



# Imagine Madison

People Powered Planning

Sustainable Madison Committee  
January 21, 2017

#imaginemadison



# PROJECT BACKGROUND



# What is the Comprehensive Plan?

- 20-year vision, 10-year focus
- Guides decision-making & investment
- Central organizing plan for other City plans



# Comprehensive Plan Elements



Housing



Transportation



Utilities & Community  
Facilities



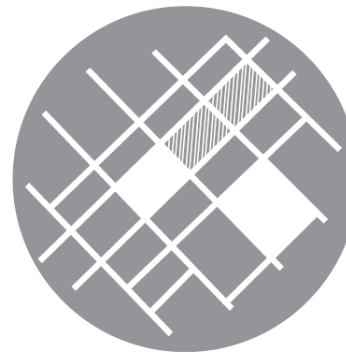
Agricultural, Cultural, &  
Natural Resources



Economic  
Development



Intergovernmental  
Cooperation



Land Use



Implementation



# Guiding Lenses



Equity



Sustainability

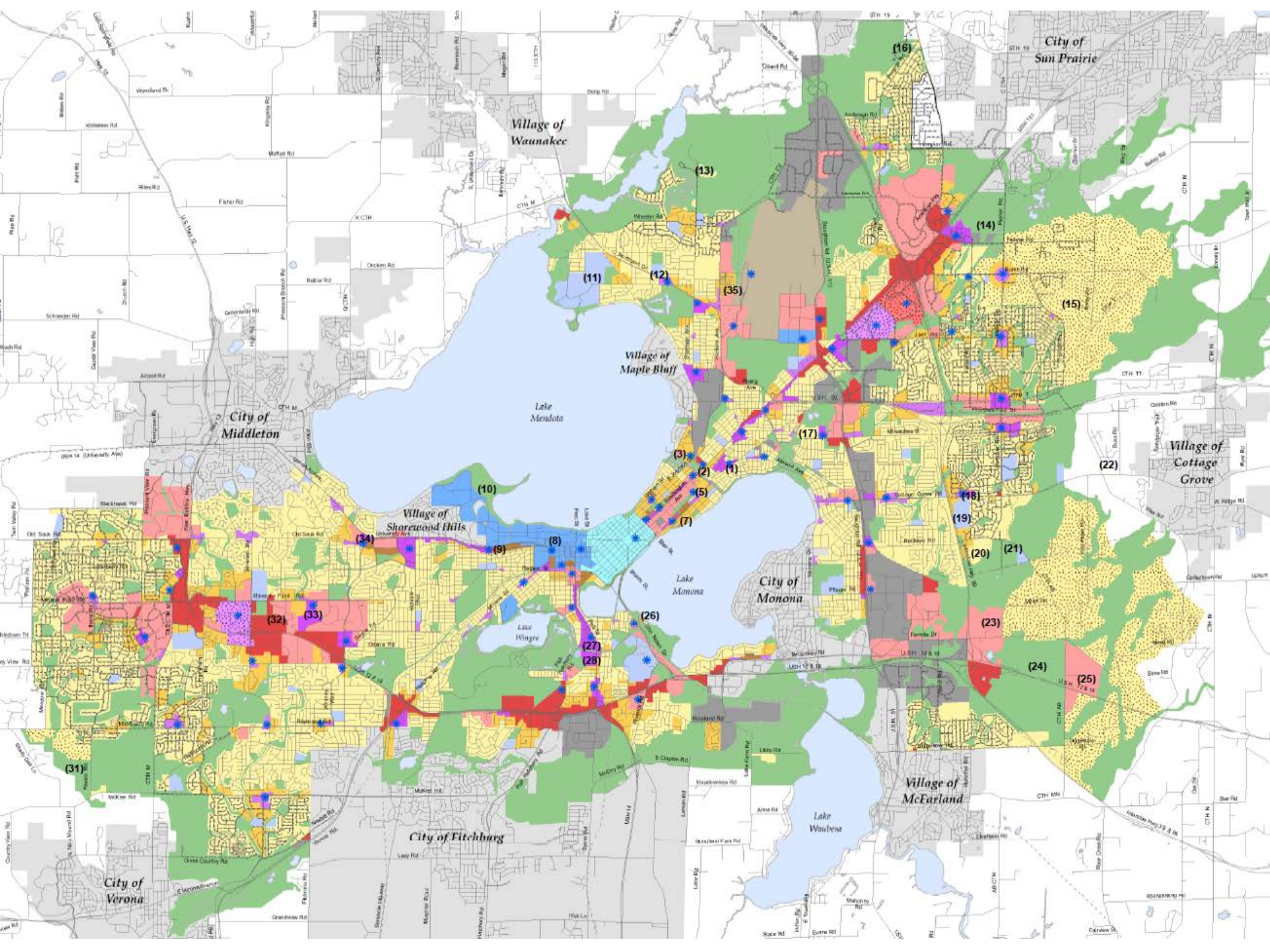


Health



Adaptability





City of Middleton

Village of Waunakee

Village of Maple Bluff

Village of Shorewood Hills

City of Monona

Village of Cottage Grove

City of Fitchburg

Village of McFarland

City of Verona

City of Sun Prairie

Lake Mendota

Lake Monona

Lake Kegonsa

Lake Waubesa

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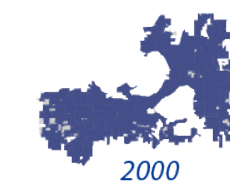
