

# ENGAGEMENT SUMMARY

## FOR THE CITY OF MADISON'S 2018 COMPREHENSIVE PLAN



Imagine Madison  
People Powered Planning

INTRODUCTION

This document provides a detailed summary of the methods used to engage the community in developing Madison's 2018 Comprehensive Plan. The Imagine Madison process to update the Comprehensive Plan was designed to reach a broad cross-section of Madisonians. Thousands of people came together to shape this vision for Madison's future. [add something about People Powered Planning.]

PUBLIC ENGAGEMENT PLAN

A Public Engagement Plan was created to establish a framework for involving and engaging the community in a transparent and inclusive way. The Common Council approved the Public Engagement Plan and authorized funding to strive to make the planning process relevant and accessible to people, especially to those who may not have been involved in past planning processes. Five engagement principles were established to make the process:

- Inclusive
- Flexible
- Fun
- Relevant
- Transparent

Prior to adopting the Public Engagement Plan, the Racial Equity and Social Justice Initiative (RESJI) comprehensive equity tool was used to facilitate consideration of equity and examine how communities of color, low-income populations, and other marginalized populations will be affected by the approach and methods of the Public Engagement Plan. This equity tool is designed to lead to strategies to prevent or mitigate adverse impacts and unintended consequences on marginalized populations. In addition to use of the equity tool, staff also met with many community members to get feedback on the draft Public Engagement Plan prior to the public launch of Imagine Madison.

METHODS OF ENGAGEMENT

The three main methods used to gather feedback from the public were Community Meetings, Resident Panels, and the Imagine Madison website. These methods were supplemented with the use of many other tactics including so-



cial media, videos, email subscriber updates, and attending community events. A description of each engagement method can be found below.

Community Meetings

Community meetings were held to gather input on key questions for each Phase of the project. Meetings were held in highly-accessible facilities. At each event, childcare, language interpreters, and food from a local business were provided. The meetings were held in different parts of the City to ensure broad geographic distribution of in-person events. Each Phase included several meeting options held on different days of the week to accommodate varying schedules. [something about clickers]

Resident Panels

In a proactive effort to connect deeply with populations that have been historically underrepresented in City planning processes, such as people of color, lower-income residents, and others, the Resident Panels program was created to fund and support Community Partners, organizations with established connections to these residents in order to eliminate barriers to participation. The Resident Panel program was the result of a rigorous cooperative process

with input from many people, City agencies, and community organizations with a focus on equitable community outreach.

Forty community organizations responded to the Resident Panels Call for Community Partners, and the City was able to fund 12 partnerships for the program (see below). The Community Partners used their funding to provide child care, transportation, food, cover the cost of facility rental, and so on. [Revise grammatically and add something more about flexibility... flexible on methods, firm on outcomes.] Resident Panels met during each Phase of the Imagine Madison process. City staff provided materials to each panel, they convened to share their input, then each panel reported back to staff with the results of their discussion. Planning staff was not present during meetings of Resident Panels, as they were coordinated directly by the Community Partners. Resident Panels generally replicated the activities of the Community Meetings. The Resident Panel Community Partner organizations are listed below:

- Centro Hispano
- Foundation for Black Women's Wellness
- Goodman Community Center
- Hmong Language & Culture Enrichment Program





- Among Professional Networking
- Madison-Area Urban Ministry in partnership with Street Pulse
- Rebalanced-Life Wellness Association in partnership with JP Hair Design Barbershop
- Sustain Dane in partnership with Ho-Chunk Gaming Madison
- Vera Court Neighborhood Center in partnership with Latino Academy of Workforce Development and Bridge-Lakepoint-Waunona Neighborhood Center
- Retired and Senior Volunteer Program in partnership with Madison senior coalitions
- WI Transgender Health Coalition
- Young Gifted & Black Coalition

