

Imagine Madison

People Powered Planning

What is Imagine Madison?

Imagine Madison is the process to update Madison's **Comprehensive Plan**, which was adopted in 2006. The Plan will be an action plan for the future of Madison that guides decision-making and investment toward a healthier, more equitable and sustainable city. Your feedback will **guide Madison's future**.

Where are we at in the process?

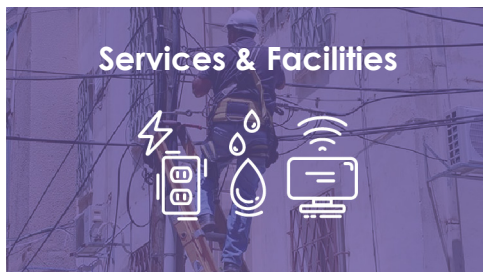
In Phase 1 of Imagine Madison, the community established **goals** to address issues facing Madison. We have organized these goals into the six themes below. Next, we need your help to determine the most important **strategies** to achieve the goals.

Imagine Madison Phase 1

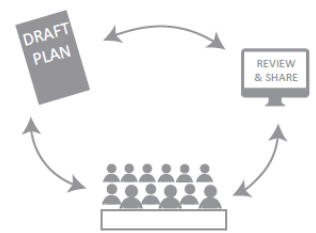
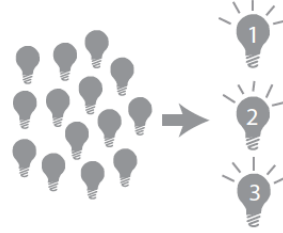


Madison is expected to grow.

By 2040, Madison is projected to add approximately **70,000 new residents** to the roughly 250,000 people who live here today. Madison is also becoming younger and more diverse. We need your help to proactively plan for our growing and changing community.



PROJECT TIMELINE



Phase 1 - Goals

- Have we identified the issues in Madison that are relevant to you?
- What goals should we set to address these issues?

Phase 2 - Strategies

- What strategies should we use to achieve the goals?
- What changes would you suggest to the Future Land Use map?

Phase 3 - Priorities

- How should we prioritize these actions?
- Where should we prioritize growth?

Phase 4 - Adoption

- Are there any changes to the draft plan that you would suggest?

Guiding Lenses



Adaptability



Equity



Health



Sustainability

What are residents saying?

“Equitable housing is very important to me. I want the City to put highest priority on ensuring safe and affordable housing grows evenly across Madison and can benefit all.”

–Online Survey Participant

“Public transportation currently makes it very time-consuming to be low-income & function in the city. It’s very hard to live in one community but work in an adjacent one thru public transportation.”

–Resident Panel Participant

“Investing in quality education for all, especially minority communities, is a hugely important factor for the future of Madison.”

–Online Survey Participant

“Parks and recreation that is in and near all neighborhoods. One of the reasons I love Madison is because of the green space here. We have to make this available to all areas of the city.”

–Public Meeting Participant

How Do You #ImagineMadison?



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