strategy #2 and #11: Support of developing a wider mix of housing types, sizes, tenures and costs with also help to support providing neighborhood facilities that bring people of diverse backgrounds together and strengthen social connections. Discussion supported this should be an integrated approach of incorporating strategies # 1, 2, 5,7,8,9 and 11 equally. Discuss was if there is diverse affordable housing that includes support for inclusive community schools, healthy & diverse food access, retail access and is supportive to the most vulnerable residents then healthy communities that are inclusive, diverse and supportive would be the end result. That each of these strategies cannot be done alone, if they are the same issues will continue to persist is the concern.
- 9 Strategies # 3 and #6- Integrated affordable housing and complete neighborhoods should be achievable with an expected outcome if the strategies above are achieved. These strategies are supported by the group.
- 10 The group highlighted 4) age in place 8) support diverse food production. They felt that Madison attracts young populations and can be easy to forget about seniors but there must be initiatives in place to assist seniors regardless of immigration status. The group wanted to use the community gardens model to increase multigenerational engagement.
- 11 Ensure neighborhoods, especially underserved ones, have quality grocery stores that are easily accessible by public transportation
- 12 Of major importance in a neighborhood is quality of life, access to life-enhancing amenities including parks and green space, quality grocery store and food access, community center that is truly accessible to residents, entertainment, shopping (quality stores, not Walmart or cheap strip malls), and other conveniences.
- 13 Boarding houses/semi-communal living spaces need to be more abundant in low-income neighborhoods (i.e. Northside and Southside Madison), and welcoming to both individuals and families.
- 14 In relation to #9 make sure the neighborhood has input and the business will strengthen neighborhood, the Plasma Center on Allied is bringing more drug activity
- 15 Change income eligibility requirements for individuals, families, and communities that seek to provide childcare.
- 16 Expand the hours that are currently available for childcare services, through closer coordination with and fiscal support of individuals, families, and communities that seek to provide childcare.

Community Feedback on Draft Strategies

- 17 In relation to the childcare service provided by the Madison Area Technical College, the City needs to drastically increase support for this program and ensure that parents enrolled in higher education have the ability to receive safer care for their children and extended childcare hours, while being able to fully engage and pursue their education.
- 18 Strategy 6 was welcomed and also understood as incomplete. While there is a deep need for the
- 19 The group highlighted 4) age in place 8) support diverse food production. They felt that Madison attracts young populations and can be easy to forget about seniors but there must be initiatives in place to assist seniors regardless of immigration status. The group wanted to use the community gardens model to increase multigenerational engagement.
- 20 Benevolent associations (e.g., Madison Community Cooperative) need to be held to drastically higher levels of accountability in terms of the support of, accessibility for and centering of TNBGNC individuals and communities, even more so for QTPOC individuals and communities. Benevolent associations that address housing insecurity should not be exempt from paying property taxes if they aren't committed and being held accountable to racial, trans, disability, immigrant, and economic justice.
- 21 Housing Cooperatives independent of long-established and City sanctioned organizations/benevolent associations need drastically increased opportunities to be granted benevolent associations status. Namely, housing cooperatives that support, center and are accessible to multiply marginalized TNBGNC individuals and communities.
- 22 Urban space that is accessible (ADA compliant, low-income centered, TNBGNC and QTPOC affirming) to grow healthful, sustainable, and culturally-specific foods.
- 23 Increasing the number of food pantries in low-income neighborhoods and schools; increasing the number of hours by which these food pantries operate.
- 24 Increase City coordination with independently owned small businesses and listen to the needs of low-income individuals and families when it comes to food businesses/grocery stores being developed in low-income neighborhoods that cannot afford the food offered by these food businesses/grocery stores (i.e. the Willy Street Co-op on the Northside is not financially accessible to the majority of individuals and families living in that neighborhood).
- 25 Regulations around food/produce waste that ensure we are not throwing away resources that should be used to feed people/made available through food pantries. Food pantries need to have more fresh produce than canned goods.
- 26 Subsidize mobile food pantries/delivery from food pantries, thus making food available to people that cannot physically access current food pantry locations, are not living close to food pantry locations, and/or face the stigma of going to a food pantry.
- 27 Gardening classes at low cost
- 28 Create ombudsman- someone who older adults can talk to about issues with building managers
- 29 Affirm and amplify representation for community-specific mediators and healers.
- 30 All participants would like to see home ownership as a major feature of the African American community here and more education and assistance in achieving this goal, understanding that it
- 31 Don't criminalize homelessness
- 32 Create more programs for homeless population to help with housing

Community Feedback on Draft Strategies

- 33 Discussion about housing led to the participants talking about homelessness in the Hmong community. Many of the participants felt homelessness wasn't an issue in the Hmong community. When I asked if anyone knew what the definition of homelessness was many said, "It is the people you see sleeping on the street corner or begging on the street corner." When I asked if they knew of a relative that was living with a family member because they could not afford housing several hands went up. I told them that an individual may be considered to be homeless if that person lives with family members because they can't afford their own housing. Participants then started to share how they knew many relatives who were living with other family members because they lost their house or couldn't afford housing. In the end the group realized that homelessness may be under counted in the Hmong community because culturally family members would just take in relatives and let them live with them. To the Hmong community this was just helping each other out and not seeing them as homeless.
- 34 We also want more housing on the East side.
- 35 Housing has to be available for those with conviction and arrest record (sect. 8, public housing)
- 36 Develop and Utilize abandoned spaces throughout the City of Madison. Expedite the timeframe for abandoned spaces that are already being developed and prioritize the development of low-income housing—for single, family, and quasi-family use.
- 37 Promote and expand the availability of "tiny homes" within the City of Madison, for those who seek this type of housing, without assuming who does and does not desire this type of housing (i.e. people experiencing homelessness do not inherently desire to live in "tiny homes," nor should be subjugated or channeled into these living spaces).
- 38 Overall, the women-elders, community and young professional-youth were very active in this category. They are very concerned about the health and housing condition and availability of their families. Besides the voting, they verbalized a lot about their needs, especially the elders sharing their fear of the lack of affordable and duplex housing for their families—the availability of duplex homes so a family of three generation can live together. All priorities were being voted on in this category, with most voted for #5, #1, #4, #3, and so on.
- 39 Strategy 3 was welcomed although folks wanted to make sure that this sort of housing was not restricted to these areas.
- 40 Higher access to housing like Habitat for Humanity, focusing on Latin families with children born here.
- 41 One of the important points for the community is that housing income is accessible, improving security in each neighborhood, offering housing options with support services to our most vulnerable residents, offering affordable housing assistance services. Please put more parks in the south of the city of Madison
- 42 There was also discussion of the city needing to control rogue landlords/slum lords who do not keep up their properties, and landlords/property managers who discriminate against African American and other people of color in housing decisions.
- 43 Dismantle strategic placing of liquor stores within low-income, predominantly Black, Latinx, Hmong, and South Asian neighborhoods and neighborhoods with higher concentrations of QTPOC individuals.
- 44 One of the important points for the community is that housing income is accessible, improving security in each neighborhood, offering housing options with support services to our most vulnerable residents, offering affordable housing assistance services. Please put more parks in the south of the city of Madison
- 45 We're nervous about having more community police because we're nervous and don't trust them. We don't feel comfortable having them around us because when they're around its usually to arrest our family members.
- 46 Police presence in all neighborhoods

Community Feedback on Draft Strategies

- 47 Develop programs and service for crisis response (e.g. mental wellness crises, non-violent crises, *perceived* violent crises, *perceived* criminality) that are funded and sanctioned by the City, and that do not involve nor give any jurisdiction to the Madison Police Department.
- 48 Also of concern are better relations between police and residents and changes in policy behavior and policy that steers away from aggressive interactions with communities of color, and reduced presence of police and constant surveillance of communities of color.
- 49 Strategy 10 presented a charged topic with differing views. The differences were among the notions of "community safety and wellbeing" as well as "improved relations." The opposing views were: the over presence of police actually destabilizes community safety due to the increase in incarceration and the related decrease in employment and the related increase in poverty and crime as a result. This was contrast to the typical idea of police keeping peace and providing safety. The other point of contention coming from the notion of "improved relations" came from the differing definitions of "improved." On the one hand, participants felt that improved relations meant less involvement/contact. This included the FI/YGB strategy for community control over police where police would be required to live in the neighborhoods they police, and would receive their directives from, be hired and fired by and otherwise accountable to small randomly appointed community boards. The other definition of "improved relations" was not less contact or more contact, but more understanding contact and situationally effective. This means that impact is taken into consideration vs only a particular statute.
- 50 Strategy #10- Increase community safety and wellbeing through improved relations between residents and police officers supported.
- 51 Add "public safety" goal for our neighborhoods- gangs and violence
- 52 Security guards at apartments for older adults
- 53 Not so sure that I agree with #1 as this creates more development
- 54 Create legislation that significantly expands rent-controlled housing units, especially in low-income neighborhoods.
- 55 7. Strategy 7 received great support with the caveat of community being able to participate in the process of determining what "support" means in this sense.
- 56 Strategy 8 received wide support with the addition of window gardens. There was also the question as to what "support" meant here. Is it funding? Is it strategy? Is it both? Etc.
- 57 This strategy was seen as nonsequitor by the group as the presence of a facility would not necessarily result in diverse gatherings. Additional support would be needed here like programing, strategy, financial and other supports.
- 58 Escort driving through RSVP has been a lifeline for older adults to get to appointments so they can live in their own home
- 59 referring specifically to Draft Strategy 5) Vulnerable Residence needs to be specified: say TNBGNC, LGBTQ+, POC, QTPOC, disabled, undocumented, elderly, etc. or it is legally meaningless.
- 60 #6 seems the same as #3
- 61 Strategy 1 received an Amen from all participants.
- 62 Strategy 2 received an Amen from all participants.
- 63 No Comments on strategy 4.
- 64 No comments on strategy 5.
- 65 Strategy 9 did not receive much discussion.

