

Economic Development Strategy

Appendix II: Summary of Public Input



Public Input Events/Techniques

First Round of Input

In September of 2014, the City launched this strategy with an “Economic Development Symposium” and a series of community meetings to get early input. These events consisted of small group “mind mapping” exercises designed to encourage broad thinking about economic development.

Second Round of Input

In May of 2015, the city hosted a “Priorities & Partners Summit” and a second series of community meetings. The purpose of these forums was to vet an initial draft set of goals and projects. Participants engaged in a series of interactive exercises and were issued “Connect Madison Priority Cash” to “spend” among an initial set of potential goals to help identify top priorities.

Community Advisory Papers

Mayor Soglin enlisted community members to prepare brief Community Advisory Papers. The initial draft of the Connect Madison Strategy identified eight broad goals and the Advisory papers are focused on each of these eight topics. The full text of the Advisory Papers is provided is available as a separate appendix

Economic Development Committee (EDC) Leadership

The City of Madison Economic Development Committee is officially charged with overseeing the City’s Economic Development Plan. The EDC provided periodic feedback during the process and an EDC Strategy Subcommittee played a key role in developing the framework for **CONNECT MADISON**.

Youth Intern Interviews and Video

During Summer 2015, the Economic Development Division’s Wanda Fullmore Intern, Lee’Angelo Lane, interviewed his peers and created a brief video sharing feedback on how high school age Madison residents see their future in the city and their priorities for economic development .

SUMMARY OF INPUT FEEDBACK:

Over 300 people participated in this process. What clearly emerged from these conversations is that the community's highest economic development priority is addressing racial disparities and expanding economic opportunity to populations that have historically not shared in Madison's successes. In particular, community members emphasized the importance of addressing equity issues at a young age by focusing on career pathways and work experience opportunities for Madison's youth. Other topics that were often identified as key priorities include building a modern regional transit system, strengthening the food system, supporting small businesses, and encouraging cooperative business models. The five strategies that became the focus were in part selected based on this feedback.

Economic Symposium I



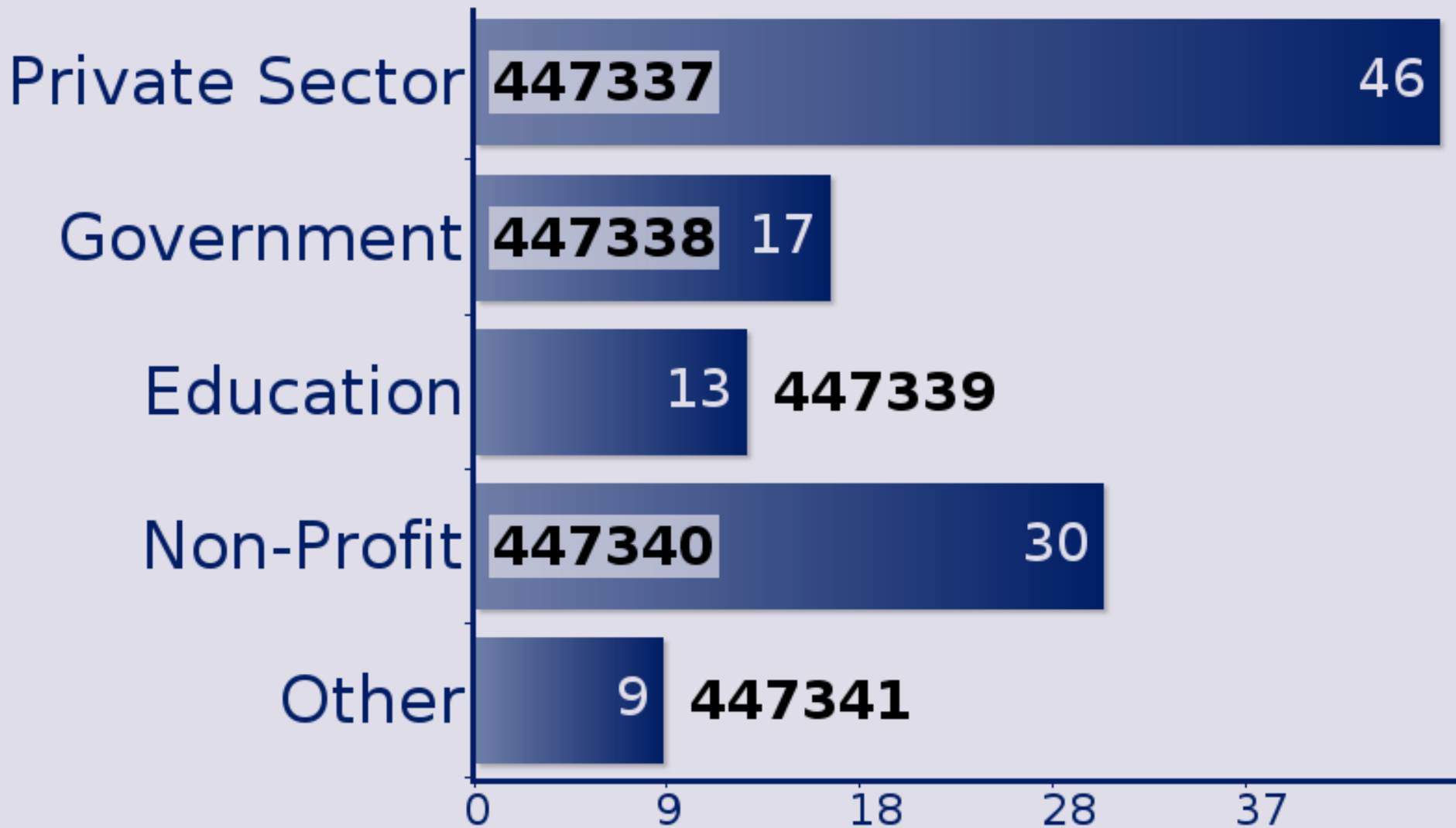
188 Attendees - September 10, 2014

Results of Audience Polling During Data Presentation

What Best Describes You?

