

## Phase 1 Public Feedback Comments

This includes the written feedback provided at public meetings; online surveys; Planning Pop-ins; and Boards, Commissions, & Committees.



### HOUSING

Goal 1: Have a full range of quality and affordable housing opportunities throughout the City.

#### What do you think of this goal?

##### *Online Survey*

- There's a need for small affordable efficiencies or tiny homes/apartments. Could be built underground beneath roads or buildings to conserve space and improve affordability.
- Many areas in the city are being gentrified.
- The major creator of poverty in Madison is the high cost of housing which is not matched by the amount able to be earned by many in wages. I would address this not with a housing subsidy (which could just drive up housing costs) but by looking at gaps in other funding (Food share, health care, or child care subsidies) that would free up household income to pay more for housing
- Most of the new housing isn't affordable. The demand is far outstripping the available, affordable housing stock.
- I need to understand how the City defines "affordable". It doesn't seem to align with the needs of the community.
- It is impossible to find quality homes in desirable neighborhoods unless your family income exceeds \$100k a year.
- By looking at the data, it seems that we have not done improved service to minority races, especially when it comes to Good and affordable housing. Though I think Madison is doing well compared to many other cities I have lived in, there is a lot that can be improved.
- It's hard to do on an isthmus, but more affordable housing out on the outlying & suburban areas is a doable goal.
- Many new units being built but they are very expensive, like \$1500-1700+/month. Even outdated apartments are over \$1000.
- It seems like there are many new apartment complexes being built that are not affordable for lower income people.
- The homeless rate for children and families is shocking, and often are families where parents are working but they either can't afford housing, or have been evicted previously and now are unable to find housing.
- There is a need for affordable housing on the Isthmus that is not being met. Current developments are driving up property values and the rent, making living on the Isthmus difficult or impossible for poorer members of the community to live close to where they work.
- Most of the housing for low-income residents has been crammed into areas of the Northside and Southside in the past decades. That practice creates ghettos and does not allow low-income residents to mix with residents of other income levels and thrive.
- We need to provide better access to communities of color in Madison for ownership. There are a lot of large condos being built and multi-family units however it is not affordable and does not provide access for communities of color.
- While the graph shows units added, it doesn't show the cost of those units. It seems like there is not enough affordable housing, even for middle class families.

- We are near retirement, and want to move out of our single-family home in order to make living here a little easier on us. There just aren't affordable rental options that offer what we need - accept our small dog, walkable neighborhood, and room for our car so we can continue to work.
- too many fancy high rise apartments for epic people. regular people can't afford those. you are pushing people with lower income out of the central urban area, and it is a problem because people who can't afford a nice house or fancy down-town apartment need to take the bus. The busses do a good job if you are down town but they are not good for periphery areas. There needs to be more busses for places beyond the isthmus at a minimum if we are going to continue seeing this trend of only luxury apartment down town.
- Obviously, single-family housing at reasonable prices that people of color can afford is lacking. In my neighborhood, that is now being remedied with Habitat for Humanity having secured lots in the Allied Drive area, but around the city, that's not true. We need fewer McMansions, and more small homes like those being built in my neighborhood.
- According to the statistics presented above on home ownership for communities of color and white communities, there is a large disparity. The cost of living for students and independent people has gone up significantly and makes house hard to afford for many
- I'm reading "Evicted" now, so my thoughts are in flux but I'm realizing how serious this is.
- I think the fact that only 23% of POC in Madison own a home says enough about how the community is doing. But I also see it in the unhealthy and unsustainable upswing in luxury high-rises being built for Epic employees. I think Madison definitely needs more dense units like those, but not the luxury types that are being allowed with seemingly little to no regard for the fact that many in the community cannot afford to live in these units.
- fragmentation of the city
- What about some non-traditional housing types? Town houses, mother-in-law apartments, artist work/live studios. We seem to be stuck with 1 or 2 bedrooms, an interior hallway and an elevator.
- "Equitable housing is very important to me. I want the City to put highest priority on ensuring safe and affordable housing grows evenly across Madison and can benefit all. I'd be very interested to see what percentage of new housing development is in white neighborhoods or communities of color. To me safe housing means not just buildings up to code and away from pollutants but also ready (accessible through public transportation and walking) healthcare, food, employment, and childcare.
- I rent my housing and have generally been happy to see availability of restricted income housing, though I do not need these services myself. I would like the city to think about incentives for more developers to provide this type of housing such as changes in density and parking regulations. I want Madison residents with lower incomes to be able to live in neighborhoods that fulfill the level of safety I discussed above (health, food, employment)."
- Most folks don't earn 6 figure incomes. How are they supposed to afford anything?
- While grassroots programs like Housing Initiatives are doing a phenomenal job to address homelessness greater public funding is needed.
- I really don't know the specifics, but I do know housing is quite expensive here, since we have lived outside the area in the past. Rents downtown are astronomical. Seems like a real challenge for a vibrant growing community like Madison.
- Vacancy rates are very, very low in the City of Madison. The majority of units built are expensive high-rises. The City is doing very little to help its most vulnerable citizens obtain housing. Even the new "affordable" units being built are affordable for someone who is employed with a decently-paying job.
- There's some great housing available, but as a former renter, I feel that there is a lack of mid-range rentals available.

- Madison truly keeps the cranes in the air. building never stops. Construction is a self perpetuating industry. And my property taxes go up twice/ year. Thanks! I don't think I'll b able to afford to retire here as a result, But I'll cash in and take advantage of the capital gains.
- I already completed the above rankings at an in-person session.
- Doing what we can to make sure that members of marginalized communities (single mothers, homeless families, people of color, etc.) have safe and affordable housing is important to me.
- I would like to see more housing that is mixed income and mixed use development.
- There have been many new housing units built for wealthy students as well as young professionals, but the same effort and money has not been put into more affordable options.
- I'm afraid the growth of rental housing is moving at an unsustainable rate. The number of new apartments being added are all on the high end cost-wise, while the cheaper apartments are going away and being demolished to make room for these high rises.
- Gentrification and sprawl, while seeming opposites are occurring at the same time in our community. Low vacancy rates make rent high. Often it seems to me that low middle class and working class families are not included when we talk about "affordable" housing.
- My uncle was eventually able to find low-income housing in Madison, but only after several years of being on a long waiting list and having to sleep in the basements of friends and family. There have also been students opening up about their experiences with homelessness while enrolled at the UW, having to sleep in cars and such when they don't have parental financial support. Then you also still see homeless people (non-students) sleeping outside downtown.
- All states have cities that are more desirable to live in (for whatever reason), hence, housing is higher priced. The goal shouldn't be driving down house prices in expensive cities (Madison, for example), but in showcasing other areas of the state that are so much more affordable and offering housing help in those cities/areas of the state. The Fox Valley is a wonderful place to live, and housing is very affordable.
- "Infighting re goals and implementation among city/county officials and other supporting groups has delayed some projects leading to increases in costs.
- ""Affordable"" may not be a realistically achievable goal within the Madison city limits."
- Homelessness can be overcome and should be, along with truly affordable housing, everyone should have a place to live and not have to go to the food pantry to be able to afford rent.
- The Section 8 waitlist has been closed for some time. we are seeing an increase in homelessness in our community. The cost of living has gone up while the average income has remained stagnant.
- There is too much gentrification and rising rents, and not enough units for everyone that wants/needs one. Students, people with lower incomes, and people with low/no income cannot find housing. This drives more people to the suburbs where the opportunities for work and resources for living are even fewer, and then they also need a car which is probably a beater that they got from some predatory auto-loan dealer, and it all just goes downhill from there.
- Affordability is key. Would love to see more mixed-income housing developments
- The community is doing well in regards to the fact that wealthier people are moving into the city proper. it isn't doing well for middle-class families, like ours. Housing prices are going up and most new housing is exorbitantly priced condos and apartments. We are right above the "maximum income limits" for FHA loans and affordable apartments, so I guess right now it just kind of sucks to be us.
- I do not rent, I own a home, but I see that the price of renting in Madison has gotten very expensive. It's important to have good quality, affordable rentals available to people who can't afford to pay \$1500 a month.
- We need affordable housing, especially for those currently homeless.
- While grassroots endeavors like Housing Initiatives are to be commended for their fine work, greater public funding is warranted.

- Although there are many apartments, the housing market is still tight and quite expensive.
- WAY TOO MUCH forced urban housing into existing neighborhoods. STOP putting high density and low income housing in established neighborhoods as infill projects. The worm makes the rest of the apple spoil and we are living it in many neighborhoods where the city is more focused on tax base than actual community.
- Need more dense development
- "When you say 'full range,' I hope you don't mean that ""We will ensure that Madison provides a full range of choices from the biggest mansion to the smallest, moldiest studio apartment you can imagine.""
- We need to focus on improving our worst housing without raising its cost.
- When people are forced to live in housing that is falling apart, has unreliable utilities, untrustworthy landlords, loud neighbors, and other unhealthy or unsafe conditions, it becomes very difficult to maintain mental, physical, and financial health. Feeling comfortable at home is an underlying need: my mental health improved dramatically when I moved into a slightly better apartment, and my old apartment wasn't even that bad. I am a successful, healthy, well-balanced young professional, and I would absolutely become a nonfunctional wreck if I lived in Madison's worst housing. We need to focus our city's resources on making sure that even our cheapest housing is comfortable and livable, while also making sure it remains affordable to those who most need it."
- Since housing is market driven, we can't make developers build affordable housing. With imminent threats from the new administration, funding for subsidizing housing may be reduced, and then what tools will we use?
- Actually just guessing! Therefore need more information to really "help"
- Natural development corridors and nodes should have greater density and an overall City Vision that reinforces and supports it centralized living as opposed to sprawl. Too often, neighborhood plans include myopic views based on "protecting what is ours" as opposed to creating a vision for greater diversity, density and inclusion. Many neighborhoods openly take pride in fighting and fending off change in the neighborhood that they somehow own and control to the exclusion of anyone else or large principles and vision.
- There are many high - price developments going up, however, these offer only a few subsidized units. More affordable apartments near bus routes and other amenities are needed.
- "While it's clear that many people want to live close to the capitol, the prices have gotten so high that students who need to live near campus are having a hard time affording it. While some of the major employers pay enough to support apartments with \$1000+/mo rent, most jobs in the city do not. This not only pushes out students, but also a lot of the hourly wage workers who work in bars, restaurants, and shops on State St/Capitol that everyone wants to live near. So while those who work at Epic can choose a ridiculous commute in order to live downtown, those who work downtown often don't have a choice. Long commutes and low wages can contribute to major stress that leads to dissatisfaction. I know there is a serious lack of vacancies city-wide, but all the new places going up are not affordable for people who work and go to school in the immediate area.
- On top of that, housing that is traditionally student housing (because no one else will live there) is in abysmal shape, and landlords are using the market boom to increase rents. Inspection and enforcement needs to be taken more seriously. I feel very sorry for anyone who comes to UW as a low-income student."
- high dollar high rise apartments taking place of more affordable homes is an issue (especially downtown), as more of these developments arise other small scale housing options will have to raise their prices to keep up with the growing market
- College Students & Epic employees can pay more for living space than low income families. We need to provide housing that families can afford

- affordable housing, as well as various housing options should be made more available in every neighborhood and throughout the city. Lower income and minority residents shouldn't be segregated in certain parts of the city or neighborhoods.
- Currently insufficient number of housing units for low-income renters, both single and family
- Rent is very high in this city for quality housing. Some newer, high-quality affordable options have been emerging on the scene but we need more! It seems that the majority of rental spaces being created are luxury/high-end and not realistic for many of Madison's citizens - particularly those in lower socio-economic groups and our minority citizens.
- I'm excited to see more dense housing, especially downtown. I'm really disappointed that so much of the new housing I see is luxury living, aimed at high-income, out-of-state students and young professionals. I think it's critical that Madison figure out a way to make more housing available to homeless and low-income populations, so that it's feasible for young people to move from the far north side of the city or from the south Park Street area to downtown if that puts them closer to school or jobs. Capitol-area high-rises are big, ugly and contribute to downtown congestion -- there are too many top-floor apartments with views and not nearly enough shelter space or even housing that entry-level professionals, public-sector employees or service workers can afford.
- More affordable housing is needed. More Tiny Home communities.
- City feels segregated
- There is a shortage of quality affordable housing.
- Housing projects have been geared towards the affluent, epic employees, and students. Sometimes a smattering of affordable units have been included in some of these projects.
- Despite recent efforts to integrate more affordable housing into more economically diverse communities, Madison still appears to favor locating subsidized housing towards the edges of the city where high concentrations of low-income households are already located. This is a regressive practice and should be avoided.
- "The City needs to loosen development restrictions to allow developers to add the supply necessary to meet demand. The current Downtown Plan is too restrictive, and forbids sensible, historically appropriate development in too much of downtown, including the James Madison Park neighborhood, Basset, and First Settlement. The current comprehensive plan doesn't allow for the sort of density needed in many outlying neighborhoods to make projects financially feasible. For example, building able to build 6+ stories lot line to lot line by right on the entirety of Park Street, Regent, Monroe, Atwood, entirety of Washington, Willy, etc. would open up a lot of underutilized sites for development. Also, the power of UDC should be limited to that of an architectural review board without the ability to nix a project the lay people on the committee don't like.
- Lastly, don't be afraid of 'filtering', where adding supply of high-end apartments/homes softens demand further down the housing quality hierarchy by giving people with means options they prefer. If the development market prefers building luxury housing, let it happen. Those units will pull renters/buyers from less desirable units, making those available to people with lower incomes."
- We seem to be losing our older housing stock. This will be even worse if the Wisconsin budget reduces the money available for historic renovations.
- A variety of housing styles and options should be available. There is a diversity of people living in Madison and the surrounding areas that have diverse ideas of what "family" means. They should be accommodated.
- I support the "Housing First" movement for people who are homeless.
- There is too much that is tall, congested and institutional. Fine for students, but not for me. I don't want to take an elevator to get out to the natural world or to walk the dog.
- As a middle class citizen with a partner with is also middle class, we are struggling to find a house that we can afford and rise a family in Madison.

- As there are more apartments and mixed use buildings going up, I hope there will be strong emphasis to rehab and redevelop older homes for single family residential. So many houses in the isthmus and near east/west have been divided and run down by students. Now the students are moving into more apartments these homes are in disrepair and lowering rent. We have a shortage of moderately priced single family homes in Madison!
- Colored vs. white ownership is striking. We need to make efforts to correct this...
- For a college town mid-sized city with geographical limitations (two big lakes!), I'd say Madison is doing okay (not amazing) at housing availability, but affordability most definitely needs to be addressed. It sometimes feels like a mini-San Francisco!
- For me and my husband, rent takes up a large portion of our income... probably too much. But we love the neighborhood we live in. It feels like sometimes the options are more expensive/great neighborhood/access to restaurants and bus routes or less expensive and far away.
- Housing is not affordable in Madison. Supply seems to be lagging demand, both in ownership and rental options.
- I don't think there is a lot of truly affordable housing that is decent. I think there is still a fair amount of discrimination as well.
- I feel we do a good job with student housing for our advance degree programs, but affordable housing for families seems to be at a decline and needs support. Basic human right.
- I live in neighborhood that is a good mix of students, young professionals, families, and retirees. I really love my neighborhood, but I know that it is not the most affordable. I am rent burdened, paying about 60% of my income to rent (also in grad school). I could live somewhere more affordable, but I feel that my quality of life would suffer.
- I think we don't need more luxury apartments. I think mixed-use development will be good. I wish the new buildings going up had lower-level commercial space that contributed to the community a bit more. Yes cafes and shops are good, but what about commercial space that tied those new residents to the community more directly? Like a community center or art space?
- I would love to see more affordable single-family homes in the James Madison Park area and less student housing. Single family homes would contribute to neighborhood safety and upkeep, and create a more stable population with more resources to support the burgeoning restaurants and shops on Johnson/East Wash/around the Capitol. Programs and advertising to encourage students to live in the new high-rises closer to campus would help with this. The TIF program is also a great idea, but the houses that are on the market in this area are so awful (asbestos, falling down, violation of codes) that even the advantages of the TIF program don't make taking on the burden of these fixer-uppers worth it -- so something to make TIF even more attractive would be great.
- In my opinion, both homes and apartments in Madison are outrageously expensive for a city of its size. I think the city needs less high rise apartments and more diversity of housing options.
- Large apartment complexes seem to be influencing the increased rent for other more affordable rental options.
- Lots of expensive stuff going up. Lower rents are in buildings with deferred maintenance. Not always an issue of landlord willingness. Sometimes they don't have the \$ on high maintenance, low rent older housing stock to do the work. Offer low cost loans or other incentives to improve stock.
- Most housing in Madison is not very affordable.
- Our city continues to be one of the most racially segregated cities in the US. We need to do much better in terms of making affordable, safe housing available for everyone.
- Property management companies (i.e. MPM) are letting their older houses fall to mild disrepair while maintaining high rent. Supposedly the build quality of new high rises downtown is actually fairly poor (despite looking nice at first) - if property management companies are going to be charging luxury

prices, in an already high-priced market, there need to be more safeguards on the quality of housing they have available.

- Rental Units currently being added to address the low vacancy rate fall into the luxury category. Remaining landlords then can adjust their renewal rates to 'market averages' which are being pulled upwards regardless of quality improvements.
- senior adults and poor families have a very difficult time finding appropriate housing in Madison, cost, size are some factors.
- Single families owning their own home are the ones paying for the "affordable" housing. Madison is NOT a cheap place to live and therefore encouraging homeless to this city is not advised.
- The "full range" is not present in all parts of the City.
- We need modest sized homes. 3 bedrooms, 1000 square feet options. All the new homes being built are mega-houses.
- We need to offer more developer incentives (i.e.: bonus stories) that are tied to an affordable housing component.
- We need to provide affordable housing in every community not just low income communities. Seems like any subsidized project is usually located in middle to lower income areas and not the elite neighborhoods. Also, the city of Madison shouldn't bear the burden of providing all the subsidized affordable housing. It should be a county wide initiative. And the number one tool for creating affordable housing should be increasing the supply of housing.

#### *Public Meeting*

- Affordable housing is #1.
- Affordable is the MOST important.
- Affordable rental/home ownership opportunities. I am lower middle class and cannot even dream of owning a home. For so many people in dire economic straits, the situation is even worse.
- Bring back (new & improved) inclusionary zoning. Make affordable units a stipulation for TIF.
- Developments in my neighborhood (Dudgeon Monroe) claimed to provide "affordable housing" but the units are too expensive to be truly "affordable." Not enough enforcing rules w/ teeth.
- Downtown & west side is very expensive. Affordable housing is very important to help resolve other issues such as homelessness, economic equality, etc.
- Housing/rent too high. Laws favor landlords. Poor plan for homeless & working poor. Evictions - what is happening here. Property taxes too high - pushing residents out of downtown area - are developers paying their fair share?
- Income restricted housing & expensive rental units leave people who are not low-income but not making high incomes burdened by costs of housing & w/ reduced options. Often pushed out of TOD & accessible housing to make room for development favoring Epic & tech workers. New affordable housing not centrally to jobs or food or activity. Be intentional about home ownership programs for communities of color. Land banking? Loans? Defense against gentrification?
- It is urgent that we continue to increase the number of affordable housing units in Madison. The screening practices need to be revised to give people second chances at renting affordable apartments. For those who have mental health and other disabilities, more case management services are needed. We need to prevent evictions.
- More low income housing is needed; more attention to the homeless population & finding housing opportunities for them; affordable housing for families.
- Need more goals here. Need a huge emphasis on more apartments for low income families and aggressive, proactive, fair housing. Also city policies should seek to stabilize families in housing (CDA, Police, Other).
- Posh housing for UW students is pushing low-income students & families out of downtown - this is compounded by lack of good public transportation.

- Pushed out of our downtown apartment - rent raised \$400 in one year. Not a great feeling to lose our home.
- Recent initiatives seem promising.
- The city should enable housing (apartments) that incorporate market rate units and subsidized units. Entire complexes dedicated to the low-income elderly and the disabled are stupefying for the residents.
- The Northside should not have all the low income housing developments.
- There are not enough rentals at a good price near bus areas.
- Throughout the "entire" city, not clustered on Northside.
- We need housing but also other help for families: legal changes to ordinances & laws to help renters.
- Will communities be kept the same or separated through Madison.

#### *Planning Pop-Ins*

- Many people agreed that they liked the housing goals says affordable opportunities throughout Madison
- There is a concentration of too much low income housing on the Northside; Affordable housing should be spread out and near transportation access to jobs

#### What else is missing regarding this topic?

- A more critical issue on the southwest and far west side is the lack of land not zoned for housing- in many areas there is only housing and thus not much space for other needed services
- Accessible housing and affordable housing, and particular accessible affordable housing
- Actual affordable housing. We've got huge developments going up that only seem to cater to Epic employees. We also need to be doing more with regard to homeownership for communities of color.
- Affordability and diversity.
- Affordability. Madison is ridiculously expensive to live in. Compared to my income/living expenses ratio in other cities, Madison is by far one of the worst. I don't know if that says more about my income or the cost, but any data will tell us that Madison is above average for cost of living. However, it is not above average for population income.
- Affordability. Not just public housing, but housing that people can afford without having to get on a wait list for.
- affordable and accessible units near shopping areas and public transport
- Affordable apartments (<1k/month) that are reasonably located and safe. Current housing market is bloated, expensive, and caters to fluid young professionals.
- affordable apartments in central locations, housing that is accessible for people with disabilities
- Affordable home ownership for people of color
- Affordable housing
- Affordable housing
- Affordable housing and housing with case workers who have resources to help them maintain their housing!
- Affordable housing in "desirable" neighborhoods.
- Affordable housing on the Isthmus. There is good work happening right now trying to improve the situation, but property values and rent keep going up faster than wages.
- Affordable housing options for low- to mid-income families in the central city/downtown.
- affordable housing spread throughout the city
- Affordable housing that limits the need for a car. Housing that has walkable access to stores/restaurants and access to public transportation.
- Affordable housing.



- Affordable options, especially for single individuals. Everything is either run down or new luxury apartments.
- Affordable quality housing.
- Affordable rental housing in general, but also any affordable non-student rental housing in areas close to downtown.
- Affordable units
- Also, as there are more and more luxury apartments, the people who want to live downtown but can't afford them are forced to go into some very bad situations. A lot of landlords treat their tenants horribly. there needs to be much more regulation on large property management companies so that they give their tenants respect. More enforcement of basic rights for tenants.
- Apartment rental prices are often not affordable. I see move-outs almost every month on Britta Drive, one of the apartment streets in my neighborhood.
- Better housing options in affluent areas for lower income households.
- Cohousing! More living co-ops. Affordable housing
- Community and church involvement instead of looking to government to solve it.
- Community puppies
- Dense housing that is affordable to folks who have lived in Madison for years, not just to the young kids coming from out of state.
- Enough affordable units
- equity
- Everyone likes a direct connection to nature and the outdoors. It doesn't happen with a high-rise.
- From my view living in a capitol neighborhood, the vast needs of UW-Madison students could be a factor in driving away development for longer-term residents of Madison, single-family homes in Capitol neighborhoods, State-Langdon, and even South Campus. I have not heard much discussion about limiting the poorly-kept, non-child-friendly rental properties on streets such as W. Mifflin with the goal of developing quality properties for permanent Madison residents.
- "Good public transportation, especially from ""food deserts"" and other blocks of very solidly packed residential zones.
- More mixed-use zones, especially further from the city center. I want to be able to walk to something other than houses!"
- Good quality affordable apartments downtown
- Good working class housing - we have enough poverty housing
- Greater emphasis on meeting the needs of homeless families and children.
- Here is an idea...how about a new vision for senior living that involves incorporating young children and college students. It would be great to see us think outside the box. Our culture segments age groups way too much.
- Homelessness Initiatives - preventing homelessness and providing creative options to help (i.e., dorm-style apartments, tiny houses, etc.)
- Housing that's affordable for someone making significantly less than the median income for Madison, as many people are.
- housing We The People can afford
- I feel there's a plethora of good (great?) housing available in Madison and the surrounding areas. However, I have always felt that the majority of housing is too expensive for renters and, even worse, the yearly rent increases. As a former renter who bought his first house this past year, I can comment that my rent increases forced me to move every 1-2 years just to keep my costs down. Because of the high cost of rent, it took me longer than it should have to purchase my first home. I feel there should be more focus on keeping rental costs down and keeping affordable, but decent, housing available.

