

What is Make Madison 2040?

- Make Madison 2040 (a working title) is an update to the Comprehensive Plan for the City of Madison, Wisconsin. First adopted in 2006, the Comprehensive Plan guides change in the community, impacting people and places. As required by state statutes, the Plan:
 - Provides a holistic view of the City
 - Includes elements such as land use, transportation, housing, and economic development
 - Looks 20 years into the future, but focuses on actions for the next 10 years
 - Involves collaboration among City Agencies and external stakeholders
- The Comprehensive Plan must be updated every 10 years, and it is time for an update in any case. Since 2006, Madison has gained over 20,000 people, 13,000 housing units, and 3,500 jobs. We’re more racially and socioeconomically diverse, we have a greater number of young professionals, and more households are renting their homes. Like the US population as a whole, Madisonians are living, working, shopping, moving around, and interacting differently. It is time to engage Madison residents to assess progress, reevaluate issues and opportunities, and focus our path forward.

Make Madison 2040 will refresh and improve upon the 2006 Comprehensive Plan.

- Relying on input from a wide variety of residents and stakeholders, Make Madison 2040 will:
 - Use equity, sustainability, resilience, and health as “lenses” to refresh goals, objective, policies, and actions
 - Synthesize, focus, and prioritize recommendations from recent planning efforts
 - Be shorter and more user-friendly
 - Integrate with the City budget process
 - Include metrics that can be tracked over time
- Make Madison 2040 will be used to shape policy, strengthen partnerships, and guide millions of dollars of public investment through the next decade and beyond to maximize positive impacts for Madison’s current and future residents, employees, and visitors.

Make Madison 2040 - Timeline

	2016				2017				2018				
	QTR 1	QTR 2	QTR 3	QTR 4	QTR 1	QTR 2	QTR 3	QTR 4	QTR 1	QTR 2	QTR 3	QTR 4	
1) Prepare	█												
2) Public Engagement Plan		▨											
3) Background Work		█											
4) Promote & Educate			▨										
5) Issues & Goals				█									
6) Approaches & Policies				█									
7) Priorities & Actions								█					
8) Adoption & Publication									█				
9) Implementation											█ →		

Make Madison 2040 - Working Draft Budget

Category	Cost Estimate	Staff Resources
Limited Term Employees	\$ 270,000	N/A
Resident Panels / Community Liaisons	\$ 75,000	High
Website	\$ 50,000	Moderate
Advertisements	\$ 20,000	Moderate
Printing/Supplies (incl. materials for kiosks and festivals)	\$ 15,000	Low
Marketing Assistance	\$ 15,000	Moderate
Community Meetings	\$ 15,000	High
Guest Speaker(s)	\$ 10,000	Low
Social Media	\$ 5,000	Low
Video Project	\$ 2,000	High
Periodic Newsletters	\$ 2,000	Moderate
Traditional Media	\$ 1,000	Low
Analysis of Recent Surveys and Input	\$ -	Moderate
Board and Committee Meetings	\$ -	High
Speakers Bureau	\$ -	Moderate
Contingency	\$ 20,000	N/A
Total	\$ 500,000	

Note: This budget represents anticipated relative amounts for public engagement and other expenses. The categories and amounts may be modified based on program evaluation and opportunities that arise throughout the process. The total budget amount will not be exceeded unless authorized by the Common Council.