- 66 Strategy #4- Allow seniors to age in place by providing affordable housing that are integrated into the community is supported.

Economy & Opportunity (EO)

Community Meeting Feedback (EO)

- 1 Explore education that serves the soul vs. the ego
- 2 Redefine business through work-life-balance practices [integration of wellbeing into growth models]
- 3 Support business that serve the soul vs. the ego
- 4 Expand opportunities for startup food-related businesses.
- 5 Provide greater regional transportation to encourage economic interaction with other metropolitan areas.
- 6 Support business and entrepreneurial training especially in the food system (the public market
- 7 Support incubators (and private market forces) that foster an environment for small business/start-ups i.e., like #4 but use existing products, rather than trying to compete with them).
- 8 Education components (#10) Needs to specifically focus on early childhood and kindergarten readiness needs more emphasis.
- 9 Prepare to help UW as it morphs into?? Could be smaller, could be more online, less research? Etc. How ill Madison cope with this?
- 10 Policies that support self employment and home businesses
- 11 Open up more low cost market areas for all sorts of used or new material
- 12 Madison should work towards tax hospitals and other high revenue non-profits not paying fair share
- 13 Improve the facilities of our K-12 education system for retention of residents and greater opportunity and equity for all students.
- 14 Better support for events and festival less bureaucracy
- 15 #1- work to close the educational achievement gap
- 16 Innovate. What does next-generation economy look like? How Will Madison prepare for the automation of many manufacturing or service industry jobs?
- 17 Re: #1 Identify root causes of poverty and eradicate it
- 18 Develop programs which provide mentoring, support, career exploration and development to help low-income individuals realize economic stability
- 19 Develop/increase programming and resources for the 18+ age group.

Website Feedback (EO)

- 1 How will Madison center residents who are most impacted by economic injustice (people of color, LGBT, disabled, etc.)? What if this clashes with what businesses want? Who will you prioritize?

Community Feedback on Draft Strategies

- 2 Buy local should be focusing on buy 'healthy local' ; reducing the number of taverns and substituting bar-food with health local food.
- 3 Focus on fixing problems that cause crime instead of jailing those who commit crimes of poverty.
- 4 Support a thriving food business sector through infrastructure development (processing facilities, food hubs, public market district) & training to support farmers, food chain workers & entrepreneurs.
- 5 Make our schools work. Double the number of teachers. Cut class-room sizes in half. Include an hour-long lunch period as *part* of the curriculum. Require several hours of outdoor time each week.
- 6 I work in higher ed career services, and see most students interested in leaving Madison after graduation. To get people to stay Madison needs more diversity of career opps + competitive amenities.
- 7 Offer more job opportunities to teen residents even if such jobs need to be subsidized with city/county funds. This could have many benefits-less delinquency, teaching job skills, providing income.
- 8 I would like to see "buy local" mean "win-win" instead of a way to raise prices to outrageous heights. Favorite example: local cheese.
- 9 Much of what we might do to redistribute wealth is hamstrung by the state. Whatever the city can do to address rent will help.
- 10 The food sector is a big part of Madison's economy. We should support innovators who make products for export out of the city and as well as new ways to get healthy food to all Madison residents.
- 11 Support incubators that foster small businesses/start-ups
- 12 Improve MMSD's school facilities to retain residents in the district and provide greater opportunity and equity for students.
- 13 Encourage local & independent businesses through tax cuts and affordable spaces. If the product is cheaper, more locals will be able to afford and support the local economy
- 14 The City of Madison should develop a full, detailed food system plan that connects its efforts to the rest of Dane County, the region, and the super-region that exists between Chicago and Minneapolis.
- 15 Increase the minimum wage.
- 16 Fix TIF policy to permit gap funding equal to 85% of increment created. New economy jobs are being pulled from Madison to suburbs w/ better TIF policy. Also consider increment in entire TID.
- 17 Madison Metro should provide more service so it's easier to get to work (more frequent trips during the rush hour shoulder hours, more non-stop trips, more service to outlying areas). Thank you.
- 18 Have private and cooperative (credit unions) participate intensely in economic development by making capital available to nontraditional populations (e.g. low income, micro business people, etc.)
- 19 Reduce restrictions on home occupation. Continue to regulate loud or toxic activities, but lift restrictions such as use of an outbuilding.

Community Feedback on Draft Strategies

- 20 Our city relies too heavily on state employees, UW employees and Epic employees. We need to be more business friendly to attract a wider variety of businesses so UW graduates will stay here.
- 21 Where is the discussion of the likely impact of proposed "planning" (vs. "zoning") changes, i.e. likely decrease in property values in favor of higher/denser housing w/loss of current character?
- 22 Madison's "growing economy" is growing only for rich developers and the only reason they're here is taxpayer subsidy. Why should we make rich people richer? They always lie about the jobs.
- 23 Madison and the state need a public bank. Banks and credit unions are leeches on people and government
- 24 Increase the minimum wage (is there a way around State restrictions?). Work with MMSD to prioritize academic achievement of ALL students. The achievement gap is a disgrace.
- 25 There needs to be more equality and opportunity. The economic gaps are quickly becoming social gaps that are leading to dysfunction, affecting everyone.
- 26 MMSD schools have made some efforts to prioritize children's health but these rely mainly on outside funding/groups and parent participation. Make this a city priority and provide more resources!
- 27 Businesses needs & voice should not be allowed drive Madison's development. Citizens needs & voice should factor into planning efforts in actual fact rather than in principle only and 3-minute bites.
- 28 More training opportunity in the building trades. Many smart people who don't know how to fix/build anything but are all looking for someone to do it. Can improve old housing stock with more craftsmen
- 29 I think we should map out where services, jobs, and activities are. One the near east side we have lots of great stuff, but my sense is many neighborhoods aren't as lucky.
- 30 Support MMSD achieve their Strategic Plan goals.

Resident Panel Feedback (EO)

- 1 Our families need childcare so parents can work.
- 2 We also want more opportunities for Black people to start their own businesses.
- 3 Help kids attend college and graduate ?
- 4 Increase career and employment training programs for youth and adults
- 5 Don't develop new sites for office, research, etc...use existing vacant sites/buildings
- 6 Create more entrepreneurs
- 7 Support entrepreneurs
- 8 Teach kids practical living skills- can't depend just on parents
- 9 More training for boomers who will be retiring
- 10 Train parents how to support their children
- 11 Work with First Gen. students in higher Ed

Community Feedback on Draft Strategies

- 12 More library services
- 13 It is a logical conclusion that better transportation will lead to people accepting different workplace opportunities.
- 14 The group wants to see an emphasis on small business development. There must be support for local businesses like Farmer Markets.
- 15 A participant said that ignorance stops us (the Latino Community) from knowing resources and resources get used up. The economy depends a lot on the community as consumer but we must participate.
- 16 Create an environment where people with average income can live and benefit from growth in Madison, including black youth people
- 17 Eliminate workplace discrimination
- 18 Participants agree that the lack of economic development in communities of color are responsible for most of the challenges these communities and the individuals in them face. Solving the economic
- 19 Efforts must go beyond job training, which is important, but must also include business development and support of entrepreneurship, business incubators (traditional and cooperative-based) ownership, infrastructure development in neighborhoods of color, and self-sufficiency of these neighborhoods to maintain stability through economic shifts.
- 20 Families (traditional and single parent led) need viable career opportunities that can position them to
- 21 Financial literacy was cited as a major need as well.
- 22 Workplace and general discrimination and structural racism were cited as active barriers to African American's advancement here in many cases, and the need for the city to take this seriously, confront it, and root it out.
- 23 Improved education system that truly prepares Black and Brown and low-income children for success in college and the workplace.
- 24 Neighborhoods need access to quality food, high quality childcare, education and technical training to tool residents for high-skilled jobs in emerging and growing industries (IT, advanced manufacturing, healthcare/healthcare systems).
- 25 Residents feel that the city has not really prioritized economic development and economic empowerment in communities of color, and that the matter is at a level of emergency requiring specific initiatives, partnerships with local school district, businesses, colleges and employers, and investments in low income neighborhoods (i.e. local satellite job and business development training centers, internships, incubators) to build economic capacity and stability among African American families, individuals and communities.
- 26 This topic garnered the most discussion. Participants felt the city needs to do more in regards to providing economic opportunities to the Hmong community. They felt the City isn't equitable in its support of the Hmong community compared to the African American and Latino community.
- 27 Participants would like to see the City work to "prevent" the achievement gap. Ideas included hiring more Hmong teachers and administrators in the school district. As well as have a Hmong school similar to Nuestro Menudo's to provide support for Hmong students.
- 28 They also wanted the City to hire more Hmong administrators or at least more Hmong working within the City to help open the door to City funding and support. Without Hmong staff at the City, the community don't know who to go to for support or city help.

