

Town of Madison Attachment



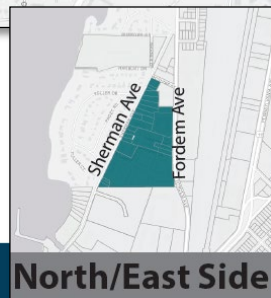
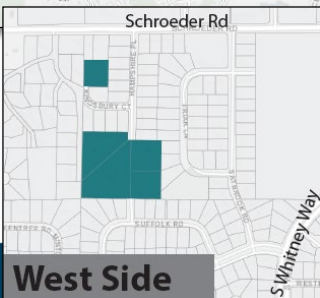
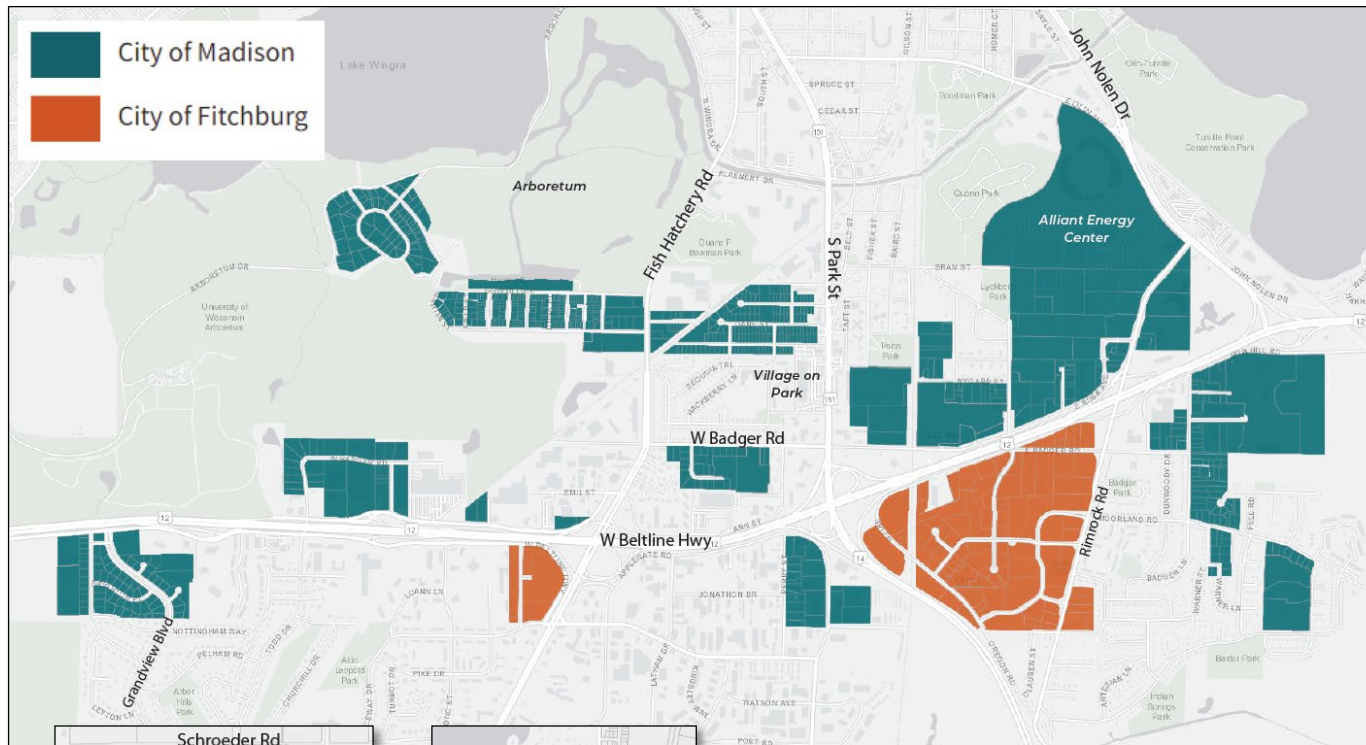
Communication Plan Implementation

Plan Commission

Oct 4, 2021



Overview



The map illustrates parcels that will be impacted by service changes

On October 31, 2022 the City of Madison will have:

- 4,846 new residents
- 2,407 additional housing units
- 835 additional parcels (597 acres)
- 309 businesses

Current Service Provided by the City since Nov 2020

- Fire/EMS services
- Building Inspection



Demographics

Town of Madison attaching to City of Madison - 2020 Census Demographics

		Town	City
RACE	#	%	%
WHITE	2,466	51.9	78.9
BLACK	631	13.0	7.3
AMERICAN INDIAN AND ALASKA NATIVE	61	1.4	
ASIAN	391	8.2	7.4
NATIVE HAWAIIAN AND OTHER PACIFIC ISLANDER	1	0.02	
SOME OTHER RACE	709	14.6	2.9
POPULATION OF TWO OR MORE RACES	587	12.1	3.1
TOTAL POPULATION	4,846		
ETHNICITY	#	%	%
HISPANIC OR LATINO	1,314	27.1	6.8
NOT HISPANIC OR LATINO	3,532	72.9	93.2



