Imagine Madison

People Powered Planning

Kickoff Community Meeting

December 5, 2016

Welcome!

#imaginemadison

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 "√" 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 -

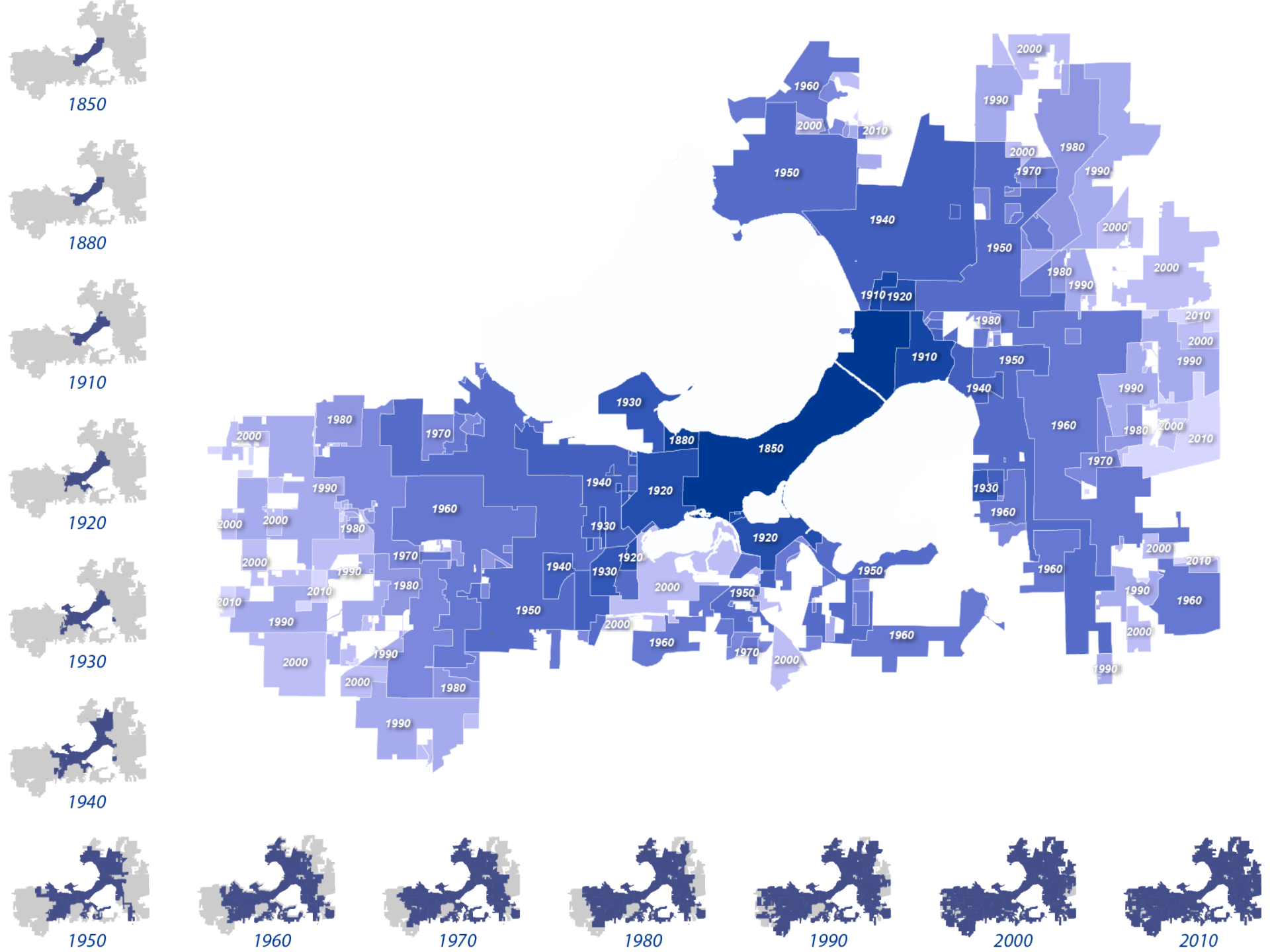
How did you get to tonight's meeting?

