

# Racial Equity, Social Justice, & The Madison Public Market District

The City of Madison is creating a business plan for the Madison Public Market District. The vision is to create a multi-use, year-round destination for food retail, wholesale, processing, and other uses. The first phase of the project included several consumer and vendor surveys to gather input on the preferred features of the project. Now, as part of the City's Racial Equity and Social Justice (RESJ) initiative, the City is conducting an Equity Analysis to evaluate how future decisions about the Public Market District may impact communities of color and lower income populations in Madison. This survey is intended to gather input on this topic. Information about past community meetings and reports generated in the first two phases of the project can be found at [www.cityofmadison.com/publicmarket](http://www.cityofmadison.com/publicmarket)

**1. What should be done to ensure the Public Market District provides economic opportunities for people of color and low income individuals interested in business opportunities selling or producing something at the market district?**

**2. What should be done to ensure that everyone in Madison feels welcome going to the Madison Public Market District as a customer, vendor, and/or someone just enjoying it as a public space?**

**3. What products, services, amenities, and events could be incorporated into the Madison Public Market District to maximize its appeal to the widest possible spectrum of Madison residents in terms of race, age, ethnicity, and income?**

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**4. Below is a list of some ideas that have been discussed as ways the Public Market District project could have a positive impact on racial equity, social justice, and economic opportunities in Madison. Rank how important you think each it is in terms of having a positive impact.**

	Not Important	Somewhat Important	Very Important	Absolutely Essential
Create low-cost opportunities to start food businesses	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Provide job opportunities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Create access to low-cost fresh healthy food	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Provide job training for young people	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Create vending opportunities for minority farmers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Create a welcoming public space that brings the community together	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Include different foods that are part of diverse cultural traditions	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Offer business training classes to help people start a food business	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Include transportation services that provide access to the Market District for people without a car	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Host special events focused on different food cultures at the Market District	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Create grant programs to support minority businesses interested in starting at the Public Market District	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Other (please specify)

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**5. List people and/or organizations the city should coordinate with to ensure that planning for the Public Market District includes input and ideas from diverse racial/ethnic and socioeconomic groups in the community?**

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**6. What other ideas do you have that could help make the Madison Public Market inclusive to different racial/ethnic and socioeconomic groups?**

**7. Optional: Provide your email address if you'd like to receive periodic updates about the Madison Public Market District Project?**