

1. **CONNECT Madison businesses with talent, capital, facilities, ideas, and new markets to foster innovation and entrepreneurship in all sectors.**
  - a. Create 10 new health-IT firms with 50+ employees in next five years
  - b. Increase the City's minority contracting for public works projects to #%
  - c. Lead Wisconsin in the percentage change of total number of small businesses (fewer than 50 employees) between 2015 and 2020.
  
2. **CONNECT Madison residents to their City government by making Madison a model of civic innovation**
  - a. create an office of civic innovation by 2018
  - b. starting in 2016, support the implementation of 4 new apps per year to improve city services
  - c. Develop a multi-platform 3-1-1 system and digital comment box
  - d. Have all city web functions accessible by mobile device
  - e. I think we need something re increasing WI FI access. Look at attached MMSD numbers. Not as good as Mark said. I filtered for Elementary schools where the greatest student poverty exists.
  
3. **CONNECT the region's robust food system to our economy and embrace food's role as a platform for community-based entrepreneurship and wealth-building**
  - a. achieve 10-10-100, i.e. within 10 years, 10% of Madison's food will come from within 100 miles.
  - b. implement the public market by 2017
  
4. **CONNECT Madison's large bicycle industry cluster, identity as a bike-friendly city, and appeal as a destination for bicycle-based recreation and tourism to become the bicycling epicenter of North America**
  - a. reach 20% mode share by 2020
  - b. host # additional major bike events in the city
  - c. increase tourism spending driven by bicycle events/tourism by #%
  - d. Increase Bike Industry LQ by 10% by 2020
  - e. Did you leave out Platinum Bike for a reason?
  
5. **CONNECT Madison with an efficient and technology-enabled multi-modal transportation system.**

- a. achieve key recommendations of the City's Transportation Master Plan
  - b. make Madison a 45 minutes or less commute city
  - c. connect all of the city's employment areas with 24 hour/day transit service
6. **CONNECT Madison's prosperity, jobs, and economic opportunities to people and communities that are disadvantaged, disenfranchised, and disconnected from the growth of the local economy.**
- a. Reduce African American ethnic? unemployment rate to be lower than the national African American unemployment rate by 2018
  - b. Reduce the percentage of Madison residents who spend more than 30% of the household income on housing by #%  
See the chart below regarding upward mobility. We do have data for Madison
  - c. We have unemployment, should we have income? Folks can be in minimum wage or underemployed
7. **CONNECT Madison's economic, cultural, entertainment, and environmental assets to increase the City's appeal as a destination**
- a. See #% growth in creative industry businesses per year
  - b. Increase the total tourism spending in Madison to \$#
  - c. Increase ticket sales to performing arts events
8. **CONNECT Madison's real estate development opportunities with unmet market demand to create jobs and grow our tax base**
- a. Land bank \$# value of property by
  - b. Create \$# tax base value within existing and new TIFs
9. **CONNECT Madison to the broader region and support collaborative and regional approaches to economic development**
- a. Land bank \$# value of property by
  - b. Create \$# tax base value within existing and new TIFs
10. **CONNECT Madison revitalize targeted areas of the City and improve the stability of perimeter neighborhoods.**
- a. Redevelop at least 1 out-dated shopping center per year I think this is ambitious
  - b.