



OUR CITY OF MADISON



Health & Safety Goals, Strategies, and Actions

Key Terms

- **Imagine Madison Comprehensive Plan:** the state statutorily required plan intended to provide a 20 year vision for growth across the city of Madison with a 10 year approach for implementation
- **Elements:** priority topic areas of the Imagine Madison Comprehensive Plan which explain how we achieve our Vision of Our Madison: Inclusive, Innovative & Thriving
- **Goals:** statements of outcomes we want to achieve over the long-term, what we want to see for each Element
- **Strategies:** general approaches to achieve the Goals
- **Actions:** specific implementation activities for each strategy

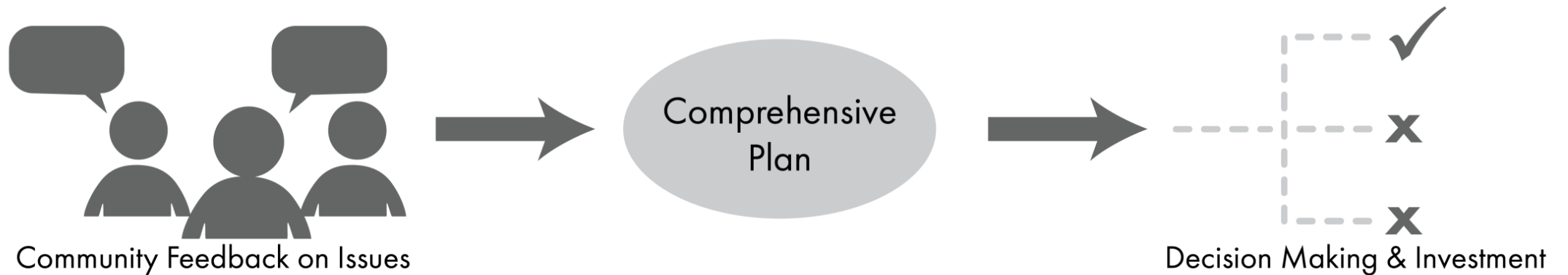
Why Health & Safety?

How does Health & Safety fit in to what we're already working on?

What was the process to draft the Health & Safety list of Goals, Strategies, and Actions?



Imagination to Results



References:

- (1) [Legistar 51391 - Adoption of the City of Madison Comprehensive Plan](#)
- (2) [Legistar 51409 - Establishing the City of Madison Performance Excellence Framework and Implementation and On-Going Sustainability Efforts](#)