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


1850
1880
1910
1920
1930
1940
1950
1960
1970
1980
1990
2000
2010

Comprehensive Plan Elements

Housing

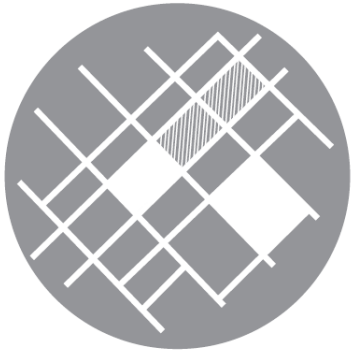
Transportation

Utilities & Community Facilities

Agricultural, Cultural, & Natural Resources

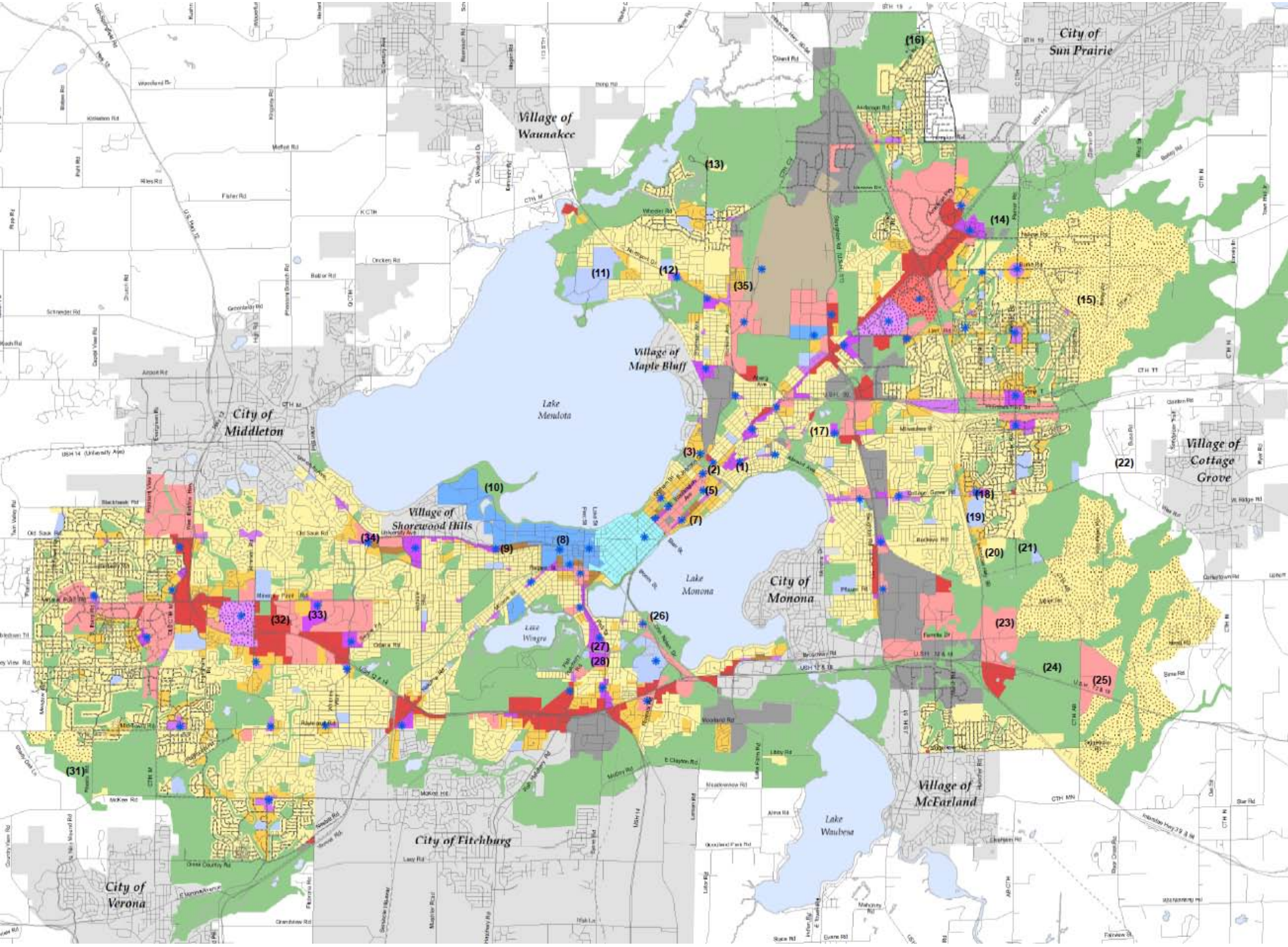
Economic Development

Intergovernmental Cooperation



Land Use

Implementation


City of Sun Prairie
Village of Waunakee
Village of Maple Bluff
Lake Mendota
City of Middleton
Village of Shorewood Hills
Lake Monona
City of Monona
Lake Wingra
Village of Cottage Grove
Village of McFarland
Lake Waubesa
City of Fitchburg
City of Verona
(1)
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(31)
(32)
(33)
(34)
(35)

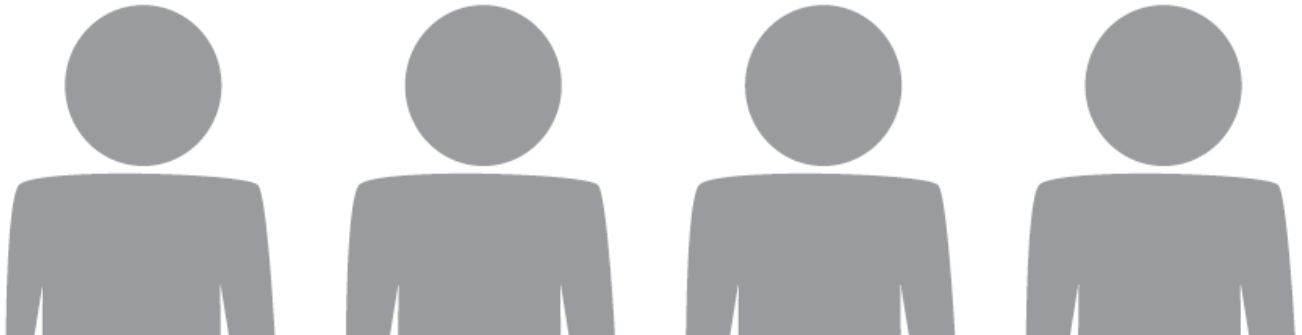
Why is the Comp. Plan important?

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

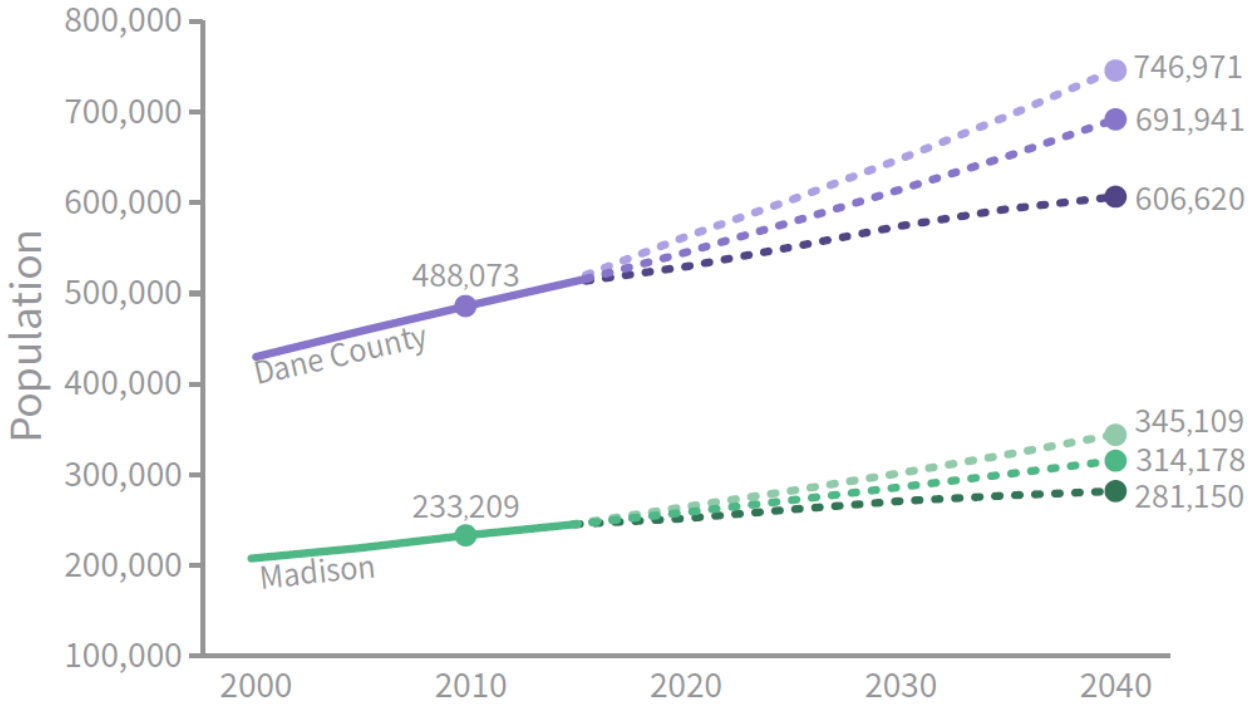
Adaptability

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[1]