Community Feedback on Draft Strategies

- 29 Participants also indicated they wanted more youth employment and training targeted to Hmong youth. Training that includes career guidance, work placement and living wages geared towards Hmong youth. Many of the participants expressed concerns about the Hmong youth not getting enough support to be able to get jobs. Which in turn sets the up for another cycle of low income Hmong families struggling to support their family
- 30 This category is also a hot category for the community, young professional-youth and women- elders as well.
- 31 Parents and youth spoke passionately about the lack of economy support and opportunities for Hmong youth, especially internship, employment and business mentorship. Two issues that were the most important for the community are the educational achievement gap and support small businesses. The next priority was #2, racial and ethnic diversity of the workforce, #1, #2, #8 and so on.
- 32 Strategy one received wide support with the caveat that such support should be led by those most impacted by the need. For example, the workers should have similar backgrounds/ cultures to those they are assisting. Diverse support should be supported by diverse organizations.
- 33 Yes to strategy 2, with a need for clear metrics that can be measured and reached.
- 34 Yes to strategy 3, with the addition to encourage support of people of color led businesses.
- 35 Strategy 4 was edited to say "with a focus on" people of color. The reasoning being that history shows us that when people of color are not the focus, they are often forgotten and left behind.
- 36 Strategy 5 received support although participants were confused as to the feasibility of the goal. This confusion also supported feelings of less than genuine community engagements and "goals."
- 37 Strategy 6 was supported although this development was assumed to live with the development of diversely owned businesses.
- 38 No discussion on Strategy 7
- 39 Strategy 8 was altered to "support diversely led services that support..."
- 40 No discussion on strategy 9.
- 41 Strategy 10 was met with distrust as it seemed so ambiguous as to be unachievable without specific metrics.
- 42 The group also came up with the need to support the collaboration of businesses led by people of color.
- 43 Also, partnering with collaborations of organizations to deliver needs-based resourced development and develop dynamic, digitally accessible asset mapping.
- 44 Improve salaries in the state
- 45 There is no assistance for small businesses, the Department of Revenue lies to the people with complex forms and without someone to explain what to do.
- 46 Free support centers (legal, taxes, and other services) where they speak spanish

Community Feedback on Draft Strategies

- 47 Support small businesses and also buy products for small entrepreneurs. In the opinion of a panelist there is no help and guidance about paying taxes for small businesses. His experience was unpleasant. Filing the tax form is very complicated and there are no trained staff, some organizations give the false hope of helping a very high price without having any positive results.
I would like the small business staff to be trained and thus not have problems with the IRS because of ignorance.
- 48 Promote local consumption and support the small business economy.
- 49 To favor the payment sufficient for the support family, for all the workers. Improve wages
- 50 Our community is identified with this theme regarding the future of Latino students to obtain scholarship services and thus to graduate and obtain education (GED, GENERAL EDUCATION)
- 51 Strategy #4- Most support for small businesses and cultivate business startups, including businesses owned by people of color. Strong support in this area to build on the strengths and skills of the locale people to support cottage industries to be done from homes to be sold in market type settings to decrease barriers to access for the funding and regulation for them to thrive.
- 52 Strategy #2- The city should lead and encourage other employers to increase the racial and ethnic diversity of the workforce. Participants shared experiences of skilled candidates for positions being turned away due to discrimination vs. lack of competency or skill for the position.
- 53 Strategies # 1, 3 and 8 had equal support to provide assistance to achieve economic stability, support buying local and provide strong educational support for high school graduation, career guidance and work placement to youth and residents facing barriers to employment.
- 54 Strategy #6- Develop more jobs that pay a family-supporting living wage for all workers. Supported with discussion for a need for a higher min. wage to be a livable wage and to have supports in place to support working families such as transportation access and affordable daycare.
- 55 Strategies #7 & 9: Equally supported to ensure access to affordable high-speed internet service for residents, businesses, and institutions. Focus resources on retail, nontraditional and local food, nutrition incentives, procurement policies, zoning, and education to improve access to nutritious, affordable, culturally appropriate food. Discussion on utilizing local talent to assist with sustainable, nutritious, affordable and culturally appropriate foods through use of cottage industries including local fishing.
- 56 Strategy #10- Work to close the educational achievement gap- supported and discussed this would also be supported by achieving the items previously discussed under neighborhoods and housing; and form and connectivity. They are all connected as part of the consensus of the discussion.
- 57 Strategy #5- no discussion on.

Culture & Character (CC)

Community Meeting Feedback (CC)

- 1 Provide financial incentives when designating privately-owned properties as historic landmarks
- 2 Explore win-win ways to transform conflicts, reach consensus, build community, and raise consciousness
- 3 Connect Kids with Nature!
- 4 More free/low cost theater (including back festival) make music Madison

Community Feedback on Draft Strategies

- 5 In any event culturally important food will be part of the experience
- 6 Use all these cultural assets to help market the city as a tourism destination (a unique one at that)
- 7 Celebrate and engage local artists
- 8 Develop new neighborhoods where residents have easy access to food sources, recreation, culture, education, employment, etc.
- 9 Preserve, protect, perpetuate and enhance Madison's historic resources
- 10 The public market district will be funded in significant part by the city and should perhaps be considered a community facility like parks, libraries, etc.
- 11 Create and maintain places that are safe, accessible, equitable and inclusive. Recognize the economic value in arts and culture.
- 12 Encourage Alders to approve 1% for art in new projects

Website Feedback (CC)

- 1 Support new and existing community gardens and build resilient, diverse, healthy and culturally appropriate retail outlets (restaurants, markets, food carts) in all neighborhoods.
- 2 Support new and existing community gardens and build resilient, diverse, healthy and culturally appropriate retail outlets (restaurants, markets, food carts) in all neighborhoods.
- 3 Clean up the lakes, keep them healthy and provide access to lake shorelines. Convert more open space to prairie restorations and plant native trees to replace ash. Consider urban orchards.
- 4 Maintain green space throughout the city for gathering places and to support the natural health of the citizens and lakes.
- 5 Overall, I have welcomed infill and mixed use. We must not however push out the working class with high rents. White collar snobbery and blue collar resentment & flight can destroy community too.
- 6 Push back against attempts to keep low-income housing segregated from wealthier neighborhoods.
- 7 Visitors to Madison will never think of Madison as a cultural destination if we allow our public art to deteriorate. Having new art is great, but we need to take care of what we already have.
- 8 We are losing our unique character as the skyline changes to obscure the Capitol Building. Water is one of the unique characteristics of Madison, yet access by the general public is not great.
- 9 We are losing our unique character as the skyline changes to obscure the Capitol Building. Water is one of the unique characteristics of Madison, yet access by the general public is not great.
- 10 One way to preserve farmland and to integrate urban population needs with food production is to prioritized urban farming and zoning that allows "fingers" of farmland to coexist with neighborhoods.
- 11 Making more neighborhoods walkable will increase the number of neighborhoods where people can live without a car and they'll interact with their neighbors more. More sidewalks! Thank you.
- 12 Our lakes are our jewels, and we don't show them well. Our lakeshores need to provide both recreational and viewing access to our lakes. And they need to be clean. We should be setting an

Community Feedback on Draft Strategies

- 13 Connect nonprofits with city organizations to create public art made by local youth, students, intergenerational. Stop/slow gentrification of S. Park Street; improve resources for original residents.
- 14 Connect nonprofits with city organizations to create public art made by local youth, students, intergenerational. Stop/slow gentrification of S. Park Street; improve resources for original residents.
- 15 I hope that part of that culture will be one inclusivity and equity for all of the city's residents.
- 16 Additional art would be nice (murals). This city is very unique and has a lot to showcase.
- 17 Cultural event should be ideally always, accompanied by culturally related food, at affordable price. A deliberate effort should also be made to avoid unhealthy , cheap food during these events.
- 18 More public murals inspired by Madison history/heritage/etc, especially on State Street. Encourage interactivity between public and private entities to create cultural spaces for making art or music
- 19 Work with local elementary schools (within walking distance of city residents) to offer outreach programming including cultural presentations at a variety of times/days to encourage access.
- 20 The Frank Lloyd Wright principle of integrating buildings with the landscape should be a guiding principle for planners, Obviously, integrating with existing historic structures is as important.
- 21 I think the city deserves credit for allowing smart development downtown while pushing back when developers want to bulldoze what makes this city special.
- 22 Well, I am not sure it's been working so far. Look at what happened to Greenbush! I fear Bay Creek will continue to dwindle as the high rises multiply.
- 23 Stronger public/private/philanthropic coordination around arts; + art in neighborhoods; incentivize more varied skyline; + ongoing spaces for creative people to connect; increase MAC grant \$\$\$
- 24 Stronger public/private/philanthropic coordination around arts; + art in neighborhoods; incentivize more varied skyline; + ongoing spaces for creative people to connect; increase MAC grant \$\$\$
- 25 * Do more to celebrate diversity and RETAIN talented people of diverse backgrounds, particularly our brown-skinned sisters and brothers
* Create spaces for non-white people - community
- 26 Urban infill can limit sprawl and the conversion of high quality farmland to subdivisions. Its not so good when the height of buildings changes the historic character of the skyline dramatically.
- 27 Strongly commit to placemaking, emphasizing adding arts and meaningful green space wherever possible e.g., pocket parks & working with local/regional artists to add character in walkable streetscapes
- 28 Fund black, Latino, Hmong, and other minority cultural centers by direct funding without making it for white Madison liberal consumption.
- 29 As someone who is both. It a student and not a graduate, and doesn't make a not of money, I wish there were more inexpensive late-night activities not in bars and not focused on drinking!
- 30 Make businesses and lakefronts more dog-friendly. Don't allow building that obstructs views of the Capitol.
- 31 Make businesses and lakefronts more dog-friendly. Don't allow building that obstructs views of the Capitol.