### Website

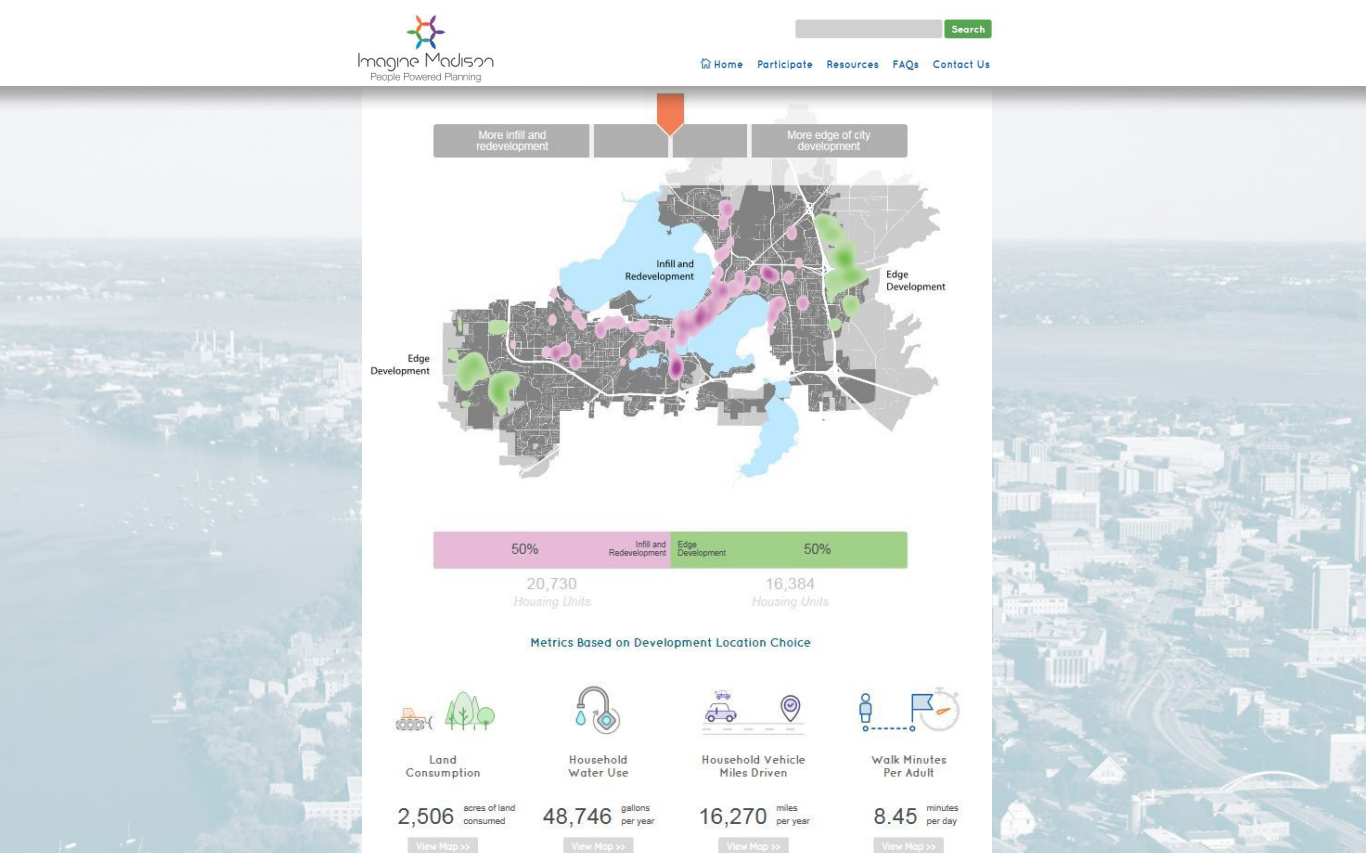
A robust and interactive website was created and maintained to provide remote participants with similar opportunities to participate as in-person participants. In most cases, the feedback opportunities on the website mirrored the activities of the Community Meetings and Resident Panels. To accommodate users with time constraints, the materials on the website were set up so that users could provide as much or as little feedback as they liked; website users did not need to complete the entire survey in order to submit their feedback. Website activities were designed to be simple and accessible for those with little exposure to planning principles.

### Planning Pop-ins

Throughout the process, staff made presentations to community groups and organizations about Imagine Madison. Presentations during these Planning Pop-ins informed those interested in how the process has progressed, and were used to advertise opportunities for continued involvement and glean input from attendees. This method took advantage of adding Imagine Madison to the agenda of existing meetings to reach people, rather than scheduling additional events. Approximately 1,775 people were reached through 60 presentations.

### Videos

Several videos were produced for Imagine Madison. The first was a promotional video providing an overview of



Imagine Madison. The promotional video was available in English, Spanish, and with Hmong subtitles. Staff also interviewed eight Madisonians about issues they see in Madison, their hopes for the future, and specific things they'd like our community to pursue. At each of the first three phases of Imagine Madison, an episode of this "Imagining Madison Mini-Documentary" was posted on the project website and YouTube.

