



# Imagine Madison

People Powered Planning

Kickoff Community Meeting  
December 5, 2016

Welcome!



# OUTLINE

Project background

Why is this important?

Your feedback on draft goals and data

What's next

# Clickers – Real Time Polling

- Push orange button to turn on
- When poll is opened, choose response with A-E buttons
- Display will show a “v” when your response is received
- You can change your answer until the poll closes



## Troubleshooting:

- Display says “Closed” – Poll is closed
- Clicker isn't working – Push power button to turn off; turn on again
- Clicker still isn't working – push and hold power button for two seconds, then press A twice to reconnect to receiver.
- Clickers turn off after 10 minutes; Push power button to turn back on.





The sign at the Central Library includes what form of punctuation?

- A. Question Mark ?
- B. Exclamation Point !
- C. Parenthesis ( )
- D. Quotation Mark “ ”
- E. Hyphen -





How did you get to tonight's meeting?

- A. Car
- B. Bus
- C. Bike
- D. Walking
- E. Other



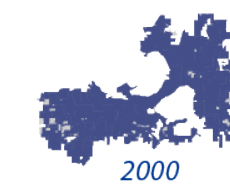
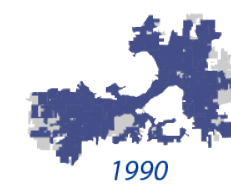
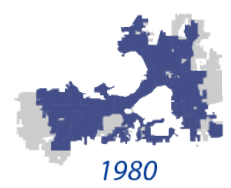
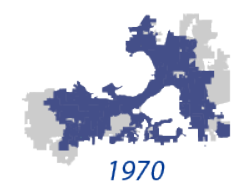
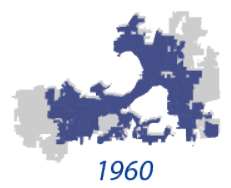
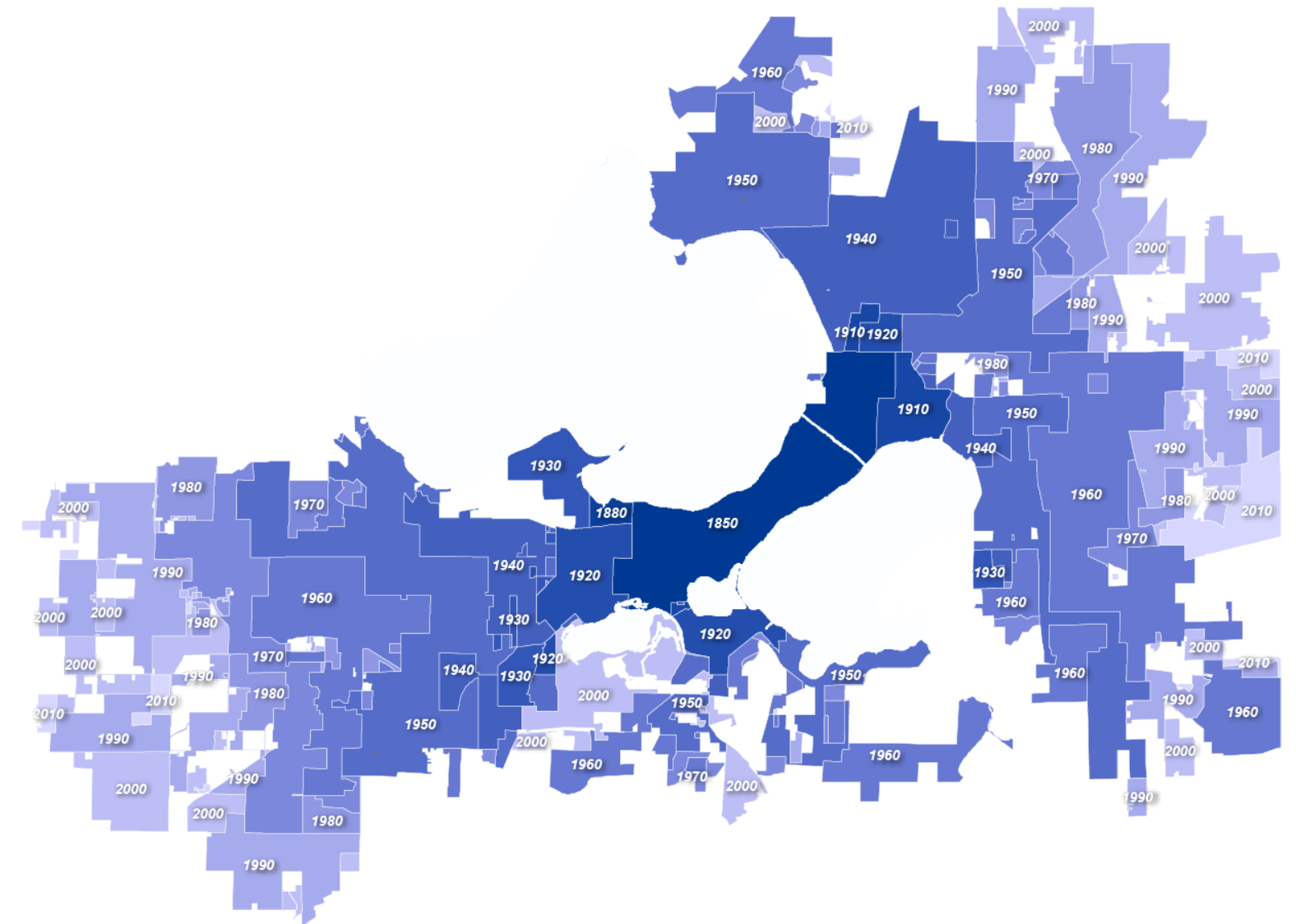
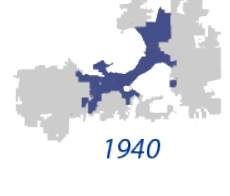
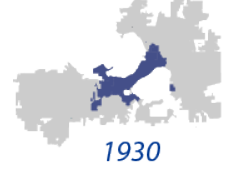
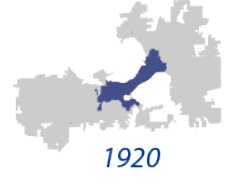
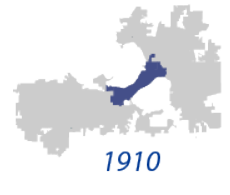
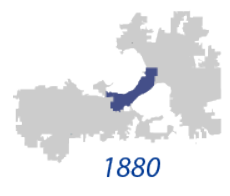


# PROJECT BACKGROUND

# What is the Comprehensive Plan?

- 20-year vision, 10-year focus
- Guides decision-making & investment
- Central organizing plan for other City plans







