



Roadmap to Outcomes

Strong and Complete Neighborhoods

Spring 2017



Why is this Goal Important?

- The opportunity for all Madison residents connect and engage in their community and feel that their community is invested in them is the fundamental source of neighborhood strength
- It is also crucial that all Madison residents have the ability to easily access the places that provide the goods and services needed for daily life as well as spaces to gather as a community, which is what makes a neighborhood complete
- Too often our lowest income residents, who would most benefit from strong and complete neighborhoods, do not have opportunities to be part of them

Equity Statement

All Madison residents will have equitable opportunities to live in and be part of a Strong and Complete Neighborhood

Residents of all Madison Neighborhoods Are Empowered and Engaged in Shaping and Improving the Future of Their Community

This outcome matters because all Madison residents regardless of age, ability, income, or background deserve the opportunity to be engaged and connected to their community in order to shape its future, rather than being a bystander. Civic engagement is necessary for social responsibility and stewardship, which is needed to create STRONG NEIGHBORHOODS.

Indicator: % of survey respondents that indicate they empowered and engaged in their neighborhood

Data Source: Resident survey to be conducted in a statistically sound manner.

Survey Structure

- Statistically sound survey every five years conducted by a third party
- Questions covering formal level engagement as well as feeling of belonging and empowerment, engagement, satisfaction with neighborhood activities, personal benefits of participation, strength of relationships, trust, mutual aid, personal agency, and suggestions for improvement
- Host focus groups to gather more in-depth information (target underrepresented communities and areas with a high percentage of low income residents)

Progress Measures

- Sense of neighborhood improvement or decline
- Sense of membership in the community
- Active participation and investment in neighborhood activities
- Sense of resident ability to positively influence the neighborhood

Contributing Issues

Positive	Negative
Neighborhood developed vision and action plan	Lack of physical gathering space
Relationships between and across neighborhood boundaries	Physical barriers (ex. highways)
Strong partners (schools, small business, faith based organizations)	History of community distrust
Neighborhood based institutions, social bonds and networks	Lack of time/resources/opportunity to engage in community

What Works

- Neighborhood Associations, Community Centers, Place-Based Convening Locations, Community Liaisons, Capacity Building Programs

Partners

- Madison Community Foundation, Non-Profits, Neighborhood Centers, Area Businesses

All Madison Neighborhoods will be Clean and Safe through the Provision of Non-Emergency Services

This outcome matters because all Madison residents regardless of age, ability, income, or background require clean and safe neighborhoods to be successful in their school, work, and home lives. Well functioning basic services and a sense of public investment in neighborhoods is needed to create STRONG NEIGHBORHOODS.

Indicator: % of survey respondents that indicate satisfaction with non-emergency services

Data Source: Resident survey to be conducted in a statistically sound manner.

Survey Structure

- Statistically sound survey every five years conducted by a third party
- Questions covering satisfaction with non-emergency services including but not limited to:
 - Trash collection, snow removal, park maintenance, water and sewer service, property assessments, building inspections, street maintenance
- Questions focused on satisfaction with services, suggestions for improvement, etc
- Host focus groups to gather more in-depth information (target underrepresented communities and areas with a high percentage of low income residents)

Progress Measures

- Sense of safety and cleanliness
- City responsiveness to problems
- Sense of neighborhood improvement or decline

Contributing Issues

Positive	Negative
City of Madison Funding	Response rates to survey may be unrepresentative
Federal Funding	Extreme weather events
State Funding	Income inequality
Neighborhood amenities	

What Works

- Well-planned service standards that meet resident expectations and resources to support the provision of those services at the established standard. For example, mowing cycles for parks require staffing levels to meet that standard.

Partners

- UW Survey Center, Volunteers, Taxpayers, National Organizations who help advise on best practices to set standards (NPRA, APWA, etc.)

Residents of All Madison Neighborhoods will have Convenient Access to Fundamental Activities, Amenities, and Gathering Spaces

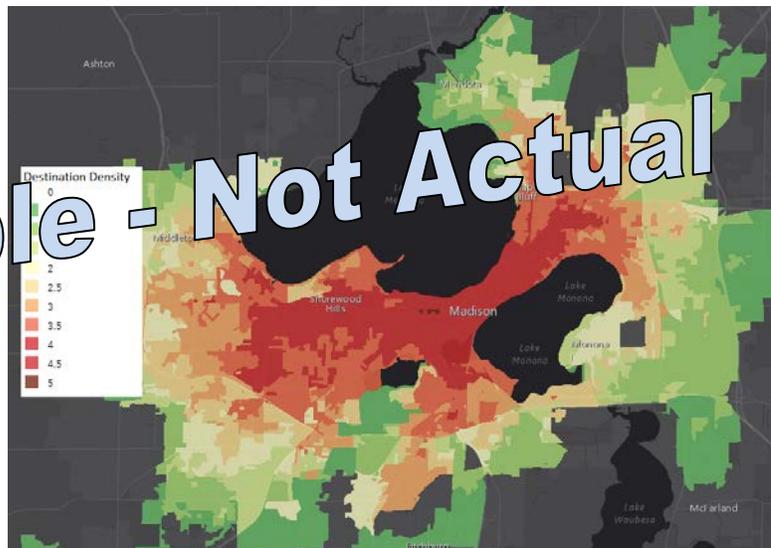
This outcome matters because all Madison residents regardless of age, ability, income, or background require access to places that provide the goods and services needed for daily life as well as spaces to gather as a community. Access to these fundamental activities and amenities is needed to create COMPLETE NEIGHBORHOODS.