Community Feedback on Draft Strategies

- 32 There should be more entertainment along the lakefront. Only a handful of restaurants where you can see the lake, often with a busy road between it. Frank Lloyd Wright's lakefront plan was interesting.
- 33 "Owner occupied" rental buildings (vs. not owner occupied) should be encouraged/incentivised because "owner occupied" are cared for better, making neighbourhoods nicer. Regular rental homes are ugly.
- 34 Maintaining buildings from past requires craftsmanship. Madison needs more apprenticeship in the trades so more people to restore and improve older housing. Much room to improve what is already built!
- 35 Build, baby, build! Adding density will bring more people closer together, which is the recipe for innovation--both cultural and economic.
- 36 "vibrant and creative" need to be priorities
- 37 Madison is not showing any creativity in the monstrosities that have been built lately. IMHO, it could be anywhere, USA: All angular, boxy, bad color choices, and cheap building materials.
- 38 Many Madison buildings look like a Walgreens -- a series of stacked rectangles with 3 types of cladding. They lack ingenuity and don't reflect place.
- 39 Density of building attracts interesting people...keep building on the isthmus and the creatives will flock to our city
- 40 We need to be mindful of the aboriginal inhabitants and celebrate their (our) survival. We need to capitalize on this unique opportunity to educate locals while also providing for a tourism niche.
- 41 Promote using registered architects in home construction projects. "We should have hired an architect" is heard way too often, because most people are unaware of what an architect does for them.
- 42 We say we value what is unique but plunge headlong into growth, listening to planners who don't truly listen to citizens and follow their vision of just another city with cookie-cutter buildings.
- 43 The cultural vibrancy of Madison depends on making long view decisions, such as not expanding the jail right downtown.
- 44 I agree with Anonymous. Let's build a new jail away from Downtown where it would be less costly to build. We are spinning our wheels (and money) trying to make due with the current building.
- 45 What can Imagine Madison do to assure that people of color see a city that reflects who they are?

Resident Panel Feedback (CC)

- 1 We want cultural art activities more spread out throughout the city--more [options] on the east side!
- 2 Make indoor basketball courts
- 3 Create safe and affirming spaces that are social outlets for marginalized residents, such as homeless.
- 4 Create a volunteer culture with schools and youth programs to encourage education and diversity as well as community service. Motivation to grow awareness, ethics and morals.
- 5 Restore Peace Park and the Stones! Safe and Affirming space for people experiencing homelessness

Community Feedback on Draft Strategies

- 6 Utilize empty buildings/spaces and transform into resource [audit], shelter, safe spaces (use existing spaces)
- 7 More intergenerational services for older adults and kids.
- 8 Multicultural services available to all older adults in all areas in Madison
- 9 Keep and maintain the use of the library more frequently
- 10 Partner public multicultural events such as concerts, festivals, fairs during summer
- 11 Education and opportunities for people to learn about other cultures
- 12 One event to have all cultures in one room- international day
- 13 Use of libraries- standardized hours
- 14 Keep events affordable
- 15 The group emphasized 7)strengthening arts and cultural programming 8) celebrating multicultural city 9) preserve defining views of lakes, skyline and Capitol. Additional residents added 1) combine green efforts of preservation as a cultural initiative 2)designated a youth arts space to encourage at a young age 3) make all event postings language accessible to everyone- include translations in Hmong and Spanish. Many times people do not participate because do not feel invited or aware of publications.
- 16 Defining what our culture is and determining our ideology through that culture. Identifying what the culture is will shape how we perceive certain things that are currently presented to us by the mass media
- 17 Establish a restoration center of cultural and spiritual significance
- 18 Teach all known and unknown histories dealing with African people and their major contributions to the world prior to slavery
- 19 Black media, black library, black artifacts funding
- 20 The group collectively agreed that there is a need for greater representation and expression of African American culture and that of communities of color in the local arts, entertainment, and cultural scene.
- 21 They would like to see a African American museum of history and culture on the Southside, and promotion of the work of artists of color and their work's presence in existing museums and art venues in Madison; more arts programming, and more culturally relevant and diverse arts programming, events, and experiences that affirm and reflect the diversity of cultures and histories that make up Madison, and make it the unique city that it is.
- 22 They expressed the need for more arts education, and diverse and affordable dance and performing arts programming for youth as positive outlets for self-expression, out of school time, and connection with a city that sees and acknowledges their presence.
- 23 Culture and Character also had lots of discussion among the participants. Again, the participants felt the City wasn't as supportive of the Hmong community in comparison to the African American and Latino community. Participants felt more resources were allocated to the other two communities of color. They felt the City could do more to celebrate the Hmong community. Participants shared that the City celebrates African American history month via the MLK events and the Hispanic American month but doesn't support or celebrate Asian American history month. More could be done by the city.

Community Feedback on Draft Strategies

- 24 Participants indicated a strong support to build a Hmong cultural center and a place where Hmong funerals can be practiced. Currently it is difficult to find a funeral home that will allow the Hmong community to fully practice funeral rites that take 4 days (Fri – Mon). Thus having a Hmong Cultural Center that allowed the Hmong to practice their culture was really important
- 25 Participants also wanted more places that reflect the various cultures and history of the people that lived in Madison. They wanted the City to celebrate the multiculturalism that exist in Madison. They also wanted the City to support arts and culture. Again, they talked about the importance of a Hmong Cultural Center to be able to keep the Hmong art and culture alive.
- 26 The community and women-elders showed more concerns for this category compared to the young professional-youth. Parents in the community spoke highly of the need to have space for teaching and practicing Hmong culture funeral, wedding, soul calling and renaming celebrations. In addition, they are concerned that the space they use, the Alliant Energy, is too costly for the annual New Year Celebration so they could not hold an adequate new year that would allow them to teach all the new year rituals and activities for the children and grandchildren. The community and women-elders are frustrated and fearful that the rich culture of the Hmong will disappear before their children and grandchildren can learn it and add it to the culture of Madison. You can see that #8 is their top priority follow by #10 and others.
- 27 This section was met mostly with enthusiasm although there was the general perception that Madison wished to “put on culture and diversity” rather than becoming a place where these things thrive naturally.
- 28 Discussion led to why it doesn’t happen naturally. The answers were economic based (Meaning people of color generally don’t have the disposable time/ income to participate) and density based (meaning that there are not enough people of color in the city to create diverse spaces
- 29 This led to a need for the city to work with diverse groups to make Madison more attractive to and livable for people of color.
- 30 Teach more inspiring and cultural things like ceramics and painting in more accessible places not only at the University, at low prices.
- 31 In our community it is very important that the culture and its meaning remain, that they are representative and native to the indigenous peoples. We would like to see Madison open to a cultural diversity. Preserve the view of the lakes, the urban panorama of the city center (the capitol) that is always accessible.
Integrate and encourage art in public spaces, keep the murals and memorable places through the architecture and urban design that make a Madison unique, we would not like to see Madison industrialized.
Take care of the parks, count on constant maintenance, including public restrooms, which are always in very poor condition.
Create social spaces where everyone can express their culture depending on each social group, such as youth, LGBT community, people with disabilities, people of color.
Have more cultural activities and celebrate the multiculturalism that our city of Madison has, through events and spaces dedicated to learning from other cultures.
May our community have the opportunity to access art classes at a moderate price in accessible places such as community centers, libraries, parks for all ages.
- 32 Strategy #7- Strengthening the arts and cultural programming was strongly supported to include use of local talent from the many diverse groups as well as increased integration with organizations such as the university and colleges arts programs reaching out to the local neighborhoods and community centers as an example.
- 33 Strategies # 1 & 2- Support for engaging visual artists, writers, and performers as collaborators in public art by providing for a variety of artistic expression in the public realm. Support of inclusion of artist inputs in designing and creating public spaces that support this including murals, art work, spaces designed into public areas for performances as examples. Create and maintain historic districts and properties to preserve the special places that reflect our varied cultures and histories – such as Native American sites, buildings from different cultures, to provide education and support for these sites to be part of the history to be preserved.