- I hear a lot about the need for affordable housing? I don't think Madison is a place where a lot of first-time homebuyers can afford to buy? There are good FHA programs to assist.
- "I know this doesn't fit here under housing, but not sure where to address this.
- Would it be possible to offer a small payment for people who attend meetings? I was disheartened by the lack of diversity at the meeting at the Village Atrium, despite being in a geographical location that seems like it would be easy to access for the local community, and started to wonder if offering payment (of \$5?) for anyone who attends and participates in the meetings would result in more participation. I know it's an expensive and out-of-the-box idea.
- Another thought: what are you doing to involve teens and kids? They are the next generation, and it would be nice to hear their thoughts. Also seems like an opportunity to encourage the next generation of citizens to actively participate in planning activities. Are you going to schools?
- Lastly, in past planning activities I've been to, one of the best parts was getting to interact with others who may have different opinions/insights than I have. I have appreciated being able to sit at a table with others and be asked to address some questions. I understand that is not possible at every meeting, so I hope you will employ this at some point to encourage the sharing of ideas. Thank you!"
- I wonder if it's possible to specify "a full range of quality and affordable housing opportunities--especially for low-income or otherwise marginalized persons--throughout the City." Or something similar to convey the intention to reach out to marginalized groups.
- I would like to see more co-housing and cooperative living arrangements
- I would prefer that Madison not allow the creation of high-rise apartments that obscure the capital and dominate the skyline like The Hub, Lucky, Domain, etc. These apartments make Madison seem unlike itself. Additionally, I believe that further policies should be put in place to promote the creation of low to middle income housing, especially multi-family housing that more efficiently uses the limited space available in Madison.
- I'd like to see some initiative into reinvesting in the smaller scale rental buildings (houses with 2 or 3 flats and small mom and pop apartment buildings), fixing up old infrastructure, and keeping the character of what makes Madison unique.
- I'd like to see some of the high rises include all income levels. Ensure that landlords (not just downtown) are required to meet standards of safety.
- I'm not aware of the current programs in place, but perhaps more resources could be put into getting people off the streets and into adequate low-income housing. And if more low-income housing is to be built, it should be spread out around the city to avoid worsening food deserts and socioeconomic disparities between neighborhoods.
- importance of neighborhood associations and forming a community around housing
- It's almost impossible to artificially lower housing prices in Madison. It's the market that dictates. "Affordable housing" costs so much less in other areas of Wisconsin and actually it would cost Madison less to send money to subsidize housing elsewhere. By stubbornly insisting that everyone can live in Madison, taxes keep getting raised so that in the end, you drive out people who actually could afford to live in Madison, but now with too much tax burden, you're driving those folks out. The remaining people then get taxed more until you end up with the very rich who can afford the taxes, and the very poor, who get the subsidies. There goes your middle class. Please stop or you'll lose one more Madisonian, me.
- It's expensive and hard to find. If you have a dog bigger than 10lbs, it's impossible.
- Less emphasis is being put on rehabbing infill multifamily units than creating new single family housing units. This choice is inevitably more expensive and will provide fewer total housing units for those who need them. Most of us had to wait before being able to afford a house, some never achieving that goal. This is not always a bad thing.
- Linking housing with jobs - is affordable housing near the jobs where those people work?

- Low and middle income rental housing; the rental housing that is available for these groups is often more than 30% of take-home pay, making it difficult for the individuals to save and pay other bills. Additionally, the housing that is available in these price ranges is often quite run-down and shoddy to live in, especially for families with children and babies.
- Low income housing that people can afford that are also on a bus line.
- Low-cost housing availability.
- Madison does not have enough townhomes! I would love to live in a townhouse relatively close to downtown but there are really no options.
- Middle options - like townhomes - to bridge density between single family and larger apt buildings.
- Middle-class options that aren't shit holes, if I'm to be completely honest.
- More affordable housing, in the downtown area. High end luxury apartments seem to be skewing the market.
- "More affordable housing. So much is luxury, where does that leave those that cannot afford it?"
- Also, all of the multi-family units do take away the uniqueness of neighborhoods."
- More affordable housing. There seems to be more than enough construction of luxury multi-unit building that will not address the housing issue for families with low to medium income.
- More affordable NICE rental units. Nobody should be priced out of living in any part of this city.
- More affordable units in multi-unit developments
- More affordable units, spread throughout the city. Madison is too segregated by income and race.
- More affordable, high quality housing.
- More cohousing developments might make Madison more attractive & affordable, and improve communities.
- More creative thinking and allowances for a broader housing stock to emerge.
- More emphasis on the needs of homeless families and children, and persons with mental illness.
- More low-cost housing for low-income folks.
- More single family neighborhoods with walkable living opportunities.
- More tiny houses!
- More unique neighborhood architecture
- "My experience here has been as a graduate student and young professional, and I have never lived far from campus and the capitol. Within that experience, I would like to see Madison have more decent-quality, affordable housing near the University. There is a well-known trend that housing becomes more affordable away from UW, but that doesn't help a grad student who can't afford the money to park on campus (if you even have a car) or the time, energy, and inconvenience to take the bus. Housing near the campus and within the range of what I could afford on an academic assistant's salary tends to be low-quality (poorly managed and/or full of loud undergraduate students). I would specifically like to see the city de-emphasize the absurdly extravagant, super-expensive student housing units that have been the trend recently, and spend more resources on ensuring a supply of modest, affordable, and well-maintained apartments for serious students and professionals, within walking and biking distance of campus or the 80 bus line. This could come in the form of offering incentives for management companies to take better care of existing buildings.
- To be clear, I don't think this should be the city's highest housing priority, but it is a problem that I have experienced while living here. I don't have personal experience with areas that are probably higher-priority, but I would like to see Madison prioritize the areas that low-income families believe need attention."
- New housing must be sustainable and take up less area than old-style housing. Having places for people to grow their own food is important, too. Community garden space should be available.
- non-luxury (but not subsidized) apartment complexes near downtown/isthmus area

- Our housing plan should list what types of housing based are needed in areas around the city based on data and make sure developers are informed of the need
- Presume we need more "healthy" lower cost housing.
- Provide automatic, no objection, height and density incentives to developers that provide a certain percentage of affordable housing as part of their project. Other Cities are doing this with tremendous results. Make current zoning consistent with Comp Plan vision to help streamline the orderly development of infill projects as opposed to simply noting the current uses and densities.
- Rental vouchers and the ability to obtain a decent apartment with a family.
- Rents under \$1000/person in the State St/Capitol area.
- resources to gain affordable housing, resources for tenants to ensure their landlords are treating them fairly, holding landlords accountable to their responsibilities
- Rethke is a start, projects on the south side and Tree Lane are a start, but we need orders of magnitude more affordable housing.
- Safe housing. Very little housing is affordable in Madison. The tiny bit that is affordable is in unsafe, scary neighborhoods.
- Safety is an issue in low income areas
- Shelters. Homeless transitional housing. Low-income housing. Downtown and campus area housing that isn't astronomically expensive or falling apart (or both!).
- Small, affordable housing is urgently needed.
- So many buildings are bland and look the same. Why not encourage better and more inspiring architecture?
- Starter homes for families and lower income folks wanting to own.
- Support for low-income people in securing affordable housing, housing for homeless, and quality standards for landlords.
- There are too many luxury apartment units, and few quality and affordable options. Housing near campus looks completely dilapidated, yet rent prices are still very high for the safety of the housing.
- There is a dearth of affordable housing for the homeless, the working poor (e.g., single parents), and lower middle class wage earners (retail workers, service workers, teachers, etc.).
- There needs to be a low-barrier shelter that lets people come in as they are. People who have drug addictions and chronic mental illness need safe warm places to be too. If people are sleeping outside, it is almost never because they have a roof over their head but just don't want to go there. Soglin's decision to try to kick people out of outdoor sleeping areas that are close to social services was unjust and lacking in empathy and humanity
- Through subsidies and land use approvals, the city plays an important role in helping to direct where additional low income housing will be located. The city needs to give more careful consideration to readily available demographic information and to consider things like access to transit and other amenities when reviewing and approving these housing proposals. We should not be increasing the density of low-income housing in neighborhoods that already have high concentration of poverty and limited access to services and amenities.
- Too many homeless people, who IMO, are treated less than fair. I'm not sure what their options are (do they have places to go & choose not to use them??) Or do we really need more shelters/ options. I think we need more options for people.
- Townhomes, housing affordable to middle income renters and buyers located near downtown, condos that aren't ugly as sin, high density condos and apartments with amenities within the beltline on the west side.
- Use of creative housing styles and materials. There is an example of new creative housing with a great use of space on Williamson Street. Individual homes that have used the lot well. I think that it is in the 600 or 700 block.

- We are missing homes which appeal to adults who are downsizing, but aren't ready for senior housing or a care facility. Not everyone wants to move to a multi-story apartment building or condo. How about some housing with a smaller footprint, greater access to the outdoors and some green space around it?
- We build a lot of apartments/condos in Madison, but too many of them are too expensive.
- We do not need new high-rise apartments that cost anywhere from \$1500-\$4000 a month to rent. Despite the prevalence of Epic, not all people moving to/looking for housing in Madison have the same amount of disposable income. There needs to be more, high quality affordable housing for families in Madison.
- We need more affordable housing options in Madison.
- we need more low-income housing or subsidies for conventional housing
- We need more senior 55-plus housing campuses with their own recreation centers. Baby boomers will need to choose whether to age in place or to relocate to the large senior communities in the south like Sun City Arizona. These campuses are largely run by all-volunteer senior groups who live in the housing campuses.
- What is missing is entry-level home ownership opportunities in all of Dane County, which ends up squeezing everybody lower down the housing line. There needs to be opportunities for developers and builders to provide new housing for less than \$300,000.
- While the City has put resources and funding toward affordable housing, it just simply is not enough give the rising cost of rent, the competitive rental market, and the proliferation of luxury building developments. We need to be providing hundreds of new units available for low income Madison residents each year, and we just aren't keeping up with the demand.
- Would like more housing that is integrated into the topography. How about more townhouses or shorter buildings? More options with direct outdoor access or only 1 or 2 flights of stairs. I feel boxed in when I use the elevator at friends apartments.



## TRANSPORTATION

Goal 2: Have a safe and efficient regional transportation system that offers a variety of choices among transportation modes.

### What do you think of this goal?

#### *Online Survey*

- Madison does not have a strong public transportation system that citizens prefer to using cars. We do not have rail or a bus system with efficient schedules.
- I think we are heading in the right direction. But the message needs to be "louder". Give people a reason to use alt-transportation. Work with Epic on transportation needs for employees. Find a way to accomplish their goals.
- I like the bike lanes and the easy to navigate bus system. A light rail to reach the West Side would be amazing.
- A special transportation system needs to be in place for seniors with limited mobility in addition to the regular system. Special minibuses and a volunteer transportation system like in other cities for age 65 plus. Bus stops at independent and assisted living places with extended hours.
- Continue to increase bike-ability of the city. I love what the city has done so far with bike stop lights, bike boxes, bike paths, and bike lanes. I still find our bus system somewhat confusing.
- I bike commute to work, but it is only possible because I have a great employer who has a locker room and bike storage. I used to work for the county and for the state and even though those locations were closer to my house, I could not bike there because I was expected to wear dress clothes, but there was

no locker room to change in or safe place to lock my bike. Before that I worked for a nonprofit on Regent St. it was actually a problem to bike to work there because there were NOT ENOUGH bike parking places. The city really needs to do more to support employers who are doing a good job of encouraging and incentivizing bike to work. The city could for example offer grants for employers who can't afford to install bike parking. The program that is in place currently is not comprehensive enough.

- buses are slow and ineffective outside of the immediate downtown area. It shouldn't take 2 transfers and 3+ hours to get from the suburbs to the capitol for instance.
- "I used to commute by bike, when I lived closer to my job. I noticed then that bike lanes and paths are treacherous in the winter. To a point, I understand that there's not a lot the city can do about that: you do your best, and us commuters had better just buy snow tires. But I think there are things that Madison can do to make winter biking safer.
- -Snowplows often push snow into the bike lanes and leave it there. Is there a way to also clear the bike lanes?
- -Areas in bike lanes that collect melt water, or that don't melt as quickly (like the bottom of hills, or under bridges), need special attention from snow and ice removal vehicles.
- -Heavier salt or sand use in bike lanes would be appreciated. I think bicyclists are probably more susceptible to serious injury in icy conditions than are drivers, given the physics of biking: it may be that bikes need sand when cars do not."
- We have a unique challenge with our natural geography, but we have a problem with people needing to travel further for their jobs, especially east-west where the Beltline is the only option. A person who lives on the east side cannot get to their job on the west side in an efficient way on the bus (it takes about 2 hours and 2 buses, minimum). Therefore, there is no incentive to take public transportation rather than drive.... meaning there is \*technically\* a choice but realistically people will not choose to use public transport for this scenario.
- Bike infrastructure building feels like it has stopped
- Buses are confusing and not straightforward. Biking infrastructure needs lots of work.
- Better bus lines, more frequent buses
- Bus service is poor unless you are going downtown
- It really depends on where you are. From my neighborhood, a round trip to downtown on the bus could take up to four hours, which is really unacceptable.
- Need more bike paths, bike paths must be better maintained especially during the winter.
- I would really like more bus lines with additional routes. I rely on bike or bus to get to work and around Madison, and have had to limit my job options to better align with bus routes.
- Bus system is better than most in Wisconsin, but is incredibly inefficient and suffers from large gaps in service. If it didn't take an hour-plus to commute to work on a bus vs. 15 minutes of driving, I might commute via public transit instead.
- "There isn't a good way to get between Madison and the suburbs except driving, and half the time that doesn't even count as a good way. BRT or light rail from Sun Prairie, Verona, Waunakee, etc., would be huge.
- Dedicated trunk lines with limited stops should be explored. Right now, there are minimal express buses, and it takes a good hour to get across the city. Metro does a good job surveying riders on the bus, but I haven't seen any outreach geared towards drivers. What would it take for them to be able to ride rather than drive?"
- "What do you mean by regional? downtown and the 'burbs or truly regional? If you mean outlying communities then how will that be addressed? People have to drive from outlying communities, maybe there could be more park and rides on the outskirts of the city to accommodate commuter from afar.

- It is an embarrassment that Madison does not have a bus station, and that folks are dumped off in snow banks in front of the Chazen or the Park and Ride - we need a true bus station that is readily accessible for students and folks downtown with a safe place to wait out of the weather and good connections to the city bus system or additional park & rides.
- Parking is a huge issues and the city staff seem to think that if they provide house without parking that folks don't have cars - many families have not 1 but 2 cars and don't have places to park. Parking needs to be a consideration for any new housing and enough spaces need to be provided for that many units, and if not used then the tenant could rent them out!"
- Can choices be matched with true sustainability? Time is running out, We should look beyond 10-20 years. We desperately need electric rails and electric charging lanes. More infrastructure for EVs. Renewable gas (RCNG) powered buses. Renewable gas from city organic waste
- Bus routes are too limited for many communities.
- The city needs to remember that the majority of people use cars to commute, therefore, the majority of funding should be to improve the roads that are utilized rather than pouring money into other areas such as bike routes that only serve a fraction of the people.
- we need expanded bus service and light rail
- The key word is "Regional". We need a train to get to MKE or Chicago. Time restrictions at Park & Ride or ramps does not encourage us of transportation options for longer trips.
- The bus routes are disgusting. It takes so long to get from one point to another it isn't worth trying. Not to mention how unsafe the transfer hubs are. Plus - roads are despicable for autos
- The bike infrastructure still has some major gaps such as along Atwood Ave and across US-51 by the Madison College campus, among others not mentioned.
- The key word is regional. That should include the broader region of Minneapolis, Milwaukee, Chicago and Dubuque. It should include train and air. We want to stay connected to the rest of the world.
- Living near downtown, I am overall satisfied with my transportation options. I would love to have more options for long-distance buses, but overall in-city transportation such as buses, bicycles, and walking are more important to me.
- The city should really look into expanding the bus system to include surrounding communities (beyond Middleton). We need to increase public transportation and/or accessibility to ride share programs to decrease the amount of single car use.
- Infrastructure for bicycling and safety could be improved. We need a bike path around the lake. We need buses to run after 11pm so that people can get home from bars safely closer to bar close. We need bus stops and bike ways to flow better to promote safety . We need to make biking and buses more attractive to non users
- We have improving connectivity via our bike paths, and the buses are reliable and safe( to my knowledge), but the city is dominated by car travel which is inaccessible to many and a poor choice environmentally and socially.
- I no longer use the bus system (I did as a student at UW). It was fine.
- There is no regional transportation. And there no choices.
- "We need to have a REGIONAL system - the legislature needs to pass this.
- We need more Bus Rapid Transit, even more safety for bicyclists, and campaigns to get people out of their cars."
- Popular morning and evening bus routes are oftentimes packed. Makes for a less than pleasant commute. On days where biking is more treacherous than practical, it would be nice to offer extra buses.
- The city is very easy to bike, bus, and walk. The weather makes it tricky, but I don't think we can control that! Parking is challenging for those that have to drive downtown/to campus.

- metro buses do not have enough routes to enough places. We need to have a car to live in Madison & be able to get where we need to go. We can do better.
- Outside of Downtown the commuter options for public transportation are limited. A 20 minute car commute for me would be 50-65 minutes by public transportation.
- More public transport, not just a few bus lines
- As an avid cyclist, I appreciate the Madison bike paths and bike lanes. The bus system seems reliable and convenient as well, and the university provides useful park & ride options for areas downtown where parking is scarce (or when biking in the winter gets dangerous).
- We can't serve the edge with public transit. State government policies failing us. Feds cutting back too.
- They city's bus system (partially due to the isthmus) is non efficient to use in many cases
- Bike transportation is very good; bus is fair inside Madison (infrequent midday, stops too early at night for night shift workers), but is poor in the towns surrounding Madison.
- We need more routes connecting the region, going from suburbs to the city and to other cities like Milwaukee and Chicago. Fare free bus and light rail options should be pursued.
- "Compete streets needs to be stronger.
- Safer bike lanes in down town area."
- "Cooperation among city, county and state remains very difficult. Cost could be huge!
- Madison's isthmus layout, winter weather and insufficient funding for expansion of transportation
- remain obstacles
- Bus routes and schedules are inconvenient and contribute to a gradual increase in car usage."
- I don't know. Maintaining an effective bus system in a town of our size that doesn't break the bank is really tough. I grew up in a large city where parking was so impossible and buses ran very frequently and all over the city made ditching the car much more attractive than it is here.
- This goal is impossible to achieve. Not only is Madison too spread out, but has the isthmus that can only cause traffic jams. People constantly cross town to get from where they live to where they work. A few dramatic solutions would be to require people to live on the same side of town where they work, demand companies let more employees work from home, or stagger the work day so traffic is more consistent through the day.
- Improvement of bicycling infrastructure (trails, B-cycle, bike boulevards, signage) during the last year. Bus service can see more improvements (weekend/late night service, fast trips to edges of town)
- I think transportation issues are very important, and I think Madison has managed to do fairly well, keeping buses running on a tight budget. I've also been happy to see how much use the B-Cycle program is getting and I think the goal of connecting the chunks of bike path segments is a good one. I'm not sure preserving choice is my top priority, though -- frankly, I would like to see it become more difficult for people to choose cars as their primary mode of transportation. More public transit -- more bus routes -- would be great. Getting cars off the Isthmus would be wonderful. I'd love to see more express routes so that it wouldn't take an hour or more to get from one side of the city to the other on a bus. And I'd love to see better pedestrian and bus routes, like pedestrian paths that efficiently go from point A to point B rather than good sidewalks along roads that no one would want to walk next to. Or dedicated bike paths instead of bike lanes on roads that see speeds and traffic that make it unsafe to cycle.
- It would be really great to have train or light rail access throughout the city and region. Trains can be faster, greener, and more efficient than bussing, but I realize this would be a large project that would take many years to complete.
- Our hubs need to be in the crossroads and very visible and safe. The North side hub is "hidden behind" the former Oscar Meyer and feels isolated. I feel it needs to be highly visible and assessable.



- Let's be forward thinking about mass transportation! The twin Cities has a cool and efficient bus system (i.e.. Make it cool to ride the bus!) Light rail might be workable. I would love to see train service to Chicago and MPLS.
- It seems to be improving in Madison, but the "regional" component has a long way to go. I feel it also very important to continue to support those who bicycle commute, which I feel the city is doing a pretty good job of doing.
- Continue emphasis on pedestrian and biking infrastructure, transit opportunities, and linkages between the two.
- I'm proud of Madison's efforts to encourage safe transportation via bicycle and pedestrian paths throughout the city. I'm not sure if a regional railway system is in the works, but I think that would cut down very much on traffic coming into and out of the city.
- Regional transit is the goal. Getting from Madison to other communities is very difficult without a car.
- Let's get as many cars off the roads as we can!
- When I say well, I mean in comparison to other cities. I come from DC, where there are public transit options, but I would argue that Madison's system is more accessible, even if the state legislature won't let it become a regional system. Madison also focuses more on biking and is pretty walkable, much more so than other places. However, I've also worked in Toronto, which is an incredibly multimodal transit haven in comparison to anywhere else in the US, save maybe Minneapolis or Seattle. While Madison is great in the US, it's not that hard when the US in general is far too car-centric (which Madison is as well, sadly).
- Our bike paths are amazing. We could be doing better in terms of offering more transit and paratransit options, including smaller buses for off-peak times.
- Public Transportation needs to be a priority, Metro does not have room for more buses, however, the populations that most need busing are outside of regular routes, or require transfers and long trips. And Transportation is Dane Co's largest contributor of air pollution / emissions, so this needs to be taken into consideration.
- The city has done a lot of great things to include non-auto transportation, but it's still very much an auto-first city. We need to change that to shift habits.
- We need more rail options specifically to travel between metropolitan areas. Our region is very geared towards car ownership for regional and city travel.
- I like the emphasis on bike/pedestrian paths and signing. I especially like the fact that the City has completed the Cannonball Path from the Beltline to Fish Hatchery Road. I'm glad there is pretty good bus service to the Dunn's Marsh Neighborhood and very, very happy to see that the buses that come to the neighborhood actually flash "Dunn's Marsh" on the bus destination marquees. Solar lighting in the bus stop at Crawford/Whenona great. Having a bus stop on both sides the Beltline frontage road at Whenona is nice - so bus riders don't have to get on and off next to the tall sound wall further to the west. I'm hoping that future highway projects will require "complete streets" since that requirement for the Verona Road Project brought better bike/bus/pedestrian connections. There is still a need to fill in a sidewalk gap on Britta Parkway - from the Verona frontage road to the sidewalk at the city's subsidized housing just east of the intersection with Helene Parkway.
- "- Need better public transportation (buses) at night
- - Need more buses to Epic-Verona during the morning and throughout the day (these employees create a lot of traffic). Possible park-and-rides?
- - Riders should not be turned away because they can't afford the fare
- - Bus routes are confusing. There are too many bus routes for a city this size. Too many variations for the same numbered bus (38 goes around the cap sq or to John Nolen, 10 goes to Johnson or Jenifer). Poor planning.

