

# Madison Comprehensive Plan Update

## What is the Comprehensive Plan Update?

Madison's current Comprehensive Plan was adopted in 2006. This update will be an action plan for the future of Madison that drives decision-making and investment toward a healthier, more equitable and sustainable city.

## What has changed since 2006?

In the last 10 years, Madison has gained over 20,000 people, 13,000 housing units, and 3,500 jobs. We're more racially and socioeconomically diverse, we have a greater number of young professionals, and more households are renting their homes. Like the United States population as a whole, Madisonians are living, working, shopping, moving around, and interacting differently.

## What is Imagine Madison?

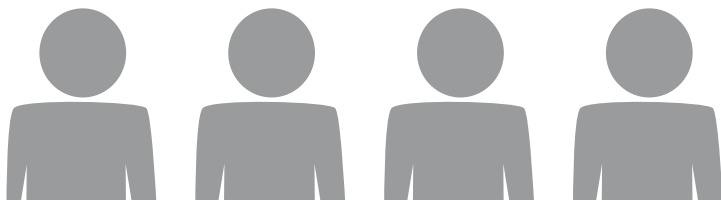
In November, we'll launch Imagine Madison -- the public engagement initiative to receive input for the Comprehensive Plan update. Through Imagine Madison, residents will help answer questions such as:

How can we make housing more affordable?

What can we do to improve racial equity?

What opportunities will my kids have to live and work in Madison?

Where will jobs be located and how will I get to work?



## Are you in?

A project like this takes collaboration -- your input will shape Madison's future. We're trying out some new techniques to engage residents in a way that is inclusive, relevant, transparent, flexible and fun.

Imagine Madison's upcoming website, [www.imaginemadisonwi.com](http://www.imaginemadisonwi.com) will be your place for project updates and ways to get involved.

## Comprehensive Plan Topics:



Housing



Transportation



Economic Development



Intergovernmental Cooperation



Land Use



Utilities & Community Facilities



Agricultural, Natural & Cultural Resources



Implementation

FALL 2016

### PHASE 1: WHERE ARE WE HEADED?

Have we identified the relevant issues?  
What goals should we set to address these issues?

SPRING 2017

### PHASE 2: HOW WILL WE GET THERE?

How can we achieve the goals identified in Phase 1?

FALL 2017

### PHASE 3: WHAT FIRST?

How should we prioritize these actions?

SPRING 2018

### PHASE 4: PLAN REVIEW/APPROVAL

Review by City boards, committees, and commissions.  
Final approval by Common Council.

TIMELINE

### Guiding Lenses

We will use the following lenses to refresh issues, goals, and actions:



Equity



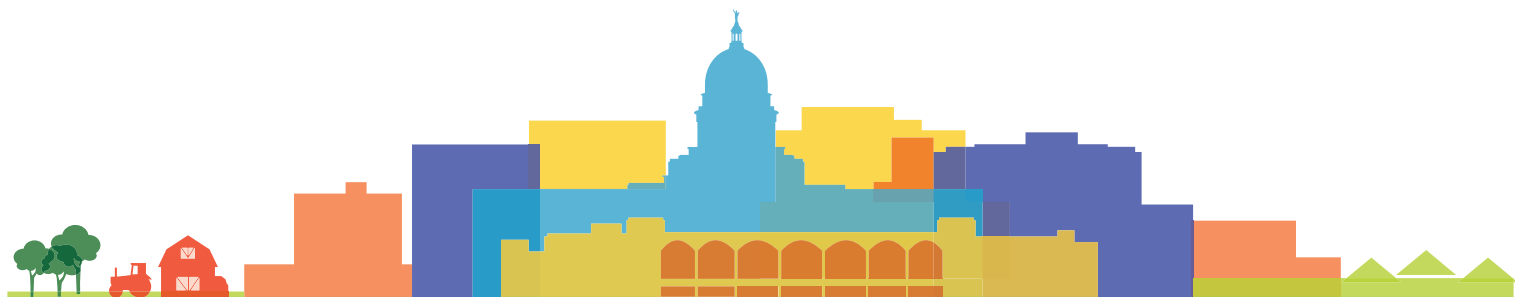
Health



Sustainability



Resilience



## How Do You Imagine Madison?



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## Coming soon . . .

Imagine Madison launch:

- November 2016

Kickoff Community Meetings:

- December 5, 2016  
at Central Library
- December 7, 2016  
at Village on Park