# Comprehensive Plan Elements



Housing



Transportation



Utilities & Community  
Facilities



Agricultural, Cultural, &  
Natural Resources



Economic  
Development



Intergovernmental  
Cooperation

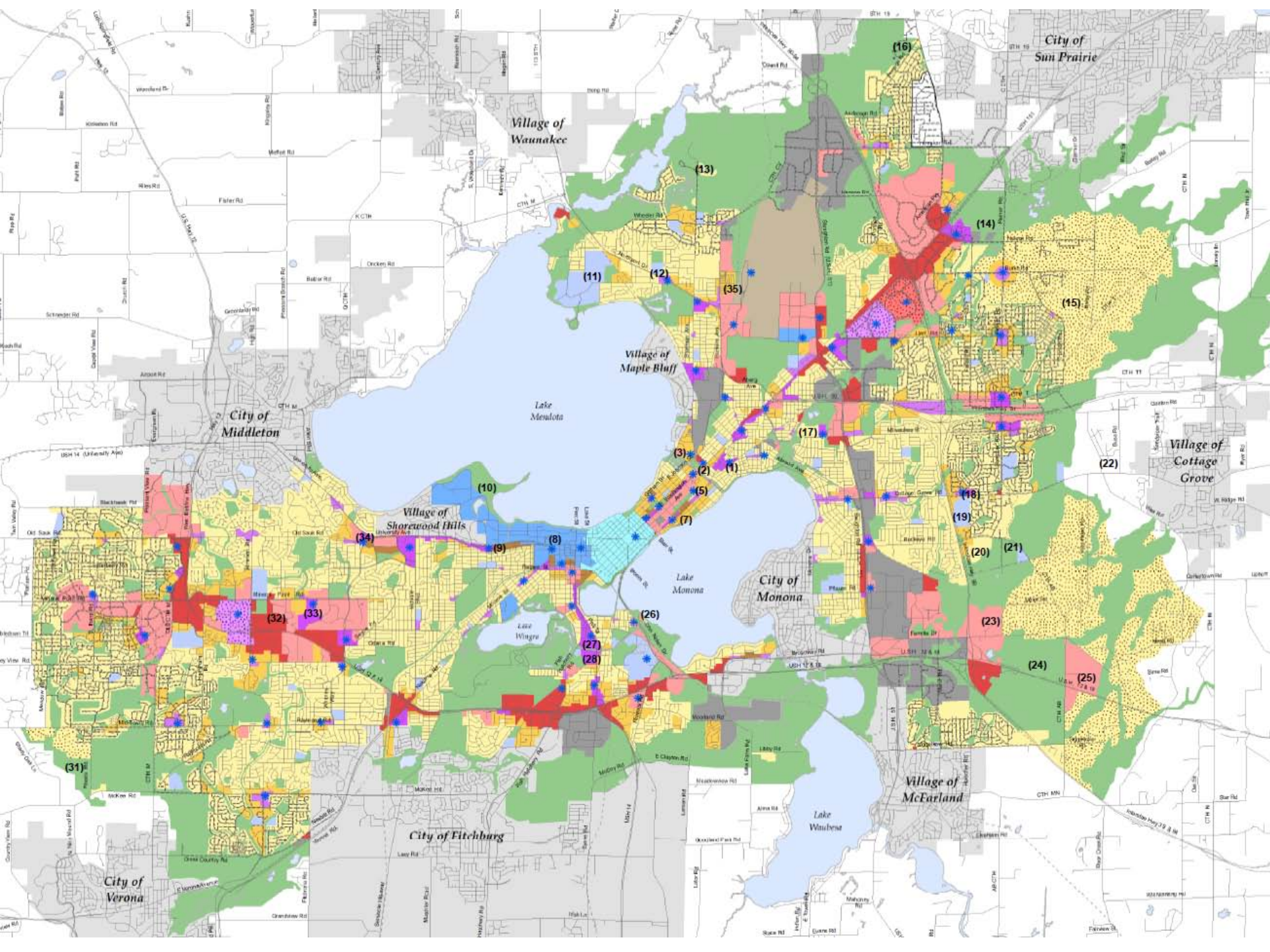


Land Use



Implementation





# Why is the Comp. Plan important?

How can we make housing more affordable?

What can we do to improve racial equity?

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

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



# Guiding Lenses



Equity



Sustainability



Health



Adaptability





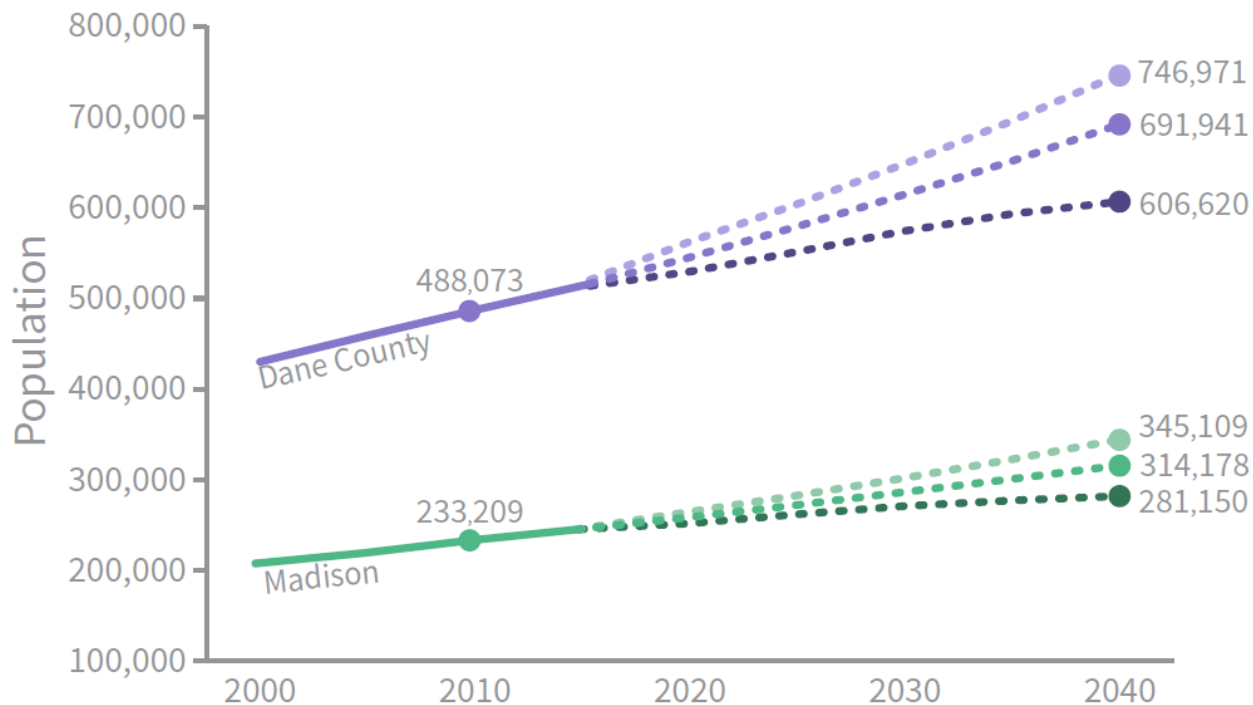
About how many housing units are there in Madison?

- A. 79,000
- B. 96,000
- C. 110,000
- D. 134,000
- E. 148,000



# Why is the Comp. Plan important?

## Population Trends and Forecasts for Madison and Dane County<sup>1</sup>



**+70,000**  
new residents by 2040

**+40,000**  
new households by 2040

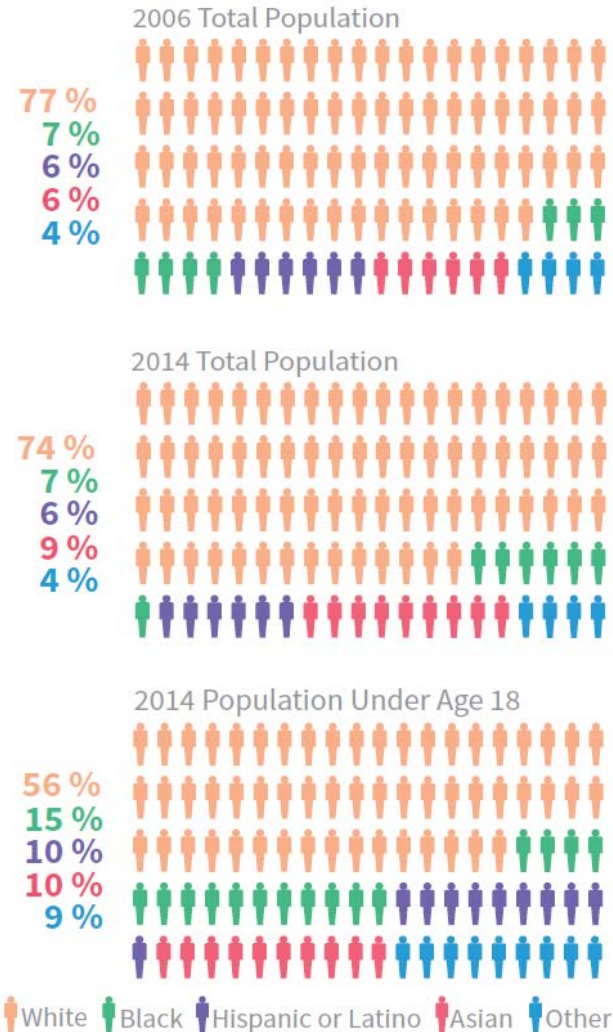
Source: 1. Low Estimates from Wisconsin DOA Demographic Services Lab Population Projections. High Estimates based on 5-year growth trend according to U.S. Census Bureau; Middle Estimate based on average of 5-, 15-, and 25-year growth rates from U.S. Census and Wisconsin DOA and Wisconsin DOA Projections through 2040. Sources: Decennial U.S. Census; U.S. Census Bureau Annual Population Estimates; U.S. Census Bureau ACS 1-Year Table DP05; Wisconsin DOA Annual Population Estimates; Wisconsin DOA Demographic Services Lab Population Projections; City of Madison Planning Division