You may respond at PollEv.com/dankennelly when the presenter pushes this poll

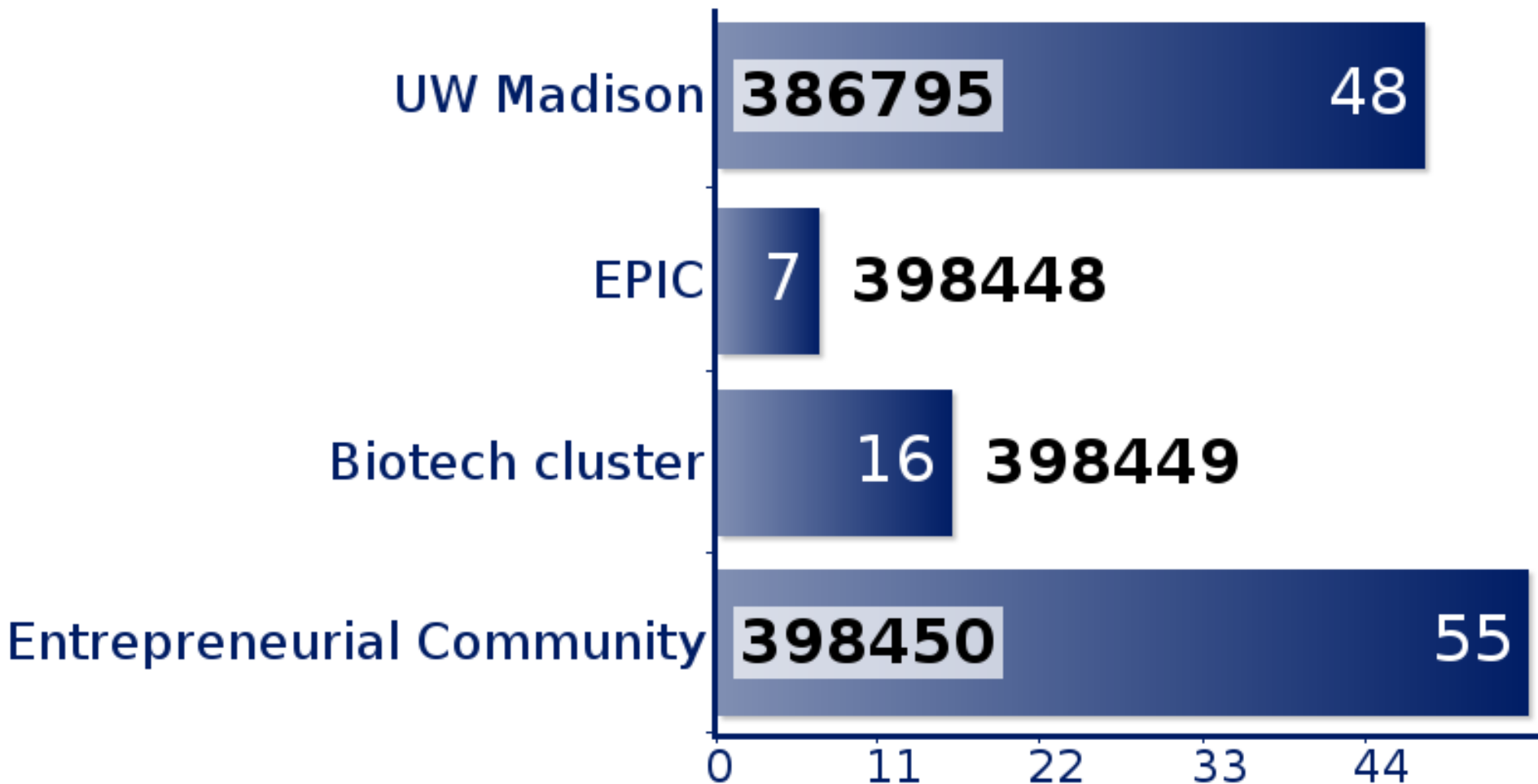
Text a **CODE** to **22333**



What's our most important driver of innovation?

You may respond at PollEv.com/dankennelly when the presenter pushes this poll

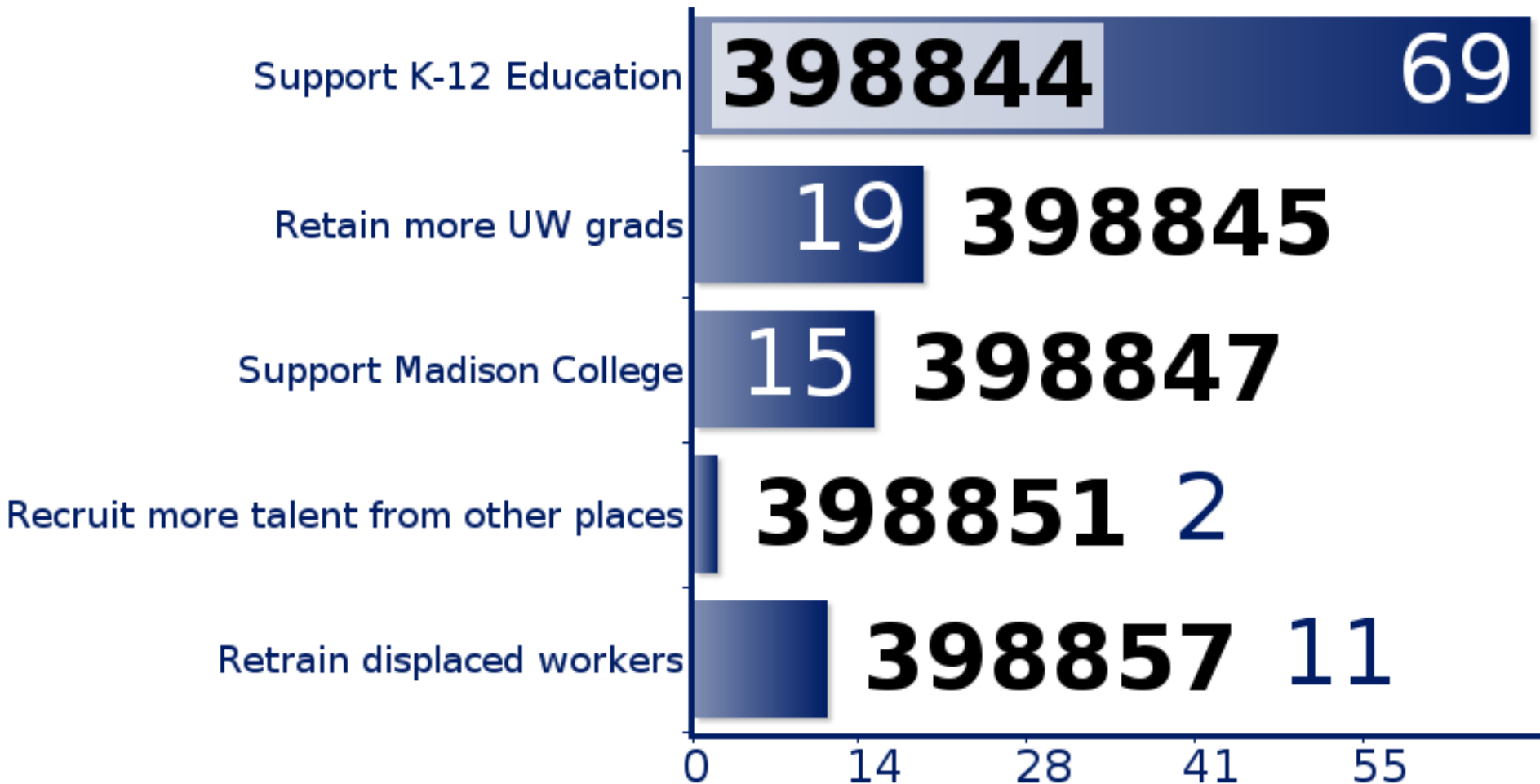
Text a **CODE** to **22333**



What's the most important thing we can do to ensure a strong workforce

You may respond at [PollEv.com/dankennelly](https://www.pollEv.com/dankennelly) when the presenter pushes this poll