- - Etiquette needs to be improved, especially during winter and during rain. Students don't pay attention and don't move to the back of the bus when it's crowded, forcing bus drivers to refuse riders. Bus drivers should enforce proper etiquette."
- "A big part of the reason that I chose my neighborhood was because it would allow me to walk or bike to the places that I needed to reach most readily. I have access to many bus routes within a 8-10 minute walk from home. I have a car, but only drive about once a week.
- I also am excited to see how the BRT develops."
- An on-demand system would support those of us who use public transportation irregularly - i.e., we do not use it to get to work.
- Average for a small
- Bike paths around the city--at least what I use from the far east side to downtown--is great!! I think there should be more of these dedicated paths throughout the city, to encourage less car usage, reducing congestion, air pollution, and road-rage. (: A train connecting us to other large cities (Milwaukee and others) would be great.
- Enforce law for drivers (and bikers!) to stop at crosswalks! I am a student and take the bus. I commonly have to wait 5 minutes for cars to stop for me at crosswalks on my way to and from bus stops all around Madison (I live a 20 min bus ride off campus). At least once a month I would likely have been hit by a car had I not been watching carefully and not assuming they would follow right of way laws. : (
- I would be willing to take the bus downtown if there was a regular; repeating bus service i.e. when I have been in other cities thinking Oslo Norway here there are routes that pick up every 15 minutes. maybe we are too small but I believe our population is similar.
- If you live or work downtown, bus transportation is doable. It's much less convenient to use if you aren't traveling to or from downtown.
- It's great that more people are walking, biking and taking the bus and that single car use is down. But what other transportation options are available on the fringes of the city and also between Madison and her neighbors?
- Madison has great bike-ability!! Metro system could be a little better, trips across the city take a long time and buses could run more frequently.
- Madison public transportation has never been all that good. It likely has a lot to do with the layout of the city on an isthmus, but the ability to find bus stops near your start and destination seems to be below average at best.
- Many elements of the transportation in Madison are good, but connecting some of the dots would be useful (i.e., with suburbs, rapid transit, etc.)
- Mass transit is the future. The more accessible and easier it is to locate, use, understand, the more use it get.
- More attention must be paid to mass transit, park and rides, and bikes.
- More small buses running more often
- Need more public transportation, more buses...especially to the nearby areas (Sun Prairie, Verona)
- Need to figure out how to work regionally
- Our roads need fixing.
- Public transportation is very poor in any area not by the university.
- Still isn't great bike path access when you're away from central and near central areas. Need to be on the road (not safe) or a sidewalk (also not safe, and a problem for walkers, runners, etc.)/
- The bus system is good, but I wish it extended a bit further west, and had more buses. the city should continue to invest in public transit.
- the bus system within the city is alright (taking the bus across town is often a time burden, but there is the option), however regional travel is difficult and nearly impossible for those that do not have a car.

With such a strong student population (many without vehicles) would benefit from more regional transportation options (railways perhaps), in addition to the existing private bus companies as these can often cost more than driving a personal vehicle and are hard to fit in a schedule.

- There is a severe lack of safe transportation options in south and north Madison. There is a lack of sidewalks for pedestrians and bike lanes for bikers.
- This may be a pipe dream, but a tram/light rail system running from the Isthmus, east and west would be fantastic.
- Walking and biking options have improved, but the bus system needs work. I can walk to work faster than it takes to ride the bus due to the use of a transfer point system.
- We need a regional transportation system. Buses are not sufficient. Light rail would be wonderful.
- We're going the right direction, but if we want people to bike more we need to complete the infrastructure at least within the beltline. It's not easy to get from some of the west neighborhoods downtown on a bike.
- "With regards to biking, I think the city does a good job. I would like to see more bike lanes, particularly something that would allow bike traffic north/south along Stoughton Rd and, even more importantly, a bridge to cross Stoughton Rd in the Beltline/Broadway/Pflaum Rd area.
- In regards to city buses, there are plenty of buses, but the routes are confusing and inefficient. I only live five miles (11 minute drive) from work, but my bus route would require two buses and over an hour of travel (I live on the east side). Many other routes that I've looked into also have similar issues."

#### *Public Meeting*

- Accessible transport is not available on edges of the city - far west.
- Affordable housing must be located where transportation to work, childcare, shopping, medical care is available.
- Appreciate bike/walking paths. Wish there were more buses and routes. Too many cars.
- Bicycles should pay registration or license fees based on economic equity to help support roads & trails and parking. They should contribute in some way.
- Bus routes & frequency are good. Bike trails are fabulous.
- Continue your good work on supporting non-car modes of transportation. Keep working on getting more bus storage.
- Good transportation into center, not good across -> east/west!
- I am concerned that bus service and other creative options for people who can't drive are available & convenient for low income people, especially.
- I like Madison's bus and biking.
- I live on the west side & the bus stops running from about 9:30-3pm. Not everyone works from 8-5pm so those that work in between can't get to work & have to pay for a cab.
- I really like the emphasis the city has on bike/pedestrian corridors, bike "struts." Bus transportation, especially for people who need to commute cross-town, needs improvement.
- Madison is doing a very good job by conventional standards. More choices (a [can't decipher handwriting]) as regards personal, self-powered transportation should be provided.
- More options for lower socioeconomic groups & communities of color needed.
- Not moving quickly enough to respond to the demand of even 10 years ago, let alone 20 years from now. Need regional rail & strong R.T.A.
- Public transportation currently makes it very time-consuming to be low-income & function in the City. It's very hard to live in one community but work in an adjacent one thru public transportation.
- The current system is inefficient. It takes far too long to get places on the bus. You cannot directly catch the bus to the Department of Agriculture because the bus cannot get up the hill. This discourages citizens from going there.

- Transit & housing are two of the highest expenses households have & with constraints on affordable housing access, connecting people to jobs/food/childcare w/ safe reliable modes of transit becomes more important. More TOD, better bike paths on and off Park Street, safer bike paths, reliable buses, RAIL RAIL RAIL please.
- We need to tip balance of how to get cars through the city and invest more in other transportation options. More last mile solutions.
- We should be looking into a system to unify mass transit, carpooling, taxis, delivery/courier, and "Uber-like" personal "taxis" for booking/dispatching. This could open up the market and expand both options & usage while reducing cost.
- Why do you only talk about "commuting"? There are a lot of other transportation needs that are needed to have a good quality of life.

*Board, Commission, or Committee*

- Say "sustainably" instead of "efficient" or add "...in a healthy and sustainable manner" to the end
- Be very specific at intent to decrease motor vehicles.
- Missing the word "affordable" in the transportation goals (Have a safe, efficient and affordable transportation system)
- Question about meaning of the words "safe" and "efficient" -- how do we determine what is safe and efficient?
- Could incorporate health concerns in terms of providing opportunities for active transportation. Could also include a "sustainable" transportation system



## TRANSPORTATION

Goal 3: Make land use and transportation decisions in a mutually supportive manner to provide access for all.

### What do you think of this goal?

#### *Online Survey*

- If you live in Madison, you need to have a car. Biking is a strong component but for most professionals it's not a viable means to consistently rely on esp. during the winter. We need to think about a transportation system that will reduce overall use on cars. This goes hand in hand with urban sprawl. If the city is spread out it is harder to navigate.
- More focus on equitable transportation options, I see that more people of color rely on public transportation, while I know bus routes can be difficult to navigate and time consuming in certain areas. Specifically, South Madison's bus routes need to be assessed and improved.
- It is so hard to get busses from anywhere except the isthmus. I think the bus pass payment system is kind of outdated. I have found myself not being able to take the bus because I lost my bus pass or its out of rides, and if I had any cash it was like \$10, which you can't use on the bus. Having a pay as you go system might be helpful for people who are trying to do multi-modal. That being said, I would happily keep up with the system as-is given the fares don't rise.
- Stops are often not wheelchair accessible (need to step up on a curb for instance without ramps) or not cleared promptly and totally during winter.
- I don't feel I know enough about how Madison is doing on land use planning. It seems that the University Ave & E Washington corridors are adding density, and have good service.
- Feels like city ponders to cyclists without doing anything
- Cyclists are not heard by our government
- Please no "complete streets" - also known as "room for humans using every kind of transportation, no room for non-humans".

- I don't know that I've heard anything about land use in a long time.
- especially given the geographic challenges facing the city
- "Land use decisions are made by city staff without input from the community. It's good for them to do the background work, but then come to the folks that live here for ideas and refining their concepts, we know and love this city and have some good suggestions, we are not idiots."
- The neighbors know their neighborhoods and their input should not be ignored."
- More bike routes please! Better bus system please!
- Can we imagine? What is possible? Are going to keep making wider roads for more cars or will Madison learn from Atlanta. A city cannot pave its way out of traffic. Start planning a commuter rail now! The bike infrastructure is amazing, but nobody really bikes 5 months out of the year.
- We have seen too many times where the city is DESTROYING green space and paving it for bikes. We already have roads that can be used by bikes, cars and buses. Money needs to be kept to keep these roads in proper working order.
- Which comes first...transportation or land use? Vibrant neighborhoods seem to be left out of the picture.
- Land use in streets? Not sure what that is. However, streets that are NEVER plowed is disgusting
- There's too much motor vehicle traffic on the Isthmus.
- "Bicyclists are taking over the land use decisions. It seems to be a priority over green, open and natural spaces.
- The roundabouts seem to be a waste of land and resources. Are the additional costs and future maintenance expenses worth it? The convoluted Verona Road interchange can be included in this comment."
- With higher density comes the need for more public transportation. OR more mixed use allowing residential uses in or near employment centers/zones. too many zoning areas don't allow this.
- Living in downtown, I honestly am not sure how the transportation system works for everyone.
- If you are trying to take public transportation to downtown, then you shouldn't have trouble finding a bus. If you are trying to go off the Isthmus, then your trip just got much harder to plan.
- The bus system is good - if you live on the same line you work on and work a 9 - 5 job. Bus routes intersect at inconvenient locations and often the transfer time takes a while because there are only a few busses running a route at one time. More frequent trips on popular routes, especially well into the evening, would facilitate more use of the bus routes.
- I see very little information or publicity about what the city is doing to make transportation services available to all.
- We need more public focus groups to discuss things like this and include communities of color
- I'm seeing a lot of development going up and I'm not sure who it is benefiting in terms of best land use policy.
- Bike paths: great, Particular streets' traffic flow and design: terrible. Jenifer Street's specific winter parking rules are unnecessary. Both Willy St and Monroe St suffer from the same problem that they get too much traffic in the AM/PM than they can handle due to cars in parking lanes. But taking those parking lanes out means the other side streets have reduced parking.
- "We need light rail through the city and limited-stop commuter buses from the suburbs. This has been discussed over and over, I don't need to go into too much detail.
- One thing I have never seen discussed is that we really need a beltline north connecting the interstate from DeForest to HWY 12 north of Middleton. If you can't imagine why, try to make HWY M from Middleton to Westport at 5pm on a weekday. It is bumper to bumper for miles with no other way to go because there's always a lake in the way!!!). I really think a study needs to be done about this, I think it would relieve a lot of traffic from all over the city."

- "Access for all" does not mean a bus route stop on every corner. If I can drive a private vehicle in 30 min what it takes a bus 90 minutes to do, it's no wonder we see so many empty buses.
- People who work minimum wage jobs, live far from their work, and don't have a car can spend 1.5 to 2 hours just getting to and from their jobs.
- I'm glad bike paths/lanes/boulevards are becoming more prevalent
- We need a light rail/ elevated rail from sun prairie to capital. Take advantage of the east wash corridor now and establish this infrastructure before it is too costly.
- We approve suburban edge developments without enough density to support transit
- See above. Regional transportation is essential to increasing access for those living outside Madison city limits, and to decrease traffic congestion and car use.
- Bus rates have gone up. All residents should be given free bus passes.
- We are not Portland, OR and city/county officials should be more responsive to local citizens regarding the needs and possible improvements in these spheres e.g. finally approving more dogs-on leashes parks after a probably unneeded trial study.
- I don't know.
- I see far more projects that prioritize car traffic than projects that prioritize bike or pedestrian traffic or efficient public transportation.
- The low income housing are all in a cluster. These need to be spread out more. The land needs to be more equitable in development, parks, housing, bike paths etc.
- Hubs in accessible and visible locations
- Bike commuting is improving, but still very hard to keep biking in winter.
- It is also important to be forward thinking in transportation energy use. I love Madison, but when we moved here it was noticeable how the infrastructure was dated and the roads are bad. Budget issues have to be addressed as well. as well.
- Expand bus routes, and make is less attractive for folks to use cars in central Madison.
- "Mutually supportive manner"? What does this even mean?
- All new development should put people ahead of cars. For example, areas of the city in the far east and far west sides can be a no-man's land if you're a pedestrian. These places were developed with the focus being on cars, not people. Your Transportation plan could retroactively fix these places and ensure that these types of development errors are prevented from occurring in the future.
- From my admittedly fairly narrow perspective, I would think that folks who need public transportation know how to find it--perhaps that's a false assumption. I think it would be great if the city targeted populations who don't currently use public transportation much but should--young professionals, students, etc. to encourage them to use their cars less and public transportation more.
- Heavy concentration of employment downtown will increase the torrent of suburban commuters.
- I miss the Regional Planning Commission. They had a broad view of these issues.
- I think fit, male bikers and car owners do pretty well in Madison, but I worry about disabled people, people with kids, etc, who don't have reliable cars. I also worry about the loss of Union Cab, because they follow labor laws. Uber isn't good for cities.
- I'm not really sure how the city is doing in this respect
- Madison is not as car-centric as other places, but still far too carpooling to be a sustainable, green city. Public transit needs to be attractive to whites as well as POC. The bus system is pretty extensive for the resources the state restricts it to as well as cheap and clean. But how do we make it attractive to white communities?
- Madison is very car-centric, and I perceive that the city spends far more on things like expanding the beltline than they do on expanding public transportation. However, I'm glad to note that you have at least a few lower-cost bus options for folks who are students, seniors, and low-income.

- Madison's current transportation system is efficient and tends to work well, from my personal experience. I typically take the bus and walk places; however, I do own a car and on weekends especially, I use my car more often than other transportation because there are so few options for the bus. I have also heard from others that the bus system does not usually work well for them, they may have too many transfers or not enough times offered. However, these are not my experiences, so I can't state the specifics of those concerns.
- NEVER allow a highway through the downtown! NEVER block the capitol views with skywalks! Put John Nolan underground. Somehow eliminate the dang trains stopping downtown traffic without ruining the aesthetic of the downtown views.
- Opinion: People don't know what they want until it's readily available and more convenient than the alternatives. If you accommodate single occupancy vehicles, that is what will fill the beltline, if you accommodate public transportation, ridership will fill up there. The negative impacts of SOV's need to be taken into account when weighing options.
- Rapid transit lines will likely spur increased development in those corridors. It will be important to keep this in mind.
- The city has serious traffic congestion. Public transportation could greatly improve. Bike accessibility is good and continues to improve. We need options for those people and weather conditions where biking is not an option. Bus routes in poor areas can and should be improved. Snow and ice removal is also slow in poorer areas of the city.
- Transportation should reinforce and support the infill development of corridors and nodes first, and suburban periphery second. We need to incentivize more compact, responsible living and communities as opposed to reaching farther out and wasting more land.
- We need more bus stops. It's miserable to have no protection while waiting for a bus in rain, wind, and snow, or in the summer, standing in the sun.

#### *Public Meeting*

- Thinking mostly of Epic employees.
- Need to better articulate what this means for non-planners.
- Need more for workers on off hours.
- SW neighborhoods are isolated in terms of inaccessibility of services - buses, employment. With difficult transportation to jobs that work for poor people.
- Need to have safer routes for bikes & other types of commuters that do not drive. We seem to keep building & putting money on road construction vs. bike lanes.
- Mutually supportive is the watchword. The transportation decisions greatly (regarding changing bus routes) have been AUTOCRATIC.
- Not enough coordination w/ satellite towns/cities/villages to coordinate zoning to prevent bad sprawl at city edges. Less input from developers, more influence from residents/users.
- Prioritize infill development. No sprawl - but we are better at this than most. Encourage large employers w/ employees who favor downtown living to locate downtown. That way, traffic isn't crazy on the constricted beltline. Perhaps major employers need more express buses?
- The decisions are being driven by money and developers. Residents have little or no say on what is happening. The land use decisions are mutually supportive to the mayor and the Plan Commission, but not to the residents.

#### *Board, Commission, or Committee*

- Make land use and transportation decisions in a mutually supportive manner (be more explicit regarding mutually supportive manner) to provide access for all.

#### What else is missing regarding this topic (transportation)?

- timely schedules

- a comprehensive holistic transport for all citizens such as a light rail, max or other such system
- affordable access for all citizens
- better alternatives to driving
- A better bus system. It should include all of Dane County. Not just Madison.
- A light rail system!
- A safer way for bikes and pedestrians to cross John Nolen Drive at Lakeshore Drive would be so awesome. And... the state's help in connecting us to our larger megalopolis would be so fantastic, wouldn't it?
- A special type of small bus or van system that can transport seniors 65-plus all over the city. Baby boomers will want to stay healthy and active and use their senior centers.
- Accessible and reasonable travel time routes from all neighborhoods, and especially to city centers and grocery stores.
- Add light rail, keep improving bike paths, bus routes
- Also, there needs to be at least one bus that goes across the isthmus for example Willy St. to Sherman Ave. or John Nolen to Johnson or Atwood to Gorham.
- Amtrak station. light rail or subway system (which buses could then feed into).
- Anything that encourages people to not use or not own cars would be great. Parking in Madison is a nightmare, and we can't make our roads any bigger.
- Are Transit dependent areas adequately served? I live on the #2 bus line and I am very happy with the service, but it seems that the South side service is less frequent.
- Better adoption/usage rates for public transportation. We're at an awkward point where there aren't enough people using Metro to justify additional/tailored routes, but the lack of these routes may be part of what is slowing adoption. Young people want to use public transportation but we have to make it good for them.
- Better bike infrastructure. Easier bus system. Can we have a few straightforward routes not numbered but names after people. For example, there could be a Muir route from east town through isthmus to west town. Makes it clear and sexy.
- "Better bike routes that are actually protected from car traffic.
- Clear and inviting bus system"
- Better bus lines IE lines that reflect direct commuting trends and not super long routes
- Better bus service
- Better community design would reduce the need for transportation.
- Bike path maintenance and expansion.
- "Bikes
- Bus"
- BRT, regional high-speed rail, express bus service where tickets are purchased prior to boarding.
- BRT/Light Rail. To/from the suburbs, and express to cross the city.
- Bus service at the city's edge - I need to walk about a mile to get a bus
- "Bus Station (for Badger bus/Van Galder, etc.), Park & rides at the edge of the city.
- Studies linking where people live and where they work and design bus routes to meet their needs, including commuters from outside the city. Economic equality, the rich sections of town get better bus service than the lower economic sections, who actually need bus service, and many don't have a car."
- Bus system could be better. Going from my home to work is a 25 minute drive, but an hour and 15 minute bus ride. I would love to bus, but don't have an extra two and a half hours a day.
- Commuter rail. need more park and ride for out-of-towners coming in daily. Let's plan for electric cars that are designed to charge while driving on designated lanes.



- Direct access to downtown and campus from all neighborhoods, 7-days/week.
- Emphasis on quality street repair, timely and consistent snow removal.
- expanded bus service and central light rail
- Fast, affordable, easy to access.
- For the taxes we pay it is very sad that the condition of plowing and street potholes tears up our vehicles so fast. Most folks can no longer afford to replace vehicles due to the cost of living here
- Gaps in the bicycle network need to be addressed in a more timely manner.
- I am not sure what you mean by "Isthmus Midtown Line". Is "Beltline at Broadway" the section between Monona Drive and South Towne? I would expect there to be an increase. More and more people have moved to the surrounding cities and towns and commute into Madison to work.
- I don't believe we're large enough or spread out enough to justify the commuter train or streetcar concept, but there is a need for more "reliable" PT. this is a critical aspect.
- I honestly am not sure.
- I think a railway system down East Washington and continuing, one path along University and another along Park Street, with another line on the beltline, would be huge! Buses could be moved out of the Isthmus and make traveling in other parts of the city easier.
- I would love, love, love to see a high speed bus or light rail system put in through the Isthmus. Running down Washington, then across University, and onto Mineral Point would be amazing! Bus routes could connect to it, and if it were frequent enough, you would only have to plan on what bus you take (the light rail or hi-fi bus would come almost every 10 minutes, ideally).
- If you're getting around the isthmus the busses work well. If you're traveling elsewhere, the options are very limited.
- Improvements in the metro bus service.
- It would be great if we could resurrect a train connecting Minneapolis and Chicago through Madison. Not sure how feasible this is with Walker in office, but it's needed.
- Late night buses. Bike friendly environments and paths
- Light rail or incentivizing existing public transportation.
- Light Rail to MKE and MPLS, RIP, thanks Scotty.
- Light rail, better busing for commuters, beltline north
- Madison has its head in the sand and foolishly believes everyone will take transit or bike. That is not how people travel, the automobile is not going away. Deal with it.
- Madison has these pretty lakes that restrict street based transport a great deal. As soon as one of the few major arteries is blocked, the entire system becomes gridlock. We need transportation that is not based on streets.
- Mass transit
- Middle and upper class people, including the Governor, the Mayor, and all city employees, need to meet and talk with minimum wage earners and learn about their lives.
- Monitoring of bike path/lane/boulevard abuse from vehicular traffic and foot traffic. But, what can you do? Bicyclists abuse road laws all the time, too.
- More affordable parking, quicker ways of getting through the city
- MORE and better public transport.
- more bus routes so we don't need a car to live in Madison
- more efficient and availability mass public transport options.
- "More emphasis upon multi-modal and access for all people and all neighborhoods.
- Speed and efficiency."
- More options for those outside the downtown area.
- More public transport! Light rail!

- On a more regional level--a train system between Chicago, Milwaukee, Madison, and Minneapolis. Keep fighting for it!
- Other government partners and money
- Public transit to airport
- Rapid transit on beltline/University Ave/West-East Wash
- Regional public transportation
- Replacing current transportation fleet with renewable fuel vehicles and promoting community-wide transition to electric vehicles through increasing electric vehicle charging stations and other means.
- "Safer bike lanes.
- Reliable bus system"
- Also deteriorating roads with little hope of immediate repair with current city officials' views are horrendous and are interfering with the success of businesses in some areas."
- See above. I don't have answers for this one except to suggest that we concentrate our buses along routes that would provide transportation to people who have a harder time affording cars. Crudely put, supplying buses to people who live in Maple Bluff is not as important as supplying buses to people who live at Allied Drive.
- Streetcars!
- Take a stronger stance on not being car-centric.
- There are still many disconnected segments of bike path, paths where pavement is poorly maintained, or paths that run near to but not quite into business parks or commercial areas. It's super frustrating when there's a good bike path that gets me within a block or two of my destination, and then I have to cross an extremely dangerous street or walk or ride where there isn't a path or where the traffic pattern is unclear.
- There aren't enough buses traveling often enough to various places around the city, especially downtown and commuter buses to Epic.
- Train
- Transportation that meets the needs of the community. We need train rails that can go from Madison to Milwaukee. We need transportation to be affordable. We need transportation to run best based on the needs of the community.
- Variety of buses or vans based on actual rider counts, knowing we will mess up with high volume times.
- Very hard to get to work without a car for many of us. Our daughter need to ride the bus for 1.5 hours to and from her first job (3 hours total) and it was a 15 -20 minute drive away.
- Vision and creativity. For example, the Dutch Mill pick up area was updated a couple years ago. In this climate, can't we come up with a bus shelter that is safe, aesthetically pleasing and actually shelters the riders while they wait for the bus? I would imagine you are doing this, but are we looking at other cities and what they do well?
- We need better guidance on using bike paths for transportation, better mapping, signage, marking, and an app that will show best bike routes to take.
- While Madison has a number of very good bike trails I have a grave concern about bike safety in the Madison university and downtown areas. As a bike commuter for 10 years, I regularly witness cars on University Avenue running red lights during rush hour. I have contacted the city engineer's office on several occasions and simply get a lame, "We know there is too great a density of traffic in that area and we may do a review in a couple of years but for now there is nothing to be done." I hope it will not take yet another child being hit by a car to get greater attention to this problem.
- Make sure Madison in Motion and other plans are well-represented in Comp Plan



## LAND USE

Goal 4: Be comprised of compact, interconnected, neighborhoods anchored by a network of mixed-use activity centers.