Community Feedback on Draft Strategies

- 34 Strategy #4- supported as stated above.
- 35 Strategy #5 & 6- supported as being a part of strategy #1 also in the planning and implementation phases.
- 36 Strategy #8- Celebrate our multicultural city to expand the events, exhibits, and by creating dedicated spaces where people can learn about other cultures. Discussion on promoting these activities with support and advertising so they can be shared with others outside the cultural group to support learning for all. Frequently people outside a particular cultural group are not aware of the learning opportunities that already exist due to lack of central mechanism for promoting these activities.
- 37 Strategy #10- Create safe and affirming spaces that are social outlets for marginalized residents, such as youth, people of color, LGBTQIA, and people with disabilities is supported.
- 38 Strategy #9- Preserve defining views of the lakes, downtown skyline, and State Capital is supported and concerns listed under map exercise.
- 39 Strategy #3- not discussed specifically- discussion did include throughout process having the university reach into the community more regarding mentoring sharing expertise, talent, etc in all areas sports, arts, music, and education.

Green & Resilient (GR)

Community Meeting Feedback (GR)

- 1 50% of open space is native habitat
- 2 Incorporate green uses into existing urban spaces especially more public lake access
- 3 Business infrastructure development with clear design around green infrastructure both in 3 out of buildings. Access to visual green space enhances overall wellbeing and productivity.
- 4 Business infrastructure development with clear design around green infrastructure both in 3 out of buildings. Access to visual green space enhances overall wellbeing and productivity.
- 5 Minimize light pollution
- 6 Regional agriculture's role in water quality (phosphorus loads).
- 7 Enhance winter recreation
- 8 City compost program expansion with efforts towards food waste reduction and providing compost to community gardens [P removal added to [audit] digestion]
- 9 Make it fully legal to garden with environmentally-friendly native plants.
- 10 Edible landscape- fruit trees, community gardens, etc.
- 11 Make it harder/more expensive for people to throw away garbage
- 12 Legalize gray water systems
- 13 Reverse Osmosis water for our entire city. Example Minneapolis. (An added note by another person- city of Minneapolis does not have reverse osmosis at NTOP. Minneapolis has ultra filtration (uf) membranes, much different.)
- 14 Outdoor engagement programs for underserved youth
- 15 Stop use of fertilizer of [golf] courses

Community Feedback on Draft Strategies

- 16 Vertical farming in public spaces (Libraries public meeting spaces) and pair with schools or youth programs to help care for them. Doubles as educational opportunity for sustainable food production.
- 17 Protect and improve the urban landscape!!
- 18 Improve water quality in our urban lakes--see Minneapolis
- 19 Grow the community gardens programs, with many more gardens and training for people who need to learn how to grow and prepare food.
- 20 Make grants available to residents who want to develop granny flats for \$3,000 to cover the cost. Deduct this amount from parks budget to achieve revenue neutrality (the new construction fee reduced by state would be paid to parks) (increase density of developments)
- 21 Develop a community resilience plan strategies that prepare for {audit} to and recover from hazards to [audit] with minimum damage to safety, health, security, and the economy. The community functions {audit} in times of stress, and come back quickly.
- 22 Do everything possible to encourage the production and use of renewable electricity, coal-based juice is the #1 cause of climate change and 100% preventable.
- 23 Madison should adopt higher standards for energy efficiency than are currently required by state law under the commercial building code.
- 24 Improve lifeguard facilities expand beaches and staff
- 25 Recognize the impacts park space have on social capital and ensure equal access
- 26 Plan space for renewable; adjacent to substations
- 27 Lions. We need more.
- 28 Watershed protection developed on a multi-jurisdiction areas.
- 29 Reduce toxic introduction to lakes: salt, leaves, street sediments.
- 30 Recycling refrigeratpr magnets [that describe] what goes where + ending multi-location recycling drop-off for various materials
- 31 Improve drainage for farmers to divert toxic water run off to lakes
- 32 More edible landscapes
- 33 Create green spaces for outdoor learning with access in all neighborhoods

Website Feedback (GR)

- 1 Restructure the current regional and local transportation systems such that they focus on less carbon intensive modes of transportation like bicycles, buses, and trains.
- 2 We need to pay more attention to our urban infrastructure, specifically large trees that improve quality of life for all. They should be prioritize in streetscapes, building & street reconstruction.
- 3 One of the best things we can do for a green and resilient city of the future is make sure our policies of today preserve and replant canopy trees.
- 4 enable and establish a policy of large canopy street trees throughout madison.
- 5 We should preserve, protect and replant our canopy trees. Underground overhead high voltage electrical wires for the sake of street canopy trees and their contributions.

Community Feedback on Draft Strategies

- 6 Use native plant species in parks and municipal landscaping wherever possible to increase food and shelter resources for pollinators, birds and other wildlife.
- 7 Work with agricultural sector to keep phosphorus out of the lakes
- 8 Make it easier to add solar everywhere (public & private)
- 9 Officially permit terrace plantings to create more pollinator habitats. The city could issue (free online) permits after residents review planting guidelines for visibility/safety,
- 10 Replace ash trees removed with similar tall, canopy creating trees. Streets that have lost their shade are noticeably less pedestrian and side walk friendly. The trees helped shape the neighborhoods.
- 11 Do everything in our power as a municipality to get the lakes cleaner.
- 12 Protect the aquifer from agricultural and pharmaceutical contaminants..
- 13 Borrow inspiration from the Minneapolis Greenway - more park-like setting throughout in-town bikes trails, add more on-trail amenities (bike repair, coffee, etc).
- 14 I support the no-mow/ natural look. I also prefer green corridors over large, underutilized, suburban
- 15 Start placing restrictions on new large downtown private and public construction projects that require buildings to be carbon neutral (without buying carbon shares for easy offsetting).
- 16 More edible landscape - fruit trees, etc
- 17 I'd like to see the healthy Ash trees be treated rather than taken down. If the canopy Ash trees do become infested, I would like them to be replaced with canopy trees and underground power lines.
- 18 Edible landscape for the public, easier composting access. More trees throughout the city and more natural energy (solar and wind)
- 19 Edible landscape for the public, easier composting access. More trees throughout the city and more natural energy (solar and wind)
- 20 Continue to add community gardens, edible landscapes and urban agriculture to public spaces.
- 21 Work harder to promote composting of food waste. Offer finished compost to participants at a reduced price. Use compost from organic waste to fertilize parkland and other public plantings.
- 22 Supporting an urban canopy of diverse trees, including tall trees to provide shade as well as animal habitats. Emphasize green space, gardens, playgrounds, etc. throughout the city.
- 23 Supporting an urban canopy of diverse trees, including tall trees to provide shade as well as animal habitats. Emphasize green space, gardens, playgrounds, etc. throughout the city.
- 24 I'd like to see the city plan for community garden space in city parks and greenspaces by setting aside open spaces that organized communities can establish future gardens in.
- 25 Consider planting elderberry, junberry, hazelnut, and other shrubs and small trees that bear edible fruit. For larger trees, consider blight resistant butternut, cold resistant pecan and walnut trees
- 26 Create a publicly available lakeshore boardwalk around Lake Monona (possibly available for recreational biking)
- 27 More winter recreation opportunities

Community Feedback on Draft Strategies

- 28 Come up with contingency and adaptation plans to deal with climate change--increased heat events, rain events and temperature change.
Build the park over John Nolan Drive.
- 29 Come up with contingency and adaptation plans to deal with climate change--increased heat events, rain events and temperature change.
Build the park over John Nolan Drive.
- 30 Support urban trees. support trees that provide a real canopy rather than small ornamentals that provide no shade to houses, etc
- 31 More green bike lanes and edible landscapes. Work with university, agriculture to keep phosphorous, nitrates, algae out of lakes
- 32 More green bike lanes and edible landscapes. Work with university, agriculture to keep phosphorous, nitrates, algae out of lakes
- 33 More green bike lanes and edible landscapes. Work with university, agriculture to keep phosphorous, nitrates, algae out of lakes
- 34 We need more trees in the City. Current City policies toward downtown development are hostile to trees and street trees in particular. Parks are not enough. We need a change in zoning & policy.
- 35 Make Law Park something usable and grand with lots of public access instead of a transit route. Make the convention center terrace a public destination. Make John Nolan car free on Sunday mornings.
- 36 Make Law Park something usable and grand with lots of public access instead of a transit route. Make the convention center terrace a public destination. Make John Nolan car free on Sunday mornings.
- 37 Empower more people to reduce their car trips and use alternative transportation through better marketing/education of the bus, bike, walk, ride share options we already have. Smart Trips program!
- 38 Planning for street trees in new developments should be top priority.
Fix the zoning to end Zero setbacks where no private land would permit permeable soil nor accommodate a terrace tree.
- 39 Adopt Dark Sky goals, protect the night skies for present/future generations, promote responsible outdoor lighting, educate the public/policymakers so children can see sky full of stars and planets.
- 40 Prioritize preservation of canopy (tall) trees and bury as many power lines as possible. Require green terraces betw/sidewalk & street. See Regent Street as an example of the blight caused
- 41 Parks and open spaces linked to provide corridors for wildlife, open (and closed, e.g. forested) areas to provide re-creation and restoration of human and other living beings.
- 42 Access to a Revitalized Green Downtown Lakefront needs to be improved so that it becomes a destination for residents, their visitors, conventioners, and tourists. The Nolen Waterfront is Priority #1!
- 43 Keep lakes clean, continue to combat air pollution, maybe more night lighting in some spaces for safety?
- 44 Keep lakes clean, continue to combat air pollution, maybe more night lighting in some spaces for safety?
- 45 Keep lakes clean, continue to combat air pollution, maybe more night lighting in some spaces for safety?