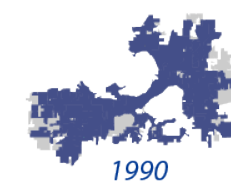
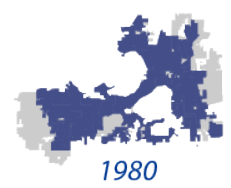
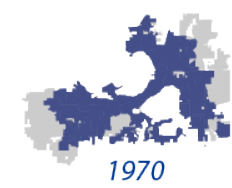
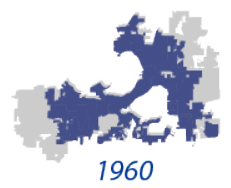
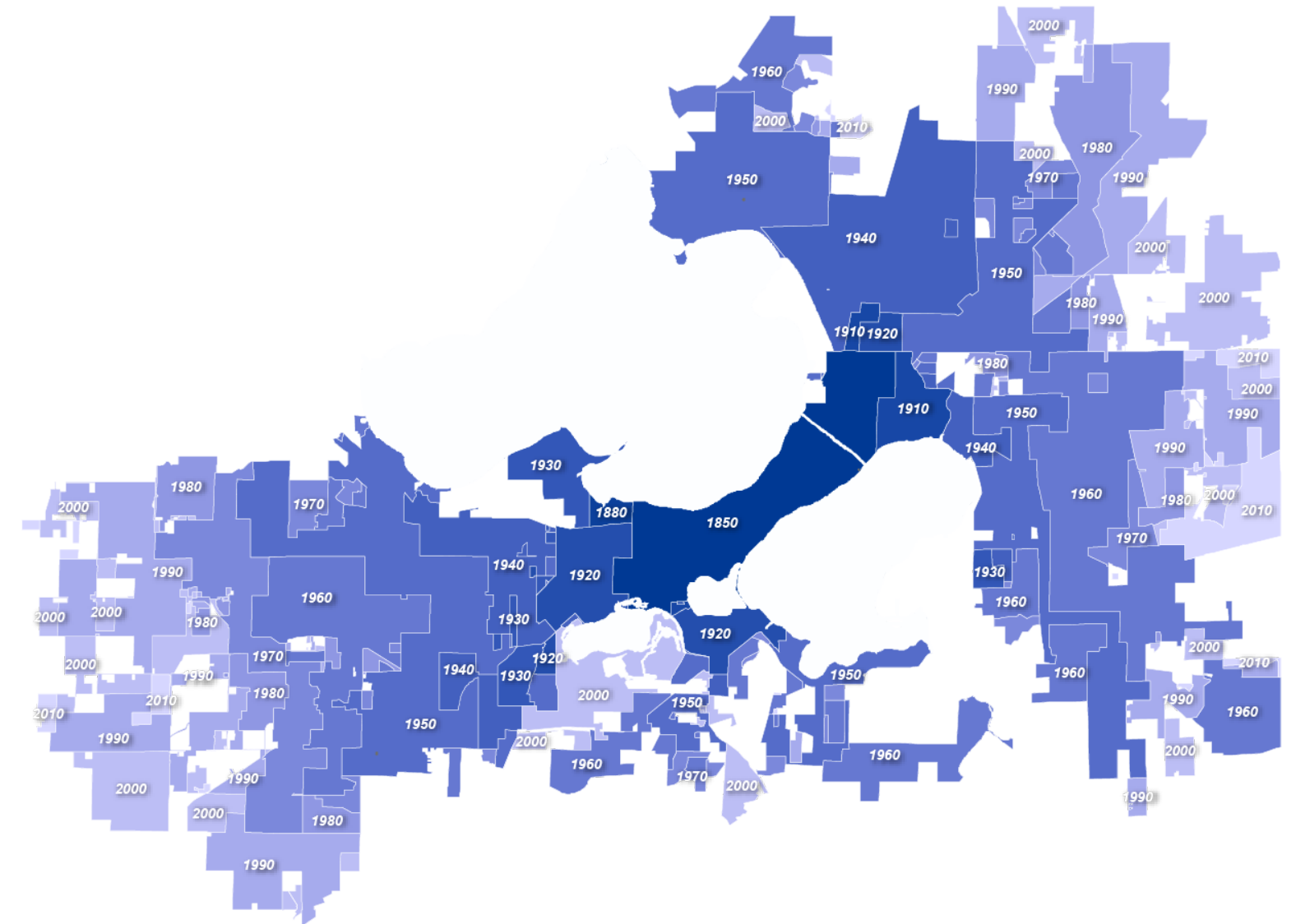
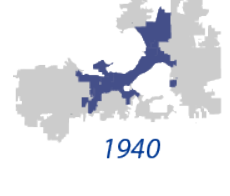
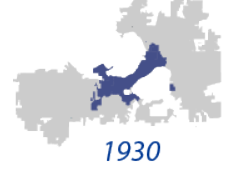
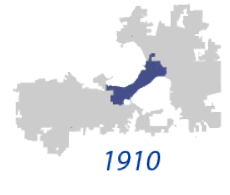
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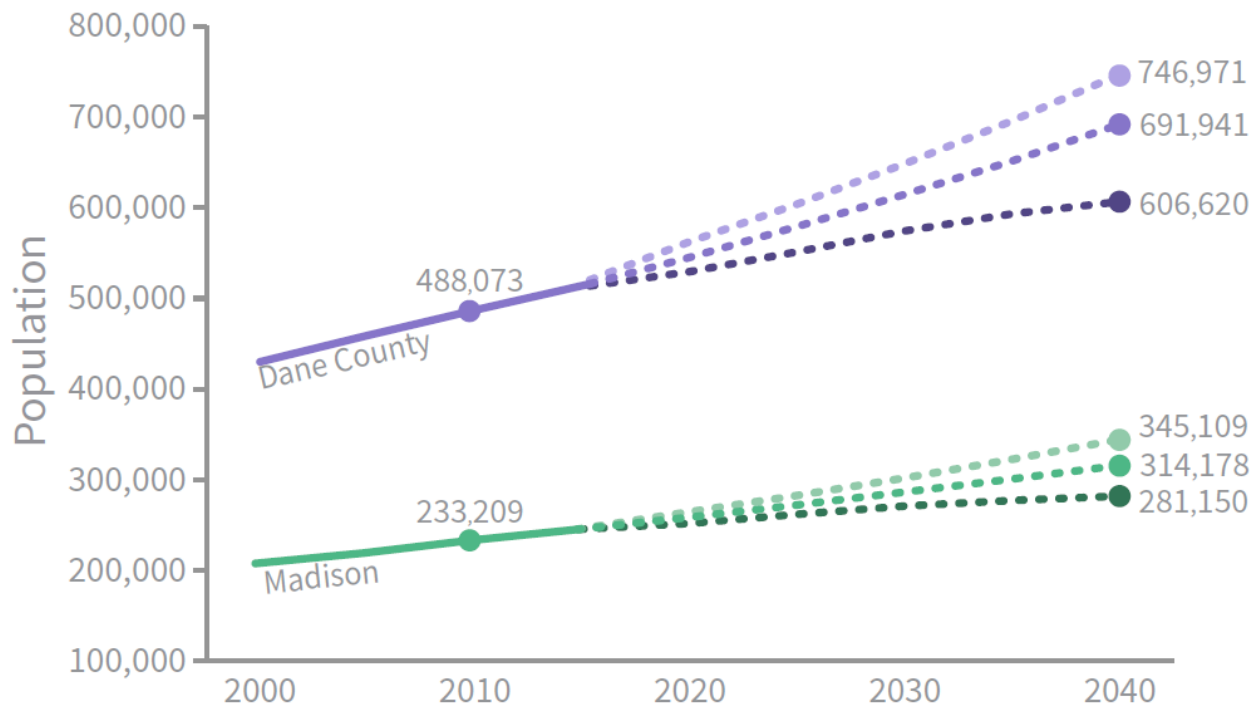
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# Why is the Comp. Plan important?