### Email Updates

Throughout the course of the project, staff sent out emails to individuals who signed up to receive project updates. The emails updates shared project information such as upcoming Imagine Madison events, ways to engage online, and summaries of feedback. Over 1,200 stakeholders signed up for email updates.

### Social Media

Imagine Madison used social media to connect to people online. Facebook, Twitter, and Instagram accounts for the project had a combined following of over 800 people. The social media platforms were used to share videos, photos, events, and project updates. [\[info about Instagram photo contest?\]](#)

### Hip Hop Architecture [and Planning] Camp

The City partnered with several other entities to sponsor the Hip Hop Architecture Camp, which used the lens of hip hop and components of the Imagine Madison process to guide underrepresented youth in thinking about the impact they can have on communities they live in, as well as get them interested in planning and architecture careers. Since the first one was held in Madison, the Hip hop Architecture Camp has been expanded to many cities across the country.

[\[insert photos of HH camp\]](#)

### Bus Lines Poetry Contest

For additional cultural inter-agency outreach, the bilingual Bus Lines poetry contest selected "Imagine Madison" as the 2017 theme. Residents were invited to submit 3-5 lines of poetry about their unique vision of the community and what they want Madison to be in 10, 20, or even 30 years. Selected poems appeared on Metro promotional materials

and on the interior and exterior of Metro buses. Several poems were also included within the Comprehensive Plan.

### Markets and Festivals

During the summer of 2017, staff had booths at many festivals, events, and farmers' markets across the City. Staff used an interactive activity where participants wrote their answer to a question about Madison's future on a whiteboard. Staff used a Polaroid camera to take photos of participants with their response and pinned the photos onto boards for others to read and respond to. In addition to gathering feedback at summer events, another objective of attending the events was to spread awareness of Imagine Madison to residents who had not yet been exposed to the project. Staff and volunteers attended 19 events in total over the course of summer 2017, personally meeting with approximately 650 people.

[\[insert Polaroid photos\]](#)

### Cap Times Talk

The Planning Division partnered with the Cap Times, a local media company, to host a Cap Times Talk. The event first held a panel discussion regarding how to build great neighborhoods in the growing city of Madison. Then, feedback activities similar to those from community meetings in Phase 3 were used to gather input from . Another goal of the event was to spread awareness of the Imagine Madison process and reach new people.

[\[insert photos from event\]](#)

### Mayor's Neighborhood Conference

During Fall 2016, the Planning Division hosted former Raleigh Director of Planning and current New York City Parks Commissioner Mitchell Silver. Mr. Silver provided the keynote address about comprehensive planning at the Mayor's Neighborhood Conference, which was attended by nearly 300 people. Mr. Silver also spoke about comprehensive planning at small happy hour event.

### Community Discussion

During summer 2017, the Imagine Madison team hosted a special Community Discussion event at the Central Library. This event was designed based on feedback from partici-

pants in the Resident Panel program who expressed that more time was needed for larger group discussion about the topics discussed as part of Imagine Madison. Staff invited a wide range of community groups to the event, and more than 20 different community groups were represented, including many groups initially interested in but unable to participate in the Resident Panel program. Small group discussions followed a short open house, and participants had the opportunity to visit three different discussion topic tables. Some participants also chose to start their own topic table. Attendees also had the option to join an interactive art table by local artist Angela Richardson to give feedback about Madison's future in a new way – through illustration.

### Student Engagement

As today's youth will eventually be the workers, teachers, doers, and leaders of the Madison we are planning, it is important that they are involved in imagining the Madison they want for the future. Staff engaged with students participating in the PEOPLE Program at four Madison High Schools. The PEOPLE Program, or Precollege Enrichment Opportunity Program for Learning Excellence, helps underrepresented students reach their goals of college attainment and degree completion. Students were presented with draft Strategies and asked to work in small groups to discuss which Strategy they felt was most important and why. In addition, staff presented and engaged with students in several courses at the University of Wisconsin – Madison as well as students involved in Associated Students of Madison (ASM). At Madison College, staff presented to and received feedback from the student Senate several times during the project.