# Why is the Comp. Plan important?

Madison is becoming more diverse

## Race and Ethnicity Trends for Madison<sup>4</sup>



Source: 4. ACS 2006; ACS 2014 1-Year; ACS 2014 1-Year

# Why is the Comp. Plan important?

**Madison is getting younger, despite large number of older adults**

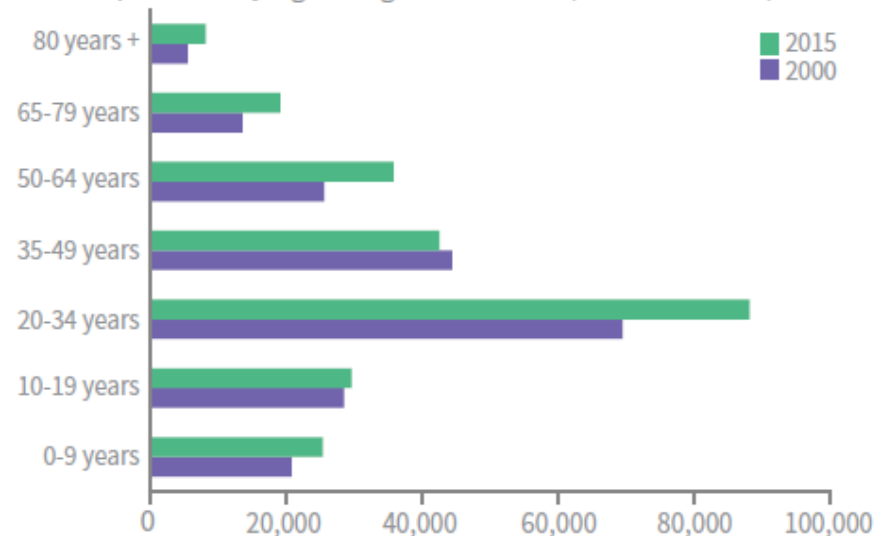
**Median Age from 2006 to 2014<sup>3</sup>**

Wisconsin **37.6** → **39.2**

Madison **32.3** → **30.8**

## Age Distribution Trends<sup>2</sup>

Total Population by Age Range in Madison (2000 and 2015)



Sources

2. 2000 Census; ACS 2015 1-Year

3. ACS 2006; ACS 2014 1-Year





# What is Imagine Madison?



Imagine Madison is a unique **public listening campaign**, designed by the City of Madison alongside members of the **community**. The goal of Imagine Madison is to gather the **opinions** of **every Madisonian**, which will be used to direct the **Comprehensive Plan Update**.



What is your age?

- A. 24 or younger
- B. 25 - 40
- C. 41 - 55
- D. 56 - 70
- E. Older than 70





What part of Madison do you live in?

- A. North
- B. East
- C. South
- D. West
- E. Downtown





What is your race/ethnicity?

- A. Asian or Pacific Islander
- B. Black or African American
- C. Hispanic or Latino
- D. White
- E. Some other race/ethnicity



# Public Engagement Plan

- Inclusive, relevant, transparent, flexible, and fun
- Reach as many Madisonians as possible
- Focus on deeply engaging resident groups that have been historically underrepresented in planning processes



# Public Engagement Plan

## ImagineMadisonWI.com

Imagine Madison  
People Powered Planning

Home Documents Events Participate Contact Us

How do you #ImagineMadison?

WHAT IS YOUR UNIQUE VISION FOR OUR COMMUNITY?

TELL US WHAT YOU THINK

TAKE THE SURVEY HERE

Post comments on our Facebook page

Tweet us using the hashtag #ImagineMadison

Attend an Event

## Social Media



## Resident Panels

Call for Community Partners  
Resident Panels  
City commits funding to engage underrepresented residents in Comprehensive Plan Update

October 15, 2016

**Summary**  
Imagine Madison... For many Madison is a great city, but if you could imagine a better Madison for yourself, your family, or your business, what would that look like? What are your hopes for the best of place Madison will be for residents in the future?

**Resident Panels Overview**  
What is a Resident Panel? A Resident Panel is a group of 10-15 people who are representative of a particular segment of Madison's population. The expectation is that this same group of people will meet a minimum of three (3) times at key points in the Imagine Madison process to add their voices to the community conversation. Resident Panel meetings will include in-depth discussions about various issues such as transportation, housing, jobs and open space, economic development and other topics to be addressed in the Comprehensive Plan Update.

**How will Resident Panels be Formed?** The City expects to partner with community organizations on conditions with strong connections to particular underrepresented groups. These partners would be responsible for recruiting and selecting the individuals to serve on their respective Resident Panels.

## Promotional Video

Imagine Madison - People Powered Planning

transportation, housing, and other

0:23 / 0:43

## Interview Videos

Dana Maya  
Medical Writer



FALL 2016

### PHASE 1: WHERE ARE WE HEADED?

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

SPRING 2017

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

How can we achieve the goals identified in Phase 1?

FALL 2017

### PHASE 3: WHAT FIRST?

How should we prioritize these actions?

SPRING 2018

### PHASE 4: PLAN REVIEW/APPROVAL

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

TIMELINE





What Madison intersection was known as “Spaghetti Corners?”

- A. Regent / Monroe
- B. Park / Regent
- C. Atwood / Winnebago
- D. Park / W. Washington
- E. Blair/Wilson/John Nolen/Williamson

