

Citywide Goal #6: Vibrant and Creative City



OUTCOMES SUMMIT
MAY 2017

Equity Statement

A Vibrant and Creative Madison ensures equitable pathways to prosperity, a robust cultural scene, and rich social connections for all.

Why is this Goal important?

- This goal is focused on ensuring everyone who lives, works, and plays in Madison has the opportunity to prosper, and enjoy a varied social and cultural scene.
- A Vibrant and Creative Madison is vital because the most important factors that create emotional bonds between people and their community are "physical beauty, opportunities for socializing and a City's openness to all people".
- Communities with the highest levels of attachment also have the highest rates of GDP growth and strongest economies.

How will we know we are successful in achieving this Goal?

Outcome 1: Attract employers to Madison instead of surrounding communities

- Indicator: Percentage of City employment opportunities as a share of Dane County employment opportunities

Data:

The ratio of the number of large employers (defined as having at least 100 employees) and total number of employees within the City of Madison vs. Dane County as a whole, as tracked over time. Source: Bureau of Labor Statistics, Reference USA, and other similar data sources.

Contributing Issues:

Positive	Negative
Available space for development and attracting employers	Conservative approach to retention including TIF policy.
Quality and complete infrastructure and services	Perception that we are unfriendly to business
Educated workforce and workforce training nearby	Complex path to entitlement
Significant access to multiple modes of transit	Executives choose to live outside of the City due in part to perception regarding quality of MMSD in comparison to suburban schools
Unique City culture	Lack of diversity

Partners

MadRep

Chambers

WEDC

How will we know we are successful in achieving this Goal?

Outcome 2: Connect individuals with targeted training and education that lead to specific jobs

- Indicator: Hiring, salary and retention rates for participants in targeted training and education programs (for organizations receiving city funding, a long-term tracking of percentage of individuals completing the program who are hired, how many maintain that position for 1-year, and what is her/his/their salary)

Data:

Reporting data from Community Development Division funded programs

Contributing Issues:

Positive	Negative
Access to Madison College and UW system	Lack of coordination and capacity of training activities with specific jobs
Multiple non-profits working toward employment pathway creation	Lack of accountability of some training and employment programs
Existing youth internship programs and other career development opportunities	Disparate wrap around services for participants including transportation, child-care, etc.
Business community is engaged	Lack of awareness of program availability and opportunities

Partners

MMSD

Madison College

WDBSCW

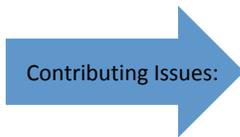
How will we know we are successful in achieving this Goal?

Outcome 3: Make affordable production spaces available; fund opportunities for more and varied social, cultural, and artistic expression.

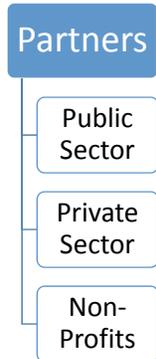
- Indicator 1: Number of affordable (defined by artist's ability to pay) spaces (defined as a ratio by square feet per unit) dedicated to production/expression, and,
- Indicator 2: Number, attendance and geographic diversity of events for varied social, cultural, and artistic expression



Indicator 1) Use baseline data from: Madison Survey prior to Overture, Madison Cultural Plan 2010, and Dane County - Make. Do. (County-wide scale) 2012
 Indicator 2) Survey data of city agencies and partner organizations (example: Overture Center)



Positive	Negative
City facilities provide significant venues for artistic expression and programming.	Long commercial lease terms (size, scale, length of lease)
Multiple models of shared workspace	High cost of real estate for artistic production
Robust arts community	Available space for utilization (land use, zoning)
Increases opportunity for social connection	Reactive use of public spaces leads to inequitable distribution of the arts
	Liability & Insurance Issues



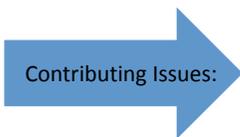
How will we know we are successful in achieving this Goal?

Outcome 4: Expand broadband access and digital inclusion

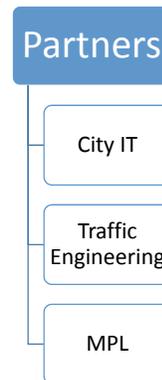
- Indicator: Percentage of people connected



ISPs do not share that information; the 2014 access study contains some data
 12% of city does not have access to internet



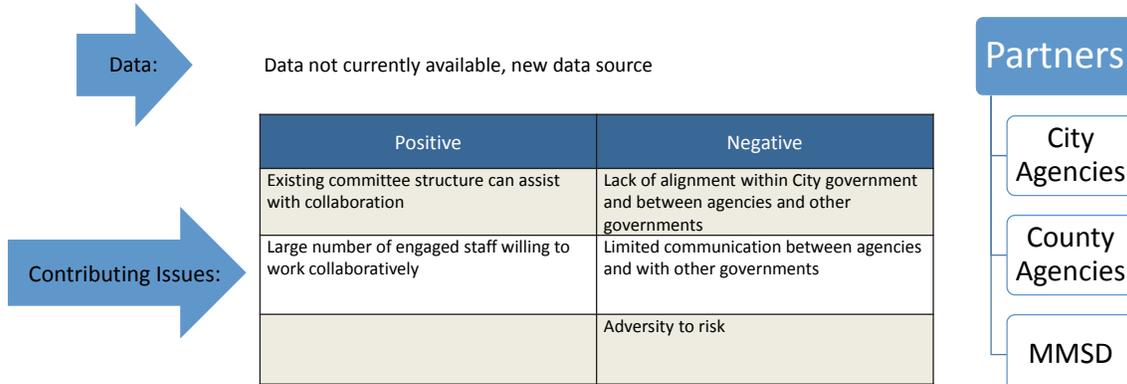
Positive	Negative
City is already invested in creating infrastructure for broadband access	Broadband is not universally affordable
Broadband access is provided through public libraries	All individuals do not have connection to broadband
	Lack of choice in connectivity
	Expansion of City broadband has been slow
	Governmental regulations



How will we know we are successful in achieving this Goal?

Outcome 5: Embrace an innovative and collaborative environment within the City and with other local government entities

- Indicator: Number of new projects completed collaboratively



How will we know we are successful in achieving this Goal?

Outcome 6: Promote social connection by activating public spaces year round and encouraging broad use of resources and gathering spaces.

- Indicator 1: Composite of multiple satisfaction-related indicator websites for livability, and happiness.
- Indicator 2: Attendance tracked at community events.