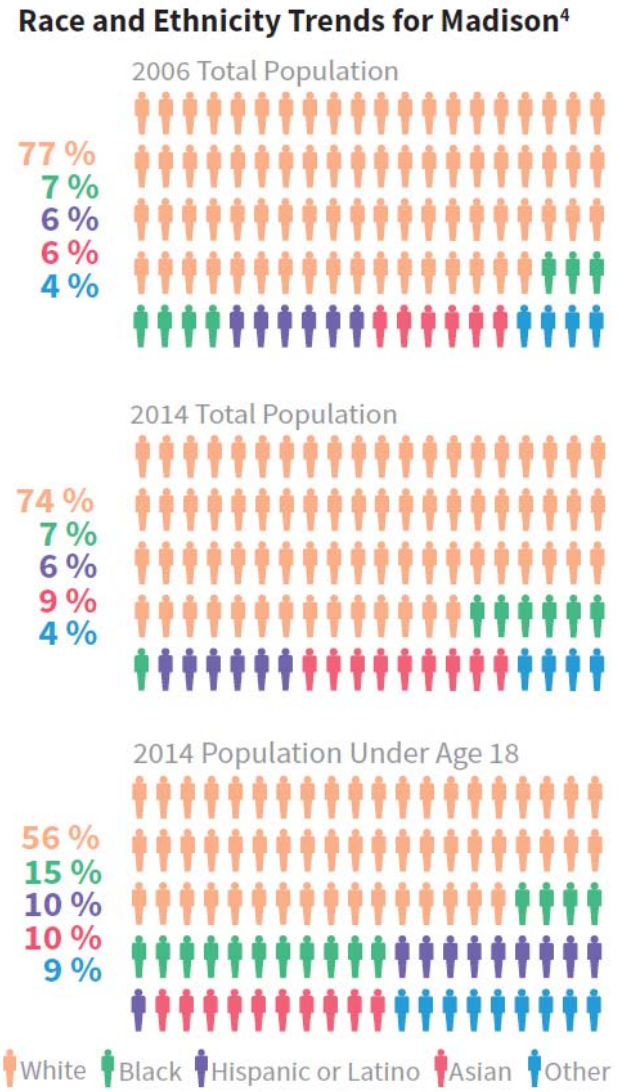
+70,000
new **residents** by 2040

+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



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

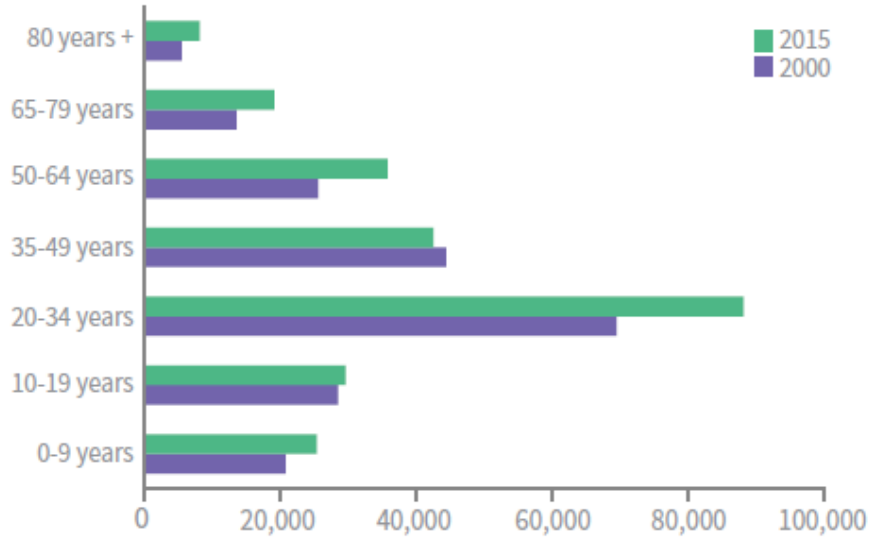
Median Age from 2006 to 2014[3]

Wisconsin **37.6** → **39.2**

Madison **32.3** → **30.8**

Age Distribution Trends[2]

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

Social Media

Resident Panels

Promotional Video

Interview Videos

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

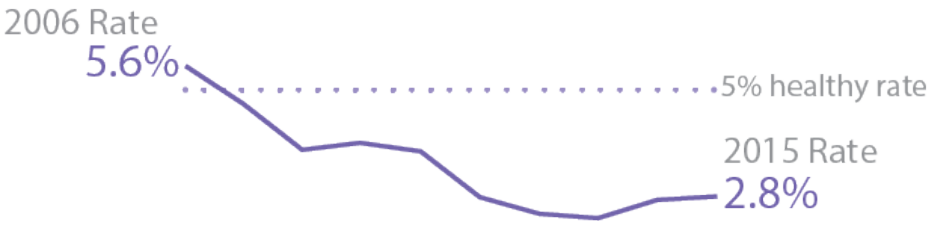
Here's how this works…

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

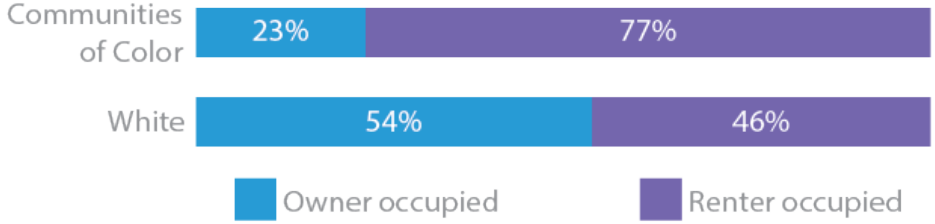
Housing

Madison Area Rental Vacancy Rate[8]

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



Home Ownership and Rental Rates[11]



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

?

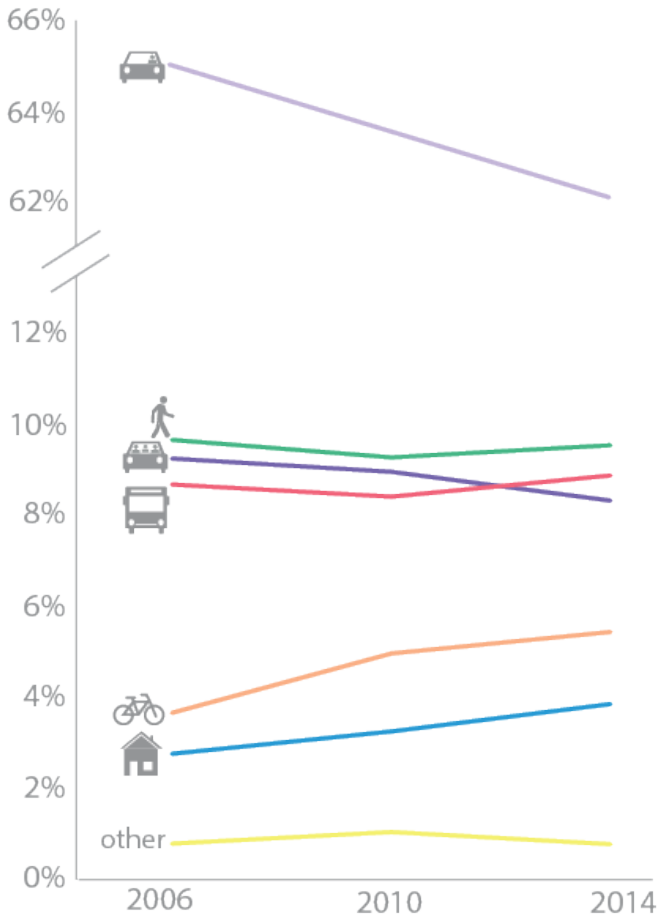
Goal: Madison will have a full range of quality and affordable housing opportunities throughout the City.

How are we doing as a community?

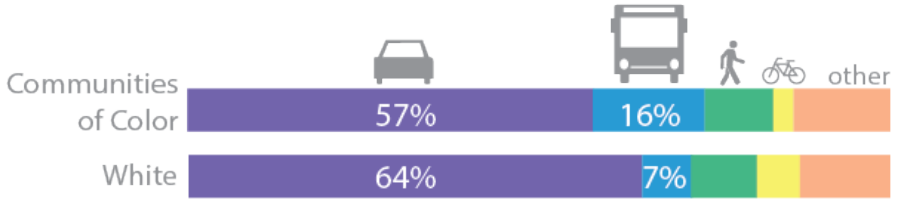
A. Very poor
B.
C.
D.
E. Very well

Transportation

Citywide Commuting Trends[17]



Madison's communities of color rely more on public transportation[19]



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

?