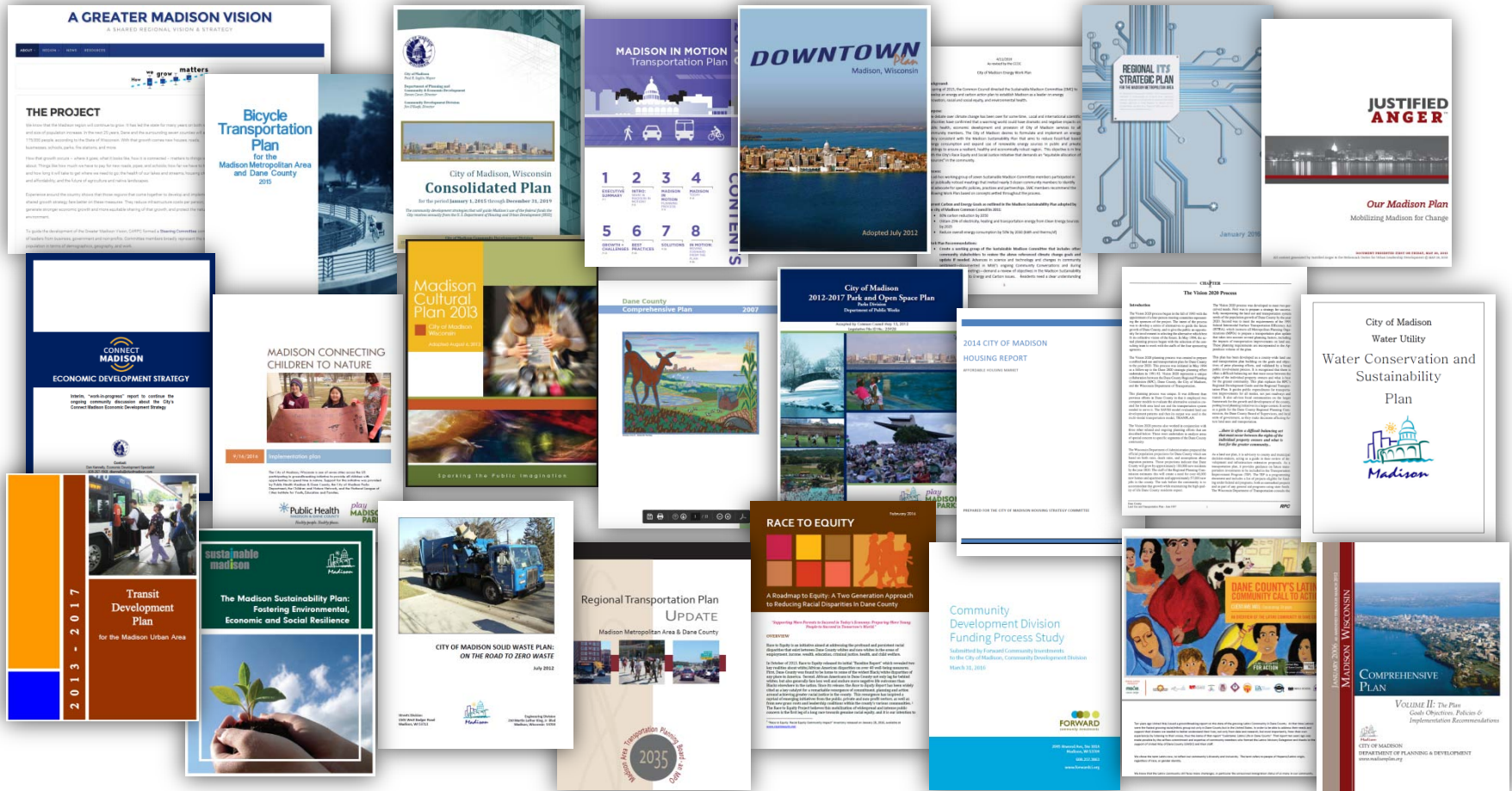






# PHASE 1: ISSUES & DRAFT GOALS

# Plans Studied & Synthesized



# Here's how this works...

1. Background data
2. Draft goal(s)
3. Feedback: Is this important to you?
4. Feedback: How are we doing as a community?

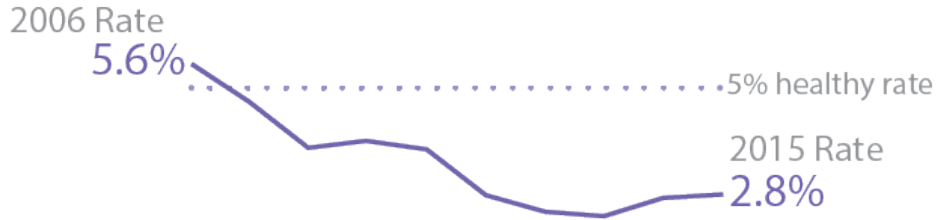




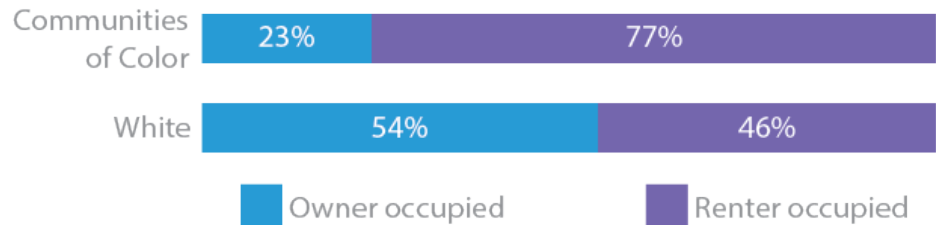
# Housing

## Madison Area Rental Vacancy Rate<sup>8</sup>

Since 2006, we've fallen well below the healthy rental vacancy rate of 5%



## Home Ownership and Rental Rates<sup>11</sup>



23% of households of color owned their home in 2014, compared to 54% for white households.

Sources

8. MG&E Multifamily Rental Vacancy Rates

11. HUD 2009-2013 Comprehensive Housing Affordability Strategy





# Housing Goal


1. Madison will have a full range of quality and affordable housing opportunities throughout the City.





Goal: Madison will have a full range of quality and affordable housing opportunities throughout the City.

Is this important?


- A. Less important
  - B.
  - C.
  - D.
  - E. More important
- 





Goal: Madison will have a full range of quality and affordable housing opportunities throughout the City.

How are we doing as a community?

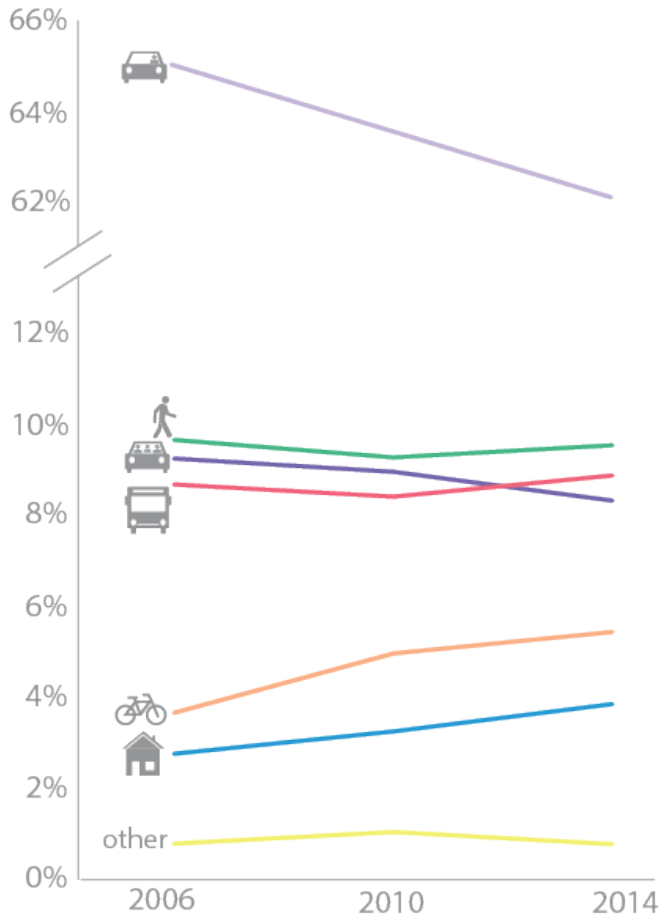
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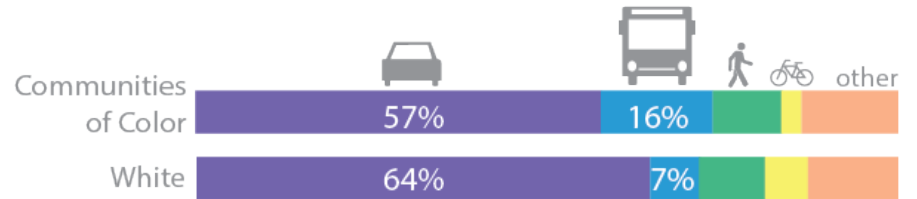


# Transportation

Citywide Commuting Trends<sup>17</sup>



Madison's communities of color rely more on public transportation<sup>19</sup>



Sources:  
 17. ACS 2006, ACS 2010 3-Year, ACS 2014 5-Year  
 19. ACS 2014 5-Year





# Transportation Goals


2. Madison will have a safe and efficient regional transportation system that offers a variety of choices among transportation modes.





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

Is this important?


- A. Less important
  - B.
  - C.
  - D.
  - E. More important
- 





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

How are we doing as a community?

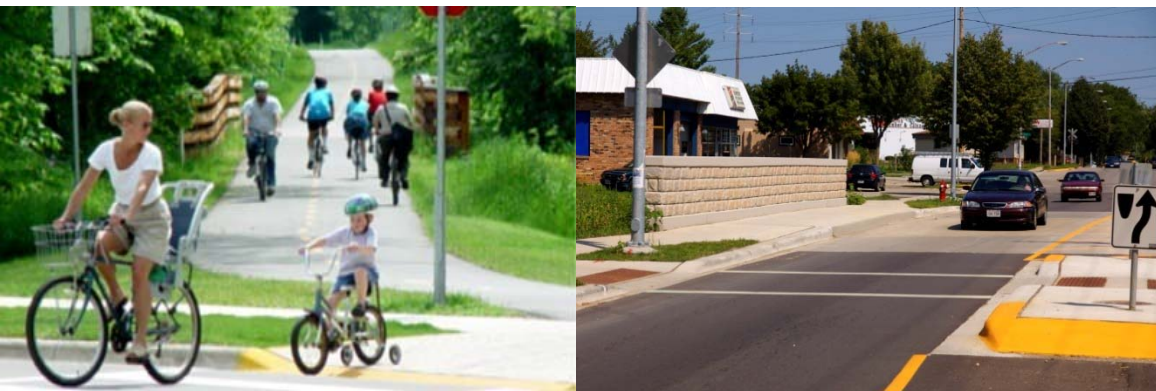
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- 





# Transportation Goals


3. Madison will make land use and transportation decisions in a mutually supportive manner to provide access for all.





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

Is this important?


- A. Less important
  - B.
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- 



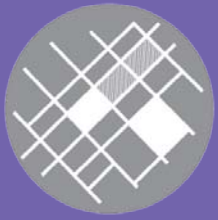


Goal 3: Madison will make land use and transportation decisions in a mutually supportive manner to provide access for all.

How are we doing as a community?