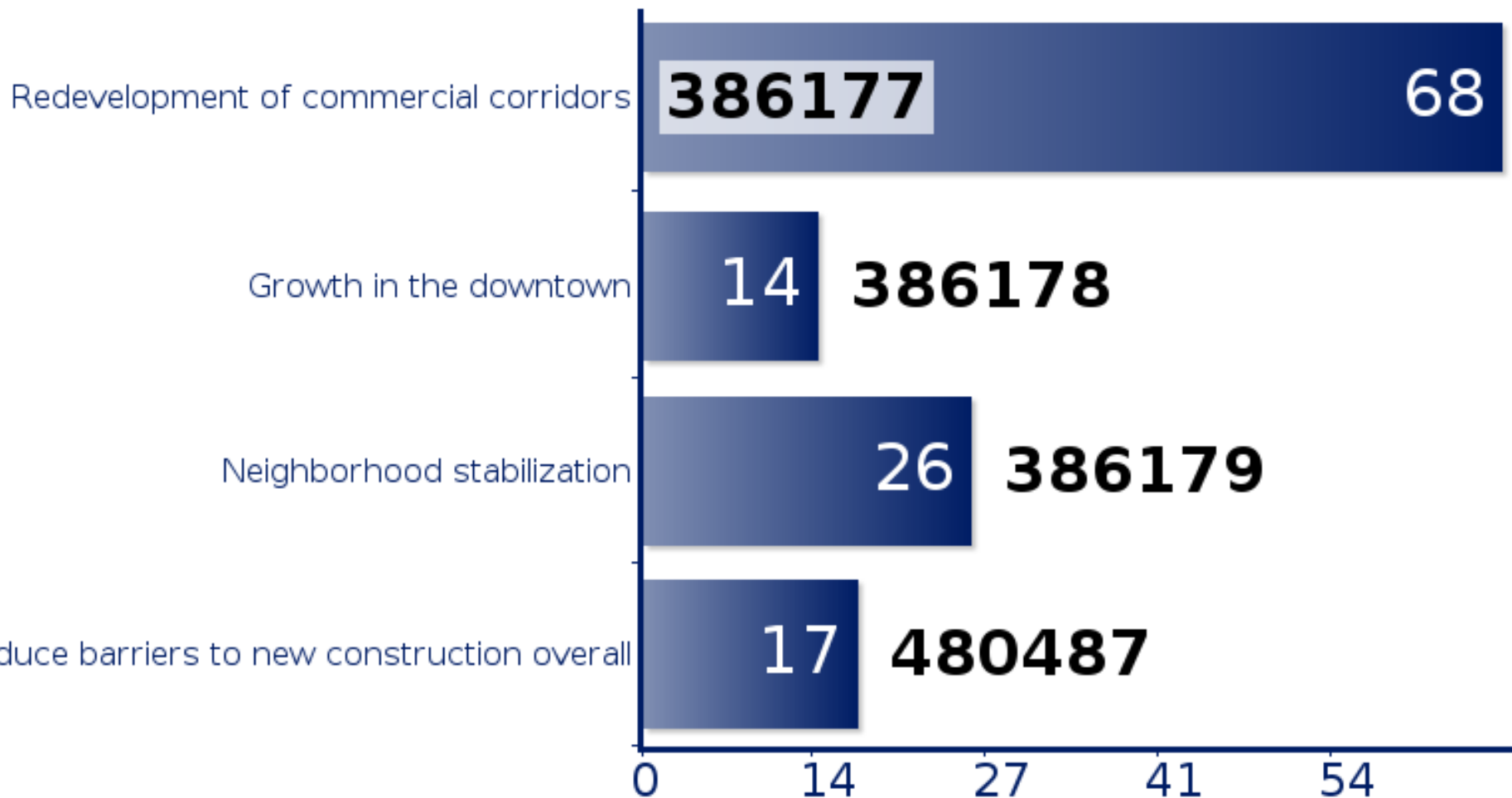
Text a **CODE** to 22333



What's the best way to help grow our tax base

 You may respond at **PolleEv.com/dankennelly** when the presenter pushes this poll

 Text a **CODE** to **22333**



Results of Part 2:

Audience Ideas Submitted Via Text and
“Mind Maps” Developed by Small Groups:

- Innovation
- Talent
- Opportunity
- Place

INNOVATION



Innovation – Ideas Submitted via Text to Audience Poll (68 ideas)

1. RTA RTA RTA
2. direct flights to sf
3. Tell our Story
4. retain young people who want to find mates!
5. WARF and D2P
6. ward
7. regional transportation district
8. Public private partnerships
9. Wisconsin retail showcase
10. monorail
11. downtown transportation/circulation
12. raising the design bar
13. get underclassmen off campus/engaged in community
14. utilize parks better
15. increase in regional partnerships to discover common grounds

Innovation – Ideas Submitted via Text to Audience Poll (68 ideas)

16. increase in regional partnerships to discover common grounds
17. small-town mentality
18. accelerate faster rapid transit
19. wayfinding
20. expand cultural events
21. strengthen rural and city connections
22. eliminate barriers to innovation
23. fill "gaps" in bike/transit corridors
24. end segregation in neighborhoods
25. Starting Block
26. find ways to support secondary education options for our immigrant populations
27. connect to Milwaukee water council
28. underground power lines
29. utilize waterfront assets better
30. fast and connected to chi and make
31. more local neighborhood events to promote local area
32. connecting transportation to our neighbors
33. high speed rail
34. HIGH SPEED RAIL!!!
35. better transit

Innovation – Ideas Submitted via Text to Audience Poll (68 ideas)

36. better airport
37. celebrate success
38. starting block
39. West Towne Redevelopment
40. more balanced corridor development
41. food innovation
42. place for S67
43. Economic Development and neighborhood groups more aligned
44. starting block
45. airport
46. invest risk innovate
47. utilize schools as a community resource
48. access to \$
49. startup information portal - how-to resources
50. startup coaching
51. micro vs small business
52. retention

Innovation – Ideas Submitted via Text to Audience Poll (68 ideas)

53. broad P.R. Campaign
54. collective/social entrepreneurship
55. Retain epic and UW grads
56. household waste program
57. innovation districts
58. bottom-up regulation instead of top down
59. flexibility and simplicity of regulations (signage)
60. Midtown Area Commercial
61. hiring incentives
62. Redevelopment of Ali ant Energy Center
63. Cap East District
64. housing policies: renovate vs new
65. entrepreneur apprenticeships
66. engage communities of color
67. Community Improvement Projects
68. MMSD

INNOVATION

“MIND MAPS”



Shaping What's Next

Work with your group to fill in the spaces below and/or text a word or phrase to 22-333, with the number 391618 in the body of the text followed by your message

Goals

Attract
University
Tech
Conferences
Festivals

Encourage
Entrepreneurship
in
K-16

Have
Retirees
Economic
Impact
in
Madison

Good
Job
Area
for
Madison
at
15

Modern
Madison
Brands

Comm'n's
RFP
Platform

Idea
Crowd

Projects

Make
BIZ
Incubators

Make
Coops

Youth
Entrepreneur
Training
Program
(event, k12, mt)

Recruitment
of
Innovators
&
Retention

High
Speed
Rail

Private
Co
Mkt
Education

Private
Co
Mkt
Education

Immigrant
Bank

Control
Xmas
Festival
appeals

Vision

Madison is rising as a globally-connected **INNOVATION** hub at the vanguard of new ideas in life sciences, health, advanced manufacturing, & digital technology.

We will be a magnet for diverse talent with a skilled workforce poised to thrive in the new economy, world-class researchers fueling new ideas, and a network of entrepreneurs launching game changing businesses.

As we strive for equity, we will build an "opportunity economy" that gives all residents opportunities to flourish, businesses of all types opportunities to succeed, and all Madison children pathways to meaningful careers - while recognizing that the prosperity of our people and our businesses are bound together.

Above all and connecting everything, it is Madison's appeal as a place that truly sets us apart. This includes creating diverse neighborhoods and bustling commercial districts that will grow our tax base, building an unmatched local food system, cleaning our lakes, becoming the nation's undisputed best city for biking, and supporting the success of all our schools and neighborhoods.



