

Imagine Madison Phase 1 Summary

Activities & Outreach

Planning Division staff began background work for the Comprehensive Plan Update in early 2016. In early June, the City hired LTEs Kirstie Laatsch and Colin Punt specifically for the Comprehensive Plan Update. The Update's **Public Participation Plan** was approved by the Plan Commission and adopted by Common Council in June. Throughout the summer, staff analyzed the existing Comprehensive Plan, other relevant City and regional plans, and exemplary "model" comprehensive plans from other communities.

Imagine Madison planning staff has been busy meeting with residents, community organizations, and elected and appointed officials. Since late August, planning staff has met with over **1,200 people** in approximately **50 meetings**.

In October, the Planning Division hosted former Raleigh Director of Planning and current New York City Parks Commissioner **Mitchell Silver** to provide the keynote address about comprehensive planning at the Mayor's Neighborhood Conference. Mr. Silver also spoke about comprehensive planning at a small happy hour planning talk.

The Imagine Madison public engagement process officially **kicked off** on November 10.

The City contracted with local marketing firm Pop-Dot to assist with **marketing** materials and press relations relating to Imagine Madison. Pop-Dot assisted in the naming and branding for Imagine Madison, creating a marketing plan, creating logos, images, and promotional materials, working with Madison Metro to create Imagine Madison bus wraps, organizing a mid-November community outreach roundtable, and organizing and promoting a November-December press push.

In November, we published [City Snapshot](#), a background information document full of **data and trends** about Madison, and the result of months of data gathering. City Snapshot was provided to members of several boards, committees, and commissions, alders, and members of the comprehensive planning interagency staff team. The document was also available to the public at the December public meetings, at numerous other meetings with the community members, and on the project website.

The Imagine Madison **project website** (imagine-madison-wi.com) has been the project's clearinghouse for information and engagement. Since its launch in November, it has had 2,948 unique visitors.

Several **videos** have been produced for Imagine Madison. The first was a [promotional video](#) providing an overview of Imagine Madison, which is available on the project website and the City's YouTube channel. The promotional video is 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. The [first episode](#) of this "Imagining Madison Mini-Documentary" was posted on the project website in December. Two more episodes will be released to coincide with future phases of the project.

While we are trying to leverage technology and social media to reach as many people as possible, we are still holding **public meetings** to coincide with each phase of the Imagine Madison process. The two Phase 1 public meetings occurred in early December. The [meeting](#) at the Central Library was attended by 100 people. The meeting at the Village on Park Street had 65 attendees. At both meetings, we utilized i-clickers to receive and review real-time crowd responses to questions regarding the [draft Imagine Madison goals](#).

A short "**Imagining Madison**" survey was on the website from early November to mid-December. 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. We received over 130 responses to this survey.

In mid-December we launched the “**Issues and Goals**” survey that replicates the activities of the December public meetings, asking about the draft Imagine Madison goals and soliciting new goal ideas. When this survey closed in mid-February, we had received 205 [responses](#).

We’ve been sending regular (every 4-6 weeks) **email updates** to our email subscriber list, which is currently approximately 750 addresses.

We’ve used **social media** to regularly communicate with interested residents. The Imagine Madison pages currently have more than 100 [Twitter](#) followers and almost 250 [Facebook](#) likes.

Planning staff has been available for “**Planning Pop-Ins**” to talk about Imagine Madison, and has spoken to about ten service organizations, neighborhood organizations, and other groups.

In order to promote Imagine Madison and drum up more interest, we’ve held **prize giveaways** of Imagine Madison-branded travel mugs, water bottles, and pens for meeting participants, survey respondents, and email subscribers.

Due to the “comprehensive” nature of the Comprehensive Plan and its inclusion of nearly all City activities, Imagine Madison planning staff organized and met regularly with an **inter-agency staff team** composed of representatives from 16 City agencies. Staff has also met with other public entities including staff from Capital Area Regional Planning Commission and Madison Metropolitan School District.

In an attempt to connect deeply with populations that have been historically underrepresented in City planning processes, such as African Americans, Latinos, low-income residents, among others, the **Resident Panels** program has been established to fund and support Community Partners, organizations with established connections to these populations in order to eliminate barriers to participation with Imagine Madison. The Resident Panel program is the result of a rigorous cooperative process with input from many people, agencies, and community organizations with a focus on community outreach and support services. Forty community organizations responded to the Resident Panels call for Community Partners, and the City was able to [select and fund 12](#) organizations for the program. Panels began meeting in early February. All Community Partners are expected to have held their Phase 1 Resident Panel meetings by early March. Phase 2 Resident Panel meetings will occur in May and June.

As today’s **youth** will one day 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 has met with MMSD curriculum and instruction staff to explore integrating Imagine Madison and the Comprehensive Plan Update process into the social studies and arts curriculum. The City has also partnered with several other entities to sponsor the [Hip Hop Architecture Camp](#), which uses the Imagine Madison process to guide youth of color in thinking about the communities they live in and get them interested in planning and architecture careers.

For additional cultural inter-agency outreach, the bilingual **Bus Lines** [poetry contest](#) has selected “Imagine Madison” as the 2017 theme. Residents are 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 may appear on Metro promotional materials and on the exterior of Metro buses.

Imagine Madison Planning Division staff has also met with 11 **different boards, committees, and commissions** in Phase 1 to review the draft goals to guide Imagine Madison going forward. Feedback regarding the draft goals from the boards, committees, and commissions has been included with community input to inform the recommended goals.