Community Feedback on Draft Strategies

- 46 Create more shared solar in open places ie. industrial rooftops where they are most efficient at producing energy, discourage private individual solar which creates development/neighbor/tree conflict
- 47 Increased effort is needed to protect and enhance water resources. We need to restore streams (get them out of the concrete), enhance buffers, increase infiltration. We need more trees.
- 48 Increased effort is needed to protect and enhance water resources. We need to restore streams (get them out of the concrete), enhance buffers, increase infiltration. We need more trees.
- 49 The Madison Parks Department should do a better job of seeing that our parks are kept litter-free all year around. Leave and empty trash barrels in all parks to encourage better behavior by all!
- 50 Stricter pollution laws, have better water runoff to prevent lake pollution, and promote bus/bike transit
- 51 Stricter pollution laws, have better water runoff to prevent lake pollution, and promote bus/bike transit
- 52 Want to support anuran canopy, green space, parks, public gardens, playgrounds, etc.
- 53 Reduce causes of blue-green algae blooms in our waterways.
- 54 The tree canopy is very important to me.
- 55 #1 Key to ensuring the Vision for the Future of Downtown from the City of Madison 2012 Downtown Plan "Celebrate the Lakes" and its #1 Recommendation "Transform Law Park to make it a signature park"!
- 56 Provide city funding to commercial property owners to retrofit parking lots w/ green infrastructure (bioswales, tree islands, etc.) Many do not see (wrongfully, IMHO) ROI in green, and need incentive.
- 57 We have lovely, spacious parks, some with little in them. They need to have more picnic areas, places to gather, activities and events. More equipment for families. exercise trails and things to do.
- 58 It is extremely important to push for energy efficiency in all growth in the city. It simply makes sense financially to use the least amount of resources that we can.
- 59 Pro-actively preserve farmland in the city for local food production.
- 60 I'd love to see trees lining the car-centric thoroughfares, like Regent and Park, that bake in the summer, discouraging foot traffic. It would make for safer, inviting roads for residents and shops.
- 61 Establish an off-leash dog park in the east Isthmus so that we don't have to drive our dogs to the park.
- 62 Stop "urbanizing" valuable habitat like the SW Path. Habitat studies would have prohibited Engineering Dept.'s high glare lighting, salt spraying and excessive tree cutting and mowing.
- 63 Re-naturalize river/stream corridors & strategically preserve and restore wetlands in upstream areas to help solve water quality issues. Utilize green infrastructure especially in placemaking efforts
- 64 Conserve energy by discouraging shops from propping doors open thereby airconditioning the out doors on hot summer days.

Community Feedback on Draft Strategies

- 65 I'd love to see trees lining the car-centric thoroughfares, like Regent and Park, that bake in the summer, discouraging foot traffic. It would make for safer, inviting roads for residents and shops.
- 66 Keep planting tall trees in neighborhoods- this makes the space inviting and friendly. It's absolutely worth the trouble of maintenance.
- 67 We must do everything we can to protect the effigy mounds. Dane County is the epicenter of the Mound Building culture, and we owe it to future generations to take care of these ancient treasures.
- 68 Encourage people to create more pollinators friendly landscapes, getting rid of lawns and encouraging more edible gardens and native prairie in our own front and backyards.
- 69 Allow dog owners to use the parks with their dogs (on-leash).
- 70 Expand community garden space! This is a great option for all the renters in Madison to get outside, interact with the community, and grow food.
- 71 Even though much of our lakes' water quality issues stem from the intense agriculture production around us, the City should work to reduce the number of beach closings due to toxic blue-green algae.
- 72 If there is a vacant property for more than X years, turn it into a green space. I get so angry when land is vacant and nasty...turn these spaces into gardens, recreational areas, etc.
- 73 Have an open air gym with workout structures that are attractive to the eye to promote well being while increasing the exposure to some of the city's parks.
- 74 Consider ways to prioritize pedestrians and bicyclists over cars.
- 75 Protect, preserve, and renaturalize! Ensure development does not harm resources such as Monona Bay as it has along Park Street. As for development, green means more than struggling trees in concrete.
- 76 Many people living downtown Madison have dogs. There are no dog parks in the area, regular parks do not allow dogs. Make Madison a more dog-friendly city! Our canine friends need access to parks.
- 77 I'd like to see more stringent energy targets for both new construction and existing buildings. Especially for new construction, this should be tied to TIF funding or other incentives.
- 78 Make biking and walking a priority. Or increase bus routes. We need to rethink our transportation dependence on cars. Increase parking rates to disincentivize driving downtown.
- 79 We should work to build a pipeline of healthy, affordable food. Expand community gardens, tie new public market to local regional farms. Design truck drop-off hubs with cooling centers.
- 80 Dan Burden lists 22 benefits of street trees - http://www.walkable.org/download/22_benefits.pdf - that improve fiscal health of cities. Great cities have great streetscapes with real trees
- 81 Re The New Law Park visions -- great, but integrate a restored shoreline w native plantings arcing through the project! Imitation Grant Park's *fails* w/o meeting 21st-C ecological sound min threshold
- 82 Work with the county to address lake/water quality issues. The lakes make Madison great and they are so often unfit for swimming. Make sure all areas of the city have access to quality parks.

Community Feedback on Draft Strategies

- 83 Work with the county to address lake/water quality issues. The lakes make Madison great and they are so often unfit for swimming. Make sure all areas of the city have access to quality parks.
- 84 Does Madison rely totally on wind power to keep mosquitoes away? During a time when we see West Nile Virus and Zika spreading, how come we don't have citywide mosquito spraying
- 85 Establish a drop-off for responsible pet waste disposal.

Resident Panel Feedback (GR)

- 1 We don't get #2 or #3. Having definitions for some of the terms here. (ex. Tree canopy) would have been really helpful.
- 2 Replace lead pipes more solar for affordable housing developments
- 3 Replace lead pipes more solar for affordable housing developments
- 4 Communication on facebook about upcoming local events in parks
- 5 How do we balance accessibility concerns in the winter? - use of salt vs sand
- 6 Encouraging high rise apartments to plant flowers to put on balconies
- 7 Create a workforce of garbage/recycling sorters who prevent recycling being buried #Chicago
- 8 Schools should teach how to recycle, what to do with metals, what to do with refuse, what to do with dog waste
- 9 #11 - Business owners and large organizations only
- 10 The group reiterate the importance of 1)acquiring park land and added the need to continue to support and be proud of our green spaces and do everything possible to save them.
- 11 Concerned with Clean lakes- Coastal areas are privatized and we need to make them public to take ownership of cleaning efforts.
- 12 Priority needs to be made to turn farming lands into parks
- 13 Winters are harsh on our roads, we need to try to reduce salt use because it goes back into our lakes . Find alternative uses.
- 14 Sometimes immigrant communities do not have ownership or feel this is their home- how do you motivate each other.
- 15 The group reiterate the importance of 1)acquiring park land and added the need to continue to support and be proud of our green spaces and do everything possible to save them. Concerned with Clean lakes- Coastal areas are privatized and we need to make them public to take ownership of cleaning efforts.Priority needs to be made to turn farming lands into parks. Winters are harsh on our roads, we need to try to reduce salt use because it goes back into our lakes . Find alternative uses. Connect and communicate parks with volunteer so people feel it is their responsibility. Sometimes immigrant communities do not have ownership or feel this is their home- how do you motivate each other.
- 16 Add more picnic tables Ethnic games/topspin for parks/ recreations
- 17 Expand the use of green infrastructure to lower the cost of power
- 18 Increase access to athletics and artistic afterschool activities for at risk youth. Make sure there is affordable transportation for them to participate in extracurricular activities (sports leagues, scouting, art classes, etc). Busy kids are less likely to get into trouble