### City Boards, Commissions, and Committees

Staff met with approximately 14 different City boards, committees, and commissions in each Phase to review the draft recommendations. In the final Phase of the project, four additional boards were added, for a total of 18 boards, committees, and commissions (listed below). Feedback from these City bodies was used to inform the recommended Goals, Strategies, and Actions.

- Board of Health for Madison and Dane County
- Board of Park Commissioners
- Board of Public Works
- Committee on the Environment

- Common Council
- Community Development Authority
- Community Development Block Grant Committee
- Economic Development Committee
- Finance Committee
- Housing Strategy Committee
- Landmarks Commission
- Long Range Transportation Planning Committee
- Madison Food Policy Council
- Pedestrian/Bicycle/Motor Vehicle Commission
- Plan Commission (lead commission for the Comprehensive Plan Update)
- Public Safety Review Committee
- Sustainable Madison Committee
- Transit and Parking Commission
- Urban Design Commission

### Media Coverage

Over the course of the 18-month planning process, Imagine Madison used a variety of channels for spreading the word about the project: coverage by local media, advertisements on Metro buses, speaking engagements, social media, emails to neighborhood associations, and booths at local events. Press releases were sent to media outlets during key milestones, including at the start of a new Phase of the project. The following media outlets covered the Imagine Madison process:

- Associated Press (AP News)
- Badger Herald
- Capital Times
- CityLab
- Eastside News
- Isthmus
- La Comunidad
- La Movida Radio
- Madison 365
- Madison Magazine
- Northside News
- The Wheeler Report
- Wisconsin State Journal
- WISC-TV – Channel 3000, For the Record
- WisPolitics
- WMTV - Channel 15
- WORT - Radio 88.9 FM
- West Madison Senior Coalition Newsletter

## ENGAGEMENT BY PHASE

### PHASE 1

#### Community Meetings

While Imagine Madison leveraged technology and social media to reach as many people as possible, Community Meetings were still held to coincide with each Phase of the Imagine Madison process. Two Phase 1 Community Meetings occurred in early December 2016. At both meetings, hand-held polling devices were used to receive and review real-time crowd responses to questions regarding the draft Imagine Madison Goals. Each of the 13 Draft Goals were presented and community members answered two questions about each (see below). Participants also had an opportunity to provide ideas for goals that were missing through open-ended questions on a survey.

1. Is this Goal important?
2. How are we currently doing as a community to achieve this Goal?

#### Resident Panels

The Resident Panel process was generally similar to Community Meetings, including discussion of draft Goals and suggesting new Goals. Panels also discussed open-ended questions about Madison's future as described in the "Imagining Madison" survey description below.

#### Website

The "Issues and Goals" survey was launched on the Imagine Madison website. The survey asked the same questions about the draft Goals and provided the opportunity to suggest new Goal ideas.

#### Imagining Madison Survey

A short survey, called "Imagining Madison," was on the website during Fall 2016. This survey asked open-ended questions about what excited and concerned Madisonians about the future and what they'd like to see in the future. The questions were:

1. What makes you excited about Madison's future?
2. What makes you concerned about Madison's future?
3. What is your "big idea" for Madison? (one change

that would have the biggest impact regardless of cost, time or effort).

4. What is your "small idea" for Madison? (a small change with an immediate impact).

### PHASE 2

#### Community Meetings

During Phase 2 Community Meetings, attendees were presented with a draft list of the 60 Imagine Madison Strategies on posters broken down by the six Elements of the Plan. They then placed a limited number of stickers on Strategies that they supported, or wrote new Strategies directly on the posters.

#### Resident Panels

The Resident Panel process was similar to Community Meetings, including discussion of draft Strategies by Element, voting with a limited number of stickers, and suggesting additional Strategies. Additionally, the groups provided summary documents about what they discussed, and noted if there was consensus or differing viewpoints about certain topics.

#### Website

The Imagine Madison website had a module that allowed users to view the draft Strategies by Element, click on Strategies they supported to "like" them with a "thumbs up," and submit additional Strategy ideas to the website that others could view and "like." Unlike the Community Meetings, there was no limit to the number of Strategies a user could "like" on the website.

#### Future Land Use Map

Imagine Madison solicited feedback on the Future Land Use Map beginning with an initial solicitation of amendments to the map in February 2017. Staff then responded to those comments and worked to create an updated Draft Future Land Use Map. In April 2017, the community was invited to make comments on the updated Draft Future Land Use Map. Through a multi-step iterative process of public input, staff review and mapping, and Plan Commission review, the Future Land Use Map continued to take shape throughout Imagine Madison Phases 2, 3, and 4.