High
Speed
Rail

Access to
Technology & Connectivity
for
Everyone

Fix
Programs
who
allow
corruption

Wider
Transportation
Options
for
Rural

TECH
LS
HEALTH

Focus
HERE

CREATING
+
MAINTAINING
TECH
ACCESS

HIGHER
MINIMUM
CITY
WAGE

City
Investment
in
Early-Stage
Companies

Policies

FEWER
ROAD
BLOCKS
TO
ENCOURAGE
START-UPS

ACCESSIBLE

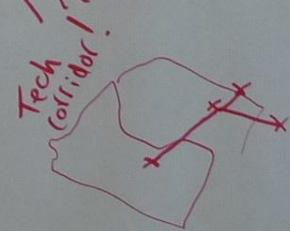
Schools + manufacturing

Rock-Madison Mentor Network

Community Public + private

DmI

Partnerships





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INNOVATION

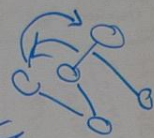
Goals

Linkages w/ UW system + into business sectors + UW extension

Private not UW-spore

Foster in the "Premiership"

Co-Location Space



Establishing Madison area as destination - "Cool Place"

Projects

UW outreach to industry

Identify "lead foods" best practices / ownership models that promote growth / participation. (ME vs. IA in Feb)

Replicate models that work (COR for example)

"Ambassador" program -> Build off existing program

Help simplify pathways b/w private business and UW, tech hubs

INNOVATION

Partnership of Public + Private

- Regional Partnerships w/ U.W.

- Promote Mad Rep - Connect

- Connection to Milw, Fox Valley

Food Ownership "Staying Local" Structure

Colocation Space

Food Product Distribution Cooperatives

Colocation Space

Policies

Commercialization of I.P. generated at UW - Translation of I.P. to quality of life issues -> Social development index

Michael Porter

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Partnerships

TALENT



Talent – Ideas Submitted via Text to Audience Poll (20 ideas)

1. hire a city of Madison Chief Innovation Officer
2. how to have option (skill development) for ex offenders
3. need family housing that helps the young/ worker feel madison is a place to stay and raise families
4. overcome the attitude of not being madison
5. collaborate on this topic
6. talent network
7. maybe we need a talent agency concentrated on the younger worker and madison focused
8. organized trailing spouse program
9. Is there a way to link business to k 1 2 schools

Talent – Ideas Submitted via Text to Audience Poll (20 ideas)

10. madison be known as a city of internship
11. create an app where companies can advertise the starting jobs.
12. have a way for young people can understand where the career pathway will be understanding this will change
13. city of internships
14. 3bl
15. is there a way for the city to engage through private sector to help small business to develop
16. retain UW grads
17. retain epic grass
18. daycare
19. housing and arts
20. Marc

TALENT

“MIND MAPS”



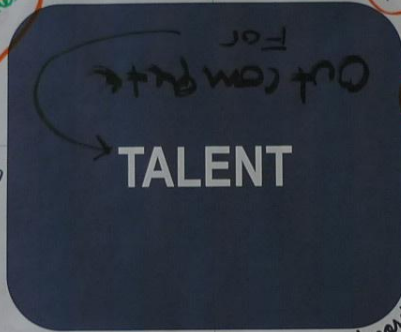
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Goals

The good news: People DO want to be here.

Retaining Epic + UW Grads

- Build community of "grads"
- get "students/grads" engaged.
- promote community ownership

Use Social Media to connect employees social network.

Social g1's team connect w/ other child care without issues & punishment

100% H.S. Grad Rate

Day Care Options on/ near Isthmus

Support worker COOPS

UBER (Bad Image for Mad)

Enhance Urban Experience

Eliminate Roadblocks for entrepreneurs

Need formal relationship of numbers w/ private sector and govt & employees.

Policies

Engage Business early in student's life (Job Shadowing, Y.A., et)

Promote high quality of life

Continue to develop walkable areas w/ livable access to transit

BRT

Can we make our education system (particularly K-12) the national model?

Address/enhance the school. hook outside Madison for educ. models to replicate.

Projects

Measure UW/Epic on long term period is 2 or 3 at people that graduate

- Close Achievement Gap - Alternative education apps (Bridge Rock)

Franding: Branding Campaign for what's going on in Madison region.

Class city America small forward hitech companies

Local H.S. Apprenticeships w/ Tech College - what is happening in S.P. & Verona that could be duplicated in Madison H.S. - student counselors??

Create Rapid Response team to convey on board successful talent.

Partnerships

Connect trades w/ schools, organizations, diverse populations, members - apprenticeships

Exponential learning partnerships. Exponential w/ startups to options & startups/investment

Car service business

Car share

New business

we who now what we's not co.



Team of friends + family + friends +

How can Madison better recruit, retain, and develop a talented workforce?

Work with your group to fill in the spaces below and/or text a word or phrase to 22-333, with the number 391671 followed by your message



Goals

Every Mad student will have internships by 2025.
We can do it here!

Trip/le bottom line

Investment doesn't need to go to East Coast or West Coast to succeed and grow.

Projects

Great training or multi-tactic
Tie projects to recruit/retain/develop workforce to PLACE growth
Talent mapping
Value of workforce
Madison's 500+ startups

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TALENT

DEF: NEW ECONOMY

WE MUST MANIFEST VALUES OF WORKFORCE -> Trip/le bottom line -> Biking etc

POST-EPIC EMPLOYMENT AGENCY

COMPANIES NEED TO CLARIFY PATHWAYS - INTERNAL - FOR TALENT. PEOPLE DO NOT WANT TO BE IN MADISON SCHOOL DISTRICT!

LEADERSHIP - PARTNERING W/ SCHOOLS -> NO PATHWAY IN? - HOW TO HELP??? WHO WILL LEAD? HIRE MADISON PARTNERSHIPS

CITY OF INTERNSHIPS | CITY OF MENTORS

Prioritize racial equity in policies, projects, partnerships related to talent and workforce development.

Understand that talent includes localized knowledge and skills as much as expert knowledge gained through formal education.

CREATE PATHWAYS IN NEW ECONOMY

MAKE SURE THAT POST-HIGH SCHOOL ADULTS (OVER 18), ESP. OF COLOR HAVE OPTIONS

Look at Dane Co. Time Bank's Allied Corp and its development of talent

Encourage businesses to develop and use diverse hiring practices/policies.

Policies

Shaping What's Next

How can Madison better recruit, retain, and develop a talented workforce?

Work with your group to fill in the spaces below and/or text a word or phrase to 22-333, with the number 391671 followed by your message



Anxiety to job's place

More diversity of "fun" activities for Y13

Goals - Become a super "NIDE" - Regional retention powerhouse

Maintain/strengthen Madison Schools - Immigration / opportunity for - Become a more attractive home for young professionals

Engage all segments of economic workforce underemployed/underemployed

Other inclusion: get getting past 50% minority pop. Relationship building between minority populations i.e. Hispanic African American

Cultivate entrepreneurship

Affordable & Workforce Housing Inventory & Availability

Apprenticeships For trades

Short term to 35% Long term K-12

Ban the Box Employment - Local policies = Dream Act policies to support

Policies - better links to working public programs [Support business incubators Entrepreneurship programs]

TALENT

Broadly define "talent"

Infrastructure Projects

Seals transportation poverty - pockets day care = quality + affordable options help support families that improve public transportation to region - connect to UW Alumni

- How many more tech students have BAs - Is there opportunity to change careers

Work Experience: Internship, Collaborative, Private & Public Sectors

MADISON college

rectors Non profit

SCWDB Region/MADREP MUM MATC

YP Internation Professors Connect Madison Latino Prof Group MAGNET ULYP/Black Prof. Group Partnerships Universities

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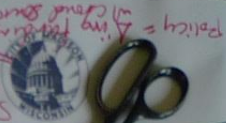
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Is the issue attraction? maybe not ITS Retaining

"societal networking problem" - connecting

How can Madison better recruit, retain, and develop a talented workforce?