### What do you think of this goal?

#### *Online Survey*

- Zoning is still too restrictive in many neighborhoods. City funds for structured parking will be necessary, whether via TIF or GO bonding. The cost of structured parking kills dense development everywhere but downtown. It should be much easier to build taller, denser buildings by right throughout the city.
- neighborhoods. plural. if everything is downtown, people without transportation do not have access.
- This may be an admirable goal but market forces will have the final say, and they may not agree.
- Some newer mixed use centers are struggling while some older shopping malls are dying. More efficient planning for the anticipated future needs instead of just allowing developers to build willy-nilly to benefit their bottom line could help to avoid some of these potential problems. Car use will always be with us and increasing infill +/- rehabbing existing structures should be part of the overall plan. Building new is easier but not always smarter.
- The "network of mixed use activity centers" works well in some areas and not so well in others. Some low income areas are food deserts,
- Far too much concentration of development in the downtown. Little focus in neighborhoods.
- There needs to be much more density.
- I'm sure Madison will permit the finest designers and developers to shape the communities, to assure they are attractive and increase the property tax base. There is good public input with each redevelopment. Alders and engaged citizen committees are actively working with residents.
- There could be more accessible grocery stores and shops in some neighborhoods.
- It's hard to distinguish between the neighborhoods. The identities are based on the restaurants, not any of the unique features. The identities seem to be merging into a mega-neighborhood as a single vision is applied to all.
- If mixed-use activity centers are East Towne and West Towne, then, I don't agree with the goal.
- Infill development and reuse of first and second tier neighborhoods could have greater density along key corridors and nodes. I hear too many people say we want to disturb less land at the periphery, be more environmentally sensitive, etc. yet when a 4 or 5 story infill project is proposed in "their" neighborhood, It is almost always too big, will cause traffic, renters?, they are going to park on "my" street, etc. More people living in these areas with easy access land a multitude of options for business, pleasure and transportation options will lead to less traffic, more community and hopefully increased diversity of our neighborhoods.
- Build up, not out! Walkable/bikable city!
- It is important that all housing areas have access to communal areas needed to maintain daily needs without having to drive.
- This is very important to me. I believe a well-designed city will be comprised of neighborhoods with distinct identities and which include the necessities within walking distance (i.e. I'd like to be able to walk to a grocery store no matter where I live). These neighborhoods should also be as diverse as possible! It doesn't do anyone any good when low-income kids and high-income kids grow up on opposite sides of town, attending different schools.
- Neighborhoods like Willy St and Atwood seem to fit this, but other areas I'm not so sure.

- Some areas are doing well in this department, but others very very poorly. And we're really failing on the "interconnected" aspect of this. Getting around this city without a car is a nightmare, and with more and more cars even getting around in a car sucks more.
- Need better planning for walkable communities
- Thinking of how Madison has some ritzy new suburban areas, I contemplated saying that Madison is doing poorly with compact neighborhoods, but I'm not certain how many of those McMansion neighborhoods are in other municipalities rather than actually being in the city limits. I'm not current on what the smallest single family lots are these days, but in my pretty old neighborhood, some lots are 40 feet wide, and to me that seems OK. I hate to see these newer neighborhoods that have large setbacks from the street and gigantic side- and back-yards. I think we need more variety of single-family options with an emphasis on small houses on small lots.
- We need more economic activity in the neighborhoods, not just downtown.
- Studies need to be done to link where people work and where they live, is there housing where they work? Could they live closer to where they work? Low to middle income folks that work downtown cannot live downtown, can affordable house be built downtown or existing buildings modified to be affordable? Every 'sector' of town should have a neighborhood center as a hub for that part of town.
- Most of the parts I see are doing pretty well but I don't get into the poorer neighborhoods.
- Lots of neighborhoods, like mine, are far from shops, restaurants, etc. - not walkable.
- I love the mixed-use activity neighborhoods. I'm in favor of vertical building rather than sprawl.
- seems there are lots of older buildings that could be revitalized instead of building so many brand new huge apt. complexes and mini mart type stores around them
- I'm a single woman, new home owner , on the east side of Madison and I love the neighborhoods, green space, and the Goodman community center. We could use more green space and extend these positive community characteristics to lower income neighborhoods in Madison
- much of the city is characterized by separated residential and auto-oriented commercial uses, not mixed-use activity centers
- We need incentives for solar hot water and solar panels, or rooftop gardens.
- Need better non car connections.
- Good idea, but let's not over-do the concept. We're spending way too much of our taxes to provide huge incentives for those that are already wealthy.
- Neighborhoods are not static and they are not only defined by single family homes. We need more opportunities for other neighborhood types to be heard in our development and planning processes.
- stop forcing low income multiunit buildings into historically single family neighborhoods. You steal the character and ruin the neighborhood feel.
- I was very disappointed in the outcome of the last zoning-write and downtown plan, which largely ignored the public input of higher densities throughout the city. There needs to be a VISION in place which challenges the status quo for both the neighborhoods (who never want anything of real density) and staff which claims to want high density, but buckle under when 3 or 5 or 7 neighbors object. There is the greater good concept that should prevail after a well thought out plan is in place.
- There are too many residential deserts, with nothing within walking distance but houses.
- If you live on or near the Isthmus you have access to loads of transportation, amenities, and community gathering places (centers, libraries, churches, schools, etc.). Neighborhoods on the edges of the city remain relatively isolated with little support from the city.
- I'm not particularly passionate about this subject.
- I'm really excited about this goal and I think Madison is working on it. Development is still uneven, though. There's tons of cool stuff on near east side of town -- but I rarely go because it's difficult to get there. And I could never afford to live there, and it would be hard to commute from there to a job. I love the neighborhood I live in -- but it could definitely use more restaurants, more small-scale retail,

in general more revitalization. It's just kind of sparse. If Madison could more evenly disburse its residential and commercial development, I think this goal would be achieved.

- Mixed used spaces are not widely present in Madison, mixed uses could greatly activate spaces and provide a larger sense of community to benefit the safety, health, economic and overall growth of an area
- City of Madison seems to have become more involved in planning for open space in areas of new or increased development
- The "compact" part is driving people to the suburbs because they want to see more than concrete near their living spaces. Building right up to the sidewalks might be a good use of space, but research shows people's moods and health are improved by interacting with trees and flowers and birds and we keep taking more and more of that away.
- I don't agree with the desire for "compact" or "interconnected" neighborhoods.
- We want thriving, safe, healthful neighborhoods for ALL parts of Madison!
- Neighborhoods have their own feel, yet are interconnected. Segregation remains an issue in the town overall, possibly due to availability of certain types of housing depending on the neighborhood (i.e. affordable apartments in North Madison vs. more expensive homes near Edgewood, etc)
- People built homes away from the city center because they enjoy the GREEN space. The city has made a move in recent years to build densely populated buildings in these neighborhoods that have not been welcomed by the tax payers who own their home and want to keep the green space, the quiet streets and lower populations per square area.
- It seems to me that Madison is taking steps in the right direction to make better use of community spaces and community partnerships. I have been living in Madison for less than 1 year, and I live on the East side. It has always felt to me more of a community than many other places.
- I love this goal!
- Love the infill. One of the best parts of Madison is its immediate access to the countryside. Do whatever it takes to limit sprawl. People will complain, but really strong land use policies will keep Madison strong and attractive.
- Some neighborhoods might be like this; others definitely are not.
- we need more community centers in the neighborhoods. more spaces like the newish MSCR east facility.
- Re-development along major corridors has improved greatly since I moved here in 2010 (i.e., along East Wash and Park Street) - keep it up!
- East Washington Avenue is a major barrier to the interconnectedness of neighborhoods, especially on the Isthmus. Other major road barriers exist throughout the city.
- Love it
- Doing great on the east side, and near west side, but beyond that, interconnected neighborhoods are pretty non-existent. Really need to work on intentional development in south, north and west Madison.
- Outside of the isthmus virtually all that has been built since 1950 in Madison is completely suburban style development. Pretty much exclusively. Suburban style development in moderation is fine but when 99% of the development over the past 6 decades is all suburban it becomes extremely inefficient. It drives up housing prices on the isthmus, creates more traffic, less options for renters, more carbon footprint, not conducive to infill development in future generations, and isolates neighborhoods from one another. It will eventually strangle the city if not complemented by mixed use integrated more dense communities. The pattern of high density residential rental buffered by duplexes that "protect" the single family home owner from renters is not an effective land use strategy. Our current land use is inefficient from a mass transit standpoint and a tax standpoint. We have to educate people on the benefits of density. We have a group think mentality in our country that

density is bad and that the single family home has to be insulated and isolated from everything else. Zoning is too restrictive. The government has created this with over emphasis on suburbanization with too restrictive zoning laws.

- Sounds like a pipe dream....
- Downtown and the west side are doing better at this. The South and East sides could benefit from some of the same options.
- I think we are getting better but we still need to make sure each neighborhood has what it needs to be self-sufficient.
- If we want to be serious about this issue, we can't just hold the center of the city to these standards. We need to stop developing the peripheries like 20th century subdivisions.
- Infill development; downtown development and in particular along E Washington Ave is great and well planned.
- Madison is super segregated. Willy Street totally meets this goal but North Madison does not. The West Side feels like suburbia
- Some neighborhoods represent this more than others. Activity centers should go beyond coffee-shops.
- Some spots are great, others have large swaths of housing with nothing to walk to.
- The core from around the Square down State to campus is a really excellent, dense area of mixed-up. However, it's becoming unaffordable for many to live in. I live in Atwood, which as a neighborhood I adore. But it feels very disconnected from that downtown core. Willy Street is awesome, but isn't very dense. And then there's East Washington, which is a dead zone -- and the city has yet to learn that building luxury high-rises like Constellation and Galaxie is NOT the answer.
- Urban planning that encourages density is very important. I think the city is doing well but the west side needs some help. East side (beyond Milwaukee St) also needs help with creating walkable neighborhoods connected to jobs, food. etc.
- Walkability is huge. People are looking for fully functioning neighborhoods. Parks, commercial (restaurant, coffee shop, grocery, transit options)

#### *Public Meeting*

- Compact - yes. Interconnected network - not as important.
- Doing better, but this goal is not realized in some SW side neighborhoods.
- Keep up the good work in new neighborhoods.
- Many isolated people without transport to jobs & groceries & services need neighborhoods like [hopeandafutureinc.org](http://hopeandafutureinc.org).
- Need to do more of this. Not one business[??] in Prairie Hills.
- Still too much sprawl, takes too long to walk to "activity centers." Too much reliance on developer input.
- The more we are connected to each other, the better so that we are all comfortable with each other & will hold each other accountable. Activities seems to be exclusive & certain people are intimidated to attend certain activities and events.
- Yes! It gets boring if Madison's downtown is the only cool place to hang out. This (interconnected/mixed-use activity centers) is done pretty well. Keep it up! If every neighborhood was self-sustainable, that would be great. Some don't have a social scene, others don't have food, community services.

#### *Board, Commission, or Committee*

- For Land Use, say the word "infill" in the goal
- Be comprised of compact (should this be dense?), interconnected, (discrete, identifiable) neighborhoods anchored by a network of mixed-use activity centers.



## LAND USE

Goal 5: Be the center of our region, with Downtown serving as our primary activity hub.

### What do you think of this goal?

#### *Online Survey*

- This is one of the few things going right, though in fairness most employment is in a crescent along the beltline from Middleton through West Madison down to Fitchburg. Madison needs to make development easier on the isthmus to make it cost effective for businesses to relocate from the 'burbs to downtown. It's a sin that CDI, Fiskars, Spectrum, Epic, Exact, AmFam, etc. aren't downtown.
- if everything is downtown, people without transportation do not have access. if we want people to actually have access, we need more bus routes, more mixed use activity centers throughout Madison & Dane County.
- "This is true primarily in the better weather seasons. Access to downtown, cost of occupying space for residents and businesses and parking will continue to be some of the challenging issues.
- For government, Madison will continue to be the center. For other purposes, the centers will probably be more distributed according to the needed purposes."
- I think the isthmus has lost the battle to be the "primary activity hub". Employment is decentralized, shopping is minimal - State Street & Willy St have some shopping, but more dining/entertainment. Art & theater (UW, Overture, etc) are strong, special events like farmer's market, concerts on the square, Monona Terrace programs are good draws to downtown, but the geography makes traffic difficult.
- Which community? Downtown?
- Downtown is doing well as a center. Unfortunately, it has the confines of the isthmus and the university that constrict its growth and transportation to and through it.
- Some families will still not go downtown for fear of their children seeing someone less fortunate than them. I'm very proud of our downtown hub of activity.
- I don't know that we need only one primary activity hub
- If Downtown continues to be the "primary activity hub", you will find that the residents from other parts of Madison will find fewer reasons to feel part of the Madison community. I already feel that our neighborhood is a "stepchild". I will continue to spend my time and money in the suburbs.
- Why aren't the schools the primary activity center? They are located throughout the city. Or, what about the libraries? Except that most of them having issues with lack of parking, they draw a variety of folks.
- I certainly believe in supporting a strong, vibrant and diverse downtown, but also believe there are other "nodes" that should receive attention relative to development densities, services, transportation, etc. (Sherman Ave - First to OM, More density along cap East, West Wash, Park Str., Hilldale/Hill Farms, Monroe Street, Atwood, Sherman/Warner Park)
- The downtown must first serve the needs of those who live and work downtown. Trying to squash all the good stuff downtown creates unnecessary congestion and drives up prices for central real estate.
- I like this idea in principle, but to implement it to the fullest extent, I think we need more parking (or distance-parking) options. Ideally these would be underground lots so we don't waste space that can also be occupied by businesses or parks.
- Need ease of transportation to downtown from outer areas. increase park and ride
- I like that the downtown is the center of transportation, although it often seems pretty dead up there.
- Downtown does NOT need to be the center activity hub. It's hard to get to, super-confusing for visitors, and parking can be challenging. One of the ways we can help revitalize neighborhoods is to stop pouring all of our money into sweetening the pot for downtown hotels. Invest in neighborhoods by making destinations of satellite neighborhoods.

- Need multiple hubs, not just 1 downtown
- There's lots of building activity downtown and campus, and I do go there on a periodic basis mostly for political and cultural events. I think that having a central place that the population is attracted to gives residents some common experiences that are helpful in creating common feelings and goals. Parking facilities need to keep up with the housing and attractions downtown. However, I like having secondary "activity centers" in neighborhoods that people can take advantage of without the hassle of traveling so far.
- Downtown is doing fine. Work on the rest of the city.
- It already is.
- Could there be smaller hubs?
- I'm in favor of the development around the Capitol and East Wash.
- Downtown is a cultural and governmental center but not a commercial center.
- Need to bring big companies downtown or to east wash. Like AmFam is doing.
- Absolutely no parking. Then the few spaces to park are being charged extremely high prices. Why don't you try getting affordable and plentiful parking for the working folks so that visitors don't have to pay and actually have a place to park.
- I rarely travel downtown as it is a pain to get to and that alone means I focus my life on the neighborhood I live in. Madison's lack of good and efficient public transport works to isolate the city into neighborhoods more than the larger community as a "city"
- Madison's anti-development attitude has shifted Madison as the center to a regional concept where Verona, Middleton, Sun Prairie and others have centers as well - retail / business / industrial etc. work with them as a region since that's what it is. Please don't think the city of Madison is the most important spot because it isn't.
- I'm not sure I agree. Downtown has a lot of good stuff, but I'd rather see the suburbs have their own little hubs. Mixed used installments, some local businesses, etc. I want kids to be able to bike down to the park, grab an ice cream, and walk to the library. I want to walk down to the deli and grab a sandwich.
- Downtown gets a disproportionate share of new investments.
- I generally support this goal but don't have any strong feelings about specifics.
- I'd like to see activities more spread out around the city -- downtown is super pricey, over-full of tall, luxury housing, and just too crowded. I'd like to see some community activities move away from downtown so that downtown events can be smaller.
- Downtown does serve as the primary hub and there are several uses for this space, how do we bring these characteristics to other area of Madison to heighten community?
- Madison's downtown has become more developed, with increased housing density, bringing more business downtown.
- Why does the downtown area have to be the primary activity hub? I avoid downtown like the plague. It's congested, it's a pain to park and it's not as safe as other parts of the city.
- Congestion and limited space on an isthmus present hurdles to this goal.
- We need a central business district/downtown and several primary activity hubs
- The construction that is done by the City seems to favor the Downtown area. Granted, the Capitol is gorgeous and I love the remodeled Library, but I don't know why the Downtown should be our primary activity hub. It is being overbuilt and losing its unique character.
- Madison needs to respect that each community within Dane County has its own unique characteristic and not try to be the "center of attention". I feel Madison has made efforts to keep the downtown area alive and filled with activity. Parking however, is an issue in hosting the downtown events and the cost of that parking also deters people from attending.
- Too congested.



- There are tons of activities happening downtown, especially in the summer. When it comes to free/easy access things like concerts on the square, the farmers market, live on King, etc, downtown is the hub. BUT, I think it would better to have more activities spread out so more people could participate. Maybe it would still focus on downtown being the epicenter, but it would also be great to see more things happen in places like central park and Wingra park, or other such locations.
- This seems like something we already do--perhaps the goal could be made more specific? What is the "Why?" behind this? To support local businesses?
- Going right direction.
- People from surrounding communities don't seem very interested in coming downtown, and encouraging them to do so is only going to make several of the other goals more difficult.
- Downtown doesn't have enough activity. While we are doing well compared to the rest of the region, I am still underwhelmed by the choices downtown. Not enough cultural diversity downtown either.
- I would like to see major activity hubs OUTSIDE of Downtown.
- Inviting more motor vehicle traffic to the Isthmus is not a good idea. This goal seems to have that effect.
- As downtown gets more saturated, I'd like to see more support for developing the east and south of downtown. It's already starting to happen, slowly, but I'm excited to see areas around Constellation or just south of the Hospitals on Park St get more businesses.
- Downtown needs more shopping and entertainment options other than bars and restaurants.
- I think it is okay to have multiple activity hubs. Certainly helps to alleviate congestion! :)
- Less retail and bars, more entertainment and activity venues.
- The downtown is so small land wise, hard to park etc.
- Using downtown as a hub is problematic to those of us who don't feel places to eat and drink and drink and drink constitute a hub.
- We can't make it a central hub without efficient transportation.
- Why does Downtown have to be the primary activity hub?

#### *Public Meeting*

- Object to having "Downtown" as the primary activity center. There should be areas through the city....
- Need to fix transportation issues so that we can keep major institutions downtown and/or in the city. Car-free downtown or trains/light rail.
- Need more outer & ethnic neighborhoods. Celebrate diversity, offer jobs, groceries & transportation.
- Fine.
- Too much insistence on "Downtown." Need more "activity centers"/square mile.
- Downtown shouldn't be the primary hub. You would be excluding communities on the West side, East, South, North, etc. The same type of activity should be available in all areas of Madison. Otherwise, those w/ limited transportation will be excluded from the downtown activities.
- The downtown doesn't have to be the primary activity hub. We (young folks) like to explore and have new experiences...and Chicago is a long drive.
- Downtown has become all high-end housing. Affordable housing is gone.
- Don't want Downtown to be such a focus.
- Madison will be the center of the region, but I don't know that the Downtown needs or should be the primary activity hub. The downtown is very important but spreading activities around (like putting the Winter Festival at Elver Park) is important.
- Many people aren't comfortable downtown. How about free parking for the Saturday Farmers' Market?
- More than just downtown - East Wash corridor to airport important.

#### *Planning Pop-In*

- Several people thought we need less emphasis on downtown, as it already gets the most resources. A few people disagreed, saying that it should be the center and primary activity hub
- A few people said parking downtown can be an issue, especially for older adults and persons with disabilities. A few people disagreed and are fine with parking downtown

*Board, Commission, or Committee*

- Be the center (center is ambiguous) of our region, with Downtown serving as our primary activity hub (include the term vibrant regarding downtown?) (activity hub might be perceived as employment uses and not other uses). (combine goal 4 and 5)



## LAND USE

Goal 6: Have a unique character and strong sense of place in its neighborhoods and the city as a whole.

### What do you think of this goal?

*Online Survey*

- Madison is too obsessed with being "unique". Guess what? It's going to be unique no matter what, because no other city is the capital of Wisconsin, contains the University of Wisconsin, is located on an isthmus between two beautiful lakes, has the Overture Center, has Epic, has an exploding life sciences/high tech scene, has the neighborhoods that it has, and was developed in the same manner.
- no idea what this means. what will have unique character in (its - Madison?)
- Many neighborhoods already have unique identities and, of course, there could be improvements in most of them.
- The downtown area has a strong sense of place. Wanting "unique" neighborhoods can be a code for segregated neighborhoods.
- Very few landmark sites outside of downtown
- I live on the north side and feel that the city ignores us. We have the airport, MATC, Cherokee Marsh, and Oscar M. redo, but it seems no real effort from the city to help revitalize the business sector. All the city sees the north side as is a dumping ground for low income housing.
- I've never lived in a town with such active involved neighborhoods. Madison should be proud.
- I am a biker and it is a joy to be able to bike through all these neighborhoods. Thank you for an incredible bike system! I guess I should have mentioned that in transportation!
- The unique qualities are going by the wayside. Many of the "people-centric" areas are being developed out of existence, as more construction eats up green space and older buildings. The large construction projects so close to homes on Park Street and Monroe Street are altering the interactions within the neighborhoods. I'm not sure that they are for the better.
- People enjoy doing things with their neighbors. It seems that most of the larger gathering places are commercial..
- Character and Sense of Place are both very important, but not exclusive to recreating the same thing to keep the same look. That attitude is not necessary and I would suggest is counterproductive to the evolution, richness and diversity of development and the natural evolution of our Cities and culture.
- But neighborhood character is threatened by creeping gentrification. If traffic increases, removal of affordable space for businesses, such as artist studios, tailors, shoe repair, etc neighborhoods will change to just housing committees. Just as Madison has required new multiple housing units to have some low cost apartments, the same should be required of new structures to have some affordable space for existing small businesses.
- People create their own neighborhoods.
- Some neighborhoods have great character and I love it.