PHASE 3

Community Meetings and Resident Panels

In Phase 3 Community Meetings, attendees were presented with 73 Strategies on cards organized by the six Elements of the Plan. Attendees worked in small groups to prioritize the Strategies, arranging their top five Strategies in order. They also wrote down Action ideas for implementation of the Strategies. For Growth Prioritization, attendees placed sticker dots on a map of Madison, choosing areas in which they believed Madison could accommodate future housing growth. To gain further insight from residents, participants had the option to answer more specific value-based questions relating to housing growth on a paper survey. Resident Panels generally completed the same activities as the Community Meeting attendees.

Website

During Phase 3, the Imagine Madison website included a Strategy prioritization survey with essentially the same activity as the Community Meetings, but on an individual basis, rather than working in small groups. Users ranked their top five Strategies for each Element, and then submitted Action ideas for implementation of the Strategies.

For Growth Prioritization, the website allowed users to complete an activity that was streamlined from the Community Meeting and Resident Panel activity. The web survey provided background information about how much growth Madison is expected to experience. Individual users were then asked to choose their preference regarding how Madison should accommodate the expected housing growth. Users were shown a simplified map of Madison (shown below). Users could choose from 70% Infill and Redevelopment with 30% Edge Development; 30% Infill and Redevelopment with 70% Edge Development; or a 50/50 split between Infill and Edge.

Imagine Madison used a growth scenario modeling tool called UrbanFootprint (designed by Calthorpe Analytics and customized for use in Madison and Dane County) to help estimate what the future impacts of our land use

and transportation decisions will be across seven major modules (energy, water, fiscal, transportation, emissions, health, and land consumption). As website users chose their preference, the estimated impacts of their choice would update using simple animated icons and numbers. Like the Community Meetings and Resident Panels, website users could answer more specific value-based questions relating to growth.

[add limitations to survey?? as suggest by PC]

PHASE 4

Community Review

The Draft Comprehensive Plan was released for community review beginning on May 1, 2018. The Draft Plan was posted on the Imagine Madison website and copies were placed in all Madison Public Library branches. Residents, businesses, and community organizations who signed up to project updates were advised of the availability of the Draft Plan via email. A press release was also sent out to media outlets and the story was picked up by several news sources.

Opportunities for the public to submit comments on the Draft Plan were provided by email, phone call, and through an interactive comment form on the Comprehensive Plan web page. Information on ways to comment on the Draft Plan was provided on the Imagine Madison website, through the media, at public meetings, and included with each copy of the Plan in City libraries. The Draft Comprehensive Plan was also scheduled for formal discussion at key City boards, commissions and committees, who were encouraged to provide comments on the draft. Members of the public were encouraged to attend these meetings to provide feedback. All of the comments received were compiled, together with a staff response, for review by the Plan Commission as it considered potential revisions to the Draft Plan at a series of special work session meetings held during June and July 2018.

On July xx 2018 the Plan Commission passed a resolution recommending adoption of the Comprehensive Plan with revisions specified in the Plan Commission minutes. On August 8, 2018 the Common Council adopted the City of

Madison Comprehensive Plan with revisions as specified  
xxxxx.

DEMOGRAPHICS

The demographics of participants were tracked throughout the process to monitor how they matched that of the city population as a whole. Adjustments to engagement activities were made as gaps in engagement were identified. The results below show the total demographics from Phases one through three. While some small gaps remain, being aware of them allowed planners to understand who the public input represented and which voices were absent. Feedback was kept separate by the three main sources (Community Meetings, Resident Panels, and website) because the demographics of participants by source differed significantly.