Indicator: Geographic Density of Activities, Amenities, and Gathering Spaces

*Compare Destination Density at a block group level to City Target, focus on areas with a high % of low-income residents

Data Source: Active Living Index -MPO

	# of Block Groups Below City Target	# of Low Income Block Groups Below City Target
2016	47	20
2015	50	20
2014	50	22
2013	52	22
Destination Classes		
Food		
Education		
Parks		
Recreation		
Shopping, Services, Health		



Contributing Issues

Positive	Negative
Bike/ped accessibility	Single use zoning
Infill development (designated by Comprehensive Plan)	Income inequality
Mixed use zoning	Lack of City control/market driven
Strong local economy	Fear of density

What Works

- Identifying potential redevelopment and infill areas (Future Land Use map – Comp Plan), actively creating community spaces (neighborhood centers, libraries, etc), zoning for mixed use

Partners

- Private developers, NRT's, Parks, Community Centers, Libraries, local businesses

All Madison Neighborhoods will have Access to a Variety of Transportation Options

This outcome matters because all Madison residents regardless of age, ability, income, or background require the ability easily and safely get to school, work, and activities in the method that best fits their needs. The ability to easily move within neighborhoods and connect to the broader city is needed to create COMPLETE NEIGHBORHOODS.

Indicator: Geographic Availability of Transportation Options

*Compare Transportation Index at a block group level to City Target, focus on areas with a high % of low-income residents

Data Source: GIS based index of transportation options and quality

	# of Block Groups Below City Target	# of Low Income Block Groups Below City Target
2016	47	20
2015	50	
2014	50	
2013	52	22
Transportation Classes		
Intersection Density		
Bikeway Facility Density		
Bicycle Level of Service		
Transit Service		
Transit Access to Jobs		



Contributing Issues

Positive	Negative
Strong existing infrastructure	Lack of Regional Transportation Authority
Active bike/ped culture	Limited Right of Way/isthmus
Compact development pattern	Existing land use patterns (suburban)

What Works

- Mobility centers, complete streets, bike/ped infrastructure

Partners

- Federal, State, County, Neighboring Cities, B-Cycle, Local Businesses

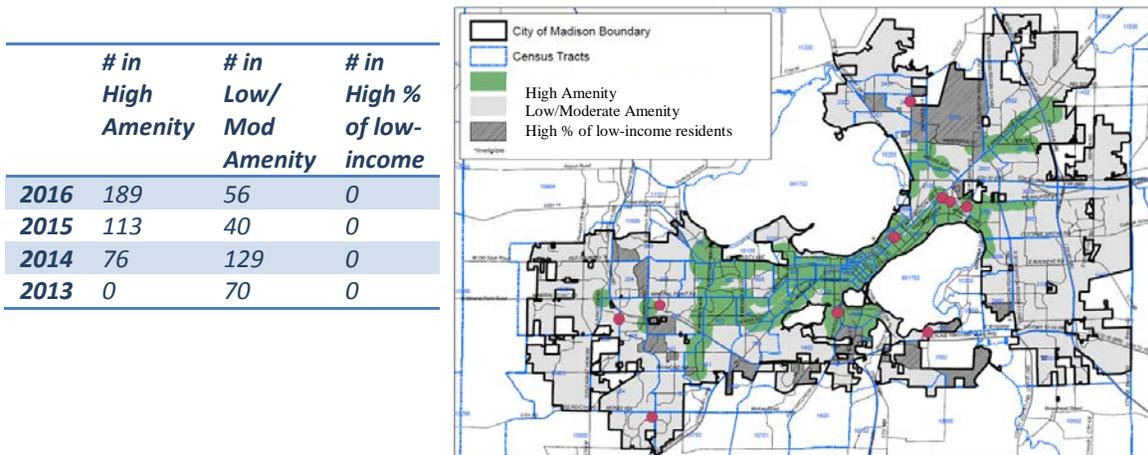
All Madison Neighborhoods will have a Variety of Housing to Serve the Full Range of Madison Residents

This outcome matters because all Madison residents regardless of age, ability, income, or background deserve a choice in where to live (particularly in Strong and Complete Neighborhoods) and so that we avoid additionally concentrating poverty. A diversity of housing options for all people within a neighborhood is needed to create COMPLETE NEIGHBORHOODS.

Indicator: # of New Affordable housing Units Created in Amenity Rich Neighborhoods

*Compare # and location of new affordable housing units to Destination Density and Transportation Index at a block group level to areas with a high % of low-income residents

Data Source: Community Development Division



Red Dot = New City Funded Low-Income Affordable Housing

Contributing Issues

Positive	Negative
City of Madison Funding	Restrictive zoning
Federal Funding	Neighborhood resistance
Zoning for multifamily housing	Income inequality
Neighborhood amenities	Low vacancy rate

What Works

- Madison Affordable Housing Fund, CDBG, HOME

Partners

- HUD, WHEDA, Housing Developers