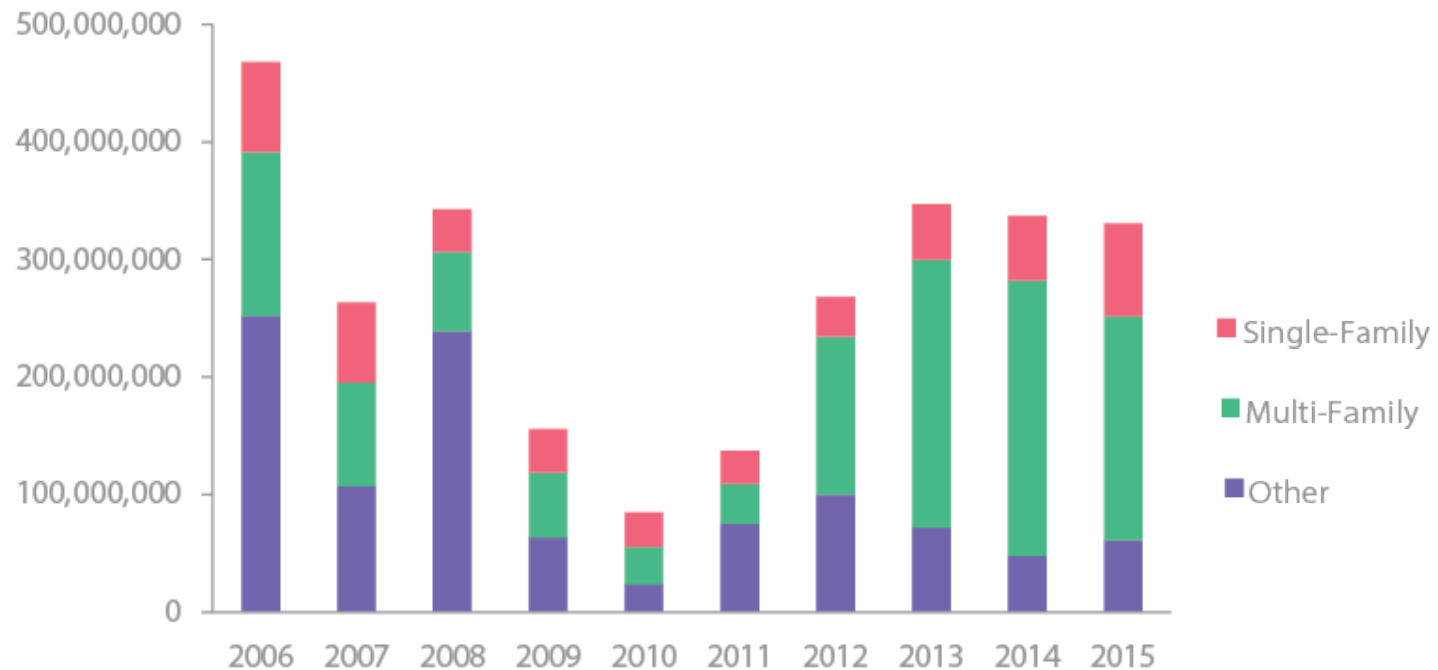
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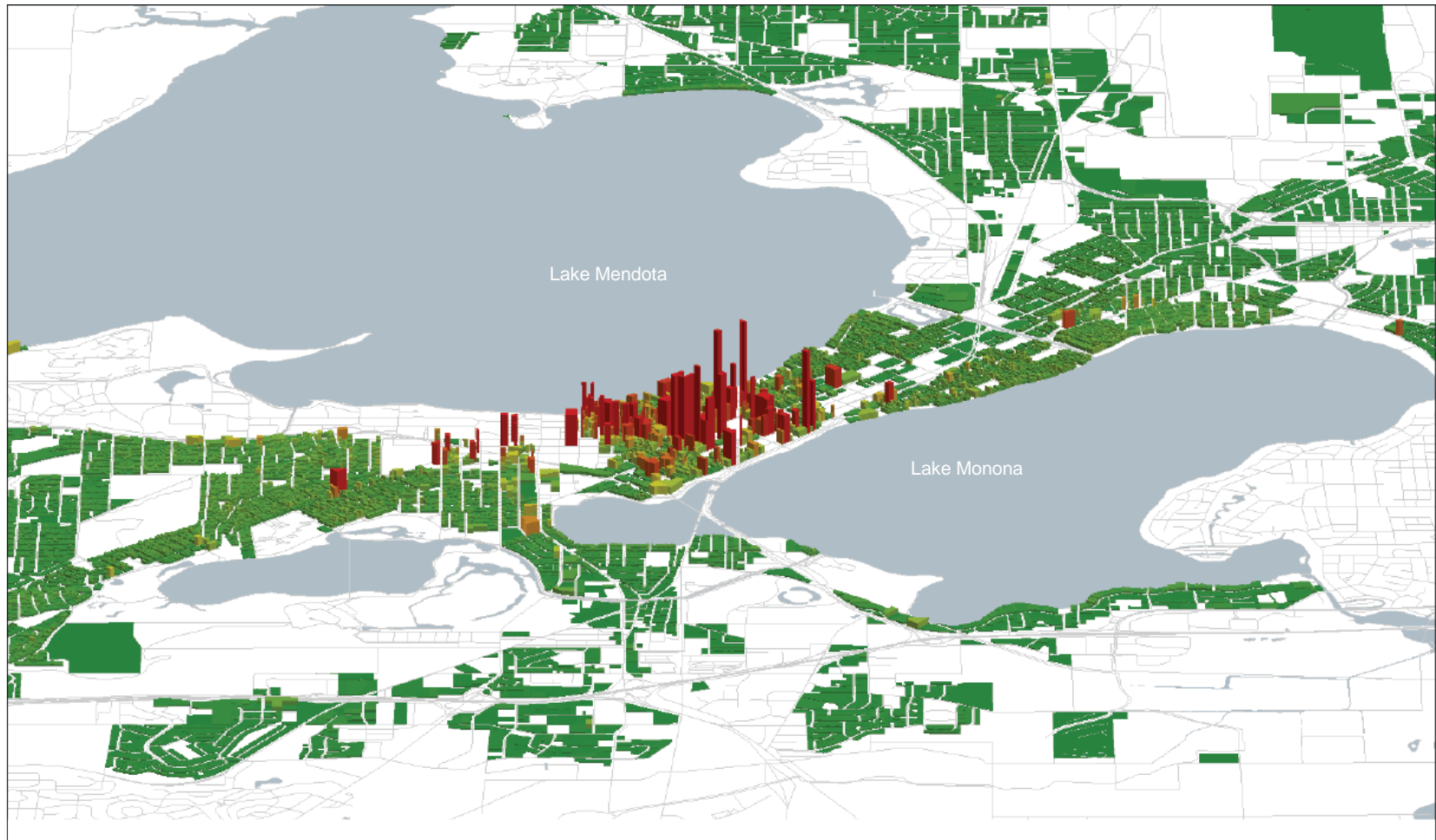
# Land Use

Building Permits by Value and Year<sup>32</sup>

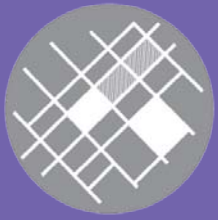




# Land Use

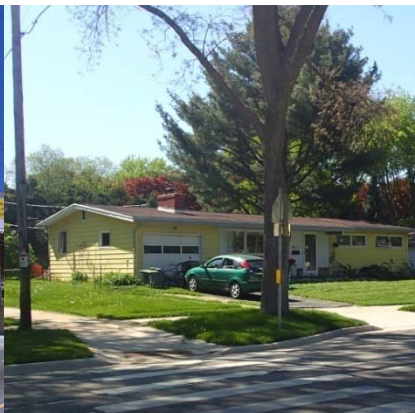






# Land Use Goals


4. Madison will be comprised of compact, interconnected, neighborhoods anchored by a network of mixed-use activity centers.





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

Is this important?


- A. Less important
  - B.
  - C.
  - D.
  - E. More important
- 

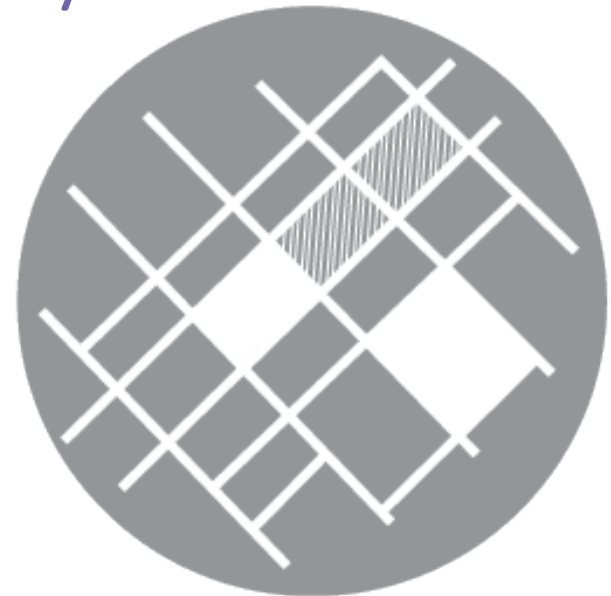


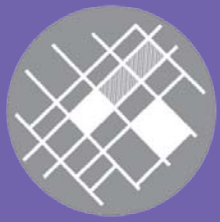


Goal 4: Madison will be comprised of compact, interconnected, neighborhoods anchored by a network of mixed-use activity centers.

How are we doing as a community?

- A. Very poor
  - B.
  - C.
  - D.
  - E. Very well
- 





# Land Use Goals


5. Madison will be the center of our region, with Downtown serving as our primary activity hub.





Goal 5. Madison will be the center of our region, with Downtown serving as our primary activity hub.

Is this important?