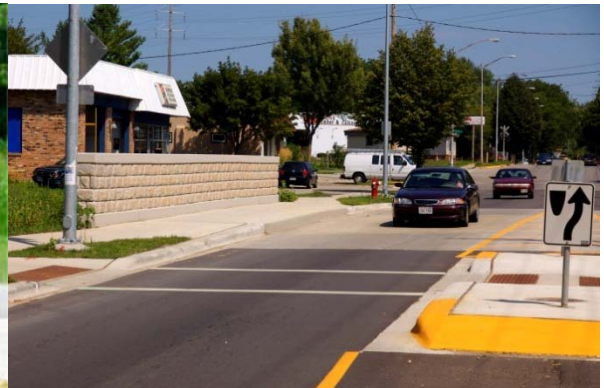
Goal 2: Have a safe and efficient regional transportation system that offers a variety of choices among transportation modes.

How are we doing as a community?

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

Transportation Goals

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



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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.
C.
D.
E. More important

?

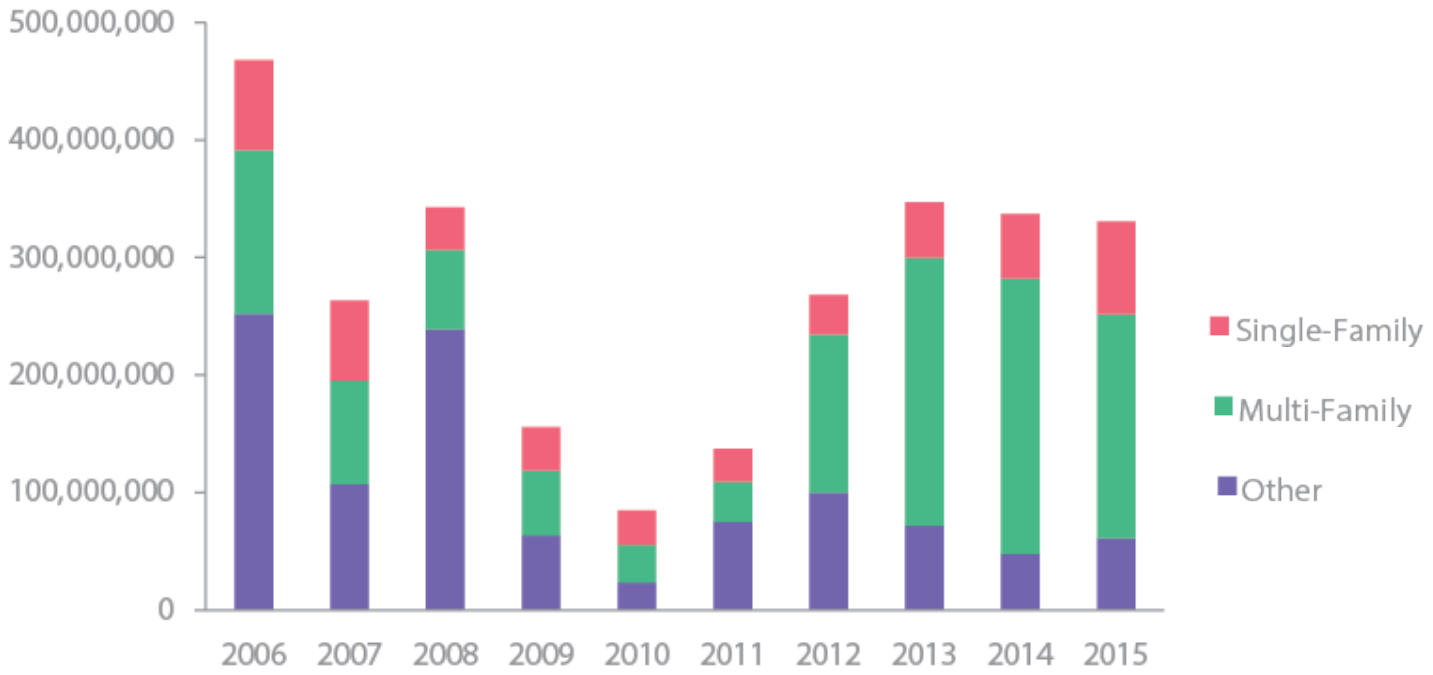
Goal 3: Madison will make land use and transportation decisions in a mutually supportive manner to provide access for all.

How are we doing as a community?

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

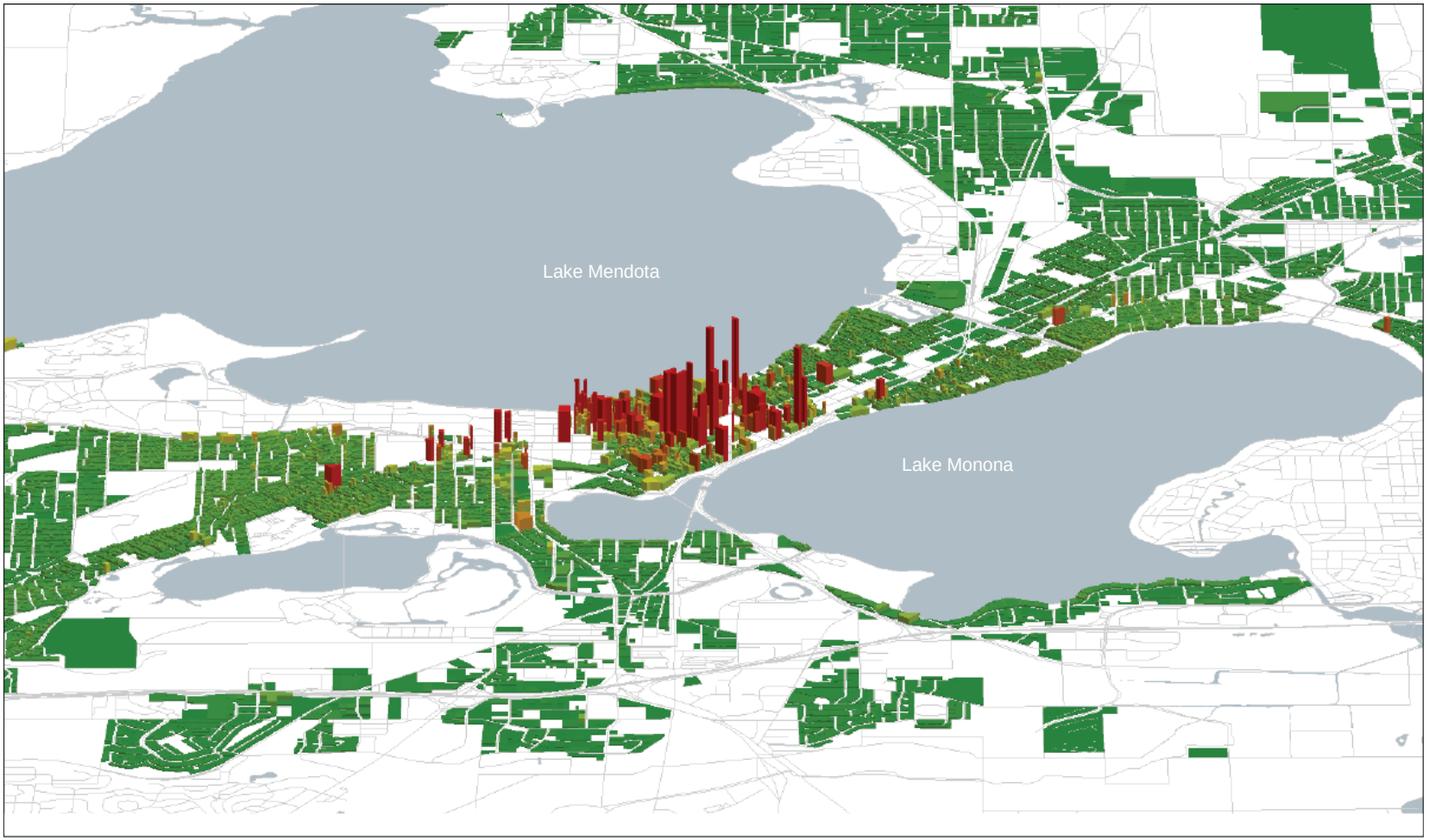
Land Use

Building Permits by Value and Year[32]