Work with your group to fill in the spaces below and/or to add a word or phrase to 22-333 and the number 31611 followed by your message.



Goals

Grow your own
Use
All the parts
Fix City Committee
changing made to better
represent many sectors

Make Madison more attractive to
talent
Grow businesses
attract talent
Make the talent market
more vibrant
Grow businesses
attract talent
Make the talent market
more vibrant

Grow your own
Use
All the parts
Fix City Committee
changing made to better
represent many sectors

programming that develops talent already here

direct flight to San Francisco
HR policies that embrace flexibility - telecommute, flex time, part family leave, etc. (even in small businesses)

SOCIAL ENTREPRENEURSHIP
♥ + \$

Policies

"incentive" for hiring a former Epic employee (to retain this talent)

CITY OF MADISON: "CHIEF INNOVATION OFFICER" (Bum.)

* Simplify the process *

UW System/loan forgiveness for graduates who commit to working in Madison/WI (specific programs with schools - MMSD)

Projects

TALENT
Diversity has been a problem but it has to be an asset
All entrepreneurs
Supporting entrepreneurs
K-12 edge systems
Language kids in accented business... more than just a four-year degree option
-entire programs & help create job creators not job
WANT
Diverse Group
K-12 edge systems
Language kids in accented business... more than just a four-year degree option
-entire programs & help create job creators not job

Visio

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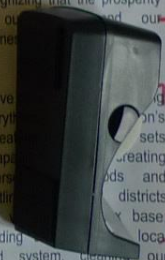
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Partnerships

UW/Mayor ED
New coming in top
How to leverage classes & language immersion students that will soon be graduating from HS.
CDFIS
Micro-lenders to complement access to capital
Continuum

City HoS
HR talent
Living managers
local
Community



Above every...
appeals...
us ap...
divers...
building...
local food system, cleaning our lakes, becoming the nation's undisputed best city for biking, and supporting the success of all our schools and neighborhoods.

Micro-lenders to complement access to capital
Continuum

OPPORTUNITY



Opportunity – Ideas Submitted via Text to Audience Poll (43 ideas)

1. decriminalize marijuana.
2. Minimum income for all.
3. get rid of all racist marijuana laws
4. transportation innovation - Madison College shuttles, eg.
5. big step
6. Ensure DIVERSE neighborhood opportunity and investment!
7. Create a mosaic of subcultures that build on differences and play up identity.
8. reduce barriers
9. 100% of the population 5-10 minutes from transportation to move them to work in 30-45 minutes
10. child care subsidy not dependent on employment
11. database for service referral

Opportunity – Ideas Submitted via Text to Audience Poll (43 ideas)

12. "earn while you learn"
13. work key certification program
14. Step 1: identify the needs for all resident groups.
15. entrepreneurial training as part of MMSD training
16. de-stigmatize trades
17. early childhood edu
18. coops
19. raise min wage
20. public private partnerships
21. internet access for all
22. more resources to mitigate the effects of childhood trauma
23. emphasis on cross-cultural experience
24. entrepreneurial & self-employment opportunities
25. "Inspire Rock County" as a model for connecting young people interested in a career with professionals

Opportunity – Ideas Submitted via Text to Audience Poll (43 ideas)

26. diverse public market as ethnic incubator
27. food entrepreneurship
28. wealth building
29. Demographics of leadership matches demographics of population
30. Understand the business case for diversity
31. Think regionally!
32. small-cap TIF for business
33. partnership: FEED kitchens and other new incubators and Accelerators throughout the city
34. ban the box
35. Get an NHL team
36. Younger leadership development
37. make the Madison area the best place for women's entrepreneurship
38. create neighborhood dream contest and have ways to fund it
39. create dream Business project for each community in the city
40. goal is equitable distribution of business locations throughout city
41. Job shadowing opportunities
42. mentoring programs for children
43. workforce transportation

OPPORTUNITY

“MIND MAPS”



Goals

1. All students graduate with college or career opportunities
2. Reduce gen contractor nepotism
3. Reduce youth incarceration
4. Increase 21st century skills in K-8 teaching entrepreneurship, financial literacy in schools focus on college and career lets just focus on ^{high school} ~~colleges~~
5. Reduce student loans
6. Economic development should include risks and ^{meetings} ~~economic~~ losses along w/ good news to avoid hubris

7. MORE WOMEN ON CORPORATE BOARDS
 8. Get Vice-Chairman's Like (Eric Kraft, American Girl) Buy into The Madison Market - involved in city, manager, Romney, (Eitz, Eitz.) Buy into Madison idea. Street View Subjects: Central Users: Annual

Build optimism among youth
 Build equity in a neighborhood together w/ community projects
 Make proactive

Public Market
 Mad City Bazaar
 Early education w/ linking tactile build
 RESPECT FOR FOOD SERVICE WORKERS CAMPAIGN
 Youth sees big picture but have an impact

Risk/Threat
 Assess men + survey
 Opportunities
 Change perspectives
 Projects
 Micro loans for startups
 Increase Education for incarcerated youth

HS Reform Collaborative

LIFESKILLS MENTORING PROGRAMS

MAKE FARMING COOL AGAIN
 EDUCATIONAL CAMPAIGN

OPPORTUNITY

DEVELOP BROADER VISION OF REBUILDING THE LOCAL FOOD SYSTEM INFRASTRUCTURE

RAISE MINIMUM WAGE TO \$10.10

Review crimes & penalties associated w/ them. Is there a way to look for alternative options that will not take youth out of society + education path?

Policies

More support for community projects (open up first start)

Scholarships tied to experiences
 UNW impossible to get into - supply/demand bridge
 Student college loan forgiveness
 More Pell Grants for low income students
 MMSD Skill Building Policy
 FINANCIAL EDUCATION Small Business ED. Food / Urban Ag Education
 K-8 Relevance / HS Ready
 Entrepreneurial classes

Financial youth & teach needed skills during time.

Create links between early career adults AND EARLY elementary students

MATE Workforce Dev't
 MMSD Local Bus. Owners
 City MMSD
 * BUSINESS Non-Profit
 Missing Needs
 Scale + sustain youth programs to all demographics
 Entrepreneurs
 Trades / Labor
 Food Council

Partnerships

Madison's Great ULI
 Volunteering w/ Madison Nonprofits

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How can Madison improve equity and provide greater opportunities for all residents & businesses?

Work with your group to fill in the spaces below and/or text a word or phrase to 22-333, with the number 391745 followed by your message



OPPORTUNITY

Goals

AFFORDABLE HOUSING

EASY ENTRY JOBS

GO TO THE PEOPLE (with a slash)

Educators and all of us need to learn more about connections & businesses around us

Work opportunities for kids before they graduate - get business help

Career days "sponsored" by businesses to show kids what is needed to use certain skills (eg Math)

Value service-sector jobs

Businesses lending for small business - level playing field between banks + business people

Funds for minority business

Small developments in residential N Woods

Transportation to all parts of the city - welcome all people to all parts of city

Extend bus hours from the road! Road 9-5 for everyone

Continued and increased FUNDING For Internship opportunities

raise profile of tech jobs + Apprenticeships

Seed businesses in Prairie Hills + other business districts

improve

career counseling

Stop working in menial jobs

Clay connects btwn recent grads + HS show them path to great jobs!