[insert demographic charts of all 3 Phases... see below]

INTERNAL ENGAGEMENT

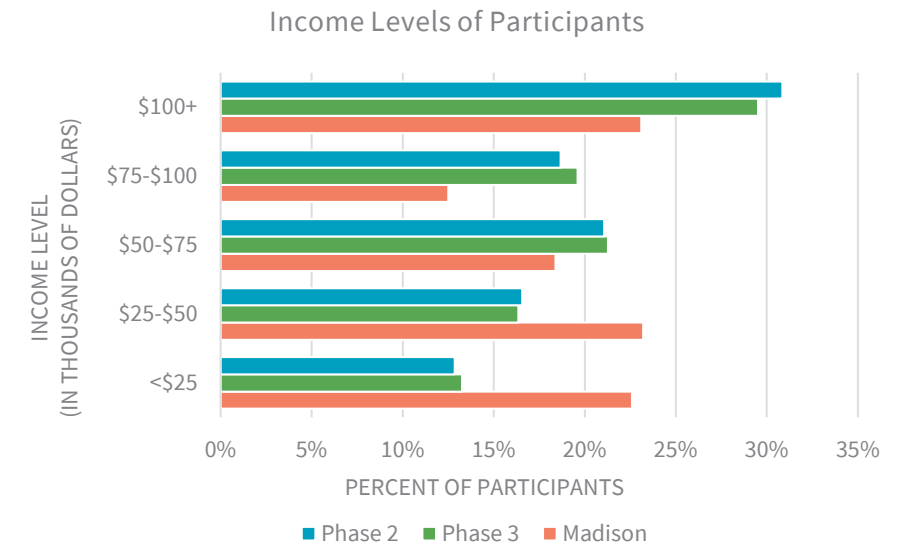
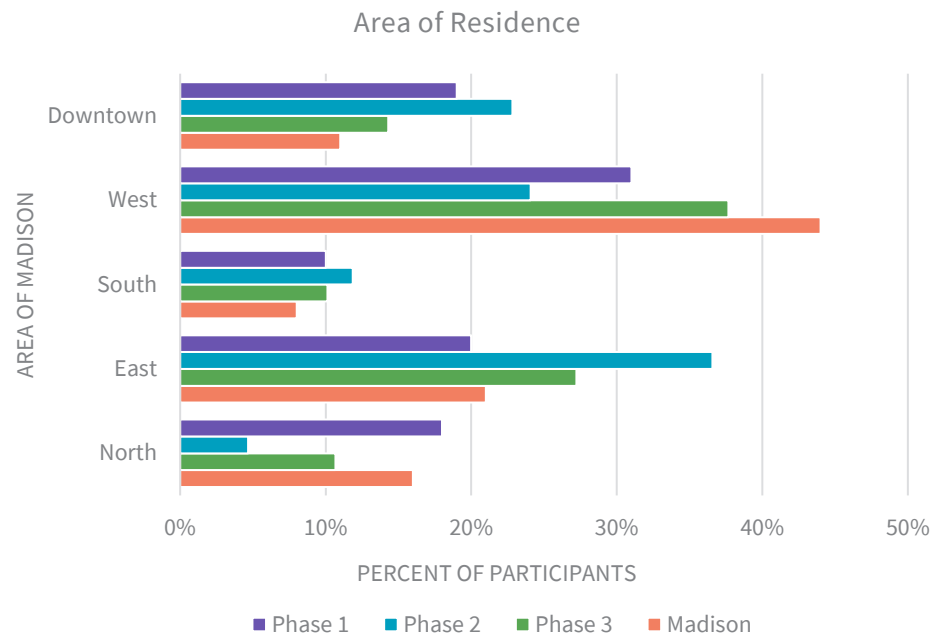
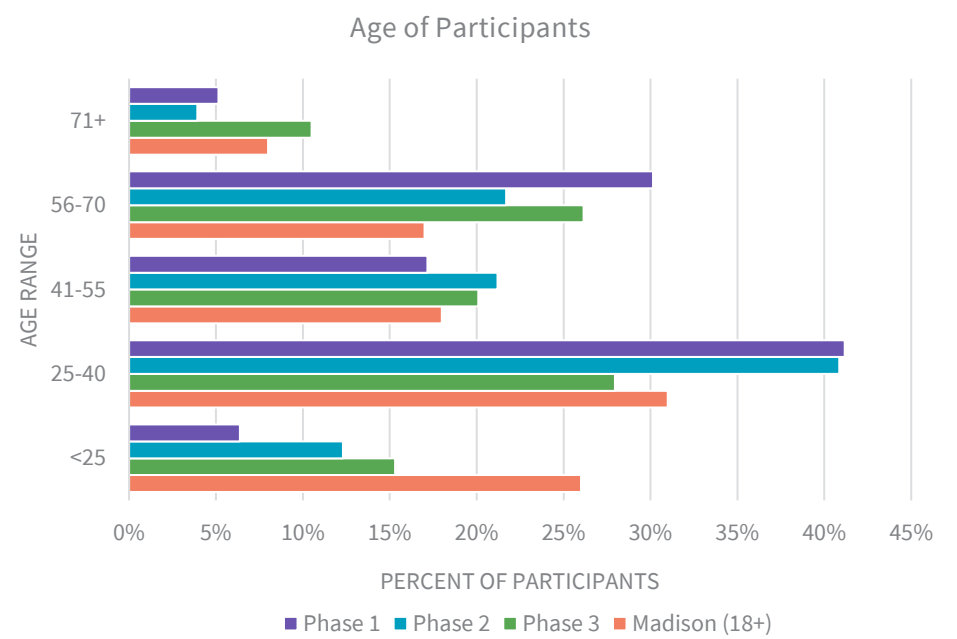
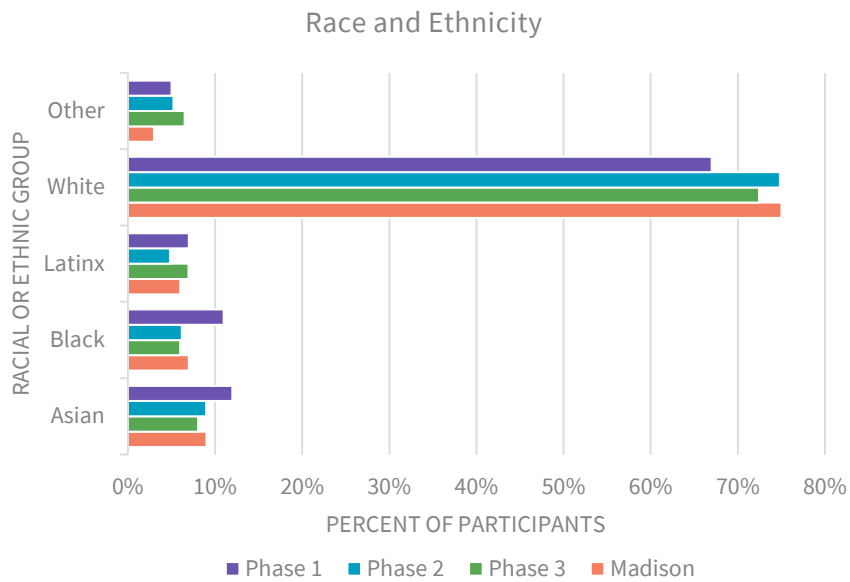
[IST, NRTs, MPT?, PWI?, etc.]