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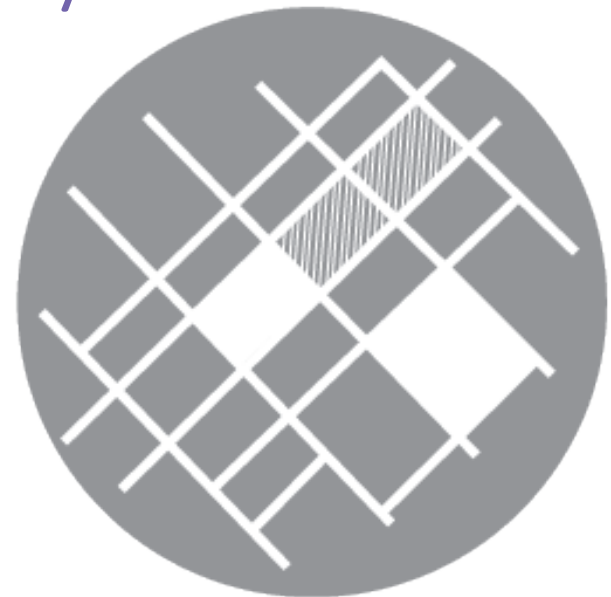


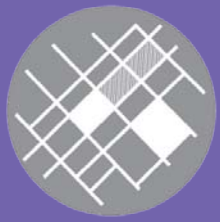


Goal 5. Madison will be the center of our region, with Downtown serving as our primary activity hub.

How are we doing as a community?

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- 





# Land Use Goals


6. Madison will have a unique character and strong sense of place in its neighborhoods and the city as a whole.





Goal 6. Madison will have a unique character and strong sense of place in its neighborhoods and the city as a whole.

Is this important?

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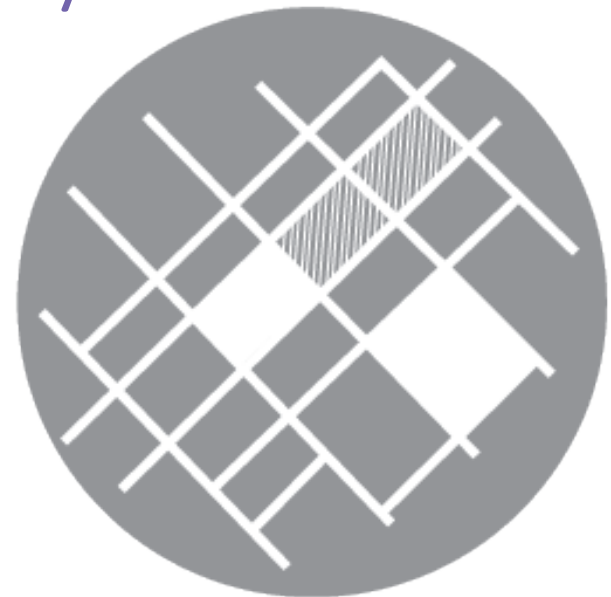




Goal 6. Madison will have a unique character and strong sense of place in its neighborhoods and the city as a whole.

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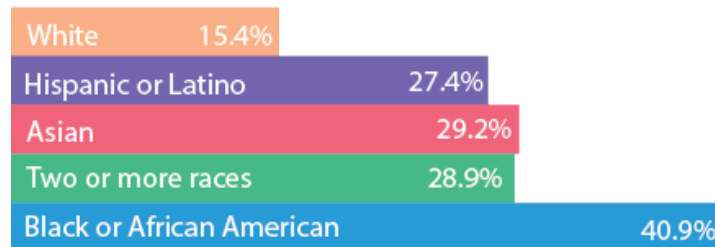


# Economic Development

Madison Annual Average Unemployment Trends<sup>27</sup>



Percentage of Population Below Poverty Level By Race/Ethnicity<sup>24</sup>



Sources:

24. ACS 2014 5-Year

25. ACS 2014 5-Year

27. Bureau of Labor Statistics Local Area Unemployment Statistics





# Economic Development Goal


7. Madison will have a growing, diversified economy that offers opportunity for all.





Goal 7. Madison will have a growing, diversified economy that offers opportunity for all.

Is this important?


- A. Less important
  - B.
  - C.
  - D.
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- 





Goal 7. Madison will have a growing, diversified economy that offers opportunity for all.

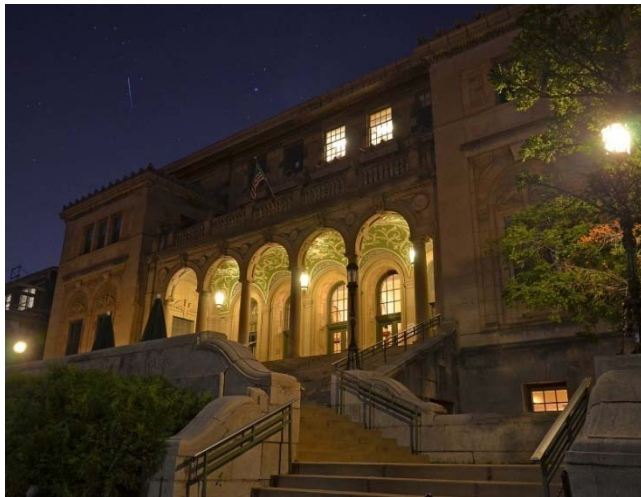
How are we doing as a community?

- A. Very poor
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- 





# Cultural and Historical Resources





# Cultural and Historical Resources


8. Madison will value our cultural and historical assets.





Goal 8. Madison will value our cultural and historical assets.

Is this important?

- A. Less important
  - B.
  - C.
  - D.
  - E. More important
- 








Goal 8. Madison will value our cultural and historical assets.

How are we doing as a community?

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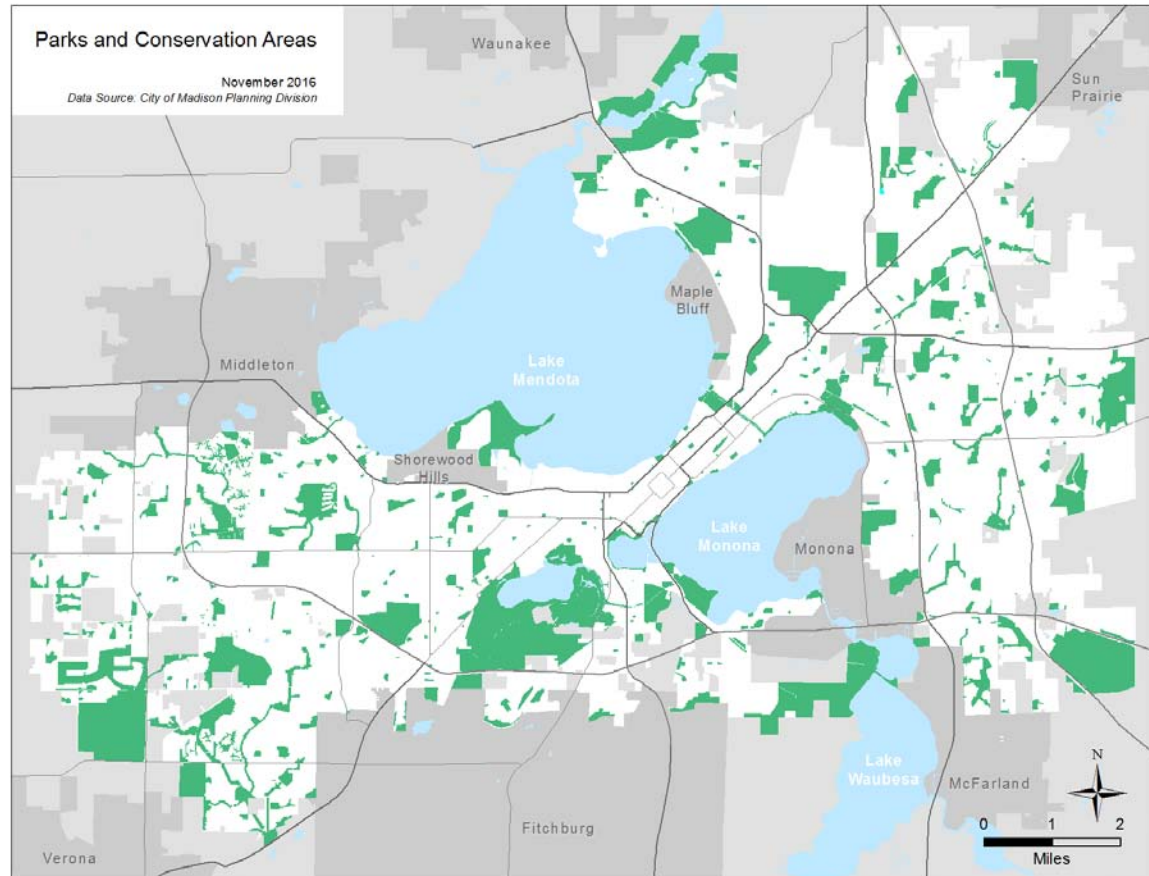


# Parks, Open Space, & Recreation

## Access to Parks<sup>33</sup>

**88%** of residential neighborhoods are within a quarter to half mile of a mini or neighborhood park

**95%** of residential neighborhoods are within the 2 mile service areas of community parks





# Parks, Open Space, & Recreation


9. Madison will have a parks and open space system that preserves natural areas while offering recreational opportunities and gathering places.