Evaluate Buses for serving greatest need

Funds for Minority Business

Projects

High Speed Rail collecting for Education for Students of Color

Incentives for development

Opportunity - to a real world experience

Work with people to help gain access to more skilled labor to fill gaps

Urban League training

Adopting Schools

Partnerships with tech kids

MCF WBIK

SPDC + WBIK

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Policies

TIF for housing

Who can Partner with us to promote business in residential zone

Policy that 20% of all grade are based on whole-class performance

Partnerships with tech kids

Parking of Buses Hours

Work with your group to fill in the spaces below and/or text a word or phrase to 22-333, with the number 22-333 followed by your message



OPPORTUNITY

Goals
 GDP → HDI
 Leadership = $\frac{\text{BECOME THE MOST COMPLETED CITY IN THE U.S.}}{\text{demographics}}$
 recruiting culture fully inclusive

All kids can succeed
 Not tracked into expectations
 destigmatize trades

Critical Mass
 Model diversity goals after (Green Tier)
 - Certification
 - Action Steps
 ↳ Broaden to social equity
 Continuous Commitment Policy → Practice consistent improvement

Reduce class size

Link to education, early childhood

Public Venues (parks)
 Subsidize, Assess barriers incl. heavy regulations
 Access to quality early childhood education

Policies
 Section 8 Vouchers stick w/ the property not the property
 Affordable housing policy
 Community support (of child) schools
 Scale up programs that are working

Businesses & Institutions become more inclusive & welcoming.
 - Hiring
 - Retention
 - Language & work environments

Close technology gaps to allow for inclusive participation (public ownership & fiber optics)
 Minimum wage
 Minimum unemployment

Link employment to people
 - Transportation routes to link neighborhoods to employment centers
 - Subscription service to groups - like a cooperative buying model.

University "adopt" local schools (example: Seattle Univ.)
 Shared Determination Deep Analysis

understand the BUSINESS CASE for diversity
 Lifecourse & Systems Approaches
 Schools connected
 Neighborhood & Virtual Biz
 Micro-Loan programs
 Mentorship opportunities
 Internships

Magnet Charter High School
 INVENTRY OF SUCCESSFUL PROGRAMS AND INTERVENTIONS
 IM so happy here! (with drawing of a person)

Not just recruit but RETAIN!
 (with drawing of a person)

Diversity + Inclusion benchmarking assessment for businesses w/ action steps
 Partner: Mad REP URM

Public + Private + Grassroots
 Citizen Participation
 Sustained Participation

School-nonprofit Partnerships.
 Space + resource sharing

Connect to interests: arts, sports, social, music

Partnerships

Projects
 Imagine Wisconsin:
 CEI web portal
 Student pathway
 Career pathway

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How can Madison improve equity and provide greater opportunities for all residents & businesses?

Work with your group to fill in the spaces below and/or text a word or phrase to 22-333, with the number 391745 followed by your message



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OPPORTUNITY

Projects

- Change the conversation
- Address to existing resource
- Warming financing
- Domestic funding
- Small business
- Entrepreneurship
- Skills training
- Capital program

Big Step

Aligning with local business

Partnerships

- create better alignment
- increase connections
- blw neighborhoods, private sector
- intermodal gov + partnerships
- look of a lot of work occurs in silos
- invest in Madison
- work of intermodal gov + partnerships
- look of a lot of work occurs in silos
- invest in Madison

Partnerships

Investment in Madison

CREATE MORE ACCESS TO OPPORTUNITIES FOR ALL

- Strengthen links between people + resources
- Boost home ownership among people of color
- Strengthen wealth within communities of color + other marginalized communities

Goals

- Strengthen community voice for all, especially for people of color
- Increase shared power to co-create a new economic vision

OPPORTUNITY

Policies

Better Alignment b/w economic development + community development

- examine tax policy
- explore innovative policy solutions to increase homeownership
- disparity study in the city of Madison
- open up portals of contracting to increase

Question: is this about just gov't or all?

small biz development center

Access to capital, education

Work with your group to fill in the spaces below and/or text a word or phrase to 22-333, with the number 391745 followed by your message



Focus on Well Being

Goals

Great future structural benefits to other cities & color
 Economic Regional self-reliance
 Affordable Housing
 Succession for Planning Small Biz
 Workforce Transition (incl. 2nd & 3rd Shift)
 Who is in charge? Need a City Planning Director
 Access to Healthy Air for all
 connection between food & manufacturing

Green economy
 Tech innovation
 2011-2012
 or 2013
 Tech or service
 What? Job exposure
 10% of students
 that don't know what career path

Projects

Better Connections Between entrepreneurs
 Support Small Biz
 Available assistance
 Focus on opportunities for 10% of students that don't know what career path
 Reduce Household Expenses w/ Energy Efficiency + Renewable Energy
 Develop a Job Source hiring program for DART Co. esp. for construction Trades
 Revitalize Pennsylvania Ave. for manufacturing

Vision

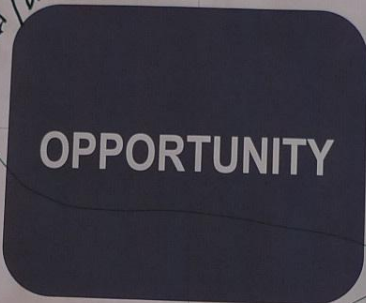
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quality of life, and our business bound together.

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Support of families so they can have their kids in school
 Support Small Biz (less than 50 employees) etc that's where the job growth is

Use City Purchasing + Contracting to support opportunity goals

Focus Econ Dev efforts on sectors

Policies

Coordinate Econ Dev + Housing in Infrastructure

PACE for Energy Eff + Renewable Energy
 Also focus workforce dev to fill jobs within industry

Increase the Minimum Wage
 Require paid sick leave

Available & Affordable Childcare

Work w/ Anchors on purchasing of construction to make that to local Biz + shorten supply chains

Work w/ Higher Ed to ID where jobs growth will be + train for those jobs

Urban League skilled trades program

Coordinate Transportation Planning + Investments

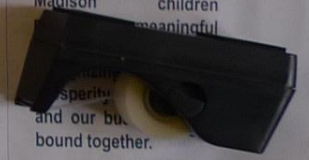
Understand strategic plans for transportation + planning for those needs

ID major construction projects + what skilled labor they will need + train for that

Work w/ Trades to bring in more people of color
 Build on Urban League's work

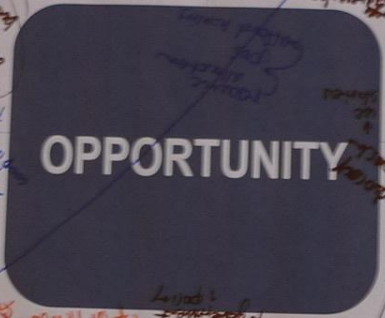
Partnerships

Strengthen "Big Step"



How can Madison improve equity and provide greater opportunities for all residents & businesses?

Work with your group to fill in the spaces below and/or list a word or phrase to 22-333, with the number 391748 followed by your message.