Other stuff to possibly include:

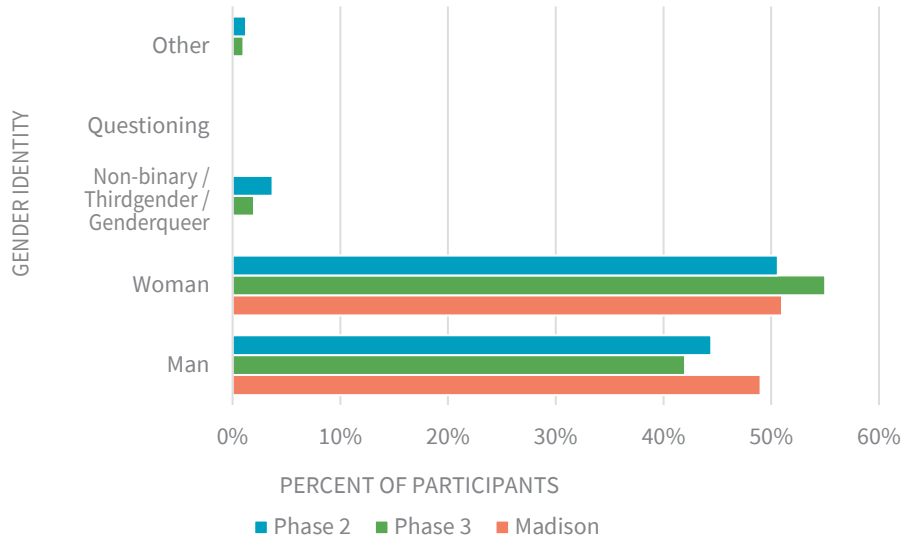
Hyperlinks to feedback summaries? Will these links be broken later?

community outreach roundtable?  
Photo contest?  
City Snapshot?

CapTimes Talk



Gender of Participants



Percent of Transgender Participants