Source: 32. City Assessor, Planning Division

Land Use



Source: 32. City Assessor, Planning Division

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
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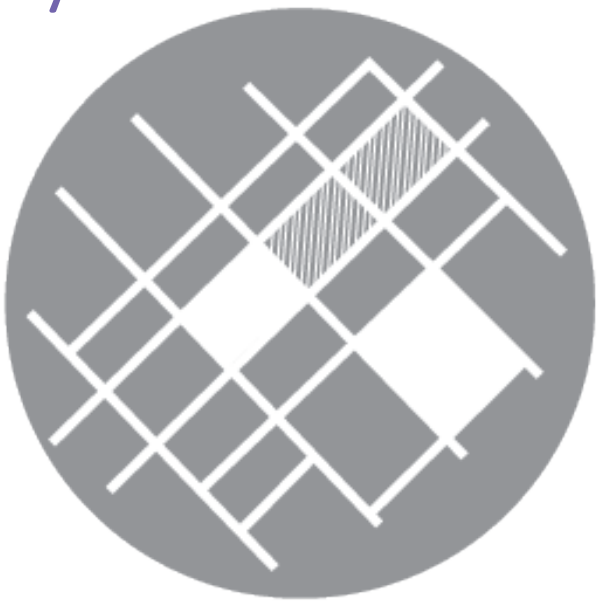


Land Use Goals

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?

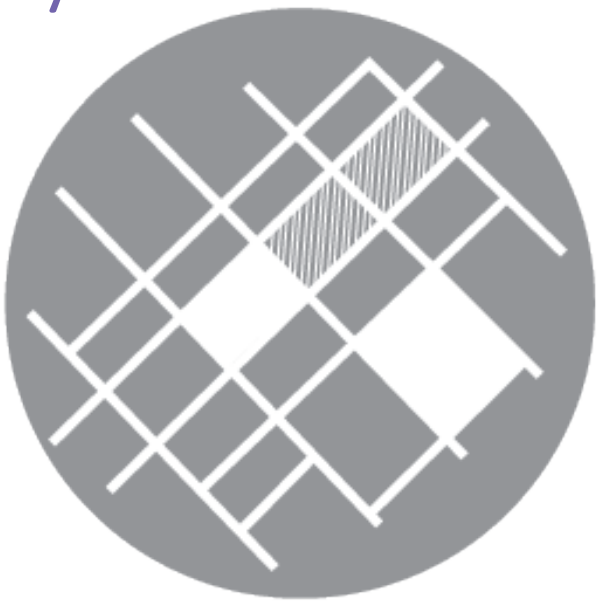
A. Less important
B.
C.
D.
E. More important

?

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

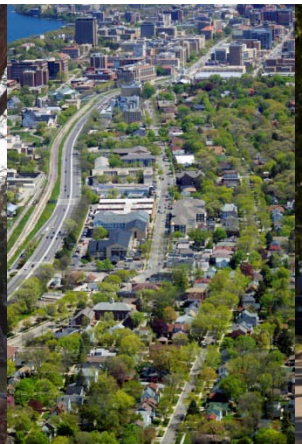
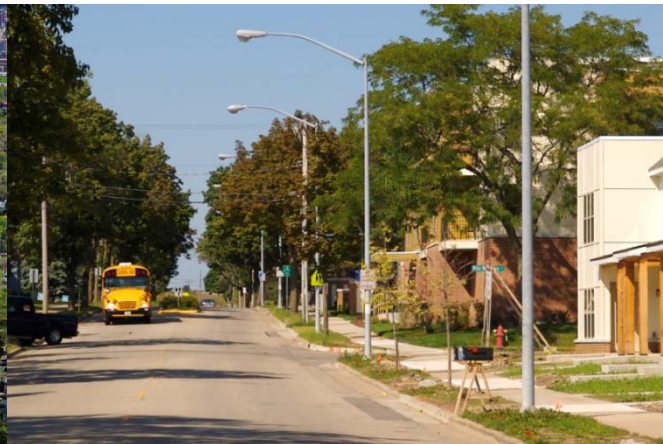
How are we doing as a community?

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



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?

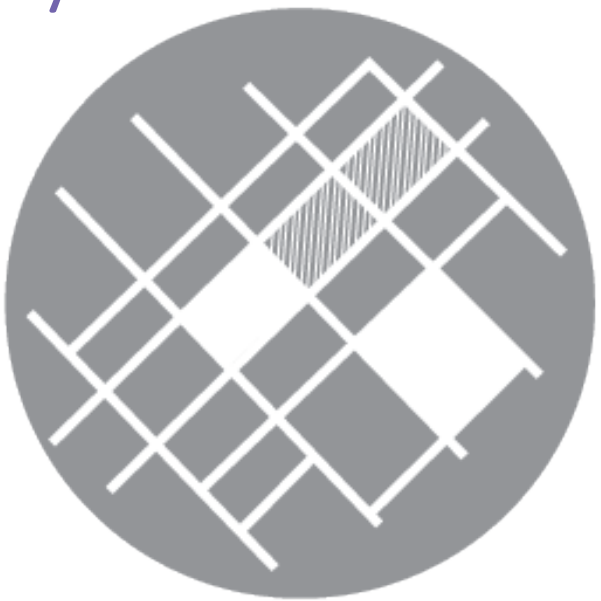
A. Less important
B.
C.
D.
E. More important

?

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

How are we doing as a community?

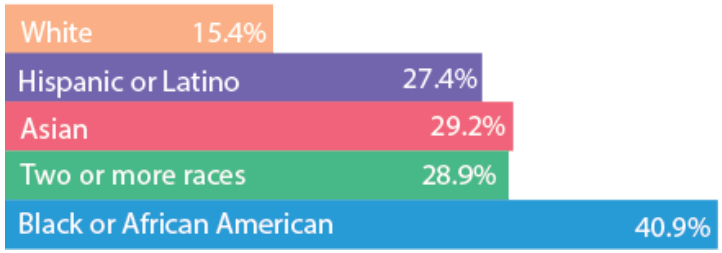
A. Very poor
B.
C.
D.
E. Very well



Economic Development

Madison Annual Average Unemployment Trends[27]

Percentage of Population Below Poverty Level By Race/Ethnicity[24]



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.
E. More important

?

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

How are we doing as a community?

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

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?