- I already completed the above rankings at an in-person session.
- I realize time change, but when I moved here 16 years ago, state street was a vibrant area filled with unique shops and restaurants. Now it's more bars and chains. Please consider this and the diversity needed to keep State Street what it is instead of catering to the easy sports bar/ beer bar use that homogenizes this beloved area.
- The neighborhoods do have a good sense of character, although this is in danger of being minimized by the mixed use developments that are clones of one another.
- Overall Wisconsin communities seem less cohesive than communities in other areas where I have lived - Chicago and Ypsilanti MI but I think that is Wisconsin's culture
- In my neighborhood, the Dunn's Marsh Neighborhood, a number of art projects have helped differentiate our neighborhood from others and give it a unique quality. The nature all around it - Dunn's Marsh, the large Marlborough Park, the Arboretum - and the nexus of bike facilities - Cannonball Path with extension to Military Ridge Trail, Southwest Commuter Path and extension to the Badger State Trail, Capital City Trail, and the Seminole Mountain Bike facility.
- The unique character of Madison is disappearing as the cookie cutter high rises keep taking over and unique places are purchased by chain conglomerates because the "unique little guy" can't afford to operate downtown. How can we give the little guys a break? Neighborhoods are also getting built up with cookie cutter high rises and losing some of their character, development can happen in concert with neighborhoods and keep those neighborhood qualities, but that would involve input for the neighbors, and that more work for city staff.
- I don't think large shopping centers promote this idea.
- Madison's identity as a Progressive center in a red state is why we moved back here!
- I loved the newspaper series about various neighborhoods in Madison. The neighborhood community feel in Madison is one of the most attractive characteristics about the city to me .
- neighborhoods and city have unique character but sense of place is lacking in most commercial areas
- Too many new buildings look the same.
- its trashy downtown. Not to mention it's not safe for anyone to walk around and enjoy the town due to vagrants everywhere approaching and heckling people for money.
- I think this is a tricky one - since character and sense of place is very subjective. How we regulate this is hard.
- Any neighborhood with community constantly has the city jam new and high density projects in. The city cares only about taxable building and revenue and community always takes a back seat.
- The downtown has a unique character, but so many neighborhoods don't. They're just an endless sea of houses, occasionally broken up by a park.
- The city supports neighborhood centers to provide services to disadvantaged people but those centers aren't always well connected to the "rest" of the neighbors. Neighborhood associations are also not well supported.
- This goal is very important to me. Madison has a unique character and history that seems to be being lost by gentrification.
- I wish neighborhood associations were stronger. I think the influx of out-of-state students and wealthy young professionals is diluting the character of Madison -- I think the city should focus on the kind of housing and the kind of jobs that makes people want to stay and build the community rather than spend a few years somewhere cool and move on.
- A strong sense of place is important when developing neighborhoods, what is most important though is that the existing communities are a part of this place making so they do not feel displaced in their community as it develops
- We seem willing to accept the same monotone architecture all over the city regardless of sense of place,

- The character of many of the neighborhoods is being lost as developers arrive to build to the maximum allowed by code. Example: Recent construction on Monroe St. and proposals for Park Street. Money and maximum use of the lot seems to be the driving force.
- Again - this depends on where you are and who you ask. Would like to see this be true for all communities in Madison. I live in the Willy Street area and our neighborhood sense of community is strong and thriving, which we LOVE. Want that for all sections of the city.
- Again, just want to reiterate, that each neighborhood has its own feel, which can both be a positive and negative thing. Willy Street is super fun and eclectic! But when looking into future development, we should avoid feeling content with obvious division between neighborhoods based on race and ethnicity.
- Because Madison is the capital, it will always be unique. However, it is important to remember that ALL people are important, that includes the Caucasians that are Christian and in a heterosexual relationship. Madison is increasingly catering to the "special" classes and forgetting about/neglecting the majority.
- Couldn't we have multiple activity hubs in addition to exclusively Madison at center?
- Crime is going up and people don't feel safe.
- Downtown is losing a lot of its character in my opinion. The rise of chain businesses on State St. and in the campus area makes it feel like any other college town. It would be great if we could support more local businesses in this neighborhood to give it a unique character, not one of Anywhere, USA.
- Each of Madison's neighborhoods does have a certain feel to them. It is very unique and it seems to be integrating better over time.
- I think this goal is also fairly vague. I'm all for a "strong sense of place," but not if that strong sense is how homogeneous the area is. If by a "strong sense of place" we mean that we want members of all communities in the areas--geographically and demographically speaking--to feel rooted and welcome here, then I'm absolutely all for that!
- Lots of neighborhoods without distinct character. Hard to give every neighborhood that, but perhaps looking at multi-neighborhoods that run contiguously will make this more possible.
- Madison has a stronger connection to its waterfront than a lot of communities, but the city is still waging a war on native plants.
- Many neighborhoods look the same. As someone who moved here recently, I am disappointed by the lack of unique neighborhood character. Madison as a whole lacks interesting architecture.
- need the neighborhoods to develop more essential service businesses. need upgraded, updated commercial areas in the various 'hoods
- Neighborhoods are regaining identity and character. Walking and biking are important and food hubs need to be maintained and created to decrease energy and accessibility.
- Some neighborhoods do very well in this regard, while others are neglected.
- Some neighborhoods have more character than others, efforts to create a sense of place should be focused on neighborhoods that do not have a sense of space.
- Still too many large (multi-family, mixed use) buildings that take away from the character of this city. Especially downtown. And it costs too much.
- The most depressing thing about Madison is that everyone leaves. Young people don't seem to settle here, all of my friends keep moving away to go to the coasts.

#### *Public Meeting*

- Continue supporting neighborhood associations and their work.
- Give people the tools & get out of the way. People will create the character themselves.
- Neighbors need opportunity to help each other.
- Yes, need to improve.

- Too much reliance on developers resulting boring or disparate aesthetic & design & usage. Unless character already exists, new areas are not nice.
- Unique is OK, but it's not that important. What's more important is a strong sense of place in its neighborhood.
- I think the sense of community is strong, BUT it is also very homogeneous. Very few ethnic food spots, very uninviting entertainment venues. Loss of diverse music performances. It can make a non-Sconnie feel unwelcome. Also, people react strange when presented with difference.
- Rather than having homeless housing or affordable housing all located together, decentralize/scatter affordable housing - in particular looking at socioeconomic and racial segregation to increase diversity both racially and economically in our communities.
- Too much downtown & Westside.

#### *Planning Pop-In*

- Plan Commission and developers seem to “win” even when the neighborhoods show their discontent. One person thought that if the neighborhoods would always “win” it would promote NIMBYism

#### *Board, Commission, or Committee*

- Concern about saying “sense of place.” Many areas with a worse sense of place are auto-oriented

#### What else is missing regarding this topic (land use)?

- Ability to develop density by right along transportation corridors and pretty much anywhere outside of downtown. Do you want BRT? Density throughout the city gets you BRT.
- ACTION
- Affordable home ownership opportunities. This has to start with fewer barriers to affordable development and construction.
- Again, more frequent touching base with the residents of the various neighborhoods and businesses by their alders, surveys, accessible input locations, etc. would be very helpful in identifying the problems and wishes.
- Again, we need more affordable housing throughout the city.
- Annex all the bits and pieces of others towns within our borders to create a more comprehensive neighborhood feel and access to city services; police and fire protection being paramount!
- Been to the far east or west side?
- Better planning with more input from residents affected by any planning decisions. The plan should include cost analysis and how quality of life is affected.
- Can we pause to consider the future and where we are going with all of the growth and redevelopment? Can we practice restraint for the sake of resource protection? More green space, even roof tops- less run-off/ more recharge. Can we imagine buildings that generate their own power and light?
- Continue to focus on equity
- "Create and preserve a natural or ""arboretum-like"" corridor on the East side, stretching along Starkweather Creek from Olbrich to the interstate.
- We also need a centralized transit hub for trains and buses like other cities, perhaps along the rail corridor by Johnson St."
- Creative, sustainable landscape architecture. So many other cities have amazing public area with incredible landscape architecture...Chicago, Minneapolis. Free, accessible, replenishing spaces.
- Creativity!
- Development on the Northside.
- Every neighborhood doesn't need to look the same. If the neighbors don't want sidewalks, they shouldn't be forced to have them. It makes the relaxed feeling of the area to a more formal one.

- Fewer opportunities for "coffee book" opinions on aesthetics and look of projects. Professionals are hired to produce this work after years of training and are often providing solutions that need to resolve many challenges that are often in conflict with someone's personal opinion of what they feel looks good.
- green space and bike paths between new structures
- Green spaces--not enough of them.
- Having money available to support the initiatives of neighborhoods will make them more vibrant.
- I feel very strongly that Madison should emphasize connecting its parks and green spaces. Ideally these connections would be accessible to people, but they are also important ecologically (for plants and animals); if the connections cannot be implemented in a way that allows people to use them, they should still be built. Furthermore, they should be designed with the input of an ecologist.
- I know the population is growing, and I literally just commented on needing more low-income housing, but Madison's parks--and the Arboretum especially--makes it such a special city. These should not be sacrificed.
- I know we are increasing density, but I would like to see the number of 'mixed use' buildings slow down. I would like to see emphasis and financial support (TIF - LOL) for the rehabilitation of older family homes.
- I think the traffic is poorly managed, which would be greatly helped by more public transportation.
- I'm not exactly sure which category this fits within, but it seems like health care facilities/access to health care is an important topic. They are mostly private companies, but also crucial for people to access. Considering where to site future clinics, hospitals, urgent care centers, and ERs related to growth of the city seems important.
- In my view the city design commission doesn't pay much attention to neighborhood plans.
- Increased density benefits all neighborhoods, not just downtown and the East Wash corridor, but it seems like most of the resources are going to the isthmus.
- Intelligent design to make more compact walkable communities outside of downtown CBD
- Key thing is building options for public or non-profit activity within housing areas
- Land use should go hand in hand with transportation planning. Mass transit should at least to some extent determine approvals for subdivision planning.
- Let neighborhoods have more say in development. Zoning law lets Plan Commission give developers what they want regardless of what neighbors say.
- Links between work and where you can live, putting living and work in proximity to each other would achieve many of these goals.
- Madison does not adhere to strong urban planning practices. We have too much urban sprawl. It seems that we build it first and then think about the infrastructure to support it thereafter. We do not think about how city anchors (main attractions, places of work etc) will impact transportation, road use and foot traffic. Madison is behind the times when it comes to thinking about urban growth boundaries, land use and we let the developers run amok in this city. There is no cohesive through process about access for poor communities and most citizens of Madison need a car to navigate the city. Downtown has a higher walkability score but there is a lack of affordable groceries and basic necessities. That is going to get worse with the recent condo constructions. There needs to be a holistic approach to thinking about how people live and work.
- Make sure that planning keeps the city dense while preserving as much green space and arable land as possible.
- Managing water runoff, encouraging more mixed use in neighborhoods.
- Many of the beautiful old houses in the Capitol area (Mansion Hill, James Madison Park are examples) are falling into terrible disrepair because they are occupied by students. Tax incentives to beautify and

perform upkeep on older homes would be great, as would be encouraging students to move to residential high-rises and encouraging landlords to convert to single-family homes and sell.

- more access to community gardens/plans for these
- More community gardens! The waitlists are too long as the demand is too high
- More mixed use centers connected by high capacity transit
- More mixed use developments, better connection from outer, Far East and west side to downtown needed.
- More space for community gardens is urgently needed.
- Need more inspiring architecture
- over-emphasis from Mayor's office on promoting retail
- Parking and safety
- Processes that are efficient and do not amplify the loudest voices (mostly those opposed).
- Protect the already established density and values of neighborhoods.
- Small, neighborhood-approved mixed use zones within larger residential blocks. I'd love to have a small, neighborhood bar that closes at 10pm, a little coffee shop, a barber, some little shops. Instead I'm an endless sea of ranch houses, and I have to drive to everything.
- The city is very pro-developer, particularly when it comes to housing and even more so when it comes to low-income housing. Many projects move forward without a good public process and the land use committees often turn a blind eye when development plans are inconsistent with neighborhood plans. We need stronger neighborhood planning/plans and a Plan Commission/Common Council that expects developers to conduct meaningful engagement to get input on the design of projects.
- The creation of huge apartment buildings such as the Hub should not be allowed to proceed. Additionally, I believe more should be done to preserve the unique character of the city and prevent its wholesale gentrification.
- The trending towards urbanization should take into consideration cost of living increases. It shouldn't become an island where consumption is trucked in and garbage is trucked out. Starting to see high-rises where the 1st floor commercial / retail is thrown in there without much thought.
- There's a lot of urban space that's not very well used. Some of it is industrial space than needs to be re-purposed and revitalized. Some of it is old housing that needs to be remodeled or torn down and replaced with denser, more appealing living space. And some of it is businesses that just aren't a good fit -- on the west side of town, there are a whole bunch of car lots and even the west town mall area -- spaces that turn over a crazy amount of space to little-used parking lots. These are things that could really be moved out of town and replaced with mixed-use zones, accommodating new, affordable housing, more (non-luxury) dense housing, and more community centers and neighborhood-anchoring businesses.
- Thinking of the primary hub of downtown it seems that residential spaces are beginning to overcome commercial spaces- perhaps there not be a beverage business moratorium but a residential moratorium to allow commercial businesses to thrive as this is what makes downtown a hub
- Too bad Madison didn't follow the example of Minneapolis and St Paul, retaining public access to lakeshores through parks surrounding the lakes. Instead, Madison's shores are mostly privatized, decreasing the value of one of our best attributes!
- Too little regard for preserving green space.
- Using available land to generate renewable electricity and biogas.
- Very low density areas circle the medium and higher density urban core, making transit connections not economical.
- What is the unique character that Madison is trying to achieve? I don't see it. The feeling of a grand entrance up East Washington Avenue to the center of Madison is being lost as the high rise buildings

proliferate. The sense of arrival as the Capitol Building comes in to view has been diminished. There is little reason for me to frequent East Washington except as a path through the isthmus.

- Regarding the Future Land Use Map, the Northside should accommodate growth



## ECONOMIC DEVELOPMENT

Goal 7: Have a growing, diversified economy that offers opportunity for all.

### What do you think of this goal?

#### *Online Survey*

- I don't know if we are doing worse than average, but, for all I know, the average across the country is still awful. Please let's not pursue strategies that have little or no hope of working. (I don't care what that person in the White House says, this country is not going back to using coal in any significant way. Promising coal miners to bring back their jobs is living in fantasy-if he really believes it-and plain old lying if he knows it's not possible.)
- Lots of opportunity for exceptionally talented young people, not so much opportunity for anyone else. I've been unable to find work after "graduating" from Epic.
- The gap between whites and others is too large.
- We need to make sure all our residents have opportunity for family-supporting jobs.
- Why is this the first place demographics are showing up? How are issues like access to affordable housing related to things like education level (which determine economic development apparently?) ?
- Not doing too well in educating and employing minorities, particularly Black residents. A problem is that we have many, many over-qualified white residents who are hired for jobs that used to be reserved for people with high school educations.
- Blacks are very poor compared to other races. Also lack educational attainment.
- I mean, just look at the "percentage below poverty level" diagram. That's messed up! Our police chief need to go, and some of the mayor's comments are disturbingly dismissive considering that this situation is partially of his own making from his previous terms as mayor.
- More assistance is needed for those left behind or outside the conventional mainstream economy. Poor, disadvantaged, persons of color; young people.
- Madison needs to focus on continuing to foster economic hubs. There are natural hubs emerging with textile and fashion Shop Bop on E. Wash, and the AT&T building at 316 W Wash a tech/gaming hub. Both of these employers provide opportunities for high pay jobs with moderate education background. Information Technology and game development jobs do not require a MBA or PHD; these are the jobs Madison needs to develop. High Tech West Wash Corridor & High Fashion East Wash Corridor
- Keeping those that do not have access (financial) to higher education is mandatory for our world and our city.
- We need more jobs, job training, high school and college graduates
- Employers need to look past education and criminal background when looking at employees.
- Madison feels very segregated
- We have too many poor people who are non-white, our heritage from decades if not centuries of discrimination
- I'm very pleased to see all of the resources in every area of Madison. I think we should be proud of our communities and neighborhood centers. Can we imagine more acceptance of minorities in all types of positions, if qualified? Can Madison guarantee college or trade school for every descendent of slavery or immigration hardship if their grades meet standards? This hope will inspire youth to try harder.
- The statistics above tell the tale of 2 cities. About 1/3 of minority individuals are poor, while only 15.4% of whites are poor. The loss of Oscars, and in the years before other family supporting jobs for



people without a college education is an issue. Some highly educated folks are under employed due to being "place bound" they want to live here because they love Madison, or their spouse is employed here, but they can't find a job that uses their skills. Lack of family supporting jobs leads to people working multiple jobs and still spending over 1/3 of their income on rent.

- We are not an inclusive community. awareness is getting better but we are still a white bread city
- There are too many dead-end jobs and too many neglected areas of the city. There's not enough affordable housing for people to get out of poverty and feel secure. Educational options are astronomically expensive, and transportation to educational institutions isn't easy.
- The workforce is not diverse enough to reflect the community in which we live. One way to change the poverty in our state is through an increase in minimum wage. We need to increase jobs that are paying people a wage they can support their families with.
- Children and education need to be a high priority.
- We definitely have a diverse population and a very class based economy, there are lots of jobs for the uneducated and low income and what can be done to improve that - we need a livable minimum wage.
- Crazy levels of income disparity and educational attainment hold us back from growing the best and brightest from all Madison communities
- We need to spread the city's resources more equitably and create job opportunities in low income neighborhoods.
- The city council is not business-friendly. Losing Epic to Verona years ago was just the tip of the iceberg.
- Not enough programs to help homeless and housing insecure populations and people of color.
- Epic has taken over - driving housing cost up as well
- Because some lower income residents are below average in their educational preparation, they will always struggle to succeed economically.
- Madison is racially and socioeconomically segregated in geographic terms, which prevents equal opportunity on a neighborhood level.
- Our racial gaps are some of the worst in the country. Better funding child care and head-start for families in poverty would be a good start. Decriminalizing drug use and possession would be a second place to begin. African American families will never do well if half the family has criminal convictions and has spent time in jail, and the other half has to choose between raising their kids and working.
- Economic growth seems concentrated in largely white areas and has not spread to marginal areas of the city.
- It's meaningless to look at the poverty rate for city residents as all cities do not have the same cost of living. I would argue that Madison has a much higher cost of living than say, La Crosse.
- More integrated, dense neighborhoods will help allow more opportunity for a naturally more diverse economy that is accessible.
- These numbers are disgusting. Communities of color need better access to resources, education, community support and development.
- Basic headache is a disconnect between wages and living costs - this seems to occur when an area has a lot of growth in upper income jobs driving up land and other costs beyond the means of lower income households
- Incomes have dropped immensely due to lower hire-in salaries, higher costs of living so the people that are paying taxes have much less to spend on the exact businesses we're trying to get in here
- The economy in Madison is good. People in the non-campus community seems to like to help others get jobs. The university combined with the government jobs is wonderful.
- More people need better access to schools. With UW - Madison, Madison College, Extension, Edgewood, and other options, we need to focus on better public education. The schools are available if students can have the support to succeed through twelfth grade!

- The disparity between white and nonwhite groups in jobs, income and education has not improved, despite lots of attention
- Everyone should have a high school diploma.
- Get rid of the IDEA of chartered schools!
- "I don't have any personal experience with Madison's school districts, but I don't doubt that they are underfunded and struggling in many ways. I would like to see school funding increased; if it was necessary to cut something else, I would rate this as more important than transportation (other than baseline maintenance), and probably above some housing projects.
- For the record, I would absolutely vote to raise my taxes if the money went to schools (I am a childless, unmarried adult)."
- I would like to see more and more opportunities for mentoring and employment for diverse youth.
- if people of color are the least likely to have degrees, we need to do more to increase that from pre-k on up. They need to know it's POSSIBLE for them, that our city wants to help them succeed and shows it in ACTION.
- I'm strongly in favor of providing economic opportunities for members of black, Hispanic, and other communities in the region.
- Investing in quality education for all, especially minority communities, is a hugely important factor for the future of Madison.
- Madison schools seem to be in a bad situation, I'm not sure if that is because of act 10 or what. For a very liberal educated place, the primary school system in Madison seems to be problematic still.
- Madison, for being as seemingly liberal as they are, is certainly not colorblind. I think there is an institutional mindset that those who aren't successful have only themselves to blame. Not enough is being done to meet demand for alternative learning styles, pace, or needs.
- Our economy is good for people with college degrees. There are huge gaps -- especially racial equity.
- Race to Equity.
- Some are doing great, others obviously not. Epic can't add employees fast enough yet black population is >40% below the poverty line. Lots of work to be done here. Thank you for bringing an equity lens to the CP process.
- Sure compared to many US cities Madison is probably doing great. But just look at the racial disparities in poverty and educational attainment above! It's an abysmal gap, and I don't see the city doing much to bridge it. I see plenty of well-to-do white kids moving in to work at Epic and the city encouraging that with all the luxury high-rises it's approving, but not much else.
- The amount of potential earnings verses cost of living is a deterrent for people to stay and work in Madison.
- The Race to Equity report tells us that not all have equitable opportunities available to them
- The racial divide in education is huge, and at the high school level it is as if there are 2 tracks--2 different schools within 1 building
- There seems to be a real lack of opportunity for industrial/ manufacturing workers. Maybe it is that these places of work are hidden on the fringes of the city, or on the east side, where I don't venture too often.
- This is important. Good luck.
- We can't grow our economy for much longer due to peak oil and peak resources. We need to focus on making do with what we have, transitioning to clean energy, and becoming more self-sufficient.
- We have to get everyone on the same page re: economic goals. Has to include the county.
- We have Two Madisons. divided by race as well as income
- We need programs which support minority communities in Madison.

*Public Meeting*

- Again, be intentional about addressing the issues facing communities of color. Also, we are turning into a tech centric hub. But they make more than us liberal artists so they city is quickly pushing us away.
- Close equity gap.
- Don't ignore North & South Side.
- Extremely vague. More on specifics.
- Focus on healthcare jobs & serves seniors in the community.
- In government/university - too many LTE, part time positions.
- Kudos for our great economy! Let's get all people who are able to work to work! Adequate affordable housing boosts the economy.
- Madison needs family-supporting jobs for people who aren't college educated.
- More high-wage jobs needed. More opportunities for communities of color needed. Clean energy economy is a must environmentally, and would provide great job growth.
- Not many opportunities for under-educated young people.
- The bus is not efficient to get to industry jobs.
- We do not have opportunity for all. Seems to be only opportunity for those that have money, & connections. Opportunities are shared only amongst the same people from the same group from the same area, etc. And we don't help foster small businesses & businesses of color.

#### *Planning Pop-In*

- There are 3 contiguous census tracts on the Northside in which 77% of the students are low income (major equity issue)

#### *Board, Commission, or Committee*

- Economic Development goal should talk about families being able to support themselves (that offers opportunity for all could be "economy that supports themselves and their families.")
- Education within the context of workforce development
- Seamless interconnectedness between Connect Madison Economic Development Plan and the Comp Plan Update Economic Development chapter.
- Have a growing, diversified economy that offers opportunity for all (have opportunities for employment?). Potential wording: Have a growing, diversified economy which can develop and retain talent and offers employment opportunity for all.

#### What else is missing regarding this topic?

- A combination of compassion and the pursuit of justice with practicality and persistence.
- A continually growing economy is not compatible with economic sustainability. We need to find a way to make these two goals work together.
- A more diversified economy and programs to lift up everyone, particularly communities of color
- A plan. Implementation. A sense of urgency.
- A sensible TIF policy. All of our neighbors have weaponized TIF by not shooting themselves in the foot with a senseless limit of expenditures to 55% of the increment. Also, the increment available to developers shouldn't just be limited to the specific project but that increase in value the development brings to the TID as a whole. And Joe Gromacki needs to stop being a knucklehead and read the statutes--TIF can be used to build things that are special assessable--it just can't be combined with special assessments. Next time he tells you TIF can't be used to build roads and infrastructure, ask him to point to the statutory language.
- Age demographics. What kind of job availability is there for people who are recent grads or looking for entry level positions?
- Apparently need strong affirmative action initiatives in education and employment. Minority residents need to feel valued, wanted, and needed.

- Areas of the city are not treated equally. City should help poor areas develop economically. Don't put all the development downtown and on East Washington Avenue. Remember the Northside on occasion!
- Better education for all I think is where Economic development and diversity begins. All races need good and impactful education. It is impossible to drive an economy with a non educated population,
- Concrete steps to fight systemic racism, and a robust citizen-run method for policing the police and other local institutions.
- Connect more of the folks above with opportunities, mentors, programs, networks etc.
- Diversity in employment opportunities. Too many healthcare jobs that either require high education (or little education for little pay) and too many government jobs which are perceived as 'dead end'
- Diversity in ways, times, accessibility of degree attainment.
- Employment opportunities and educational attainment for our youth and adults of color.
- "Equitable access to range of employment opportunities.
- More emphasis and investment in entrepreneurial activity, social enterprise, social good."
- Funding for entrepreneurs/incubation spaces/small business owners
- Hearing a lot about this being a techie place now but we need more job options than that and a higher minimum wage.
- Highlighting, celebrating and mixing of different cultures
- "I have no idea what the plans are.
- Businesses generally focus on themselves and the business community. The Chamber of Commerce doesn't seem particularly progressive to me."
- I like the term development over economic growth. I imagine more sufficiency and well-being in everyone's life, not more population growth. The data above shows inequity, but we need to get to the heart of inequity- too much to describe here.
- I was talking to a cousin who works at Wick building in western Dane Co. They are looking for employees, but low income folks without cars living in Madison can't get there.
- In my opinion our high schools are too 4 year college tracked. we need more skilled trade paths.
- It would be interesting to gather these economic/racial statistics with respects to people moving to or moving from Madison.
- It's awesome that city jobs pay so well -- it sets a great example for other employers and is an amazing thing that city can do to create good jobs that keep people in the community. I wish there was a way to build on that success. Too many private businesses don't offer benefits, don't offer work-life balances that contribute to long-term community satisfaction or aren't doing enough to lift struggling sections of this community out of poverty.
- Jobs, Opportunities for advancement particularly for people of color.
- Let's take the long view and invest in our children--all of them.
- Livable minimum wage, more support services, training, affordable education opportunities.
- Looking at the whole enchilada -housing, transport, education, basic needs being met- to raise up all Madison residents
- Low income communities need investment capital to fund job opportunities there.
- Madison always tries to "control" business and by doing so just gets in the way. Let the market determine which businesses are successful or not successful. And there are so many rules and regulations that it discourages new businesses (especially small ones) from starting.
- More diverse employment options at different education levels.
- More independent business owners
- More opportunities for job-ready training for all adults at an affordable cost with the option for affordable child care support if needed.

