

Make Madison 2040 is a working title for an update to the City's 2006 Comprehensive Plan. The plan was adopted as a foundation to provide policy direction for Land Use, Transportation, Economic Development, Housing, and other elements. As Madison changes, it is time to assess progress, reevaluate issues, and establish a path forward.

Make Madison 2040 will synthesize, focus and prioritize recommendations from the 2006 Comprehensive Plan and subsequent planning efforts to improve Madison for residents, employees, and visitors. **Make Madison 2040** will be used as an organizing framework to guide City decisions and millions of dollars of public investment through the next decade and beyond.

Public Input Needed

Madison finds itself on many "best cities" lists, but in moving forward, we need to address shortcomings and ensure that our strengths are shared by everyone. How can we reach the Madison vision together?

The City needs broad public engagement to check assumptions about the key issues we face, refresh our shared goals and strategies for reaching them, and most importantly—to establish top priorities for policy, action, and investment. This document provides an overview of the ways the City will strive to make the planning process relevant and accessible to people, including to those who may not have been involved in past planning processes. We will engage the community and hear new voices to influence the trajectory of Madison as a great city.

How has Madison Changed in the Last 10 Years?

• Population Growth

>20,000
new people



WI DOA estimate

23 → 27%

• Population within communities of color



2006 and 2014 American Community Survey 1-year estimates

• New housing units

↑ 13,000



82% • Of new housing units are apartments

City of Madison, Building Inspection

• Transit ridership

↑ 40%

Madison Metro Transit



What can the City do to improve racial equity?

How long will it take to get to work?

As we get older, will we be able to stay in our neighborhood?

What opportunities will my kids have to live and work in Madison?

Where will jobs be?

What will this neighborhood look like?

Can I walk from home to places to meet friends?

Where will I shop for groceries?

What Public Engagement Techniques will be used?



Make Madison 2040 Engagement Principles

City staff will strive for an **inclusive, relevant, transparent, flexible, and fun** process. The City will embrace past and present citizen engagement as essential to set the priorities for Madison's future, using these overarching principles:



Where can I rent an apartment that makes it easy to get around without a car?

Can our grand kids walk or bike safely to school?

How will the City respond to climate change?

How does growth relate to affordability?



What Public Engagement Techniques will be used?

Staff anticipate using the following public engagement tools, and will continually assess effectiveness of these tools and look for additional opportunities, subject to resources and time limitations.

Staff will track the number and type of events, number of attendees, and leave comment cards encouraging feedback.

RESIDENT PANELS / COMMUNITY LIAISONS

Approximately five community groups will be chosen to serve as liaisons for the **Make Madison 2040** process. Each group will be responsible for recruiting and convening residents from an underrepresented group to meet consistently during the process. Individuals with connections to specific underrepresented groups may also be engaged.

Funding to support food, childcare, transportation, translation services, and other activities will be provided to liaisons based on their specific proposals and needs.

Liaisons and resident panels will build capacity in these communities to allow for deeper discussion and deliberation.

INTERACTIVE WEBSITE / SOCIAL MEDIA

Create and maintain a robust interactive website with a well-organized repository of information so that remote participants will have similar opportunities to live participants.

Integrate and optimize use of social media outlets to raise awareness about the process and provide opportunities for input.

COMMUNITY MEETINGS

Staff will hold large scale community meetings for steps two through four to educate participants about **Make Madison 2040** and gather input on the key questions for each stage.

Meetings will be held in public highly-accessible facilities, and food, childcare, and translation services will be available.

Meetings will be held at varying times to accommodate various schedules, and remote participation may be possible for some activities (either “live,” via community kiosks, or via website).

VIDEO PROJECT

An audio and/or video project to provide opportunities for a range of citizens to share brief stories about their Madison experience (people of color, parents, the elderly, teens, entrepreneurs, homeowners and renters, residents living and working in both central and peripheral parts of the City).

- o What do you love about your neighborhood / the City?
- o What are the main issues facing the City today?
- o How could the City work better for you? For everyone?

Videos/audio files remain available during the process and can be shown at community festivals and events, and shared at community meetings and resident panels to inform participants about the wide range of resident experiences and perspectives.

Partnerships may be sought with community liaisons and others for this project.

PERIODIC NEWSLETTERS

For each stage, a brief newsletter will be published in multiple languages and published on the website. Newsletters will educate about the process and advertise opportunities for continued involvement.

Reports/booklets will educate about the process, and advertise opportunities for continued involvement.

TRADITIONAL MEDIA

Staff will work with mainstream media (tv, print, radio, web) to facilitate reporting on the **Make Madison 2040** process.

Staff will produce a brief video as an overview of the **Make Madison 2040** process, and make it available online.

Staff will work with Alders and Neighborhood Associations to include articles in neighborhood newsletters and print media focused on underrepresented groups.

COMMITTEE MEETINGS

During each stage, staff from an interagency core team will update relevant Boards, Committees and Commissions and synthesize feedback and policy guidance for consideration by the Plan Commission. The public and community liaisons will be encouraged to attend and contribute.

SPEAKERS BUREAU

Staff, and potentially community liaisons, will be available to make short presentations about **Make Madison 2040** upon request.

Presentations will educate those interested in how the process has progressed, and can be used to advertise opportunities for continued involvement and glean input.

Comment cards, including the link to the website, will be left at each event, so that attendees can provide comments at a later date or follow the process on-line.

KIOSKS

Staff will work with the Madison Public Library (and possibly community centers) to identify opportunities for kiosks, where patrons can learn about and participate in the process.

FESTIVALS AND EVENTS

During the summer of 2017, staff will attend community festivals and events and share progress, get input on policies and priorities, and advertise remaining opportunities for involvement.



City of Madison Vision

The Vision for the City of Madison is to be a safe and healthy place to live, work, learn, and play. Madison will be a place where:

- Diversity is valued;
- Freedom of expression is encouraged and protected;
- Everyone has the opportunity to realize his/her full potential;
- The beauty of the urban and natural environments is preserved.



Heather Stouder, AICP
Planner, Planning Division
City of Madison
Department of Planning &
Community & Economic
Development
P: 608-266-5974
planning@cityofmadison.
com



SUMMER 2016

STEP 1: GETTING STARTED

Education on how Madison has changed, and trends moving forward.

Inform public about how to get involved in process.

FALL 2016

STEP 2: WHERE ARE WE HEADED?

Are the key issues identified in recent planning efforts relevant and important to you?

What goals should we set regarding the issues identified?

SPRING 2017

STEP 3: HOW WILL WE GET THERE?

What strategies should the City use to help reach goals?

How can you and others you know help to reach shared goals?

FALL 2017

STEP 4: WHAT FIRST?

What are the top priorities for Madison to focus on in the next 5, 10, 15, and 20 years?

How do you want to be involved in implementing these priorities?

SPRING 2018

STEP 5: MAKE MADISON 2040 ADOPTION

Final approval by Common Council following review by boards, committees and commissions