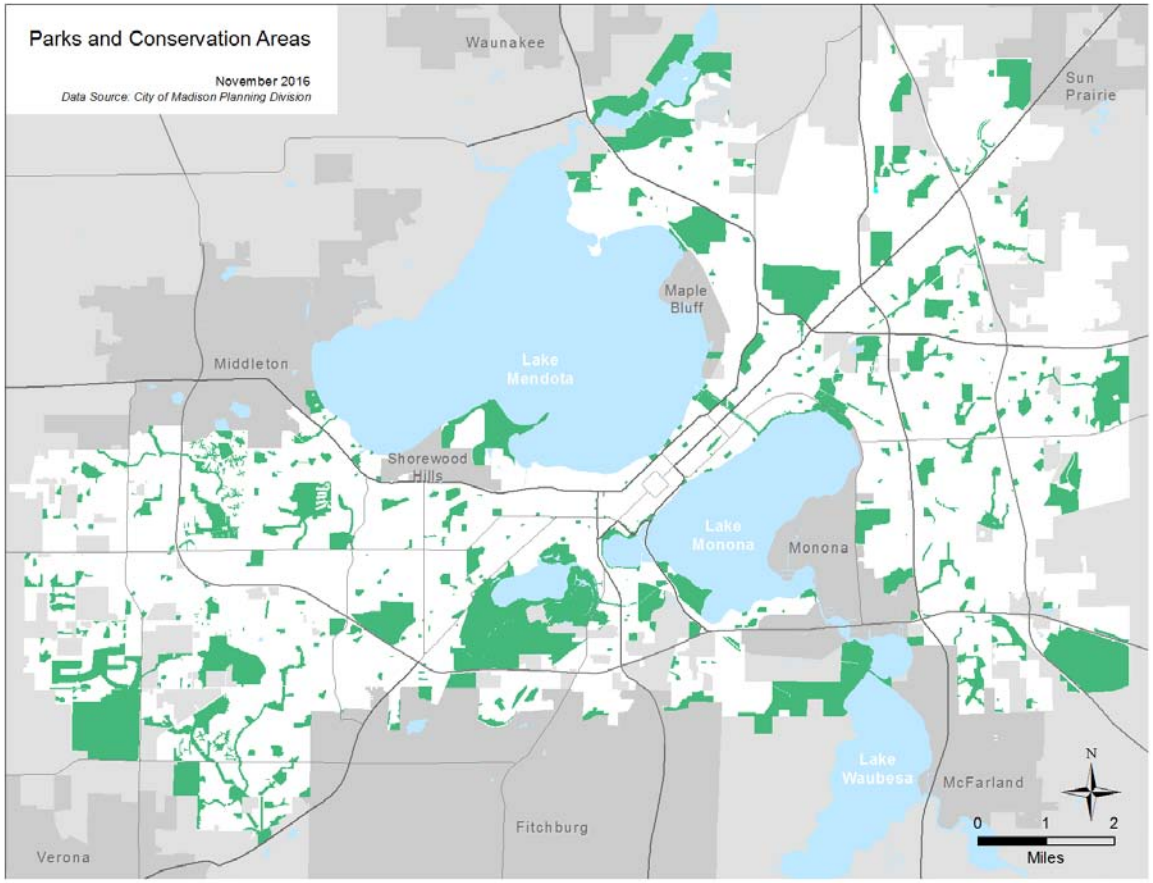
A. Very poor
B.
C.
D.
E. Very well

Parks, Open Space, & Recreation

Access to Parks[33]

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



Source:
33. City of Madison 2012 – 2017 Park and Open Space Plan

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.
E. More important

?

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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B.
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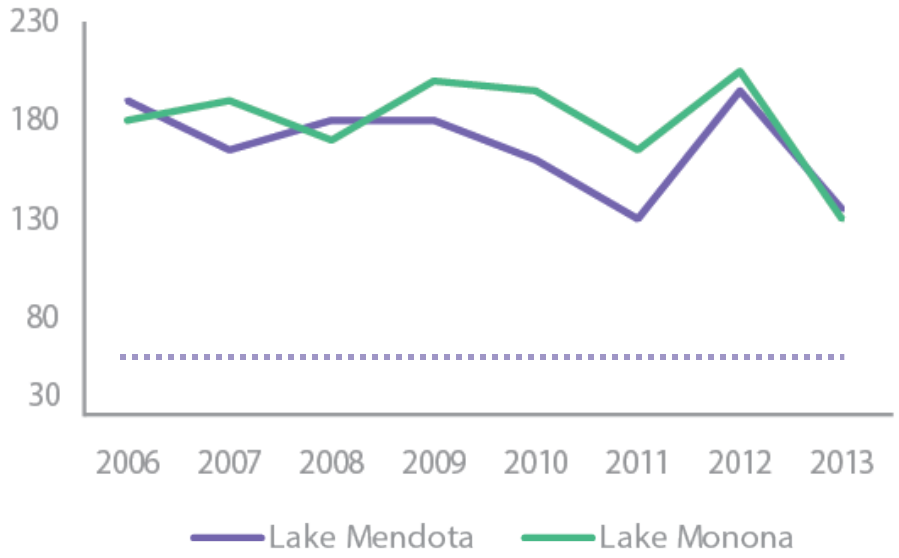
D.
E. Very well

Natural Resources

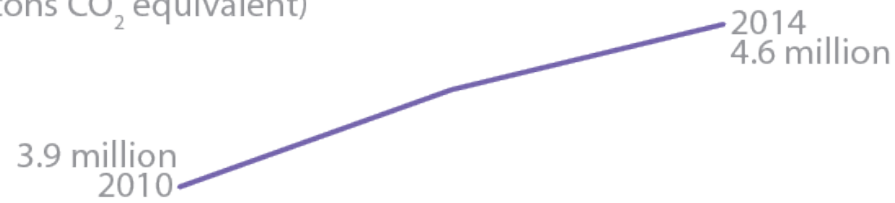
Lake Water Quality[40]

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



Total City-wide Greenhouse Gas Emissions[45]

(tons CO_2 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.
D.
E. More important

?

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?