Goals

Take a kid to work day

Make the Madison region the best place for women entrepreneurs in the country

Make the regional best place for women entrepreneurship

Racial and economic integration

Disincentive to hard entry

Policies

7 minimum wage laws

Paid Internships for every MMSD High Schooler

OPPORTUNITY

Projects

Job Shadowing

Neighborhood Stream Connect

Mentorship Program

City Mayor

Boys & Girls Club

City Mayor

City Mayor

City Mayor

City Mayor

City Mayor

City Mayor

City Mayor

City Mayor

City Mayor

Vision

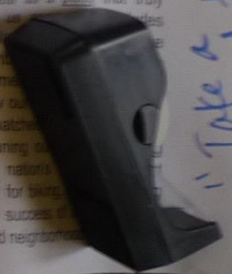
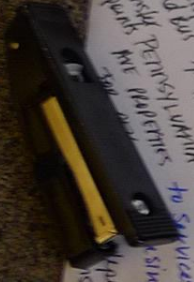
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lots of kids don't have one or more parents - lots of kids don't have a kid to work day - Take a kid to work day - Olivia Perry



PLACE



Place – Ideas Submitted via Text to Audience Poll (73 ideas)

1. build off neighborhood history/identity to create unique neighborhoods
2. more attention to the city's parks
3. clean lakes--it's why people move here
4. evaluate bus service to ensure fair access to all job shifts and all parts of city.
5. diverse architecture
6. high capacity transit
7. affordable housing throughout the city connected by transit
8. build 20 min neighborhoods
9. distribute affordable housing throughout the city
10. orient development towards yahara river
11. support neighborhood associations to be more diverse
12. more make out spaces
13. Turn talk about social connection and opportunity from talk to action.
14. Olin Turville concert venue with Capitol in the background
15. connect law park to downtown 4 bikes
16. more make-out places
17. John nolen crossing
18. garver
19. yahara river

Place – Ideas Submitted via Text to Audience Poll (73 ideas)

20. Madison should have more BIDs
21. connect isolated areas of community
22. using festivals and events to create a sense of place
23. more activities/shopping for Epic employees to spend their money
24. Better located transit stops--within neighborhoods
25. transform Alliant energy Center
26. Better bike infrastructure
27. attach place to culture
28. transit connecting people to places
29. better transit to isolated areas id'd in Race To Equity Report
30. more access to the lakes
31. create great places outside of the isthmus.
32. connect city policies to economic goals
33. partnerships with tech companies to train kids and build opportunities.
34. Transportation should coordinated with jobs for all residents.

Place – Ideas Submitted via Text to Audience Poll (73 ideas)

35. Transportation should coordinated with jobs for all residents.
36. make Madison the food hub of the Midwest or nationally.
37. make Alliant energy center into a world class mixed use destination
38. All kids can succeed not tracked into "expectations"
39. embrace diversity
40. make Madison the bicycling and paddle sport capital of the world
41. Understand better the business case for diversity.
42. artist communities
43. Not just recruit but retain.
44. Leadership=Demographics
45. comprehensive study of underutilized public spaces
46. climate appropriate space creation & events
47. Monona lakeshore path
48. vibrancy in multiple districts
49. high performing technical charter schools for students of color
50. public market project
51. incubator spaces
52. appeal to families
53. embrace the lakes
54. food deserts
55. Training for residents to work with epic or epic babies

Place – Ideas Submitted via Text to Audience Poll (73 ideas)

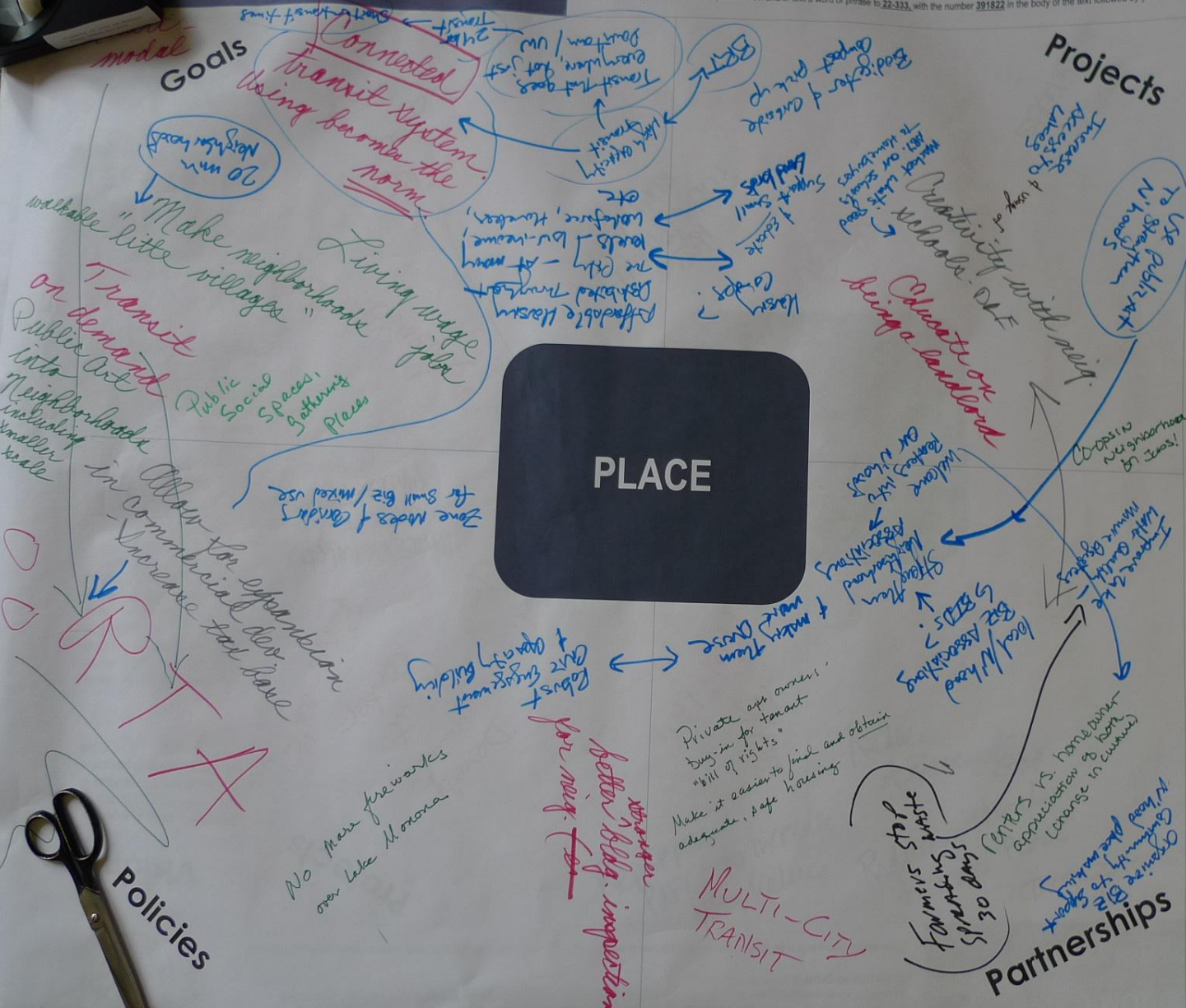
56. wheel tax!
57. bus rapid transit
58. Madison worker co-ops
59. multimodal hubs
60. transportation policy
61. parking
62. public-private partnership
63. UW partnerships
64. Starting Block
65. Dane co-op alliance
66. Retail incubator (public market?)
67. support creative class
68. public art
69. affordability
70. sustainability
71. safety
72. goal of creating activity
73. people

PLACE

“MIND MAPS”



Work with your group to fill in the spaces below and/or text a word or phrase to 22-333, with the number 391822 in the body of the text followed by your message



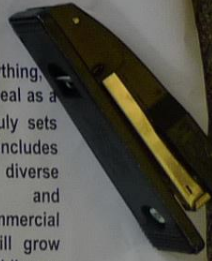
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Goals

River walk-type developer projects

connectedness

Way Finding

Increase Access to Lakes
Reduce Attrition
Reduce Attrition Gap
Reduce Attrition

Repurpose use/Value
Repurpose to increase

BRAND

MATING Places?