## Population Trends and Forecasts for Madison and Dane County<sup>1</sup>



**+70,000**  
new residents by 2040

**+40,000**  
new households by 2040

Source: 1. Low Estimates from Wisconsin DOA Demographic Services Lab Population Projections. High Estimates based on 5-year growth trend according to U.S. Census Bureau; Middle Estimate based on average of 5-, 15-, and 25-year growth rates from U.S. Census and Wisconsin DOA and Wisconsin DOA Projections through 2040. Sources: Decennial U.S. Census; U.S. Census Bureau Annual Population Estimates; U.S. Census Bureau ACS 1-Year Table DP05; Wisconsin DOA Annual Population Estimates; Wisconsin DOA Demographic Services Lab Population Projections; City of Madison Planning Division



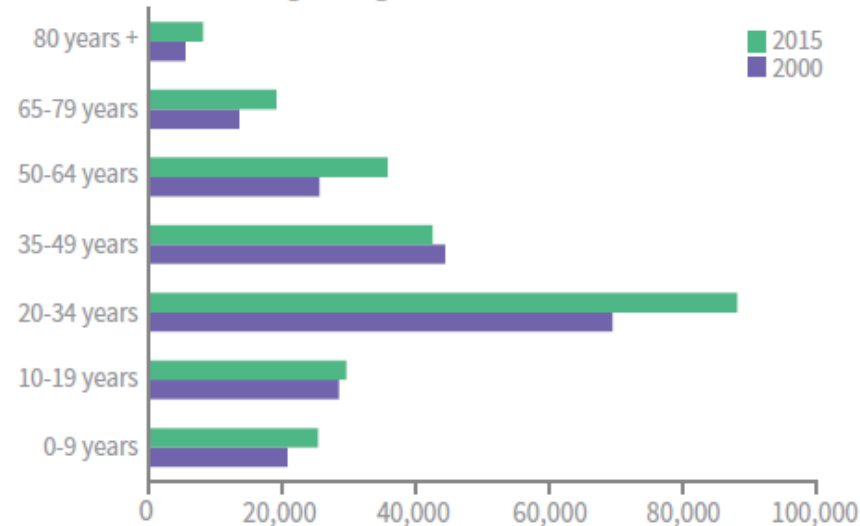


# Why is the Comp. Plan important?

## Madison is getting younger and more diverse

### Age Distribution Trends<sup>2</sup>

Total Population by Age Range in Madison (2000 and 2015)



### Median Age from 2006 to 2014<sup>3</sup>

Wisconsin 37.6 → 39.2

Madison 32.3 → 30.8

## Race and Ethnicity Trends for Madison<sup>4</sup>

2006 Total Population



2014 Total Population



2014 Population Under Age 18



White Black Hispanic or Latino Asian Other



Sources

2. 2000 Census; ACS 2015 1-Year

3. ACS 2006; ACS 2014 1-Year

4. ACS 2006; ACS 2014 1-Year; ACS 2014 1-Year

# Public Engagement

## ImagineMadisonWI.com

Imagine Madison  
People Powered Planning

Home Documents Events Participate Contact Us

How do you #ImagineMadison?

WHAT IS YOUR UNIQUE VISION FOR OUR COMMUNITY?