- More tech jobs are needed, Madison economy is too dependent on a small number of large companies.
- Need more quality opportunities that specifically utilize the skills and leadership within our communities of color.
- Neighborhood diversity--racially, socioeconomic, and education-wise. This would lead to more equal economic opportunity.
- "Non-technical jobs. If you have a STEM degree, you are set in Madison. If you don't, you're likely going to struggle. If you don't have a degree at all, your opportunities are limited.
- Unfortunately, this trend is accelerating, and I don't think that there's much of a fix for it."
- Options that allow lower income families to lower costs with affordable housing, public transportation, and low cost quality childcare close to workplaces.
- Policies meant to strengthen the integration of these marginal areas and tie in their economic growth to the city as a whole.
- Providing an opportunity is all that can be done. Madison does a good job attracting new tech businesses that are very vibrant. I'm more worried that state officials keep gutting the UW so that our best researchers leave and take their funding with them. That would depress Madison quite a bit and we have no control over it.
- Responsible density incentivized to provide more diversity and affordability.
- "Silly projects like the public market and ""local food""
- Should we be farmers?"
- Specific opportunities for communities of color already in Madison in our newer firms and industries. How do we train our residents NOW for jobs of the future?
- Strong education.
- Support structure for self employment - flexibility in use of home for blue collar trades. Training low income families in ecommerce- workable state welfare to work policies that fit the local economy
- Taking the cost of improvements OFF of the working class
- The family concept is what keeps some from attaining a desired life style. Turning this around in some households may take several generations, but someone has to start. We should NOT be providing handouts for people when there are so many opportunities exist. Yes, some do need help temporarily until they get training / education etc. But the number of jobs available now means everyone can work if they want to.....
- There are pockets of black citizens in Madison that can't seem to do well. Maybe city leaders should look at other more successful communities do for the problem.
- There might need to be a stronger incentive, like the WI compact that was in place in 2010-2012, that if students keep a high GPA they would be able to earn a small scholarship to any public college.
- Very few jobs for those without college education, except in low-wage service industry. Increasing the minimum wage to > \$12/hour would help.



## CULTURAL AND HISTORICAL RESOURCES

Goal 8: Value our cultural and historical assets.

What do you think of this goal?

*Online Survey*

- I think Madison does a good job of promoting its cultural and historical attractions. There's great stuff here -- I think people know it and enjoy it. My only concern is that the headline events don't translate into real support of arts and culture or equal access in the community to cultural events. If Memorial Union is such a draw, why has it been tucked behind a construction site for the two decades that I've

been in Madison? Temporary improvements to library mall make sense, but I don't know that I've ever gone to the Union without feeling like I'm in a construction zone. It's great to see that the farmers market is so popular, but I wonder why -- if we, as a community, really value good local food, why there are still food deserts in town. why is the Westside Community market, which I more often go to, having such a hard time finding space if the community really supports its markets? When Overture and Monona Terrace get so many visitors, why are arts activities -- whether it's theater or music or ballet -- so expensive that many in the community could never really participate?

- no idea - don't hear about these kinds of events (why not?)
- I live in Hill Farms neighborhood, and I think calling the area "Mid Century Modern Historic" is silly. But if it makes somebody happy - oh well.
- There are so many free events (mostly geared towards white people) who live in the down town areas: i.e.. concert on the square, live on king st., farmers market, jazz at 5, Maxwell st. days, Festivals galore... so that people don't want to pay covers to attend local music shows. Having all of these free events are awesome but the subsidies and support they receive are drowning out quality local stuff which is just trying to make it. These people are the ones who are really enriching our community. I feel that these big free events are promoted by the city much more over local events which actually build community. bringing in large touring artists like live on king street is cool but it does not do anything to build community, it does not encourage place-making among a group of young people who don't grow roots into the community. They just do their 5 years at epic or whatever and leave for the coast because they don't get engaged in the community.
- Yo there's always something to do in Madison, especially in the summer.
- It's not high on my list but then I take advantage of many cultural things and I have the resources to buy tickets to the symphony, etc.
- I generally support this goal but don't have any strong feelings about specifics. Overall Madison seems to be doing well.
- This is very important, as it's one of the things that makes Madison what it is. I'm not exaggerating when I said it's one of the major reasons I chose to move here.
- many of the big events in Madison are downtown and difficult to get to from surrounding areas. Buses are ineffective as previously mentioned and finding parking and fighting traffic is stressful and time-consuming particularly during regular rush hour times. Maybe provide park n ride shuttles?
- There are many opportunities for cultural and historical enrichment, many of which are free.
- Madison is very anal about protecting old buildings that really have questionable value to the cost of progress. It seems some of the older residents look upon themselves as historical assets. We're not Europe, for heaven's sakes. I could argue that native culture is the only true historical value, and we do a terrible job in protecting and honoring that.
- Many things to do in this city and a good amount that are free or low cost (very important).
- This is an area where Madison is doing okay in. We have a rich community. A very diverse community. Are we doing what we can to preserve the richness of our diversity and our cultural assets. I think about Bayview area and how diverse that area is and the area that was known as Green Bush that is no longer there.
- MMOCA and Madison Library are the top originators of creative ideas.
- All the cultural niceties are what cities do best- attract more people, grow the tax base. Madison excels! My guests love it! We are very proud.
- You never really hear anything about these things. Even largish events tend to be in the news after they've taken place, not before.
- It's not just about attendance but do we value and attend the variety of places that reflect the diversity of our community?

- More neighborhood and cultural festivals? More and more activities / events building on the bike and food and techie segments/cultures.
- The city has a good variety of cultural resources, most of them free
- How does Monona Terrace keep track of their visitors? It seems this is a much frequented place, given its location and juxtaposition to the bike path and lake.
- We're lacking cultural diversity of events and activities. People of color don't feel welcomed.
- Not creating new cultural assets
- 1) Beer 2) Books 3) Basketball: 2 of the 3 are "UW" culture; kind of leaves out all the other cultures (see previous chart on educational attainment by race)
- Alliant Energy Center is dated. We need a visionary venue for concerts and expos, etc. I worked at Discovery Center Science Museum in Rockford for many years. While I support the Children's Museum here, I think they could expand the scope a bit.
- As someone who frequents many of the venues on this list, I think supporting these assets is very important; however, how complete is this list? Are we leaving off items that are valuable for their multicultural approach to history and the arts?
- I appreciate this--it's important--but given other pressures right now, it doesn't feel nearly as important.
- I LOVE THE PUBLIC LIBRARY!!!
- I think the "Madison culture" is something that exists and many people refer to, but I think only a select part of the population can relate to it.
- the "vibe" from cultural assets, special events, and historic sites keeps up the economic activity of visitors and attracts folks who will contribute to the town.
- The cultural and historical assets of this city is what makes it home for many, when developing the city their value must be prioritized
- The cultural aspects are ok, not great, which is acceptable since no one living here can afford to go to any of it
- The Goodman community center is a great asset to our community and there should be more centers like this
- These are great resources but we need to ensure communities can afford to support these events. Having strong attractions like this helps to pull in young professionals, innovative investors and makes Madison a city of choice.
- We should try to make more landmarks/cultural venues. It's good for tourism and residents alike.
- We use our facilities well and accessibility is key.
- Where is the celebration of our native American heritage? Where is the celebration of farming? We're trying too hard to be Austin instead of Madison.

#### *Public Meeting*

- Continue to BALANCE redevelopment & preservation.
- Cultural festivals are important. Historical aspects are important too, but they HAVE to be inclusive!
- Housing stock could be used for affordable housing rather than tearing them down. Sweat equity could be used to make affordable units.
- Less beer, more of everything else - seriously.
- More arts. Encourage communities of color to have their art & aesthetic permanently a part of the city landscape. It will encourage a sense of ownership and belonging.
- More hometown venues.
- Need to preserve & maintain & support the treasures - outdoor sculptures & arts.

#### *Board, Commission, or Committee*

- Value our (Preserve and create new?) cultural and historical assets.

### What else is missing regarding this topic?

- A connection, particularly financial, between flagship institutions and the community activities that truly benefit an economically and culturally diverse community.
- Are these events accessible to all, or only those with transportation?
- Are we honoring minority cultural heritage? "The Bush" was decimated by "urban renewal"
- change-up concert on the square - book Orquestra Salsoul Del Mad or other large groups, not only the chamber orchestra. nobody even listens to the orchestra anyways, it is impossible with how many people are talking. Think about it - if everyone had to pay \$1 to go to concert on the square, maybe the people who want to enjoy the music would actually be able to, plus then the it wouldn't have to be subsidize so much, and that money could go to local groups or education
- Could work more on having city events in winter.
- Events that immigrant, African-American, and Hmong communities enjoy
- I am honestly not sure.
- If we don't already have one, we may need a plan for how these institutions fit into the city plans, and assertively state the commitment to support them, now and in the future. I sense a fully funded and organized attack on these institutions is well underway and will continue for years. As a city we should be leaders in standing up for our cultural institutions as an integral part of a healthy community.
- It would be great to have tax incentives for landlords/owners to perform upkeep on the beautiful old houses around the Capitol that are falling into disrepair. (The church and buildings at the corner of Johnson and Butler are great examples.)
- Madison needs to attract more diverse audiences to these places and/or create new gathering spaces that reflect changing demographics and cultures.
- more diversity. Most of the events downtown are almost totally white. More fairs, shows, cultural events celebrating the different ethnic communities and their heritage.
- More low-cost events, like the Farmer's Market, throughout the winter months.
- More outreach to bring even more of these learning opportunities to where people live and gather, The public schools could be even a larger factor in doing this.
- More protection and celebration of native culture, and less emphasis on buildings.
- Most of the places listed are located centrally. They can be a challenge for some to get to. More community gathering places on the outskirts of Madison would be very beneficial so families don't need to struggle with transportation (adds to costs) and kids can have a place to go to feel safe, not be bored, etc. by themselves.
- Museums that reflect the migration of People of Color to Wisconsin. Madison African-American Community do not have a musical outlet that is reflective of their community.
- Need support for local artists and spaces for them to work.. Hurrah for Forward Theater. The Libraries innovative Municipal project at the MLK bldg was inspiring. We need more events like that....it was a great mix of diversity?
- Nothing I can think of. very satisfied.
- Promotion.
- Public investment in arts and culture!
- racial and ethnic diversity, cutting edge/avant garde art, historic places, history
- Sites and information about Native culture and history
- space for artists is limited and disappearing with gentrification and commercialization of neighborhoods
- There is a lot of attraction to cultural and artistic venues, but not as many to educational and historical venues. I don't know how we go about changing that, but it would be a good place to start.
- This needs to be about more than historic landmarks and the number of people going to the Union.
- We need to create more cultural assets now for future generations



- We're missing a museum dedicated to First Nation/American Indian culture.
- Where are the cultural or historic resources south of Madison or on Madison's north or eastern side? These sites are highly concentrated. While it makes sense that the downtown should have more attractions, it doesn't make sense that other areas would have so few.



## **PARKS, OPEN SPACE, AND RECREATION**

Goal 9: Have a parks and open space system that preserves natural areas while offering recreational opportunities and gathering places.

### What do you think of this goal?

#### *Online Survey*

- Neighborhood parks need more support and funding. They have steadily become places taken over by vagrants, drunks, and heroin addicts. What good is a park when full of needles and broken glass.
- Care for parks seem to be diminishing. Also, there have been people attacked in the parks (yes, many of them) so people are afraid to use them.
- We are doing well except for downtown and near east side which appear park deficient
- Distribution of parks in the Madison area is quite good with most of them being utilized/enjoyed by large numbers of citizens all year around.
- Love the fact that there are many parks throughout the community. I do feel that they sometime lack good maintenance and creative design/use. I live in Fitchburg and we truly LOVE the bike/multiuse paths that have developed near us. Dawley bike hub is great and the access into some lower income neighborhood off Cannonball Trail is wonderful.
- Overall Madison seems to do well with this goal.
- Love our parks!
- I am not a dog owner, but I like the little dog parks popping up around Madison - Broom at John Nolen, Tokay/Segoe, etc. I really like the gardens along Monona Bay - I think having people at the garden plots has improved the neighbors supervision of the area.
- The city is dotted with parks and green spaces, and seems to have a good balance of preserving them while also making them public community gathering spaces as well. Don't lose that!
- I love how many parks the city offers - it's great for wildlife, families, and individuals!
- "Take away the areas that show private property (including non-city-owned golf courses-Maple Bluff, Nakoma, UW), and the property owned and managed by schools or churches (such as UW, Edgewood, Wingra School, Holy Name). There isn't much green left on the maps.
- With more buildings going up, we end up with less green space and more concrete. We are relying on cemeteries to provide open space. The ideals of the Madison Parks and Pleasure Drive Association is definitely from the last century.
- Just as the natural areas are disappearing, the group of east side turkeys will probably be a thing of the past, also."
- Open space and preservation is a high priority for ecology and health.
- Madison is doing well to establish parks and spaces in and around nearly every neighborhood. I think there should be green strips established to mitigate runoff.
- "More park acquisition is needed to increase the amount of parks and preserves. Improve connectivity between parks with off-street bicycle and pedestrian trails, and even off-pavement trails for mountain bikers and hikers. The City should explore acquiring easements to establish these linkages.
- Water quality of lakes needs to continue to be improved, this should be a top priority. Madison's lakes are the major natural feature defining the city. Turbid water and floating mats of algae hurt Madison's image and livability."

- Stop building so many huge developments that suck up all the green space.
- Neighborhood parks are not policed nearly enough. In the park where I live, people from outside the neighborhood routinely ignore park hours, have dogs off lease in the park, have sex in the park, drink in the park, and verbally abuse the neighborhood. Why is that allowed?
- "I would prefer more areas be naturalized, planted with native plants--not turf-grass--with paths and natural habitat.
- 1) This would allow for a better ecosystem within the city, and if designed right, could incorporate water infiltration structures to mitigate urban stormwater and related water issues. 2) I would be willing to bet that more people would walk through and use something like this, compared to current park usage. 3) Resources and costs to maintain a naturalized park would be less.
- I believe there should be space for soccer, baseball, football, and other sports, but we dedicate far too much space to these activities."
- Need more forest space on East side.
- Would want to resist turning parks into commercial areas such as the proposal to put a beer garden into Olbrich Park.
- Parks are not just for kids, especially since a minority of households have kids. Let dogs into more parks.
- Madison needs to relax the rules about dogs in our parks. I wish there were more off-leash dog parks too, but it is seriously frustrating that I can't have my dog on a leash in most of the parks.
- "I love our parks. I think Madison does a pretty good job with them, and Madisonians make good use of them.
- More effort could always be put into protecting and improving our water - not just our drinking water, but all water (lakes, rivers, ditches, storm drains, etc). I wholeheartedly support any effort that reduces the use of road salt, widens green spaces around bodies of water, restored natural (or at least unmowed) vegetation on shorelines and riverbanks, and encourages people and businesses to avoid using fertilizers on lawns."
- I wonder are we looking at Parks and Recreation from an equity lens. There are areas that do not have bike paths nor a decent park and there are areas that have nice bike paths and parks. There are areas that even though they have a park, they are very underdeveloped. There are also areas that do not have a community center such as the East side of Madison that is away from Truax.
- Plenty of parks in more affluent areas of Near-west and West side; fewer parks downtown and on the East side, and limited number and areas of parks along lake shores
- Lots of land is available, but the coordination of activities is done mostly by MSCR. Their budget for activities is always in jeopardy. The School Board has tried to reduce that expense several times.
- I don't think that it has to be a "system". It would be nice to have more open spaces and green spaces that would encourage people to walk, gather, linger, meet neighbors. The natural spaces on the west side are disappearing, as is the wild life.
- There's too much development along the lake shores which should all be public space. Lake shore developments create inequity and diminish quality of life overall. This is especially true on the north-west shore of Lake Monona and the south-east shore of Lake Mendota.
- I love the parks in town. I wish there was a little more space downtown for a nice park, something with some trees.
- It is important to protect conservation parks.
- Our parks are great!
- Bike paths are awesome <3
- I don't like how many people have dogs off leashes in Madison these days. it is dangerous I got bit by a dog this year for no reason, I was just walking and it came up and bit me, I think some dogs tend to be scared of people with darker skin and/or people wearing hats/hoods.

- I was so happy, when I started house shopping in Madison, that I was immediately able to throw "near a park" off my list of requirements. It's almost impossible to find housing here that isn't near a park! That's awesome! Continuing to create and maintain urban green space, replace damaged trees, and facilitate year-round recreation, from walking paths to ice skating rinks, is critical.
- If nearly 90% of residents have easy access to parks and open spaces, that seems excellent. I am curious how many of those take advantage of the nearby parks. It would be interesting to know what makes people go to their nearest park or want to go further than that.
- I'm really impressed with the number, diversity, and accessibility of parks in Madison. But the city needs to stop dousing them with unnecessary pesticides.
- It is critical that current green spaces be preserved and that new neighborhoods be required to provide green spaces as they develop.
- I've lived in 4 other states and I think Wisconsin's park systems are excellent.
- Madison has lots of nice parks available for use. They seem to be well maintained.
- More community gardens, more parks, green space is amazing
- Please maintain our parks! Love that there is green space. Let's make more and preserve what we have!
- Some 'parks' in newer development are just slabs of land (see North Star) More activities / placemaking. Bring the neighbors together to build community.
- The city is destroying nature when it builds unnecessary bike paths and buildings.
- The natural landscape is a prime differentiator for our community and it needs to be celebrated and enhanced.
- There are several parks and opportunities to enjoy recreation in the city, making the most of our position on the beautiful isthmus. Continue to maintain these spaces to be open for all to be enjoyed throughout the year
- This is one of my favorite things about Madison. Please continue to support green spaces throughout the city!
- We have great parks
- We have one of the finest parks departments in the world, and our parks are a delight.
- We need more public access points to the lake. Granted our lakes aren't as big as lake Michigan but when you compare the amount of land set aside in Chicago and Milwaukee on the lakes vs. Madison it's pathetic how little we have. Even other cities I've been to dedicate more lake space than we do.
- "what is actually in these parks though? some parks are just a weedy field with broken concrete
- clear designations on rules for parks - e.g. we were slack lining and got harassed by a park/city officer but then she didn't actually know the rules about which parks you could do this in - she made us leave but when we confirmed online later we were allowed to slack line in that park - so much for enjoying the outdoors"
- While I definitely think there are some great park areas in Madison (mostly the picnic point area, Cherokee marsh, and the arboretum), I think there should be more small parks. Fitchburg seems to have a lot of great neighborhood parks, but the Madison parks seem to be lacking.
- Would love more bike path systems, I think these add so much value to the community.
- Would love to see these spaces available in all neighborhoods and to all residents! Madison has beautiful green spaces - keep it up!

#### *Public Meeting*

- Could use more conservancy areas for habitat preservation & educational purposes.
- Doing great.
- Downtown is a desert. Any opportunity to provide open space should be seized (by imminent domain?).

- Getting better; needs to learn to communicate w/ users & potential users better. Improve outreach, more off-road, mountain biking & cyclocross uses in more parks - this town is filled with families w/ off-road bike riders young & old.
- Great # of parks but need more stuff - benches, gathering areas.
- Great job at this.
- How about an ice rink within walking distance of all neighborhoods?
- I wish parks could be seen as places that are more peaceful (like the Duck Pond or Hoyt Park), rather than just recreational activity places.
- I would like more local off leash dog parks.
- Keep up the good work. Continue to partner with neighboring communities on developing parks & trails that serve multiple cities.
- Madison has excellent parks & open space with lots of opportunities to use them.
- Need to be vigilant in continuing to support these and make sure everyone feels comfortable using these.
- Open spaces should include vistas & the feeling of openness.

#### *Planning Pop-In*

- Regarding parks, bathrooms in the parks that are open are needed

#### *Board, Commission, or Committee*

- The Park system should especially be considered within a regional context as it is closely connected to the concept of regional ecological systems

#### What else is missing regarding this topic?

- Activities and other welcoming components for parks in ALL neighborhoods. Ensuring parks are safe and free of illegal activity so that all residents are encouraged to use their parks.
- Actual enforcement and removal of people that are constantly running off tax payers due to defecating in public grounds and living in parks during warm weather months.
- Care and safety
- effective & inclusive engagement of all community members in parks & open space visioning and planning
- growing demand for dog parks downtown
- How much is this area of our community already suffering due to state budget cuts? Will it get worse with the people now running our federal government? What are ways in which we can make up for the potential shortfall?
- I annually complain bitterly about the lack of trash receptacles in Madison parks for half of the year and yet we expect good citizens to continue to pick up trash and put it where??? Every year I get the same response--We can't do this. Why not? Please talk to Mayor Soglin about appearances and "The Broken Window Theory".. We CAN do this!
- I know I keep saying this, but Madison needs to raise the bar with their landscape architecture...it really is lacking and could be amazing!
- I like the idea of the Biergarten in Olbricht Gardens as long as the trash/noise is contained.
- I would further emphasize the preservation of natural areas over parks solely for recreation.
- I'd give money and work to help make this happen: fireplaces back in the warming houses of our ice rinks. Most important to me is the Vilas warming house. A fire would be so welcoming, such an improvement in the atmosphere. I'd donate wood, etc.
- I'm impressed by "Splash Parks" in Middleton and Fitchburg. A great way to cool down, especially in low income neighborhoods.

- I'm very optimistic about the possibility of a Biergarten at Olbrich Park. Madison needs more forward thinking developments that harbor community building like this. I don't think the city utilizes its lakeshores to their full potential
- In that 88% of neighborhoods are within a quarter mile of a park statistic, I would want to see the racial breakdown in that. My fear is that communities of color might have less access to green spaces, but we as a city can't know if there's a problem unless we look at that number.
- It's too bad that we can't swim in the lakes very much due to the pollution.
- "Knowledge and awareness about range of resources.
- More structured activities and offerings within system."
- Larger places of natural areas, with walking trails. Areas for small, peaceful gatherings. More access to the lakes.
- Long range plans that seek neighborhood input and support. We have strong neighborhood groups and they are an underutilized/ untapped support and resource.
- Madison does parks and the niceties very well. I place the importance on green spaces for the protection of the lakes and wildlife, not so much for the access and amusement of people.
- More access to lakes from the urban core. Complete pedestrian path from Union to James Madison. Provide an Urban Marina on lake Monona with a place to dock downtown, rent a boat, have a meal on the waterfront, etc. I believe this would be valued and used by the local community and visitors.
- More emphasis should be placed on ice-skating. In winter there's nothing to do in Madison but ice-skate. We don't have mountains to ski down like Vermont or Colorado or Utah, but what we do have in spades is frozen lakes and ponds. Top priority should be on outdoor ice-skating opportunities.
- More field space for sports like ultimate frisbee
- More of it/them
- More oversight and policing! And STOP trying to think that neighborhood parks should allow all types of activities. Some are not conducive to the safety of nearby residents. Parks without facilities should NOT be promoted as recreational parks. Neighborhood kids playing on the gym equipment, playing ball, running around are what the neighborhood parks are for. They are not for fishing or boating when the city does not have bathrooms or parking for people coming from outside the neighborhood. Madison has great community parks for those activities. The Parks department needs to reach out to all neighborhoods and re-assess the purpose of their neighborhood parks that take the neighborhoods' concerns into account. There is too much anything goes attitude about the parks and not taking the the safety of the neighborhoods into consideration. Come on, Parks, it's not 1970 anymore. Bad things are happening in the parks, and more restrictions are needed to stop illegal activity.
- More parks and green spaces, incorporating: community gardens, naturalized areas, walkable areas.
- Need better lake parks.
- Need to promote nature appreciation and people-powered sports, and need to resist motorized, sports of all kinds. Promote gardening in our open spaces.
- No mow grass should be planted in many areas of parks. Also fruit and nut trees. And let dogs in.
- Often parks have old or poor equipment.
- Our lake parks (especially near downtown) should be improved! They could be a much bigger asset.
- Our parks need to be connected - ecologically, for sure, and via paths that people can use, for preference. A larger emphasis on native plant species, especially for boulevard trees and as landscaping in small city-maintained spaces, would also be welcome.
- Parks and recreation that is in and near all neighborhoods. One of the reasons, I love Madison is because of the green space here. We have to make this available to all areas of the city. Also our high school youths do not really have any outlets in Madison.
- People are what's missing. It shocks me how empty some of our gorgeous parks often are.