Projects

Develop around

Alliant Center

River walk

Transportation Toolkit

Infrastructure to support places/people

PLACE

Public/Private/Partnerships

More Public/Private Partnerships

create diversity of businesses in each neighborhood

Complete Streets

METRO
B-cycle
BZT
CARSHARE

Partnerships

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Policies





Goals

Wsc
WINTER

events on frozen lakes

Affordable housing choices

Strengthen the forest? (second ring neighborhoods)

Keep Epic & UIC grads in the area
Makeable Communities to connect/invite to events & teachers

more destination at side downtown

PLACE

Transportation

Bus Rapid Transit

car

more amenities for families w/kids and dogs in redeveloping areas

fast efficient transit to westside

underground major streets like John Allen

Branding (Stores telling their story)

Projects

like Ben's "Treasure Map" of the lake is a Day Care on islands

Events connected to density on Wash

Gerhan - bike only (bas) highway - Johnson 2-Way

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Housing Developers

100 State + similar organizations that connect tech entrepreneurs

small biz

FEED Kitchen + Food biz start up networking + resources

Partnerships

Supporting local businesses in job scanning

Policies



Work with your group to fill in the spaces below and/or text a word or phrase to 22-333, with the number 391822 in the body of the text followed by your message

PLACE

Strengthen Rural & Cts Connections

Expand Grow Our Cultural Growth all neighborhoods out there to all neighborhoods.

Utilize assets & great plans

Central Trolley Area Connector

Projects

Enhance Marketing of Schools online

Open up more space to new people to live in Madison. University does not have to be the center.

End Segregation in new home (NHS) for people

Reduce Stigma

More tutoring of kids by older + retired professionals

Expand School - Community Centers

Charter Train trips to Commot Regions

more balanced development corridor, jobs, diverse housing

Family Support

break down barriers

Alternative Mentoring + educational

Go local. Jobs & Empower in housing + education

More neighborhood Vacant events to promote local neighborhoods

Utilize Schools as source of innovation + community resource as place-based asset

Neolite Faster Rapid Transit Bus System

Connect Habitat + ED Efforts

Lean Development + Neighborhood Groups in to rest be more aligned.

More regional partnerships to find common ground

Business

UW-Schools

Policies

Making sure our places are safe for the people who use them.

Apply Equity to laws to E.D.

Partnerships

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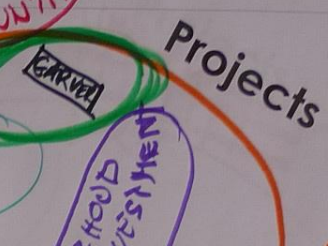
Shaping What's Next

Work with your group to fill in the spaces below and/or text a word or phrase to 22-333 with the number 391822 in the body of the text followed by your message

Beef up parks + facilities
Link
Goals



MOSAIC OF SUBCULTURES
BUD ON DIFFERENCES
PLAY UP IDENTITY
(TONGUE IN CHEEK MAP OF MADISON)



Projects

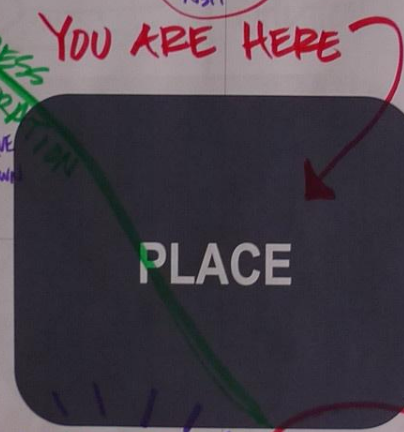
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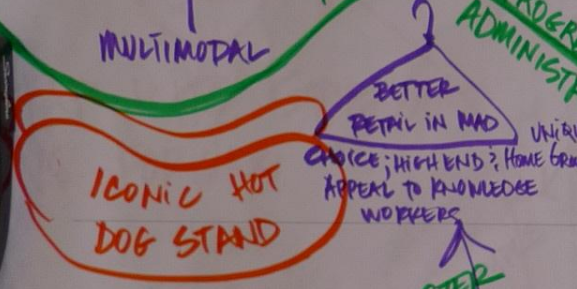
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YOU ARE HERE

PLACE



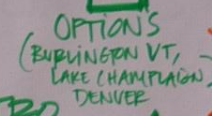
ICONIC HOT DOG STAND



WE NEED EUROPEAN ARCHITECTS

CO-OPS YAY!

CENTRO HISPANO COMMUNITY HUB

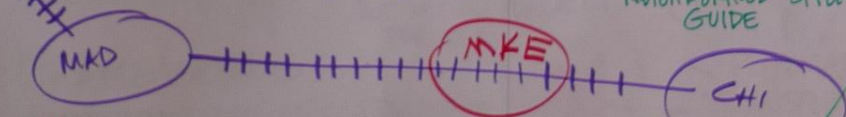


LAKE UNION AMPHITHEATER
LIKE
RED ROCKS
A GOOD BEACH
NOLEN H2O FRONT'S CENTENNIAL PLAN

LOCATION EFFICIENCY
MIXED INC.
TRANSIT MIX USE
1. NORTH SIDE
2. SHERMAN WAIN STREET
3. OTHER DATED RETAIL CENTERS

CONNECTION & OPPORTUNITY; CULTURAL CENTERS? → MOVE TALK TO ACTION

NEIGHBORHOOD STYLE GUIDE



% FOR AFFORDABILITY + COMMUNITY LAND TRUST

DESIGN: UGLY IN AN INTERESTING WAY LIKE PUBS
POLICIES

COMMUNITY DESIGN STUDIO
IMPROVE ARCHITECTURE
Partnerships

(consider redevelopment opportunities, ways to improve neighborhoods, needed community amenities, strategies to grow our tax base, etc.)

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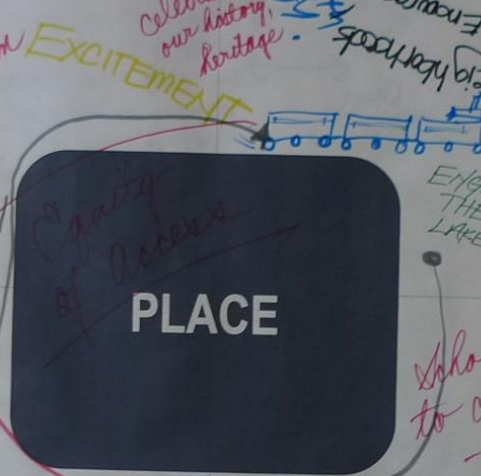
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Goals
Anchor for Economic sector development
Do not disconnect from region
Character
ACTIVITY!

Street corridors viewed as opportunities for place, amenities, transportation
Seamless transit system

Projects
Food market can create identity of place (for 5 markets in regions)
Train station downtown from surrounding areas.
Provide bike storage on train so folks can ride bikes once downtown
"Attractions" in a neighborhood.
You can walk to within your neighborhood.
Mixed-use, small businesses, identity, places especially new neighborhoods. Encourage
Create a "place" in the neighborhoods.



MIXED-USE ZONING CHANGE
• SELF-SUSTAINING
• FULLY INTEGRATED
Auto see more DT + credit in other areas.
incentives

Multi purpose transit points
School district to capitalize on neig. schools - Anchors to the neig.

USE DESIGN THINKING STRATEGY
CELEBRATE ALL ETHNICITIES AND CULTURES IN PLACES
ALLOW PHYSICAL ENHANCEMENTS TO PLACE THAT SHOWCASE THEM!
Policies
that looks at all needs on this paper, etc. A "commissioner" of place.

Madison area communities
UW entrepreneurs
Physical place for multiple needs 2/7
Partnerships
Use of our parks - engage the "senses"
- Music
- Food
- entertainment



Economic Symposium II: May 27, 2015 Results of "Priority Cash" Exercise