What do you want to be different? What do you want for Madison in 10, 20, even 30 years? And how do we get there? The answers to these questions are as unique as each Madisonian. The City of Madison wants to hear every one of them. We want to get your individual perspective, to hear your distinct voice.

KICKOFF MEETINGS

TELL US WHAT YOU THINK

TAKE THE SURVEY HERE

Post comments on our Facebook page

Tweet us using the hashtag #ImagineMadison

Attend an Event

## Social Media



## Resident Panels

Call for Community Partners  
Resident Panels  
City commits funding to engage underrepresented residents in Comprehensive Plan Update

Summary  
Imagine Madison. For many Madison is a great city, but if you could imagine a better Madison for yourself, your family, or your business, what would that look like? What are your hopes for the kind of place Madison will be for residents in the future?

To help ensure that all Madison residents are heard in this process, the City is looking to partner with and fund community-based organizations that are connected to communities who are often underrepresented in discussions about the city's future (such as African-American, Latino, Housing, older adults, and lower income residents). With the help of these Community Partners, the City hopes to deepen and broaden engagement with such communities and improve on past efforts to ensure everyone is included in the conversation. To accomplish this, we are trying something new - Resident Panels - to assure more voices are heard.

Please consider participating in this unique opportunity. It's easy to be considered - simply fill out the short Letter of Interest (LOI) form found at the end of this document (Attachment E) and submit it to the City of Madison Planning Division by noon on November 23, 2016.

Want to learn more? Attend the informational meeting on Thursday, November 10 from 11:00-noon. This optional meeting will be held at the Madison Municipal Building (213 Market Letter King, 3rd Fl., Room 240. You can also contact Kristin Laska by phone (608.241.0426) or email (imagine@madisonwi.gov).

Resident Panels Overview  
What is a Resident Panel? A Resident Panel is a group of 10-15 people who are representative of a particular segment of Madison's population. The expectation is that this same group of people will meet a minimum of three (3) times at key points in the Imagine Madison process to add their voices to the community conversation. Resident Panel meetings will include in-depth discussions about various issues such as transportation, housing, arts and open space, economic development and other topics to be addressed in the Comprehensive Plan Update.

How will Resident Panels be Formed? The City expects to partner with community organizations or coalitions with strong connections to particular underrepresented groups. These partners would be responsible for recruiting and selecting the individuals to serve on their respective Resident Panels.

Imagine Madison  
People Powered Planning

## Promotional Video

Imagine Madison - People Powered Planning

transportation, housing, and other

0:23 / 0:43

## Interview Videos

Dana Maya  
Medical Writer





# Kickoff Meetings

“Clickers” for live polling



# Project Timeline

## Phase 1

Where are we headed?

FALL 2016



## Phase 2

How will we get there?

SPRING 2017



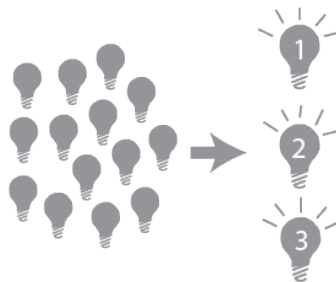
### Your Voice

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

## Phase 3

What first?

FALL 2017



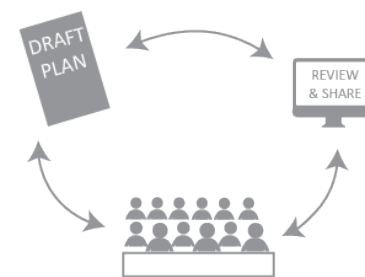
### Your Voice

- How would you prioritize these actions?