A. Very poor
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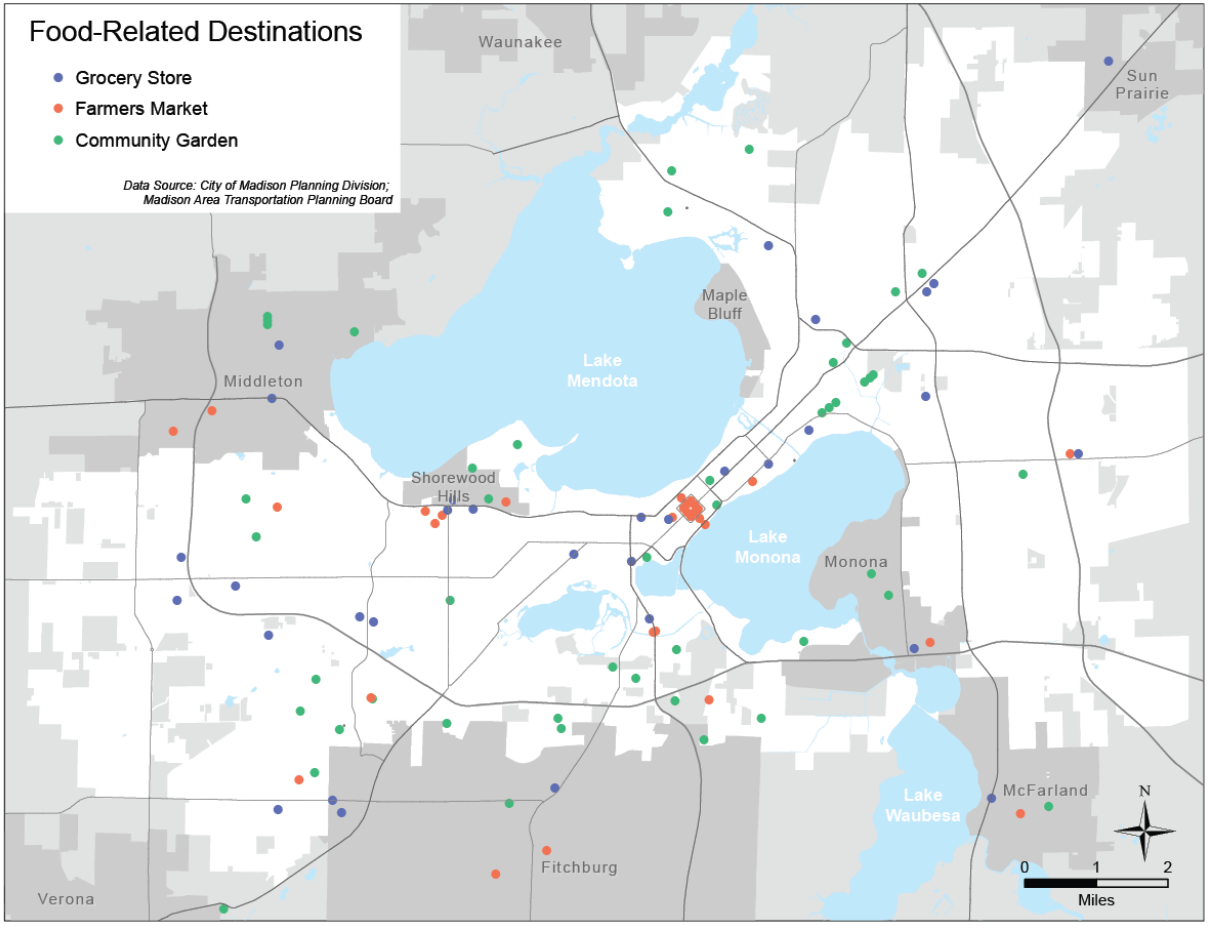
Agricultural Resources



Community Gardens[34]

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

Source: 34. Dane County Community Garden Directory, Community Groundworks

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.
C.
D.
E. More important

?

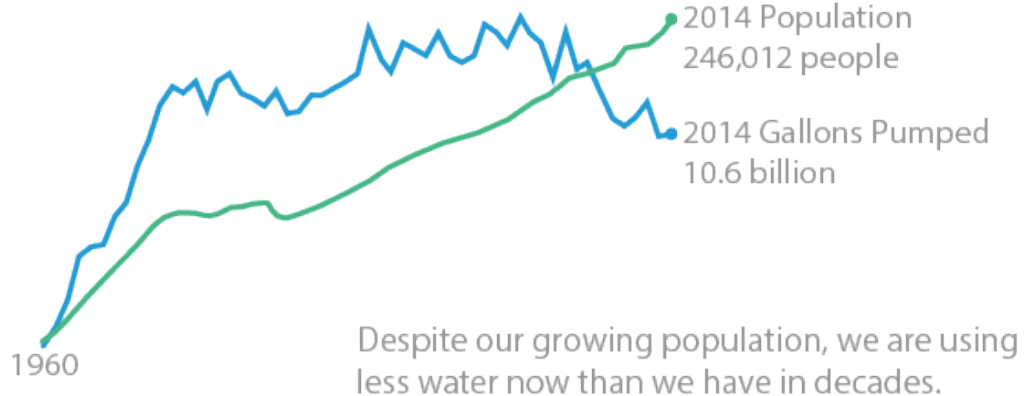
Goal 11. Madison will support the region's agricultural prominence with a strong food economy and access to healthful foods.

How are we doing as a community?

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

Utilities & Community Facilities

Water Use and Population Growth[43]

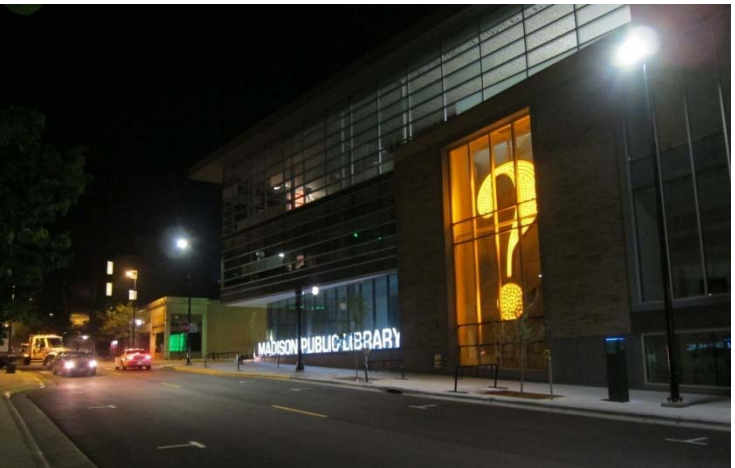


Despite our growing population, we are using less water now than we have in decades.

Source: 43. Madison Water Utility, U.S. Census

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.
C.
D.
E. More important

?

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

How are we doing as a community?