Community Feedback on Draft Strategies

- 19 Participants are very concerned about land use, preservation, and protection of green space and lakes from pollution-- and they appreciate Madison's history in responsible planning that keeps green space available and protected from over-development. All agreed to loving the many parks and green/recreational spaces available in the city, but would like to see equal investment in keeping parks in underserved communities in excellent condition (clean, proper trash pick up, updated playground equipment) as in wealthier neighborhoods; more structured use of the spaces for positive youth engagement; and the creation of more public green spaces.
- 20 It was evident that including communities of color more intentionally in public conversations around sustainability would be beneficial to increase their support and to get their input on what their neighborhoods and communities need in this area, especially around urban farming as a viable food production activity, health initiative, and economic development strategy. African American and other people of color are often not at the table on this issue but care deeply and consider this a part of their cultural and agricultural heritage—to protect and responsibly use land and sea for sustaining family and community.
- 21 Participants discussed how in the past the Hmong community would have large gatherings in the City and County parks. However, because parks are designed for single family uses (1 picnic table and 1 grill) it was hard for large Hmong gatherings. The City should make parks more culturally competent by having several picnic tables and several grills in one spot so Hmong and other minorities that like to gather can use the park space. Rather than be scattered throughout the Park. This was one of the main reason the Hmong don't have large gatherings anymore in City parks.
- 22 Participants also talked about the lack of space to play traditional Hmong games at city Park. Parks generally have Western game space such as basketball court, tennis court, or something else. But there were no courts to play "tub lub" top spin a traditional Hmong game. Participants wanted to have soccer fields that are open to the public and not just leagues. Participants share how they would go to a soccer field to play but they would then get asked to leave because MSCR or another soccer league had reserved the field. The Hmong play pickup soccer games every night at Glacier Hill Park because there are not soccer nets there. It's just a big open field. They bring their own little net and can play there without fear of being asked to leave because someone has reserved the park. Participants feel this was equitable or fair because they pay taxes also and they can't play on soccer fields.
- 23 Participants shared that many Hmong like to go fishing. Therefore, the City should increase public access to lakes.
- 24 Participants also shared that they would like the City to expand use of green infrastructure to help lower the cost of energy. Make green energy more accessible to low income families. Programs to help with solar panels, LED lights, low flow toilets don't make it to the Hmong community.
- 25 Volleyball court needed!
- 26 In this category, the community, women-elders and young professional-youth agreed that they lack adequate space in underserved areas, especially in the park. While elders and parents spoke about not having adequate picnic table for their large extended family at the park, the youth were frustrated that they have no adequate space for the sports they like to do—volleyball. The youth felt that, like basketball court, there should be a valley ball court set up in the parks nearby their neighborhoods for them. This would prevent teenage boredom that could lead to crime, a few said. The second most important item voted on was #8. Parents were frustrated that they don't have much information and knowledge about recycling program due to language and culture barriers. The theme heard frequently at the elder and community sessions were that they wanted to help save the earth but they don't have the knowledge. They wish there were bilingual staff to come around and teach them about green space in Madison such as how to have your own compost at home. The next items were #4 and #9--both were equally important to them.

Community Feedback on Draft Strategies

- 27 In this category, the community, women-elders and young professional-youth agreed that they lack adequate space in underserved areas, especially in the park. While elders and parents spoke about not having adequate picnic table for their large extended family at the park, the youth were frustrated that they have no adequate space for the sports they like to do—volleyball. The youth felt that, like basketball court, there should be a valley ball court set up in the parks nearby their neighborhoods for them. This would prevent teenage boredom that could lead to crime, a few said. The second most important item voted on was #8. Parents were frustrated that they don't have much information and knowledge about recycling program due to language and culture barriers. The theme heard frequently at the elder and community sessions were that they wanted to help save the earth but they don't have the knowledge. They wish there were bilingual staff to come around and teach them about green space in Madison such as how to have your own compost at home. The next items were #4 and #9--both were equally important to them.
- 28 Participants were generally in support of this bucket, but had little discussion.
- 29 The element that stands out was the fear that these goals may interfere with and/or otherwise hinder the goals that are elevating and focusing on people of color.
- 30 The result was a suggestion that these efforts center equity and inclusion in the implementation.
- 31 Eliminate plastic bags
- 32 Prohibit the use of Unicef
- 33 More bus services
- 34 Highlights of this theme included improving public access to lakes, more green areas, reducing the use of salt on roads to prevent pollution of the lakes, preventing organic waste from ending up in landfills, and encouraging the education of orchards and Composting in each neighborhood, implement methods of water conservation, eliminate plastic bags, ban the use of Styrofoam, increase public transportation service. Motivate the population not to use bags, perhaps apply a cost for the use of plastic bags.
- 35 Strategy # 5- strongly supported to expand the use of green infrastructure for stormwater management to protect the water resources.
- 36 Strategies # 1,8, & 9- equally supported to acquire parkland, improve facilities and add events in underserved areas while managing costs and increasing revenues; to improve the recycling system by expanding markets and eliminating barriers to recycling; make energy efficiency upgrades to City facilities and private buildings and increase our use of renewable energy sources to reduce pollution and address climate change. To help support ongoing clean lakes and lakeshores as well as healthy green spaces.
- 37 Strategies #3 & 7- Supported to develop a healthy diverse urban tree canopy; divert organic waste from landfills through municipal curbside pick-up and increased home composting.
- 38 Strategies # 2,4, 10, & 11- Supported to have an interconnected greenway, habitat, nature access, and path system; improve public access to lakes and see opportunities to further protect shoreline areas (discussed in map area); encourage food production practices that support safe conditions, sustainable management and ecosystem services for farming and gardening; and encouraging all water utility customers practice conservation techniques to reduce demand for water. Discussion included activities to promote an increase in local neighborhood gardens and composting.
- 39 Strategy #6- no discussion.

Services & Facilities (SF)

Community Meeting Feedback (SF)

- 1 Access to Mental Health and Healthcare services

Community Feedback on Draft Strategies

- 2 Open all city data sources and flows to public access with good interfaces, develop smart city
- 3 Develop city park over John Nolen Dr.- expand festival park into a small area of lake Monona
- 4 Renovate City facilities, so workers feel supported, and are in spaces that fosters creativity.
- 5 Actively involve all city departments in resilience planning to enable the city to meet the goals set forth in the "adaptability" lens
- 6 Add more park and ride areas for people in outlying areas who work in central areas
- 7 How to improve connectivity and smart use of the public space
- 8 Encourage and incentivize collaboration is third-sector, non-profits by generating larger sum RFPs with collective impact built-in (shared metrics, mutually reinforcing activities, backbone org., etc.)
- 9 Increase affordable/free access to internet

Website Feedback (SF)

- 1 Work with state and local elected officials to create a regional transportation authority as a mechanism to expand and improve public transit services in the Madison area.
- 2 City-wide composting, please!
- 3 Pursue regional solutions to regional issues such as transportation, land use, open space, water quality, and environmental resources.
- 4 Make the TRAIN service happening. Connecting Madison with Minneapolis and Chicago will open up possibilities for youth and an efficient cost-sharing with the adjacent states with common benefits.
- 5 Co-locate community facilities such as libraries and community centers, and design for future adaptability to improve service provision and reduce capital and operating costs.
- 6 Ensure that new development occurs in locations that can be economically and efficiently served with City utilities, facilities and services to minimize costs borne by the public.
- 7 Increase the number of days and hours when community centers are open with special emphasis on weekends, summer vacation, and evenings, those times when the need seems to be highest!
- 8 Establish partnerships with other governments and entities to improve service delivery and reduce duplicative services.
- 9 Underground utility wires in the central city where above ground lines are still present.
- 10 Improve public transportation including adding bus rapid transit routes.
- 11 Please make internet service available as a public utility. The current options in Madison are unreliable and too expensive. Better internet service can contribute to equity of access. Thank you.
- 12 Work with adjacent municipalities and regional jurisdictions to preserve long-term options for orderly and efficient city expansion.
- 13 Get electric supply underground in older neighborhoods, When roads are reconstructed for Water/ Sewer upgrades, electric infrastructure should be buried so our tree canopy isn't trimmed for wires

Community Feedback on Draft Strategies

- 14 We have a good bus system. I wonder if it might be more utilized if suburbanites had a shelter under which to park their bikes- as they do in Copenhagen.
- 15 We need regional mass transit that includes, Madison, Middleton, Monona, Maple Bluff, Sun Prairie, Fitchburg, Waunakee, Oregon, McFarland and point inbetween
- 16 City departments and utilities should develop resilience plans to deal with the impacts of climate change.
- 17 Efficiently place community facilities, such as fire stations, to provide a high level of service to all neighborhoods.
- 18 City wide free wifi for all to access. More underground railway systems need to happen, and soon. Both interstate and within the city.
- 19 Better mass transit to lessen reliance on old forms (e.g. cars)...quicker turnaround on street reconstruction. City of Mad does a great job in this area now so continue to leverage success.
- 20 I agree with Dou-Yan's comment about internet access. Affordable high speed Internet infrastructure also supports the growth and establishment of small businesses.
- 21 What's missing (once again) in any of the strategies is ideas for making issue-identification, prioritization, decision-making, and implementation more effective and inclusive
- 22 Put a branch of Madison Public Library on Williamson St.
- 23 Smaller busses, more routes. Why do we have near empty busses going around when demand is low? Figure out how many people need to go where and when and create a new bus system to serve actual demand
- 24 I love the idea already shared about co-locating services and then leveraging those spaces to meet community need and foster relationships.
- 25 Madison needs more police officers to help solve/prevent the serious crimes we're starting to see regularly in the city. If people don't feel safe, they won't live, shop or dine here.
- 26 The idea of always expanding & getting bigger is wrong --then we are like a cancer. Constantly increasing population dooms Madison's goals. Available money doesn't match population growth. LEARN THIS.
- 27 Faster internet!
- 28 Fix Metro late night scheduling so people are not stranded at isolated transfer points for long periods of time between buses. (Some routes are not scheduled to connect with a safe, prompt transfer.)
- 29 Smaller busses, more routes. Why do we have near empty busses going around when demand is low? Figure out how many people need to go where and when and create a new bus system to serve actual demand
- 30 Underground wires!
- 31 Evening and late night bus service is inadequate, both for transit-dependent people who work at night and for residents and visitors who would prefer not to drive after nightlife/entertainment.