## Phase 4

Plan review and approval

SPRING 2018



### Your Voice

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

ISSUES & GOALS

STRATEGIES

PRIORITIES

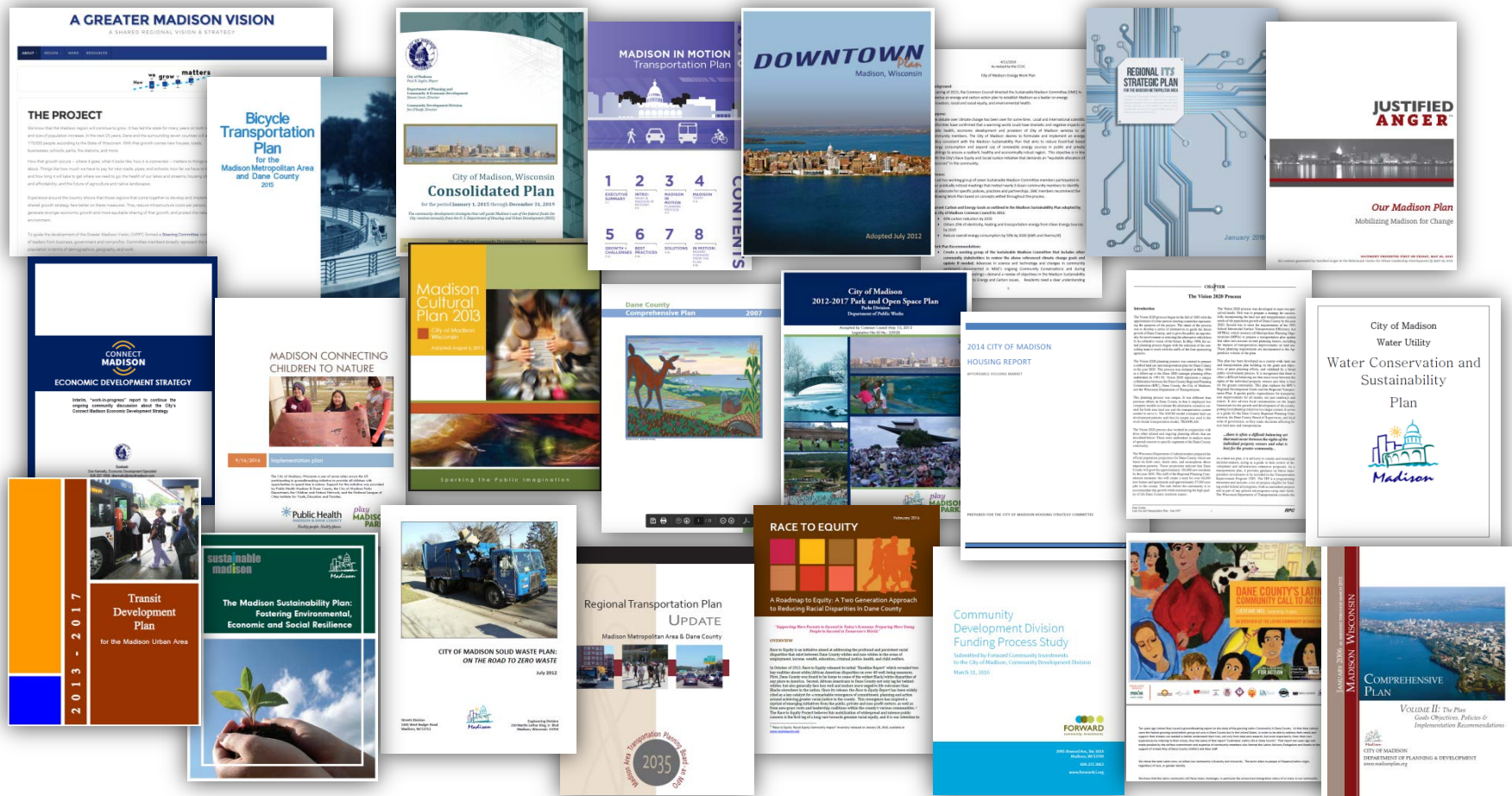
REVIEW &  
ADOPTION





# PHASE 1: ISSUES & DRAFT GOALS

# Plans Studied & Synthesized



# Draft Goals

## Madison will . . .



### HOUSING

1. Have a full range of quality and affordable housing opportunities throughout the City.



### TRANSPORTATION

2. Have a safe and efficient regional transportation system that offers a variety of choices among transportation modes.

3. Make land use and transportation decisions in a mutually supportive manner to provide access for all.



### LAND USE

4. Be comprised of compact, interconnected, neighborhoods anchored by a network of mixed-use activity centers.

5. Be the center of our region, with Downtown serving as our primary activity hub.

6. Have a unique character and strong sense of place in its neighborhoods and the city as a whole.



### ECONOMIC DEVELOPMENT

7. Have a growing, diversified economy that offers opportunity for all.



# Draft Goals

## Madison will . . .



### **CULTURAL AND HISTORICAL RESOURCES**

8. Value our cultural and historical assets.



### **PARKS, OPEN SPACE, AND RECREATION**

9. Have a parks and open space system that preserves natural areas while offering recreational opportunities and gathering places.