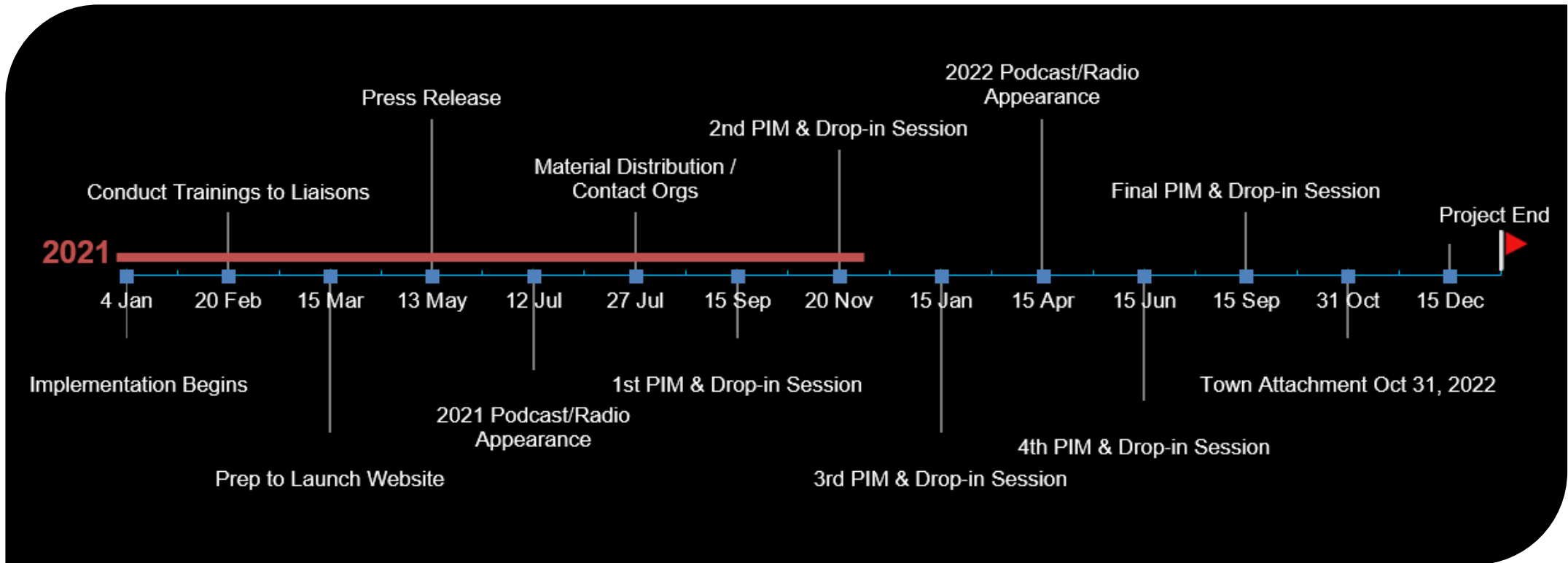
Socioeconomic Characteristics

	Town	City
Average Household Income (2019 5-yr ACS)	\$42,469 (+/- \$2,512)	\$65,332 (+/- \$1,368)
Living Below Poverty Line (2019 5-yr ACS)	16.8% (+/- 6.6)	16.9% (+/- 0.7)

Housing Tenure (2019 5-yr ACS)	Town	City
Own	35.7 % (+/- 25.9%)	50.6 % (+/- 1.5%)
Rent	64.3 % (+/- 14.4%)	49.4 % (+/- 1.6%)



Awareness Campaign Timeline



Resources

- Town of Madison Website
- Interactive Map
- Town of Madison Hotline (English, Spanish, Tibetan, Mandarin)
- Educational Video
- Targeted media campaign with advertising agency **designCrafts**
- Mailers, Postcards, Letters
- Radio ads
- Podcast: Everyday Engineering
- Text Message Alerts
- Team has contacted 9 apartment managers, 21 educational institutions, 35 local organizations
- Community Navigators



Community Navigators

- **Charles Edward Payne**, Certified Teacher and Career Pathways Coordinator with UW Health
- **Edgardo Lugo** (bilingual in Spanish/English), Business Owner and Volunteer at CMC
- **Francis Carlos Medrano Tristan** (Spanish speaker), Afro-Peruvian Journalist and Choreographer.
- **Wendy Barton**, retired City of Madison employee