- People with dogs are people too. More opportunities for integrating well-behaved on and off-leash dogs into parks.
- Should the City do its own planning of activities at parks, instead of depending upon the School Board funding?
- The green spaces and vistas are disappearing. "Pocket" parks that would encourage neighbors to linger. read a book, in the warmer months would be nice. The larger parks and green spaces seem to be dedicated toward recreation...soccer games, swing sets, tennis/pickle ball courts. They don't encourage walking or quiet activities. We have to go to the Arboretum or one of the state or county parks for that atmosphere.
- There should be a plan in place to reclaim lake shores and lake views into the public domain.
- Too many mowed spaces. Can we have some of that but also have more natural scenery (trees, plants, seating areas)? I would think this would be beautiful, a nice setting, but also help cut back on resources (time spent mowing, gas, etc.)
- Trash cans are often missing from parks. Maybe I've just been missing them, but it seems odd...
- We have so many spaces, but we need to activate them with a variety of uses.
- We need a dog park at little-used Northland Manor Park.
- We need more community gardens and public orchards.
- We need to do more to preserve health life in our natural spaces - woods, wetlands and streams.
- What happened to the soccer goals at Vilas Park? :(



## NATURAL RESOURCES

Goal 10: Be a steward of our land, air, and water resources and interconnected ecological systems.

### What do you think of this goal?

#### *Online Survey*

- We have a lot of salt in our water. We have to do better at preserving our clean water. We have to utilize the land in a way that meets the growing needs of the community. We have to always use an equity lens when deciding how to utilize the land in terms of space, access, cost, and affordability. We need more affordable housing that people can own and not just rent.
- Again, I don't know what the average is across the country, so I can't rate us on this. Obviously, things are getting worse, but is that due mostly to actions Madison is not taking, or is that due to other factors over which we have much less control? For example, if we were to be much more aggressive about keeping junk out of our lakes, would that be effective in none of the other communities whose run-off gets into Lakes Mendota and Monona follow suit?
- This is another critically important goal that will face opposition from those who do not see the value of these issues which have no monetary value to them personally. It will require fierce vigilance to keep our resources safe.
- Great steps are being taken, but the scale of the problem requires huge investment and focus. We are very far off from being sustainable.
- Our recycling program rocks but I hope residential organics recycling becomes mandated. We need a city biodigester.
- We should be increasing, not decreasing, solid waste diversion, and decreasing greenhouse gas emissions.
- "I am very happy about the reduction in phosphorous. Whatever is driving that, let's keep doing it, and maybe even ramp it up!
- Our solid waste diversion rate is going DOWN? Really?! How did that happen?

- Whatever changed that rate, I would like to see it changed back. Madisonians are the type to jump on any chance to recycle and compost more; whatever Madison did to make them recycle and compost LESS, it wasn't a good choice.
- I also believe that a city-wide curbside compost program should be a high priority. If we could incorporate some sort of digester/generator, that would be even better."
- I'd like to see more heavy regulation with regards to phosphorous pollution from Dane county farms and any other farms in our lakes' watershed. I'd like to see a city-wide composting program, I know the city is trying one in a few neighborhoods, but I'd like to see it implemented ASAP.
- more outreach needed to reduce backlash about sustainability measures. example - people complaining about not enough road salt use, even though it's detrimental to the lakes.
- Climate change is real!
- Citywide composting program please! More emphasis on recycling and ban phosphorus containing products, especially yard sprays. I'll just throw out, when I moved here people were actually fined for putting recyclables in the trash.
- Seems like we are trying hard - recycling, alt. transportation, weed cutting in the lakes, drains to lake signs on storm drains. I'm surprised that the landfill diversion is dropping. Do we know why?
- The waterway system is not being maintained ecologically way. There is still so much run-off from farming, etc.
- I realize funding has not always supported our clean water and environment. We know how important this is and pass on for future generations.
- I strongly support this goal but don't have any strong feelings about specifics.
- The lakes are still very disgusting in summer months.
- Madison has a lot of great initiatives, but I'd love to see it doing more. Our recycling program is AMAZING!!! I can't believe how far behind the rest of the state and the rest of the country is. I would love to see more promotion of the city yard waste/composting program -- I'd love to have a not-recyclable-but-not-landfill container of some kind that I could put out for collection. I would LOVE to see the coal power plants downtown shut down. No more coal trains through the city would be great. More wind and solar power would be a great step in the right direction and, of course, maintaining the water quality of the lakes is critical.
- Composting at home should be encouraged, resulting in a reduction in garbage hauling costs and associated pollution. I would support a tax on garbage can pickup; I use the garbage collection service probably only once or twice over a two month period; a tax would incentivize better trash awareness.
- "Consider that the drop in the ""solid waste diversion rate"" for households has to do with the fact that households are doing a better job of only purchasing what they need or are recycling or reusing what they have through sources other than the City.
- What is being done to minimize the waste that is being generated by businesses?"
- Air quality is not great. Water is good though threatened by nitrite and sodium.
- initiatives are great, more needs to be done. Why aren't we putting the hundreds of tons of lake weeds harvested into a city biodigester to power our buses on clean renewable gas? Less pavement, less salt, more green spaces and buffer strips along the lakes. Good work on educating about leaves in the gutters
- Once ruined, our natural resources will be difficult to restore. Prevention and good monitoring are key. Working with the county and staving off the backpedaling patterns of our current Governor Walker regarding easing restrictions on agricultural waste/run-off are crucial.
- "Water quality is fairly poor.
- Is the city investing in renewable energy?"
- Green house gas emissions are also tied to affordable housing, transportation and urban development. Most people use cars in Madison we need to change this.

- The lakes are in horrible shape, not great for swimming. The geese & ducks don't help. Trees on city terraces have no relationship to the surrounding landscape or adjacent structures.
- That carbon emissions chart is troubling... do we know the sources? Are these cars, planes, homes, industry? Without that info it's hard to know what to do about it.
- I think the CO2 number has spiked because the share of the population driving into the suburbs for work has spiked in recent years due to unfettered growth at places like Epic. We're becoming too car friendly. Make people pay for street parking in the city, redo bus routes to make them more attractive and accessible, have tax breaks or something for biking or busing to work, etc.
- We are doing well in regards to keeping our lakes healthy, although we need to do more to encourage clean energy.
- What's with the solid waste diversion rate declining?! I wouldn't have expected that. Also, our lakes are pretty only from a distance. When summer comes and that algae overgrowth begins...
- agricultural runoff, eutrophication of watershed are major problems
- Close the loop - manure & compost for energy (Biogas) and you tackle Phosphorus, Waste Diversion and Fossil Fuel emissions.
- Continue to support the clean lakes initiative. Reinforce less perimeter development and more densification of the urban core together with key corridors, nodes and first/second tier neighborhoods.
- Downtown is basically a garbage can, always.
- I am a rower and I have noticed Lake Monona looked better this year. The algae bloom is a problem on our beautiful lakes. All connected to what is upstream too.
- I think the city's rules about salting side streets is perfect. However, being a regular swimmer in our area lakes, we can do more to improve the water quality. I would like to see more citations for leaving leaves in the streets (~50% of homes did it this past fall) and littering.
- I thought we were doing well in this until I saw the recycling stats. We need cleaner lakes. Most people I know including myself don't trust swimming in the lakes.
- In the last section we talked how important recreation areas were, so we must protect them for the people to enjoy. improvements could be made to protect watersheds through further regulations to prevent pollution, decreasing dependence on vehicles could help lower our greenhouse gas emissions, and stronger education could up our solid waste diversion rate. We see that we have the facilities to operate a proper composting and recycling program, but compliance from citizens is hard- we will only be successful in curbing contamination with behavior change
- Kudos for the attempt to clean it up. We need to keep moving forward
- Let's fix our lakes!
- Local efforts will become more critical as the state decreases its standards
- Love the Clean Lakes Alliance. Finally consistent messaging and attention on the lakes. Stop the sprawl.
- Madison has passed plan after plan saying we need to do a better job protecting our natural resources, yet we've failed to take the simplest steps to start moving in that direction. Stop using so much salt on roads... stop making it so easy for people to produce massive quantities of garbage... stop destroying healthy trees... stop expanding highways instead of improving the bus system. If we can't do these things, I don't see how we're going to transition to 100% renewable energy, save pollinators, or accomplish any of the other truly ambitious goals we've set for ourselves.
- more interconnected transportation options and revamped car sharing to reduce gas emissions
- Need to find a way to get people to stop using so much fertilizer on their lawns, or stop run off into the lakes.
- Our lakes have been and should always be a priority. It seems they have been getting clearer and that is good. lakeshore residential houses need to be controlled. I grew up in and still live in spring harbor and it is appalling the huge houses that are being allowed to be built here. the teardowns and



rebuilding are not good. I thought there were regulations based on the original footprint of the existing house v. the replacement but this does not seem to be happening.

- Really do something to make the lakes useable. Seriously, almost nothing has been done to improve lake quality in the past 20 years. Work to MAKE MG&E remove the obstacles to more homeowners take on renewal energy. Madison needs to force the hand of this monopoly to support our step into a renewable city.
- See the above graphs - not doing awesome at protecting our water or air. We have the opportunity to be a leader in this arena - let's seize it by utilizing the great brain power at the university and building strong public-private partnerships.
- Still not able to effect remedial measures for the lake problems of algae bloom and weed growth in the lakes. the lakes are our best feature and need to be a top priority.
- The bag your leaves campaign was successful, and I say this because I rent an apartment and don't have to worry about raking, and even I was aware not to just put leaves in gutters. I'd like more attention brought to the ppm of CO2, and have Madison try to be a leader in addressing it. Investing more into public transportation that people already want to see improved could be a good first step, and it wouldn't be starting from scratch.
- The city uses more salt on roads than is necessary. The need to be more proactive in the plowing of city streets. In addition, the city allows for exceptions for building next to natural waterways which is not ecologically friendly. I guess, money talks when it comes to city decisions.
- The lakes are incredibly polluted. You have to travel outside of Madison for any good water.
- The lakes need a lot of work
- This is crucial and needs to be a focus.
- this is most important to me. more education of public on why this is actually important - e.g. print "savings" on utility bills for having healthy trees in our city
- This is one of the more important goals. I hope we take very progressive actions regarding natural resources and climate change.
- too much crap going into our lakes
- Too much salt on roads, too much fertilizer too, too much other stuff.
- Water quality in the lakes is poor. I would support any action to improve the health and cleanliness of our lakes
- We need a city wide composting program. There are a few small business doing it, but the city should do it to decrease trash landfills .
- While I think it is important to use only the amount of salt we need on city streets in the winter to protect natural resources, I don't think it should ever be at the expense of public safety.

#### *Public Meeting*

- Climate change is a serious concern. Let's invest in solar! Let's conserve energy, etc. This is the #1 issue for me, and many of my peers. Cities have the biggest responsibility to act on climate.
- Continue transportation efforts. Would love to see community-wide composting.
- Great job at this, though I am always pulling the strangest junk out of the lake. Bikes, tires, traffic cones. I should start a blog.
- Keep an emphasis on creating and enhancing wildlife corridors.
- Lake water quality is still poor/mediocre.
- Link with alternative transportation.
- More solar & wind energy, better shoreline management especially w/ wealthy private landowners.
- Need better control of runoff into our lakes; areas of flooding in the city.
- Our waterways require ongoing attention.
- Water quality/water retention to avoid flooding.

#### *Planning Pop-In*

- The Natural Resources goal is very important!
- Glad to see emphasis on preserving natural areas in both the natural resources and parks goals *Board, Commission, or Committee*
- People may not understand/relate to the language “interconnected ecological systems.”

What else is missing regarding this topic?

- Affordable housing, equitable land use and development.
- A municipal carbon tax on utilities and fuel sales should be explored, as well as waste-to-energy facilities.
- A sense of urgency for making greener changes.
- A state and federal government that cares about these things and a willingness on the part of Madison residents-home owners and landlords, to let go of having pristine green lawns.
- a strong DNR.
- Addressing climate change, reducing air pollution and greenhouse gas emissions, and achieving sustainability.
- As aforementioned, we need our own biodigester so we can more sustainably manage our organic waste.
- city goals to reduce green house gasses and not just for city operations. challenge the community
- City should evaluate reasons for decreased recycling, and improve public transportation to suburbs to decrease commuter traffic, which increases greenhouse gases.
- "-Citywide curbside compost/food waste collection.
- -Access to municipal finished compost (this just went away a year or two ago, but I miss it already!)
- -Facilities to easily recycle unusual items, like shoes, batteries, mattresses, or fluorescent light bulbs. Lots of weird things are recyclable (or reusable) somewhere, somehow, and it would be great if Madison could provide a central collection point for those items: even if the city did nothing more than send them off (or sell them) to wherever they go, it would be a big step forward."
- Clean lakes. Our lakes are such a great asset, but we need to continue pushing regulation and innovation to clean them up.
- "Composting program or drop off site. Most of our waste is compost and recycling, very little trash.
- Could there be an incentive for not putting so much in the landfill? Or some kind of additional fee for lots of waste?"
- Conservation parks are getting increasingly degraded by invasive plant species. staff and/or budget is not being allocated to ensuring critical maintenance is performed to protect these areas (e.g. prescribed burning, invasive species control).
- Curbside organics collection, community solar projects.
- Easy city-wide composting!
- Education on recycling programs--what can be recycled, what cannot, how waste needs to be prepared so it is usable at recycling facilities, what items are eligible for curbside pickup vs. items that need to be taken directly to a facility or dropped off at a collection site.
- Goals of 100% renewable energy, net-zero greenhouse gas emissions, solar installations all over the city, energy efficiency, LEED certified buildings, curbside composting, environmental education in every school and facet of community life
- I think the issue may be at the state level. But Madison should do what we can to lead by example.
- I'm sad about the loss of so many Ash trees. Our neighborhood raised money to treat a couple of the trees shading the playground at Rennebohm Park. Planting diverse replacement trees is important, prioritizing areas where recreational activities need shade. I would like to see a change of attitude about natural lawns, instead of pouring fertilizers and weed killers on our lawns and having the chemicals head downstream to our lakes.

- It seems to me that there is not a concerted effort by all parties involved. Unfortunately, the DNR, was been crippled, so I don't know how much effect Madison and Dane county can have without the state's clout. Maybe more publicity about issues would make people more aware.
- It would be great to have a citywide compost service like San Francisco. There are private services already available (we use one) but folks have to pay for it - at least a rebate system would be awesome.
- Maintaining consistent funding to acquire or gifted land. Funding for cleanup of our water resources from our past pollution.
- More aggressive outreach w/ county farms to reduce phosphorous pollution. Lakes are GROSS in the summer.
- More emphasis on road salt/sidewalk salt reductions needed. More emphasis on non point sources of pollution to our lakes. Some of the outfalls for storm drains are nasty! Leaf collection in the city of Madison needs much improvement. People rake the leaves to the edge of the street and then they just never get collected. they just rot in a pile there and leak into the storm sewers.
- More emphasis on the protection of Madison's water.
- More information on how the public can contribute to the preservation of natural resources.
- More public transportation initiatives paired with efforts to reduce car traffic. I'd love to see more place that are easy to get to by bus, bike or foot but very difficult to get to by car. More options to reduce landfill waste and more efforts to reduce waste creation at business and reduce littering by the general public.
- More specific opportunities to encourage best practices in new construction.
- More water infiltration practices throughout our suburban neighborhoods (i.e., rain gardens, and other green infrastructure).
- Natural spaces and connection to the lakes are minimal. The spaces that I use are from other sources..EX: Arboretum, Picnic Point, Lakeshore path, Union Terrace. All managed by other entities. We are lucky to have them, but I don't see Madison doing anything to expand these types of amenities. I'm very glad that the access between Lincoln School & Lake Mendota remains; most of the natural resources are controlled by private parties.
- Need cleaner lakes
- Not a coherent regional policy for fighting invasive species.
- Our water quality in our lakes needs some real help. I know the challenge of runoff we cannot control, but I've heard there are barrels of old chemicals still in the lakes from prior manufacturing.
- Overall I'm very proud to be in Madison with all of the concerned citizens and leaders. I'm disappointed the County decided to expand the landfill rather than find better ways to recycle and divert waste.
- Provide composting services and rebates on composting bins.
- Providing better and more frequent communications to citizens.
- Renewable energy
- The city should do a study on affordable composting through waste management. We can work with local farmers and we have enough rural space to implement this.
- There should be more education regarding how we, as the Madison community, can participate in reducing our environmental footprint. There could be more benefits for people who choose to recycle and compost. There could be community/neighborhood education on how to eliminate or minimize your waste, encouragement for people to join community gardens and how to take steps to be more sustainable.
- This is a problem bigger than Madison and what is missing is the State (and probably the Feds, but I guess we'll see).

- Too much landscaping is being taken down for "development ", bike paths, city "access". We get more concrete with no creativity in the landscaping.
- Utilities generally don't do the right thing unless forced to do so. We should try to put more pressure on MGE to do the right thing. We also have a large number of houses built 50-60 years ago, who probably need a lot of things replaced (windows, roofs) that could be a ripe opportunity for upgrading energy efficiency. Similar to the toilet rebate! I know it would be expensive but even small incentives - properly marketed - might go a long way.
- We need a citywide compost program!!
- We need a community composting facility where people can bring their compostable materials and then buy compost for a small fee.
- We need to pay more attention to preserving and enjoying our natural areas including woods, wetlands, streams.
- We should try and stabilize or decrease our green house gases, and continue to decrease phosphorus and compost!!!!
- We're missing a sustainable, city-wide compost system. We should also find ways to plant vegetation that can divert phosphorus from the lakes.
- "Why are we doing less composting and recycling?"
- What can we implement to change the trend on greenhouse gasses?"



## AGRICULTURAL RESOURCES

Goal 11: Support the region's agricultural prominence with a strong food economy and access to healthful foods.

### What do you think of this goal?

#### *Online Survey*

- We continue to have food deserts where people are not able to get healthy foods. Healthy foods are not always affordable as they cost. There need to be more of a connection showing kids from farm to the table where kids can have a better understanding of where their food comes from.
- There is a large amount of food insecure individuals in Madison. The city has done work to promote farmers' markets and community gardens, but there is much more work to be done! Especially in South Madison and the Allied drive neighborhood.
- The selection of groceries near downtown/campus is quite poor.
- The stronger the community garden support system is, the greater the rewards Madison will reap from its gardens.
- Going right direction.
- Way too heavy on the GMO. We've always taken pride in our quality of food. Let's get back to that. We also need to be more respectful to the animals that feed us.
- Great farmer's markets and community gardens.
- I think we are better than most cities, but I have been waiting for 3 years for a plot not even in my neighborhood, too long.
- How big are the waiting lists for garden plots? The NE side looks really short on farmers markets.
- If climate change continues, we may need to depend on these gardens for our food!
- This is a key area of pride for Madison. Wisconsin has amazing agricultural resources and our city has incredible farmers, chefs, and foodies. It has put us on the map, and I think it's important to continue cultivating these aspects.
- I love the farmer's markets and Willy Street Co-op.
- Madison leads the charge on this one.

- Every thriving city needs a thriving green belt around it. Except we are surrounded by mono-culture like every state in the Midwest. nothing special here. The local produce comes from within 50-100 miles from town, scattered specialty crops like CSA and Farmer's Market catered to the privileged that can afford it. Madison has some of the country's best community gardens. Very proud.
- The eastern side of the Isthmus, while likely not a food desert, does not have as much access to grocery stores and markets as the western side seems to. And what we do have are places like the Willy Street Co-Op, which is largely unaffordable to many.
- We do alright in the hippie stuff like community gardens and organic co-ops but really terribly in basic common-sense stuff like stores where poor people who work 2 or 3 jobs can buy food.
- Farmer's Markets are fantastic and local food scene is incredible. SO excited to see what happens at Garver Feed Mill renovation.
- Community gardens, while a plus for individuals and groups who utilize them, are not a true answer for all citizens' healthy foods needs. Madison's climate, the additional expense accrued by providing most food this way, and personal food preferences are barriers to this being the total solution. Multiple, distributed food pantries are incredibly helpful to especially those living on a limited income.
- We still need more community gardens and orchards.
- I love my farmers market! I wish there were more indoor, winter markets as well as the diversity of summer markets. Madison could probably use more grocery stores and fewer fast food restaurants. There are areas of town where demolishing fast food chains to make room for more healthful food carts would be a wonderful change.
- An east side public market isn't going to make a bit of difference and I feel quite resentful about the money I'll be helping to pump into it many years into the future.
- "Anything that makes it easier for people to grow their own food in their backyard would be worthwhile. Ideas:
- -Rethink any chicken-keeping restrictions (I don't actually know anything about Madison's rules, but I have lived in other places with unnecessary restrictions). It should be legal for people to keep at least 4 chickens (4+ is necessary for overwintering them, I'm told), provided they have adequate backyard space for humane living conditions (ask an expert what that might be), their landlord's permission, and their neighbors don't complain.
- -Do we have any restrictions on growing vegetables or gardening? I hope not. I am a big fan of letting people do whatever they want with their yard as long as it is not environmentally damaging or somehow unsafe for others. We should especially rethink any restrictions on front-yard gardening that are tied to the idea that it might reduce neighbors' property values. That's really not very socially responsible.
- -Is it easy to test your soil or find out if it is likely to be contaminated? Let's make sure it is. If I lived somewhere with a yard, that would be the first thing I'd do before eating anything I grew. This is a city, after all, with a history full of gross chemicals and untreated sewage."
- As far as I know, Allied Drive is still a food desert. This is an outrage. Madison needs to be willing to forgo enough luxuries to make sure that everyone has real access to reasonably healthy food. Let's not get caught up in the organic versus non-organic debate or the omnivore/vegetarian/vegan debate when some of our people have no way to buy eggs or milk or oatmeal or cheap cuts of meat/chicken or apples even though they might be grown with pesticides. When I see what is served on the weekends at the Family Shelter or in free/reduced school lunches, I want to cry. So much sugar, so many carb-heavy food, so little protein. Again, I'm not talking about which latest diet fad is the best, I'm talking about children who are too often not getting enough of the basic foods needed for adequate growth of minds and bodies.
- City should continue to support and promote community gardens.

- Community gardens are good for so many different reasons and should be publicized, funded, and encouraged. a good garden is a good community builder.
- Every community garden in the city has a waiting list. What are we doing to address this demand?
- Finding affordable and healthy foods is nearly impossible in some neighborhoods. I can't imagine what it would be like to grocery shop without access to a car.
- I would love to make sure that plots are available for more schools and for more places of business-- perhaps in or near business parks, police and fire stations, libraries, and more. Especially in low-income neighborhoods or near places frequented by low-income families, such as homeless shelters and YMCAs/YWCAs, etc.
- I would love to see more community gardens in Madison. If every city park had a small number of plots allotted to it, gardening and growing one's on food in Madison would gain enormous visibility and could empower the food insecure, especially in areas with more low income communities. I think there would need to be garden education offerings so that people feel it is accessible to them.
- If this is important to the city, than every city building, especially city sponsored housing units should have a garden space requirement for each unit. This would preserve GREEN space, make people more responsible for their own food and provide healthy food for families.
- Keep it up - these fresh, local resources should be available to ALL and easily affordable. We have awesome farmers!
- Land is scarce and often prioritized for other uses than gardening. Think strategically how other types of gardening may be used (rooftops?). Prioritize restaurants with a commitment to local healthful foods, education programming to share the urgency for eating fresh and local. Community gardening a great way to maximize space and provide resources while building and strengthening community
- Local!! Self produced!!
- Love the north and east side food and market emphasis. love the community fruit trees. good work on with the food cards in local neighborhood parks.
- Low value, low pay, high risk.
- Madison has a reputation for eating healthier than other WI cities.
- Make it easier and support more community agriculture in public spaces.
- more affordable foods and community farmers markets in underserved areas
- More urban agriculture. More neighborhood bodegas. An area food hub that farmers can bring into for distribution.
- The community gardens are amazing to take part of, but many people cannot join because of the cost. Is there a way to minimize cost or provide free community gardens or help neighborhoods implement their own community gardens?
- The East Side has limited grocery store access.
- The map above is missing the north side farmers market I think.
- The opening of Willy Street Co-op in the North neighborhood was a good start. If a new grocery store, such as Woodman's, can't go in to the same area, could there be a way to start a shuttle from a common area to Woodman's or Hy-Vee? The co-op is trying to keep prices low, but it's still unfamiliar to many people.
- The waitlists for community gardens are too long. We need more in more areas. They are such a good healthy resource for neighborhoods.
- There are fewer options on the east side of the city
- This is awesome! Keep up the good work!
- This is one area where Madison shines!
- We are doing better, but we can do more.

