



Department of Planning & Community & Economic Development

Planning Division

Heather Stouder, Director

215 Martin Luther King Jr. Blvd. Ste 017

P.O. Box 2985

Madison, Wisconsin 53701-2985

Phone: (608) 266-4635

Fax (608) 266-6377

www.cityofmadison.com

October 4, 2021

To: Plan Commission

From: Town of Madison Communications Team

Re: Town of Madison Communications Campaign Updates

Project Background

A majority of the Town of Madison will be attached to the City of Madison in October 2022, with the remainder going to the City of Fitchburg. The dissolution of the town is based upon the terms of an agreement (the "Cooperative Plan") entered into by the City of Madison, the City of Fitchburg, and the Town of Madison in 2003. According to Census 2020, The City of Madison will welcome 4,846 residents, including non-English speaking communities, such as Spanish, Tibetan and Chinese. Given the size of the Town and number of residents, this is an unprecedented attachment or annexation to our City.

On October 31, 2022 the City of Madison will provide service to:

- 2,407 additional housing units
- 835 additional parcels (597 acres)

Current Service Provided by the City since Nov 2020:

- Fire/EMS services
- Building Inspection

The City of Madison will receive the following Town infrastructure:

- 11.56 miles sanitary sewer mains
- 3 sewer lift stations
- 4.49 miles storm sewer pipe
- 1 storm water detention pond
- 37.99 miles streets
- 1 bridge
- 2 parks

In 2019, the City of Madison, in partnership with the City of Fitchburg and the Town of Madison, created an internal Communications Team to coordinate outreach methods and create a Plan that would serve as a guide to establish open communication with all incoming Town of Madison residents, property

owners, business owners and other stakeholders through entire attachment process. The Communications Plan was internally revised and accepted by the Mayor and Division Heads late in 2020. The Plan lays out the communication tools available to residents to stay informed during the attachment process. The communication tools include:

- [Town of Madison Website](#) (also available in Spanish and traditional Chinese)
- Interactive Map
- Town of Madison Hotline (also available in Spanish, Tibetan and Mandarin)
- Educational video (also available in Spanish and traditional Chinese)
- Targeted media campaign with advertising agency **designCraft**
- Mailers, postcards, letters
- Radio ads
- Podcast
- Text message alerts
- Targeted outreach to 9 apartment managers, 21 educational institutions, 35 local organizations
- Four Community Navigators

The Town of Madison Communications Team launched the communications campaign in May 2021, and hosted the first virtual Public Information Meeting (PIM) on September 15, 2021. There will be an in-person PIM on October 14th from 5-7pm at the Penn Park shelter.