Resident Panel Feedback (SF)

- 1 We want wifi on the bus
- 2 It's unfair when fire stations are far away from low-income neighborhoods

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- 3 Work with other municipalities for fire services regardless of jurisdiction ex if Fitchburg F.D. closer to a fire let them respond and Madison pay/reimburse
- 4 Trash collection-regional. Polling places location, more collaboration for placement
- 5 Cooperation on Sidewalks in unincorporated areas for safety
- 6 Greater collaboration in human services, mental health
- 7 Subway, armtrak to other neighboring cities (Milwaukee, Chicago, etc)
- 8 Self-driving cars
- 9 Transportation
- 10 Least interest in this bucket
- 11 Make city officials and alders full time
- 12 More police stations currently exist than fire stations, urgent care centers, alternative wellness centers. Prioritize the expansion of non-police first responders, such as fire stations, especially in Northside and Southside Madison.
- 13 Significantly expand the hours of operation for public service centers (e.g. City Hall, anywhere that residents must make appointments to participate and flourish as individuals and as part of their communities/civic life). People should not have to leave their jobs in the middle of the day and/or feel their job security is threatened in order to secure these necessary services. Especially people that are facing the highest rates of unemployment in Dane County--QTPOC, TNBGNC, and multiply marginalized individuals and communities****
- 14 Every public facility needs to have gender neutral bathrooms that are physically accessible.
- 15 Language translators, multilingual if possible, need to be present at every public facility--Spanish, Arabic, Hmong, Urdu, etc. These translators should be adequately compensated and representative/prioritized for employment from the communities they are a part of and that require their service. Additionally, ESL translators need to be present at every public facility, along with comprehensive screen-ready programs.
- 16 Anti-oppression trainings at government operated/municipal facilities by non-governmental organizations and agencies, which will bolster TNBGNC, QTPOC livelihoods, sense of belonging, and safety. The time, resources, and emotional labor necessary for these trainings needs to be fully compensated and drastically increasing financial/social capital and multi-generational wealth for TNBGNC, QTPOC, and multiply marginalized individuals and communities.
- 17 Revamp City issued identification programs, specifically with the impact of affirming and increasing safety for TNBGNC, QTPOC, and both documented and undocumented individuals and communities.
- 18 Fiscal incentives and increased public recognition for businesses that hire, promote, and are owned by majority QTPOC, TNBGNC, and multiply marginalized people.
- 19 Accord seals or stamps (e.g. Better Business Bureau) to independently owned local businesses that drastically improve in the areas of centering, affirming, and making their facilities/services safer for QTPOC, TNBGNC, and multiply marginalized individuals and communities. Examples of this include: constantly correct pronoun and name usage, gender neutral bathrooms, explicitly stating their spaces do not tolerate racism, sexism, transmisogyny, ableism, xenophobia, Islamophobia, etc.
- 20 Drastically increase the physical, neurological, and identity-based accessibility and number of job training programs and centers through the city. Prioritize low-income neighborhoods throughout this process.

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- 21 These need to go beyond liveable, they need to be real (i.e. fully furnished, clean, aesthetically pleasing, culturally-specific and representative) temporary homes.
- 22 Staff and caregivers need to be trauma-informed and have comprehensive knowledge and experience working with QTPOC, TNBGNC and multiply marginalized individuals and communities.
- 23 Trans womyn, femmes, and nonbinary people of color, especially Black trans womyn need to be welcomed and affirmed within the facilities and facility spaces *they claim are for them*.
- 24 LGBTQIA+ only shelters are necessary, and we need them in this city now.
- 25 The group agreed with all especially 7) regional solutions to regional issues. Resident from this panel work and play in other areas such as Fitchburg or Sun prairie and want to be connected to those communities and see the prosper.
- 26 Having a Hmong Culture/ Hmong Funeral home to better servie the Hmong community
- 27 Support, improve, expand Kajsib home for Hmong elders
- 28 Participants felt very strongly about co-locating community facilities and liked that idea. All would like to see walkable, thriving, buzzing neighborhoods—especially in communities of color where such tends not to be the case---where life-enhancing resources and services were within reach (neighborhood schools, libraries, community centers, grocery stores, quality eateries, affordable housing units, and small businesses, public market, business incubator space).
- 29 Neighborhood schools came up often, and the need for city and county to work with the school district to enable this needed development. Many are frustrated from years of Black and Brown children being bussed out of their neighborhoods across town to schools. They would like to see greater collaboration and planning among govt and public entities for responsible, sensible planning.
- 30 Similar to the discussion on Culture the participants shared that the City didn't provide enough resources to the Hmong compared to other communities of color. They again expressed the need for a Hmong cultural center. They shared that the City needed to provide more services such as Kajsib house to help the community more. There is a lack of facility that the Hmong community can use. Unlike the African American community that has the Boys and Girls club, the Urban League, or Centro that owns a build in which their respective community can use for community events. The Hmong community doesn't have a center they call their own. Community Centers tend to not allow the Hmong community to use their facilities because of Hmong events tend to have large attendants by the Hmong community. The Hmong like to bring their own food and drinks. Thus the community center needs to clean up more and are reluctant to allow Hmong users. Without a building of their own the Hmong community is at the mercy of whoever lets them use their facilities. Generally businesses that does allow the Hmong community to use their spaces charges the Hmong community more.
- 31 Not surprisingly, this category was not as a concerned to the women-elders and community due to the lack of understanding about services and facilities within Madison. Part of it is that the Hmong community is very young (47% of Hmong in the US are under the age of 17 years old) and has not been active in services and facilities within the city, both in usage and understanding the facility system. Women-elders and community is not a large population and still operates within its circle. The young professional-youth voted #2 as the top priority in this category followed by #5 and #3.
- 32 Participants, once informed of regional transit, were in support of strategy one
- 33 Strategy 2 was seen as something that might not be necessary and should be dictated by the desired level of service in the community (as opposed to an outside definition of "higher level" service).

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- 34 Strategy three was seen as a self-inflicted barrier. While it is true that new developments should be in economically efficient locations, there is also the need to make other locations more economically efficient. New development should not be restricted to only areas where the efficiency exists because it would be a barrier to expanding efficiency elsewhere.
- 35 Strategy four is something that participants wished to learn more about.
- 36 Strategy 5 was something that participants wished to learn more about.
- 37 Strategy 6 was seen as important, but there was the concern that community voice would get lost in high level discussion. Participants raised the need for grassroots process that can help to inform and even govern intergovernmental and citizen participation. The process needing to be one that both informs and engages the general public with an emphasis on those most impacted.
- 38 Strategy 7 resonated with participants with the caveat that regional solutions can be grown from localized approaches that should also receive support for this purpose or potentiality.
- 39 We want every employer to offer insurance to all workers in Madison
- 40 Driver License for Latinos
- 41 For the bus schedule to be more flexible, every 30 minutes
- 42 Hi Madison, in the past few days the sheriff of Madison has been stopping us for driving without a license. My question is, if they are going to stop us because we do not have a driver license then why do they give us license plates for the car. I think they should ask for a driver license when getting the license plates for the car. What are you going to do about this? We want your response.
- 43 There is no lawyers that help at a low cost or free, there is no informatio about how to do taxes for small businesses or immigrants.
- 44 More parks, more lights, more routes, lower bus cost
- 45 Use a secure database for driver license information, especially when having all people in the same system.
- 46 Improve driver's license service, check people's criminal records and so the city can be safer. (Hello Madison in the last few days the sheriff of Madison has been stopping us for driving without a license, my question is, are they going to stop us for not having a license? Then, they give us license plates for the car if they later stop us for trespassing with Law? I think the license should ask for it before filling out the form for the car, Madison that you have in plan to do this in the not too distant future, we need a solution. Thank you) Madison likes to live here, we want to be taken into account. Thank you for taking us into account.
- 47 Strategy #3- Strongly supported- Ensure that new development occurs in locations that can be economically and efficiently served with City utilities, facilities and services to minimize the costs borne by the public.
- 48 Strategy #1- Supported- discussion here included also the possibility of public rail transit system also as part of discussion to include communities on the edge of the city area with limited transportation access as well.
- 49 Strategy #7- Supported regional solutions.
- 50 Strategy # 2,5, & 6- Supported- Efficiently placed community facilities; Co-locate community facilities; and establish partnerships with other governments and entities to improve service delivery and reduce duplicative services.
- 51 Strategy #4- No discussion.