### **NATURAL RESOURCES**

10. Be a steward of our land, air, and water resources and interconnected ecological systems.



### **AGRICULTURAL RESOURCES**

11. Support the region's agricultural prominence with a strong food economy and access to healthful foods.



### **UTILITIES & COMMUNITY FACILITIES**

12. Have efficient and reliable public utilities, facilities, and services that support all residents.



### **INTERGOVERNMENTAL/REGIONAL COOPERATION**

13. Collaborate with other units of government to improve efficiency and achieve shared goals.

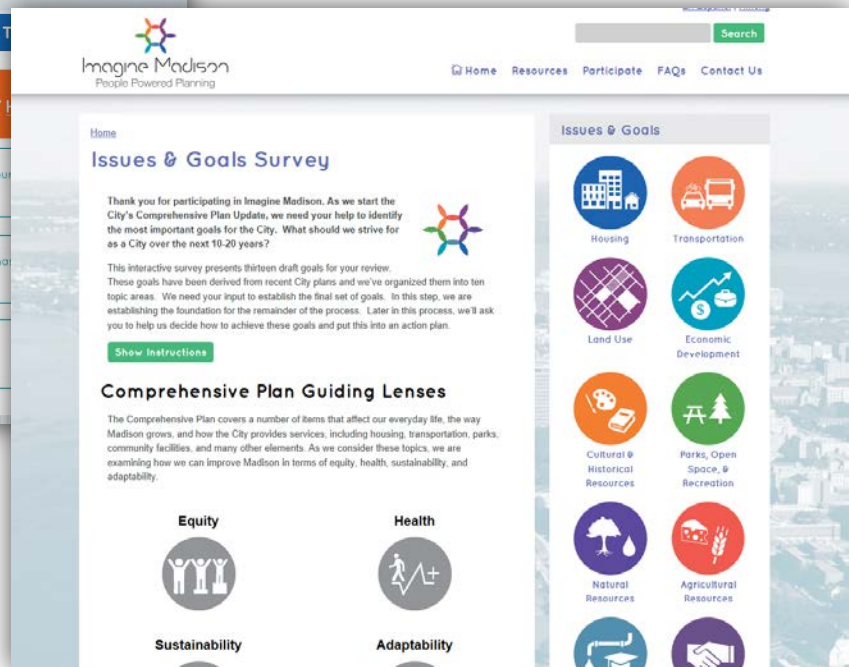
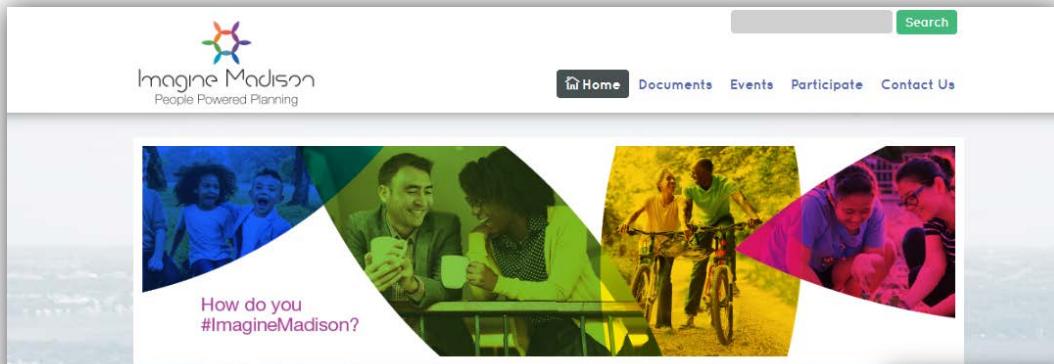






WHAT'S NEXT?

# Online Engagement



[www.imaginemadisonwi.com](http://www.imaginemadisonwi.com)





## Contact Us



[www.ImagineMadisonWI.com](http://www.ImagineMadisonWI.com)



@ImagineMadison



@ImagineMsnWI



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