Outreach materials:

- Fact Sheet – 5 page document
- Flyers with QR codes of website and interactive map
- Yard Signs
- Resource Guide (South Madison)



Outreach Materials

- Fact Sheet – 5 page document
- Flyers with QR codes of website and interactive map
- Yard Signs
- Resource Guide (South Madison)



Food & Health

St. Vincent de Paul Food Pantry | 2033 Fish Hatchery Rd | 257-0919
Mt Zion Baptist Church Food Pantry | 2029 Fisher St | 255-5270
St Mark's Lutheran Church Food Pantry | 606 Spruce St | 256-8463
Catholic Multicultural Center | 1862 Beak St | 661-3512
MKS Food Pantry | 50 Mangertown Rd | 444-0476
South Madison Farmers Market | 309-8434

.....

SSM Health | 1919 Fish Hatchery Rd | 252-8000
IWM Health Adolescent Clinic | 1102 S Park St | 287-5899
Access Community Health - Wineta | 1102 S Park St | 263-3111
Planned Parenthood | 2222 S Park St, Suite 210 | 251-6596
IWM Extension Youth Advocates for Community Health
Public Health MDC South | 2230 S Park St | 266-4821

Employment & Business

Urban League of Greater Madison
2222 S Park St, Suite 200 | 729-1200
Centro Hispano
810 W Badger Rd | 255-3018
South Metropolitan Business Association
210-3110
South Metropolitan Planning Council
2300 S Park St, Ste 3 | 819-4849
Lafayette Chamber of Commerce
2012 Fisher St | 608-268-8004
2881 Commerce Park Dr, Suite E | 722-3266
Madison Black Chamber of Commerce
2222 S Park St | 622-7289
Hmong Institute
628-3901
Dane County Job Center
1819 Albany Ave | 242-4900
Dane County Human Services-South Madison Office
2300 S Park St | 261-9900
Joining Forces for Families
818 W Badger Rd | 261-9764
YWCA Empowerment Center
2040 S Park St | 257-1436
Literacy Network
701 Dane St | 244-3911 (symbol)
Neighborhood Law Clinic (NMLC)
2312 S Park St | 890-0076
Madison Labor Temple
1602 S Park St #106 | 332-1886
JustDane
2115 S Park St | 256-0906

Schools & Youth Programs

Wright Middle School
1717 Fish Hatchery Rd | 608-204-1340
Dane City Schools
2012 Fisher St | 608-268-8004
Danequa School
833 W Badger Rd | 256-4650
Nehemiah Center for Urban Leadership Development
655 W Badger Rd | 257-2653
Madison College - South
2429 Ferry St | 242-4200
Lincoln Elementary School
309 Sequoia Trail | 204-4900
Badger Book
501 E Badger Rd | 442-1335
MMSO
945 W Dayton St | 663-1879
FreedomLine
2110 Laurel Ln | 716-7324
Boys and Girls Club - Laft
2001 Park St | 257-2600
Early Childhood Learning Center
833 Hughes Place | 251-8127
South Madison Partnership (IWM)
Reach Dane
2206 S Park St | 441-7680
Blairpath Youth Services
2720 Rimwood Rd | 251-1126

Housing Assistance

Project Home - Minor Home Repair Grant
Movin' Out - Minor Repair Program (Dane County CDBG)
Habitat for Humanity of Dane County - Home Repair
608.255.1549 x101 | poulsen@habitatdane.org

.....

MGE | 252-7222
Madison Group, Inc.
2349 Fremont Drive | 836-1152
Madison Water Utility
119 E Cliff Ave | 256-4661
Madison Area Community Land Trust
2702 International Lane, Suite 200 | 285-2691
Janan Resource Center
1202 Williamson St # 101 | 257-0006

Miscellaneous

Madison South Rotary | 608-327-4202
Safe Communities Coalition
2458 Rowood Ave UNIT 209 | 441-0060
Madison Senior Center
330 W Mifflin St | 266-6581
NewHomes
133 E Cliff Ave | 110 | 512-0000
Southside NFI | 266-6352
Urban Traps
2212 S Park St | 520-0741

DISCOVER. CONNECT. GET INFORMATION.

SOUTH MADISON COMMUNITY

Housing Services | Youth Services | Employment Services | *This is an exhaustive, but incomplete list



Major Inquiries from the Public

- Property Taxes
- Polling place
- Trash Collection
- Building Inspection services
- Sewer and water service changes
- Street reconstruction and other special assessments
- Clarification about which municipality they will be living in



What's Next?

- In-Person Public Information Meeting at Penn Park, **October 14, 5-7pm**
- Another round of mailers to all residents, property owners and business owners by the end of the year



Questions?

Angela Puerta

apuerta@cityofmadison.com

608-267-8649