A. Very poor
B.
C.
D.
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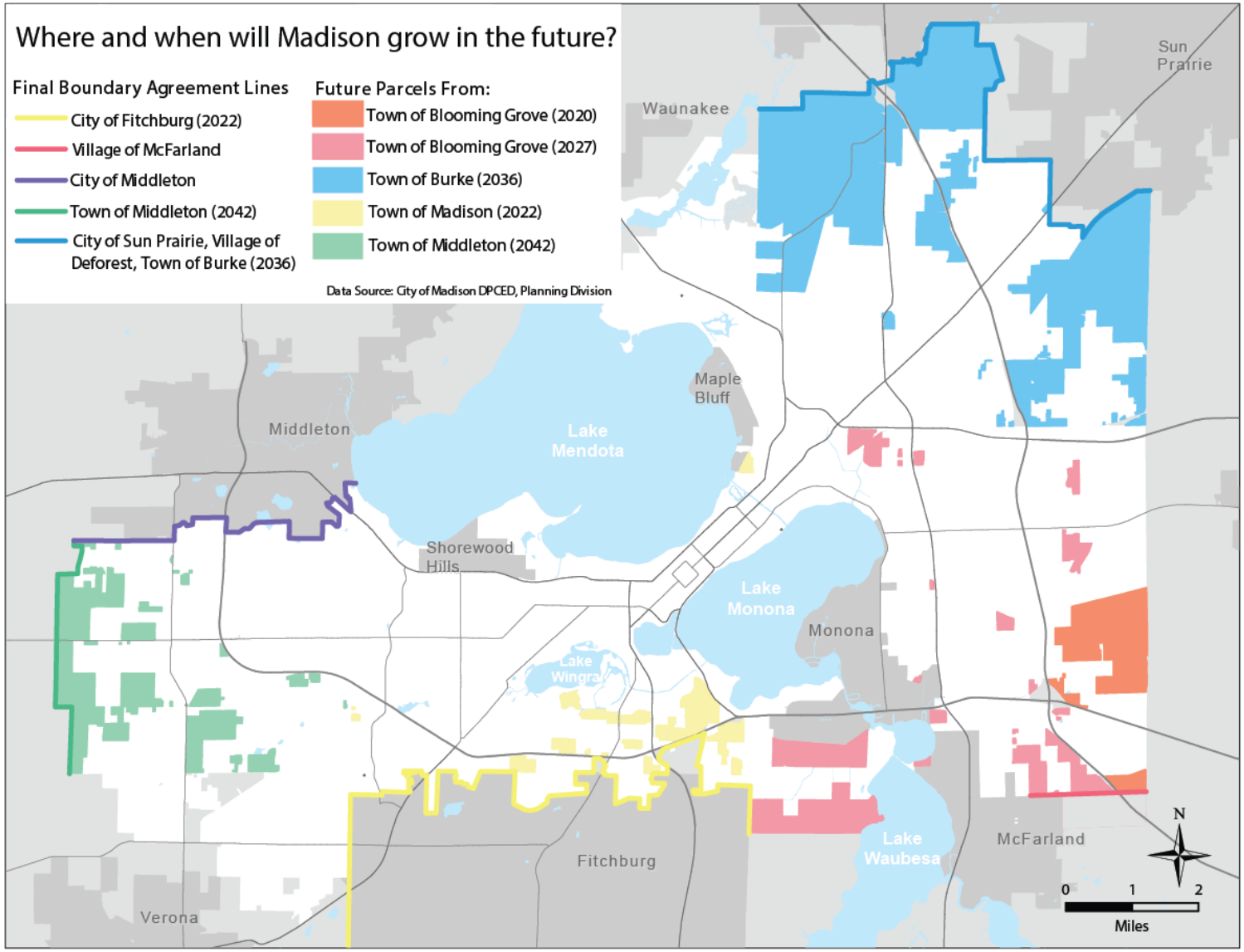
Regional Cooperation



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.
D.
E. More important

?

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

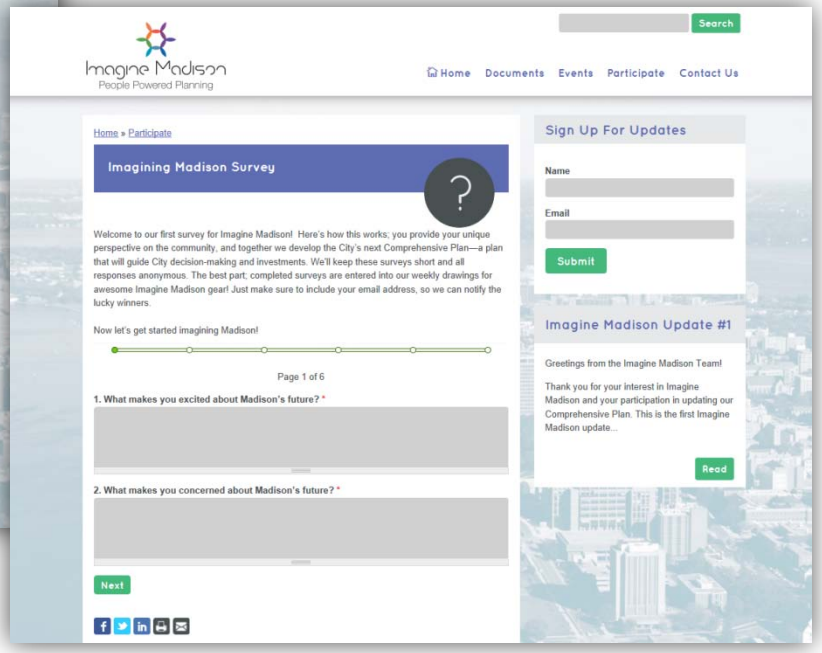
How are we doing as a community?

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

What goals did we miss?

WHAT'S NEXT?

Online Engagement



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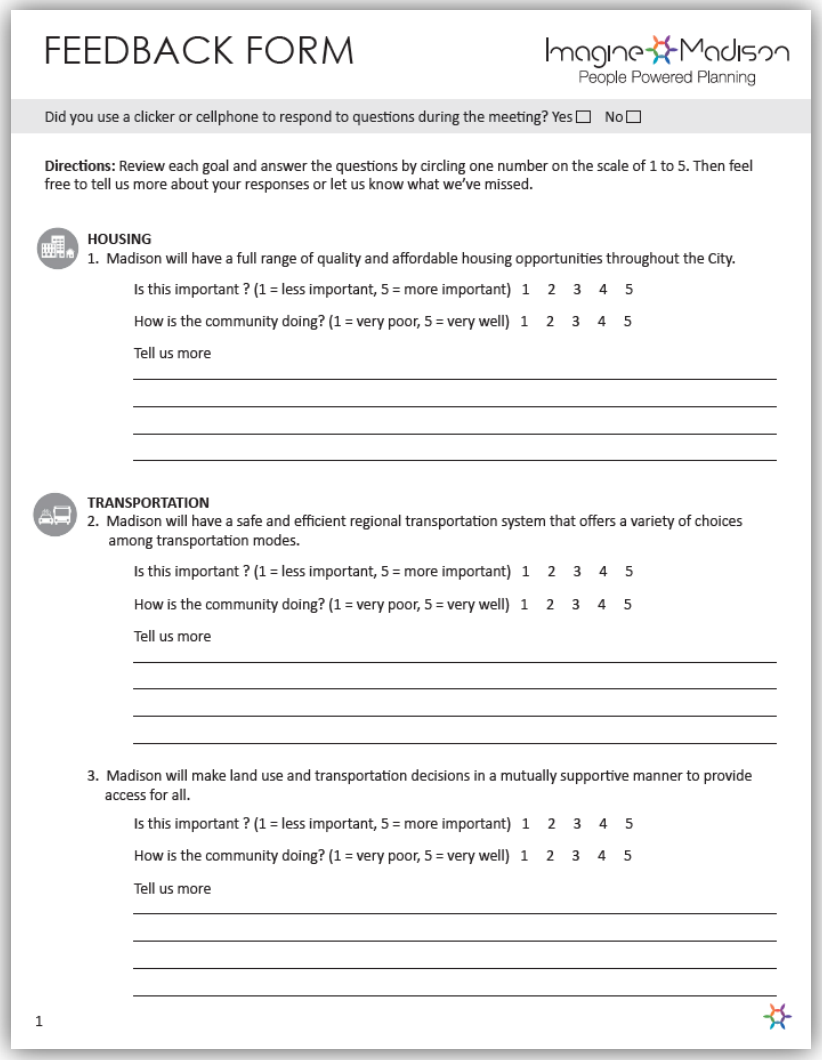
Next Steps

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?
Strategies
FALL 2017
PHASE 3: WHAT FIRST?
How should we prioritize these actions?
Priorities
SPRING 2018
PHASE 4: PLAN REVIEW/APPROVAL
Review by City boards, committees, and commissions.
Final approval by Common Council.
TIMELINE

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!

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Imagine Madison

People Powered Planning

Kickoff Community Meeting

December 5, 2016

Thank You!

#imaginemadison