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

Is this important?


- A. Less important
  - B.
  - C.
  - D.
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- 





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

How are we doing as a community?

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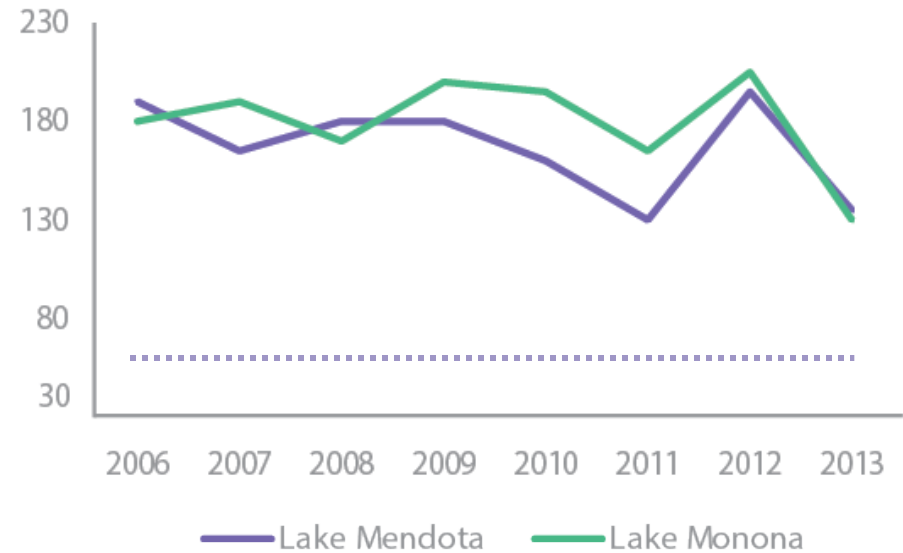




# Natural Resources

## Lake Water Quality<sup>40</sup>

Phosphorus Levels (ppb) \*Algae blooms can occur in environments with phosphorus levels above 50 ppb (dotted line)



## Total City-wide Greenhouse Gas Emissions<sup>45</sup> (tons CO<sub>2</sub> equivalent)



Sources:  
40. Public Health - Madison & Dane Count 2014 Water Quality Report Card; UW Center for Limnology  
45. Madison Measures 2016





# Natural Resources Goal


10. Madison will be a steward of our land, air, and water resources and interconnected ecological systems.





Goal 10. Madison will be a steward of our land, air, and water resources and interconnected ecological systems.

Is this important?

- A. Less important
  - B.
  - C.
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- 








Goal 10. Madison will be a steward of our land, air, and water resources and interconnected ecological systems.

How are we doing as a community?

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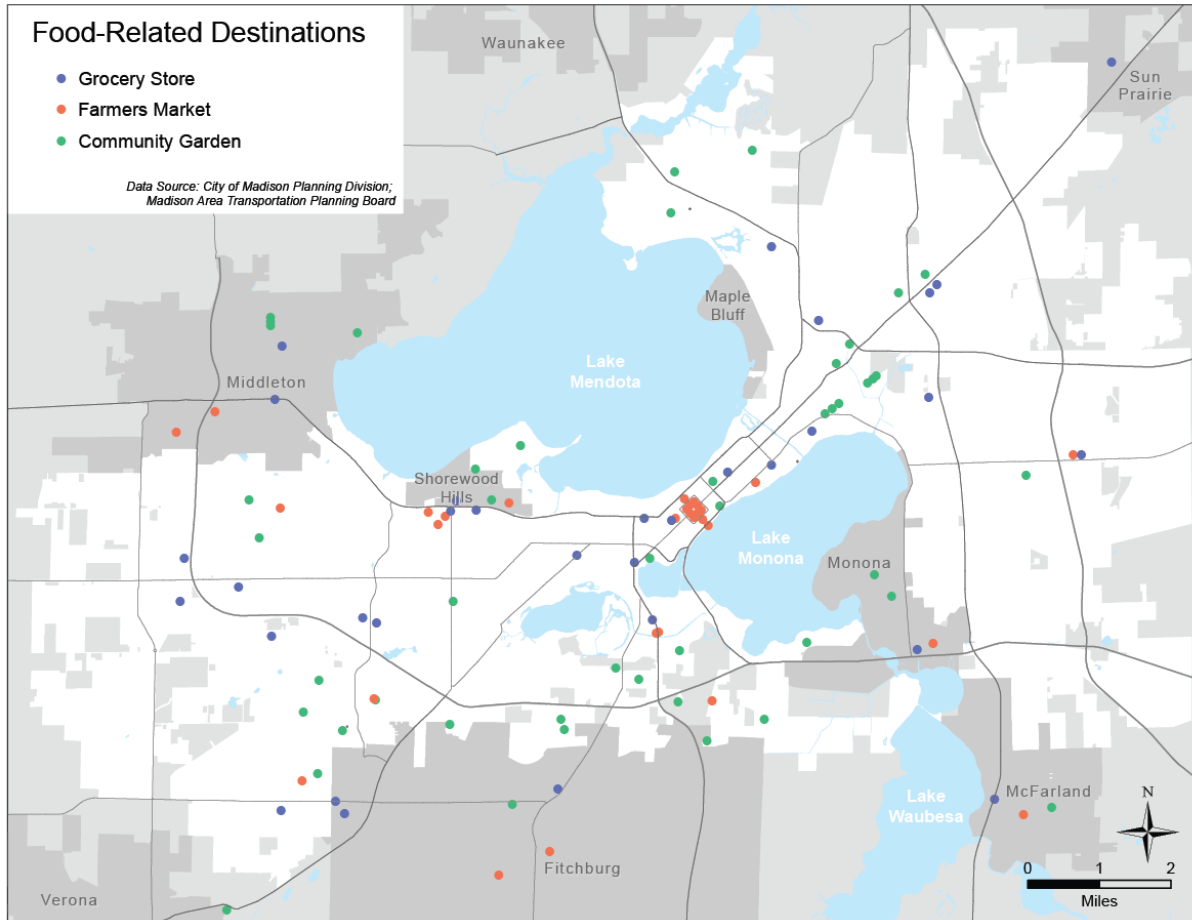


# Agricultural Resources

## Food-Related Destinations

- Grocery Store
- Farmers Market
- Community Garden

Data Source: City of Madison Planning Division;  
Madison Area Transportation Planning Board



## Community Gardens<sup>34</sup>

Approximately **2,640 plots** in **36 gardens** plus:  
17 school, food pantry, and other gardens  
Another 14 gardens with approximately 700 plots in adjacent communities





# Agricultural Resources Goal


11. Madison will support the region's agricultural prominence with a strong food economy and access to healthful foods.





Goal 11. Madison will support the region's agricultural prominence with a strong food economy and access to healthful foods.

Is this important?


- A. Less important
  - B.
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- 





Goal 11. Madison will support the region's agricultural prominence with a strong food economy and access to healthful foods.

How are we doing as a community?

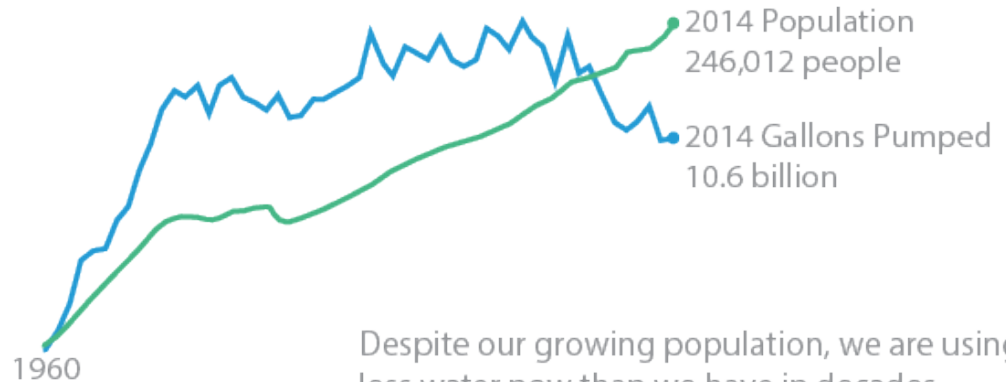
- A. Very poor
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# Utilities & Community Facilities

Water Use and Population Growth<sup>43</sup>



Despite our growing population, we are using less water now than we have in decades.





# Utilities & Community Facilities Goal


12. Madison will have efficient and reliable public utilities, facilities, and services that support all residents.





Goal 12. Madison will have efficient and reliable public utilities, facilities, and services that support all residents.