*Public Meeting*

- Access to food is very important but I'm not sure about the city's "food economy" as a top priority.

- Co-ops & public market accessible to communities of color.
  - Could be a regional hub!
  - Fresh produce is not available easily city-wide - some neighborhoods are not served with easily accessible, affordable grocery choices (looking at you, North side).
  - Good but could do better w/ community gardens. More gardens, less dog areas/dog parks.
  - Grocery access for low income neighborhoods.
  - Hard to get to the grocery store by bus.
  - Local food - yes, big ag - no. We have food deserts. For people without cars it is a major challenge.
  - Not that I'm participating but I like to see others doing so.
  - Support public market & healthy food for all Dance County to avoid food waste.
  - There are food deserts.
  - Those from low-income neighborhoods do not have access to affordable healthy foods. There are food deserts in Madison & we need to address this!
  - We have food deserts in Madison but Madison tries to remedy this. Mayor Soglin cares about this. Don't take agricultural land!
  - We're doing well with community gardens; more poorly in distribution with groceries.
- Board, Commission, or Committee*
- Would like to revise the name of Agricultural Resources, maybe "Agricultural & Food Resources"
  - The Ag Resources topic seems to need two goals—split #11 into two goals
  - should say "access to healthful and affordable foods"

What else is missing regarding this topic?

- Affordable healthy food choices, grocery stores in areas that do not have them such as Allied Drive area.
- A full service grocery store within a few miles of every neighborhood. Access to community gardens - many have long wait lists!
- Affordable groceries near campus/downtown. Stronger connections between local groceries and local agricultural producers.
- Area farmers need to be encouraged to move away from raising animals and relying on animal products for their income, as these are not sustainable food sources. As much support as possible should go to the raising of plants for human consumption.
- Do farmers have the tax relief they need to stay in business? Should the city subsidize some of the lands outside the city border?
- equity for food quality and access across different parts of the city
- Good natural foods with no GMOs and humane treatment of our animals sources
- Great farmer's markets and community gardens, but could always use more.
- I didn't know there were community gardens a 10 minute walk from my house, and I've lived here 5 years.
- I think more gardens and gardening support for new gardeners; also how do we figure out how to ask for a garden in our neighborhood?
- I think your map is wrong regarding grocery stores. Small stores like Regent St Coop & Knocke's on Old Middleton road are not shown. Perhaps a map showing large groceries in one color and small groceries in another would be more appropriate. I'm not sure counting Walgreens as a grocery store is correct, but it is a place to buy Milk for folks who have to walk or take a bus.
- Involving every grade school and high school student. They may need to know how to grow their food.
- Keeping chain restaurants out of the city.

- Madison's focus on local agriculture and food economy, long winter season, and underutilized industrial sites make it a perfect candidate for vertical farming. The city should actively solicit vertical farming operators to establish a site within the city.
- Making sure agricultural / rural residents of the state feel welcome in Madison.
- Maybe an event to educate people about local farm to table, community gardening, farmshare opportunities?
- More access for low income communities.
- more community gardens and education on why garden and how to garden
- More diversity and less mono-culture. I doubt Madison can change that model. Need more industrial hemp to provide crop value for farmers. No subsidy would be needed like corn for ethanol.
- More processors that will aggregate local product, chop, freeze, and package source-identified goods. This is critical for schools, hospitals, and other institutions to be able to access high quality produce, support their local agricultural economy, and be able to buy these products year-round.
- More urban agriculture and rooftop community gardens please!!
- Not much
- Places where normal people can buy food. Rather than incentives for hotels, throw down a few bucks for somebody to put in a grocery store.
- Recycling food waste and finding ways to reduce food waste.
- So much located centrally, need to broaden the scope. More community gardens access and a program to teach gardening.
- Southside needs access to healthy food. The public market should have went there instead of East Wash. I think the Willy St. Co-Op's move to the Northside was great for that neighborhood and would like to see something similar happen in the Park St. area.
- Stop with all the regulations
- Support distribution of affordable, locally grown food items to an increased number of convenient locations throughout the city/county.
- The Northside Farmers Market is not on your map.
- With a community so able to support grocery stores, markets and gardens, it would be great to see more good food options move away from downtown. Particularly the food carts, that have been able to make such good use of readily available local food supplies, would be welcome in more areas of town.



## UTILITIES AND COMMUNITY FACILITIES

Goal 12: Have efficient and reliable public utilities, facilities, and services that support all residents.

### What do you think of this goal?

#### *Online Survey*

- No issues with water, schools, or community centers. I do however have huge concerns about MG&E. We pay the highest rates in the state, not sustainable, no more credits for solar back into the grid... we can do better.
- Great news on our water usage. Education is key!
- The cost of utilities have increased yet the income has remained stagnant. We also need to have choice in utility companies.
- Madison Water Utility is doing well.
- I love that Madison replaced its lead pipes long ago.



- Costs keep going up since they're all monopolies. People are cutting back to the point where it isn't healthy
- Our water seems expensive. We have great parks shelters.
- "Is water use decreasing due to things like closure of Oscars? Glad Madison was proactive in lead pipe removal. Concerned about infrastructure maintenance. Are water main breaks increasing?
- Very impressed with services at Lussier Center by Memorial HS, Goodman Center, Warner Park etc. Could school buildings be used more for MSCR programming?
- Love our libraries!."
- I hope that Madison will continue to preserve its natural resources and especially its water.
- "I didn't know we are using less water. That should be publicized, it's a good thing!
- It's kind of hard to lump schools in with water usage."
- I already completed the above rankings at an in-person session.
- I would like us to build a municipal broadband service that provides better value than the current offerings.
- this is a big part of what makes Madison a great place to live
- Nice job taking led out
- "Safe water is being supplied and monitored well.
- Electricity and gas are being provided reliably."
- "We're still putting phosphates into the lakes.
- And the DNR's authority is being diminished."
- The water situation looks good but could be better. the electric and gas use needs more attention - recognizing that that requires cooperation and goading of the local utility to do better. MGE needs to develop specific annual goals for less carbon, less fossil fuel and more conservation. Their current 2030 framework (not a real plan) lacks specifics and has only minimal interim goals
- Is the data above showing less consumption with population due to closing industry? Or actual conservation? Or both? Are many new residents high-rise dwellers with no lawns to water? Treating Wastewater is a revenue stream that pays bills for the city. MMSD is actively soliciting for waste sources to treat. Who benefits and who pays?
- Madison has the highest electric rates in the state and some of the dirtiest power, with about 70% coming from burning coal.
- I am very happy to see that we're using less water per person! Whatever is driving that, keep it up.
- The campus buildings are nicer and better furnished than other campuses in the country.
- We have great utilities, libraries, schools, and community centers! Worth every penny of my tax dollars!
- Not sure why utilities and community facilities in same map. Do you mean wells?
- This is so important. And so good to see. Let's keep this trend going!
- The ATC power lines along the Beltline are an eye-sore. Let's promote more underground utilities.
- Citizens that strive to save resources by decreasing the utilities they use should not have to face cost increases by utility companies. I would also say that the community facilities listed could have a broader scope- the parks, community gardens, etc can all be considered community facilities (not just schools and libraries), if we broaden what this means and share it with community members they may feel more connected and feel that resources are more accessible
- Do we have glaring problems like lead in the pipes running to Section 8 housing or poor single-home neighborhoods?
- Don't know much about this. Keep investing in sustainable, renewable energy.
- Force MG&E to remove obstacles for self motivated home owners to get on renewable energy. Pathetic that rates continue to go up just for access.

- I've never had a utility outage since I moved here. But a number of city employees who are supposed to serve residents instead go out of their way to antagonize residents.
- "Keep up events like shower head give-away!
- enact rules for landlords to address wasted water issues - e.g. dripping, leaking - provide more incentive for renters and/or landlords to outfit houses to use less water"
- lawn watering ban if there isn't one in place during the summer
- "Love our libraries and community centers.
- Thank you for changing the rates so those who use less are charged less per gallon. If we are making an effort to be sustainable it's nice to get a reward and have some help."
- We are so lucky to have a good groundwater supply here in WI. And the libraries are great!
- We can do even more to conserve water with a major conservation campaign by the Water Utility and community partners. We could offer more educational programs and apps to utilize the electronic water meter information.
- We need to really focus on clean energy. MGE offers wind power but a lot of people don't volunteer to sign up since they don't see in immediate personal benefit to the increase in costs especially low income. Maybe we can give tax credits for households that use wind power. It would increase investment in wind power which in turn would bring the cost down significantly and reduce pollution substantially. Maybe we could then get rid of the signature part of our skyline - T the power plant.
- We should have a facility like the Milwaukee urban ecology center!

#### *Public Meeting*

- City wide maintenance.
- Does this include internet access?
- It feels more outdated facilities.
- Libraries are great.
- Low score because Madison is not renewable energy friendly. Especially not individually owned solar energy by citizens. Sustainability!!
- More robust system of community centers is needed - & should be within walking distance.
- Police stations & fire stations properly situated & sustained is very important. Libraries are great!
- Protect water supply. Yard fertilizers.
- Public utilities that utilize clean energy is VERY important.
- Return MGE to a publicly-owned utility. More solar & wind power generation. More runoff management.
- Schools should be more prominent as a community resource.
- So proud of Madison's past action to replace lead pipes.
- Transit access increased & improved bike lanes on S. Park Street. Biking on the street is scary. People & their kids have to bike on the sidewalks.
- Utility costs keep rising for low income people who cannot afford their rent, much less pay their utility costs.

#### *Planning Pop-In*

- People with young children move to good schools – how do we change perception so that people don't move away from the Northside?
- Regarding community facilities – this is VERY important in terms of how many residents we are expected to add in Madison by 2040!
- There's a huge gap in police and fire service on the Northside
- The plan should also address access to internet and technology in the community facilities section

#### *Board, Commission, or Committee*

- Could include: police, fire, hospitals, clinics

### What else is missing regarding this topic?

- Again, issues at the state level. PSC is not in the service to the public any longer.
- Can anyone tour our water sanitation system? My husband did a tour and said it was amazing.
- Choice in utility companies, cheaper utility.
- community engagement
- Curious to see if the CP will include working with MGE. Also, is telecommunications in consideration (broadband, fiber, etc.). Even though both of these are in the private sphere - both are utilities that community members need to thrive.
- Electricity costs here are very high. Our brand-new apartment building has little insulation and no double-paned windows which is ridiculous -- more emphasis/tax breaks for LEED certified buildings would be great.
- Fair and responsible pricing.
- Gender neutral bathrooms
- "Hoping we will REALLY get a homeless day shelter after years of trying to site & open one. I want adequate & affordable housing, but I expect there will always be some need for homeless service. We need to provide for those in trouble - public toilets, storage, shelter. Don't criminalize poverty.
- There seem to be fewer drinking fountains than there were years ago. I'd suggest along bike routes/trails, in parks."
- I am not sure.
- I don't know enough about the school system to comment. Is enrollment rising or falling? What's the pupil count 10 years from now? Do we then need more or less schools?
- I hope that as the planning gets more detailed, that Education and the facilities for education become more of a focal piece, since they can be neighborhood/community hubs.
- I'd love to see citywide fiber internet.
- Internet options are terrible--service is bad, inefficient, and too expensive for middle and low income families.
- Internet should be classified as a utility, and the Charter/ATT monopolies should be diluted to include cheaper alternatives.
- Making better cross-functional use of community facilities. We do not always need to build new - let's coordinate and leverage what we have first.
- "MG&E's primary strategy for moving to clean energy has been to transition from coal to natural gas, an improvement but not actually a clean energy source. The city should continue to work with partners to increase clean electrical generation and begin investment in energy storage infrastructure.
- Heating via natural gas should also be improved. As energy generation moves to cleaner sources, the city should invest in district heating for the downtown area."
- MGE, in needing to serve their shareholders and limited by PSC, is not responding adequately to community requests for eliminating reliance on fossil fuels quickly
- More green infrastructure
- More renewables. We're still running a carbon-based energy system, and there is less and less need for that these days.
- municipal broadband service
- Municipal broadband, cleaner water
- Need more competition for MG&E
- Need to consider municipalizing our electric utility for cost containment purposes
- Neighborhood education on recycling, conservation and ecology practices to continue to increase our clean up.
- New communities must have access to all the great things the rest of the city has, and old communities must not be forgotten or allowed to languish.

- Not much
- Public fiber internet
- Rate increases continue in spite of the fact that they do not seem to be indicated other than that they are monopolies and can do so. Comparisons with nearby states' rates put ours in a bad light (Pardon the pun.)
- Start a campaign to get homes and businesses to wean themselves from the insanity of green lawns. Have people grow herbs, vegetables, flowers, anything but grass! And teach them how to do it with minimal or no use of pesticides and herbicides.
- Taxpayers should not have to pay for water main issues, regardless of where they are on their property.
- The city need to get after MGE in a bold way to make sure that the future of our air and health is where the citizens of Madison have expressed they want it. MGE knows what their customers want but has not acted with the appropriate speed.
- The Utilities are not sustainable. We continue to draw down deep wells and discharge to rivers. We continue to rely on coal power, while cleaner sources are available. Madison could have had a locally grown biomass powered Charter Street location, but chose natural gas out of short sighted convenience. We have very limited time to turn the ship on climate. The utilities and the city need leadership and response to the demands of people who want a future for their grandchildren.
- There is no mention of combating climate change or getting to 100% renewable energy, which is imperative.
- There should be another community pool--at Warner.
- "We have all these rooftops that are just wasted space. Let's incentivize rooftop solar development, co-op systems, or any other renewable energy idea. Maybe we already are, but I think we should do more if the city can afford it.
- In general, Madison should do anything it can to encourage the generation of renewable energy within the city limits (as long as it doesn't cause problems for neighbors), to incentivize MG&E to produce more renewable energy, and to reduce (maybe subsidize?) the cost of renewable electricity. In addition, any effort by city-owned buildings to reduce their carbon footprint would be worth it: even if they cost more up front, most such efforts pay off in the long run, and the city should set an example for local businesses and residents."
- We need larger nicer senior centers with more programs/activities/events/clubs like in other areas in the country.
- We need more community centers because the demand for their services has far outstripped the supply.
- We're missing a sustainable, city-wide compost system.
- what is the hybrid model for libraries and community centers that be located in under-resourced neighborhoods
- What's the status on using solar/wind power for electricity in these facilities?
- "Wi-Fi and fast and affordable internet as a public utility throughout the city.
- Upgraded water & sewer lines.
- Water use that doesn't draw down or pollute our water supply."



## INTERGOVERNMENTAL COOPERATION

Goal 13: Collaborate with other units of government to improve efficiency and achieve shared goals.

### What do you think of this goal?

#### *Online Survey*

- The relation with the adjacent towns seems adversarial. Why did the Mayor insist that the transition with Town of Madison be moved up?
- Many organizations are being told to do more collaboration in an effort to receive funding and to ensure that they are meeting the needs of the community. I think the city of Madison and other government units should also practice this in an effort to meet the needs of the people they serve. For example, the town of Madison and the city of Madison should collaborate more particular around transportation as well as the city of Fitchburg and Madison, Middleton and Madison around transportation issues. I also think the city and elected officials should collaborate more instead of always fighting.
- More is not always better.
- I'm not sure
- Dane Co is convening a regional climate change action council.
- It seems to me that we have a lot of duplication of services. Could we save money and thereby be able to afford more services if we had more cooperation? Do we cooperate more or less than similar areas across the country?
- Suburban towns (Middleton, Sun Prairie, Fitchburg, Verona, etc) appear reluctant to participate in regional planning for transportation, schools, natural resources; instead, appear to want to compete with the city for people and \$\$
- I don't know how Madison is doing in this regard.
- We need to have regional governance.
- good work with flood control, WW treatment, schools
- Could be better about open data for public to use. Should work with Dane county government to make area feel more coherent.
- There continues to be a lot of friction among the city, county, and state especially regarding who will fund what--road construction and repair being one glaring example. Egos seem to get in the way and delays often occur and, with Governor Walker posturing to run for a third term, I despair that anything which could possibly increase taxes or alienate the voters will be accomplished.
- The mayor of Madison and the county executive need to talk to each other.
- The growth is good on the west and east sides.
- I don't know how we are doing. I'm glad to see Town of Madison will be going away.
- Madison needs an urban growth boundary and we need to let citizens decide that not developers. We need a plan to evaluate the borders of our city and the surrounding area. All of these communities are now bleeding together without regard for how we can work together to evaluate public transit, infrastructure repair and overall planning.
- Madison must set a good example of how communities can work together to make things better for everyone.
- "Building a compact, urban environment should be prioritized over expansion into open, rural spaces. We should also prioritize small-lot or multi-family homes over sprawling subdivisions.
- Improving our existing infrastructure, if it can be done without 'gentrifying' or otherwise displacing low-income people, should also be a priority. We need to focus on creating a well-planned, densely-settled, high-quality city with the space we have.

- Human population trends suggest that we may reach a global population peak in the next century or two, and our population may even begin to fall after that. I don't know what that means for Madison, but let's plan our city keeping in mind that our population may not grow indefinitely.
- A sustainable future for our planet depends on creating an economy that is not based on infinite, unending growth. Let's plan our city around the belief that a stable population, and a stable economy (as in, not continuously growing) might be possible and desirable.
- Caveat: I'm an ecologist, not an economist. I understand that such a future must exist, but I don't know anything about how to get there. I just know that traditional economics doesn't have the answer, because traditional economics depends on continuous growth."
- CARPC doesn't seem to be a very strong organization with this. Public transit seems to be a good way to foster regional collaboration.
- "Given the current governor and state legislature, this is an uphill battle.
- At least we can work with Middleton, Fitchburg, etc."
- I can't understand the weird borders of these little townships. Maybe there need to be a plan to clean up the borders and look at incorporation into either themselves or Madison.
- I do not know how to rate this correctly because I'm not familiar with these collaborations and relationships with neighboring towns/cities.
- I don't know anything about this!
- I don't know too much about this issue
- I love this survey. I love when the city asks people and host discussions/focus groups with the community.
- I would really like to see Madison absorb the town of Burke. The north east side is growing and Sun Prairie is a community Madison should strongly partner with as development continues. There is a sense of 'white-flight' from the east side of Madison to Sun Prairie; absorbing the town of Burke would eliminate that perceived boundary and hopefully allow for more collaboration with Sun Prairie.
- Madison is actually resource rich, but a lack of collaborative action at times impedes effective stewardship.
- Madison is becoming more like the Milwaukee Metro area and needs to establish a strong presence as a leader in establishing cooperative networks with the surrounding cities.
- Madison loves to play the blame game, especially when people they don't agree with politically are in the majority in the state government. People need to identify things they agree on and work together instead of posturing and playing political games or doing absolutely nothing until their party gets in power again. Too many egos, way too much politics at the cost of letting people suffer or fall through the cracks. There's a public official that still blames Ronald Reagan for his staffing issues. Reagan hasn't been the president for almost 30 years and this official lives in one of the most liberal cities and counties in the country. You'd think he and others could've helped fix the situation over all those year, but instead he complains to anyone who will listen.
- Madison should make sure it has a representative on the intergovernmental planning bodies for the school districts outside the city that serve some areas of the city. The quarterly meeting are good places to learn about development activities along the city's edge
- Rarely have I ever heard of cooperation between the two. If it is happening it would be nice to know.
- Sounds good on paper but best of luck achieving this one. It will be difficult
- Stronger connection between neighboring communities will help improve efficiency and allow municipalities to learn from each other and grow together. In a time of cuts and setbacks, working together and pooling resources in needed more than ever.
- The acrimony between city and county is embarrassing for Mayor and County Exec. Leave the ego at the door. Figure it out. There's too much at stake to let this slide. It needs to be a priority.

- The different communities in our region feel very siloed. However, a lot of that can be contributed to the fact that our rightwing governor and state legislature continue to make it a goal of theirs to stop any cooperation among the communities of Dane County, particularly in regards to regional transportation.
- Yes to leveraging the greater Madison region to accomplish our goals. We're all in the same watershed and CO2 doesn't care where the boundaries are drawn.

#### *Public Meeting*

- Are UW, MMSD & others involved? Seems pretty important, e.g. HS grad rates by R/E; UW retaining faculty of color.
- Coordinate w/ the school district so they know how much growth to expect.
- Good luck with the state.
- Need more county, neighborhood & city coordination. Normally would add state, but current policies prevent any productive collaboration.
- Need to also collaborate w/ nonprofits, community leaders, or businesses to improve efficiency & shared goals.
- Seems weak but not sure what's actually being done. Need to do better job communicating w/ residents about what you are doing & how.
- The city & the County & suburban areas should do deeper collaboration for common good.
- When Madison and Dane County work together, good things happen! Efforts such as this are paying off in developing affordable housing, although the pace is too slow for the need. Planning and Civil Rights Departments must be involved in the development of affordable housing and see that low income, minorities, and people w/ disabilities have fair opportunities to have affordable housing. Ex: CDA & DCHA work together on revising screening criteria for renters to give them a second chance.
- When other units of government aren't work with well I can see some goals reached inefficiently.
- Yes! Make a dynamic hub. The DMV is such an amazing metro because you can live in MD, hang out and work in D.C., and settle down in VA.

#### *Planning Pop-In*

- We need to coordinate with CARPC and the County for this process

#### What else is missing regarding this topic?

- city and county relationship
- Collaboration with the Madison neighborhoods is lacking.
- Communication and dialogue.
- Create a real Regional Transport Association for better cooperation on transit and to receive federal funding.
- Funding and seeking of reuse of facilities, buildings, etc. that can reduce growth further into land use.
- I'm not sure
- Intergovernmental agreement to collaboratively address climate change and improve energy system planning. Intergovernmental energy districts to fund improvements in efficiency, resiliency, and renewable energy.
- "Is part of the problem that too many of us in each community have a ""We are best"" attitude? I taught in the MMSD for 35 years. During that time, the District suffered from, ""We don't have anything to learn from other districts"" and so we were constantly reinventing the wheel, as an excellent principal of mine used to say.
- All the problems we face are complex. We are not any more intelligent than the people who were here before us-if these were easy problems to solve they wouldn't be problems anymore. We all need to make a sustained effort to keep egos and career aspirations and NIMBY and eagerness for more money in check. I once attended a meeting of the Homeless Consortium. The number of government

and NGOs there was astonishing to me and there was such tension and arguing that I never went back. Maybe that's improved a lot, I hope so, but, given Madison's track record of arguing, arguing, arguing, probably not. Even with this survey, who are you folks? How many other groups out there are either running their own surveys or will be willing to listen to the results of this one?"

- Madison and Dane County need to get over their historical animosity and cooperate!
- Madison should be more actively partnering on resources, planning, transportation. This comes from leadership at the top, which is sorely lacking in executive-level coordination. Then this needs to penetrate down through city staff.
- Mandated or incentivized regional planning
- Maybe some information.
- Merge!
- More evaluation of joint services with surrounding communities
- not knowledgeable
- State does not all effective regional cooperation in transit.
- The bus system needs to keep up with the land growth.
- Too much tension and friction between city and county.
- Transit planning in a regional model
- Transportation between regions that isn't car-based.
- Transportation issues - low income residents of Madison being able to reach suburban job sites.
- Urban growth boundary, cohesive public transportation between all areas.
- Working together takes time and personal effort. People who take on these jobs must be rewarded adequately or the job will not get done.