

# Goals Revised and Reorganized (April 2017)

The Imagine Madison goals have been revised based on feedback gathered from the community during Phase 1 of the project. The goals are now organized into six themes or “buckets” to reduce overlap between topics.

## FORM & CONNECTIVITY

- Madison will be comprised of compact, interconnected neighborhoods anchored by a network of mixed-use activity centers.
- Madison will have a safe, efficient, and affordable regional transportation system that offers a variety of choices among transportation modes.

## NEIGHBORHOODS & HOUSING

- Madison will be a safe and welcoming city of strong and complete neighborhoods that meet the needs of all residents.
- Madison will have a full range of quality and affordable housing opportunities throughout the City.

## ECONOMY & OPPORTUNITY

- Madison will have a growing, diversified economy that offers opportunity for businesses and residents to prosper.
- Madison will have equitable education and advancement opportunities that meet the needs of each resident.

## CULTURE & CHARACTER

- Madison will be a vibrant and creative city that values and builds upon its cultural and historic assets.
- Madison will have a unique character and strong sense of place in its neighborhoods and the city as a whole.

## GREEN & RESILIENT

- Madison will be a leader in stewardship of our land, air, and water resources.
- Madison will have a model park and open space system that preserves our significant natural features and offers spaces for recreation and bringing residents together.

## SERVICES & FACILITIES

- Madison will have efficient and reliable public utilities, facilities, and services that support all residents.
- Madison will collaborate with other governmental and non-governmental entities to improve efficiency and achieve shared goals.

Each goal will be examined through each of the four following lenses:



Equity



Health



Sustainability



Adaptability