Is this important?

- A. Less important
  - B.
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Goal 12. Madison will have efficient and reliable public utilities, facilities, and services that support all residents.

How are we doing as a community?

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# Regional Cooperation

## Where and when will Madison grow in the future?

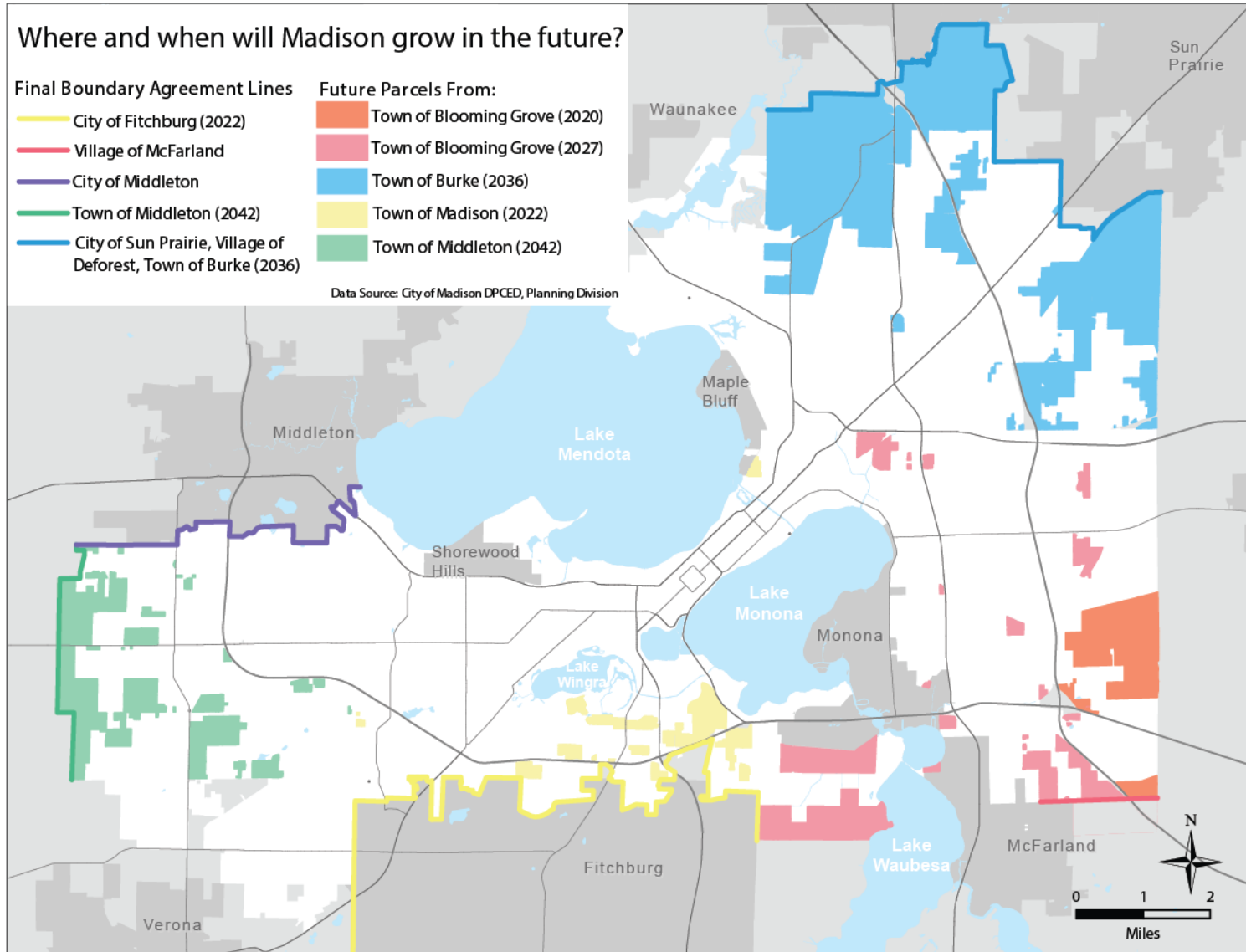
### Final Boundary Agreement Lines

- City of Fitchburg (2022)
- Village of McFarland
- City of Middleton
- Town of Middleton (2042)
- City of Sun Prairie, Village of Deforest, Town of Burke (2036)

### Future Parcels From:

- Town of Blooming Grove (2020)
- Town of Blooming Grove (2027)
- Town of Burke (2036)
- Town of Madison (2022)
- Town of Middleton (2042)

Data Source: City of Madison DPCEd, Planning Division





# Regional Cooperation Goal


13. Madison will collaborate with other units of government to improve efficiency and achieve shared goals.





Goal 13. Madison will collaborate with other units of government to improve efficiency and achieve shared goals.

Is this important?


- A. Less important
  - B.
  - C.
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- 





Goal 13. Madison will collaborate with other units of government to improve efficiency and achieve shared goals.

How are we doing as a community?

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  - B.
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- 



What goals did we miss?



WHAT'S NEXT?

# Online Engagement

The screenshot shows the homepage of the Imagine Madison website. At the top left is the logo with the text "Imagine Madison" and "People Powered Planning" below it. To the right is a search bar and a navigation menu with links for "Home", "Documents", "Events", "Participate", and "Contact Us". Below the navigation is a large banner image with four panels showing people interacting: children laughing, a couple talking, people on bicycles, and a group of people looking at a screen. Below the banner is a section titled "IMAGINE MADISON" with the heading "WHAT IS YOUR UNIQUE VISION FOR OUR COMMUNITY?". To the right of this is a large blue box with the Imagine Madison logo and text describing the public listening campaign. Below that is a "KICKOFF MEETINGS" section. On the right side of the page is a "TELL US WHAT YOU THINK" section with a prominent orange button that says "TAKE THE SURVEY HERE". Below this button are three social media options: "Post comments on our Facebook page", "Tweet us using the hashtag #ImagineMadison", and "Attend an Event".

This screenshot shows the "Imagining Madison Survey" page. It features the same logo and navigation as the home page. The main heading is "Imagining Madison Survey" with a question mark icon. Below the heading is a welcome message: "Welcome to our first survey for Imagine Madison! Here's how this works: you provide your unique perspective on the community, and together we develop the City's next Comprehensive Plan—a plan that will guide City decision-making and investments. We'll keep these surveys short and all responses anonymous. The best part: completed surveys are entered into our weekly drawings for awesome Imagine Madison gear! Just make sure to include your email address, so we can notify the lucky winners." Below this is a progress bar showing "Now let's get started imagining Madison!" and "Page 1 of 6". The survey questions are: "1. What makes you excited about Madison's future?\*" and "2. What makes you concerned about Madison's future?\*" Each question has a text input field. At the bottom left is a "Next" button. On the right side, there is a "Sign Up For Updates" form with fields for "Name" and "Email" and a "Submit" button. Below that is a section titled "Imagine Madison Update #1" with a "Read" button. At the bottom of the page are social media icons for Facebook, Twitter, LinkedIn, and YouTube.

[www.imaginemadisonwi.com](http://www.imaginemadisonwi.com)





# Next Steps





How would you prefer to participate in this process?

- A. Attend community meetings
- B. Interactive website / social media
- C. City staff meets with your community group
- D. Other



# Give us your feedback!

**FEEDBACK FORM**

Imagine Madison  
People Powered Planning

Did you use a clicker or cellphone to respond to questions during the meeting? Yes  No

**Directions:** Review each goal and answer the questions by circling one number on the scale of 1 to 5. Then feel free to tell us more about your responses or let us know what we've missed.

**HOUSING**

1. Madison will have a full range of quality and affordable housing opportunities throughout the City.

Is this important? (1 = less important, 5 = more important) 1 2 3 4 5

How is the community doing? (1 = very poor, 5 = very well) 1 2 3 4 5

Tell us more

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**TRANSPORTATION**

2. Madison will have a safe and efficient regional transportation system that offers a variety of choices among transportation modes.

Is this important? (1 = less important, 5 = more important) 1 2 3 4 5

How is the community doing? (1 = very poor, 5 = very well) 1 2 3 4 5

Tell us more

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

3. Madison will make land use and transportation decisions in a mutually supportive manner to provide access for all.

Is this important? (1 = less important, 5 = more important) 1 2 3 4 5

How is the community doing? (1 = very poor, 5 = very well) 1 2 3 4 5


Tell us more

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

1 

Drop completed forms  
off in the box on your  
way out



Don't forget to  
return your  
clicker to us!





# We want to hear from you!



[www.ImagineMadisonWI.com](http://www.ImagineMadisonWI.com)



@ImagineMadison



@ImagineMsnWI



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# Imagine Madison

People Powered Planning

Kickoff Community Meeting  
December 5, 2016

Thank You!