Model: Appendix A

• Imagine Madison Comprehensive Plan - Appendix A

APPENDIX A

LIST OF STRATEGIES, ACTIONS, AND LEAD AGENCIES

Land Use and Transportation	Neighborhoods and Housing	Economy and Opportunity	Culture and Character	Green and Resilient	Effective Government	
<p>Goal: Madison will be comprised of compact, interconnected employment and residential locations, with a focus on reducing the travel time for transit-dependent populations.</p> <p>Goal: Madison will have a safe, efficient, and affordable transit system.</p>	<p>Goal: Madison will be a safe and welcoming city of strong neighborhoods.</p> <p>Goal: Madison will have a full range of quality and affordable housing.</p>	<p>Goal: Madison will have a growing, diversified economy that provides opportunities for all residents.</p> <p>Goal: Madison will have equitable education and advancement opportunities for all residents.</p>	<p>Goal: Madison will be a vibrant and creative city that values and preserves its unique character and strong sense of community.</p> <p>Goal: Madison will have a unique character and strong sense of community.</p>	<p>Goal: Madison will be a leader in stewardship of our land and water resources.</p> <p>Goal: Madison will have a model park and open space system.</p>	<p>Goal: Madison will have efficient and reliable public utilities, facilities, and services that support all residents.</p> <p>Goal: Madison will collaborate with other governmental and non-governmental entities to improve efficiency and achieve shared goals.</p>	
<p>Strategies</p> <p>Strategy 1 Improve transit service, especially to peripheral employment and residential locations, with a focus on reducing the travel time for transit-dependent populations.</p> <p>Strategy 2 Implement bus rapid transit (BRT) to improve travel times, enhance reliability, and increase ridership.</p> <p>Strategy 3 Ensure all populations benefit from the City's transportation investments.</p> <p>Strategy 4 Improve access to transit service to nearby cities, such as Milwaukee, Chicago, and Minneapolis.</p> <p>Strategy 5 Concentrate the highest intensity development along transit corridors, downtown, and at Activity Centers.</p> <p>Strategy 6 Facilitate compact growth to reduce the development of farmland.</p> <p>Strategy 7 Maintain downtown Madison as a major Activity Center for the region while improving access and connectivity.</p>	<p>Strategies</p> <p>Strategy 1 Create complete neighborhoods across the city where residents have access to transportation options and resources needed for daily living.</p> <p>Strategy 2 Support development of a wider mix of housing types, sizes, and costs throughout the city.</p> <p>Strategy 3 Increase the amount of available housing.</p> <p>Strategy 4 Eliminate barriers to achieving economic mobility.</p> <p>Strategy 5 Support small businesses and cultivate entrepreneurship, especially businesses owned by underrepresented groups.</p> <p>Strategy 6 Support efforts for businesses and consumers to produce and buy local food, products, and services.</p> <p>Strategy 7 Facilitate partnerships with community organizations to host more downtown demographic groups.</p> <p>Strategy 8 Improve transit service to and from downtown outside of standard commuting hours.</p> <p>Strategy 9 Develop and implement a park-and-ride plan to increase accessibility to downtown.</p>	<p>Strategies</p> <p>Strategy 1 Retain existing employers and attract new employers to ensure residents have access to jobs.</p> <p>Strategy 2 Ensure an adequate supply of sites for a wide variety of employers to operate and grow.</p> <p>Strategy 3 Support more jobs that pay a family-sustaining living wage.</p> <p>Strategy 4 Close the educational opportunity gap.</p> <p>Strategy 5 Remove barriers to achieving economic mobility.</p> <p>Strategy 6 Support efforts for businesses and consumers to produce and buy local food, products, and services.</p> <p>Strategy 7 Facilitate partnerships with community organizations to host more downtown demographic groups.</p> <p>Strategy 8 Improve transit service to and from downtown outside of standard commuting hours.</p> <p>Strategy 9 Develop and implement a park-and-ride plan to increase accessibility to downtown.</p>	<p>Strategies</p> <p>Strategy 1 Create vibrant and inviting places through creative architecture and urban design.</p> <p>Strategy 2 Preserve historic and special places that tell the story of Madison and reflect racially and ethnically diverse cultures and histories.</p> <p>Strategy 3 Create safe and affirming community spaces that bring people together and provide social outlets for underrepresented groups.</p> <p>Strategy 4 Balance the concentration of cultural and entertainment venues between the downtown and other areas of the city.</p> <p>Strategy 5 Preserve defining views of the lakes, downtown skyline, and Capitol from publicly accessible locations.</p> <p>Strategy 6 Integrate public art throughout the city.</p> <p>Strategy 7 Provide opportunities to learn about, create, collaborate, and enjoy the arts.</p>	<p>Strategies</p> <p>Strategy 1 Protect Madison's water supply and infrastructure to provide safe, clean drinking water.</p> <p>Strategy 2 Improve lake and stream water quality.</p> <p>Strategy 3 Increase the use and accessibility of energy efficiency upgrades and renewable energy.</p> <p>Strategy 4 Acquire parkland and upgrade park facilities to accommodate more diverse activities and gatherings.</p> <p>Strategy 5 Improve and preserve urban biodiversity through an interconnected greenway and habitat system.</p> <p>Strategy 6 Develop a healthy and diverse urban tree canopy.</p> <p>Strategy 7 Improve public access to the lakes.</p> <p>Strategy 8 Reduce landfill waste.</p> <p>Strategy 9 Support sustainable farming and gardening practices that protect the ecosystem and public health.</p>	<p>Strategies</p> <p>Strategy 1 Pursue regional solutions to regional issues.</p> <p>Strategy 2 Collaborate with State and local officials to create a regional transit authority to enhance public transit in the Madison area.</p> <p>Strategy 3 Local community facilities to provide a high level of service to all neighborhoods.</p> <p>Strategy 4 Work with area municipalities and regional entities to preserve long-term options for efficient City expansion.</p> <p>Strategy 5 Ensure that new development occurs in locations that can be efficiently served to minimize costs on the community as a whole.</p> <p>Strategy 6 Improve accessibility to government agencies and services.</p> <p>Strategy 7 Ensure that the City of Madison government is transparent and accountable.</p> <p>Strategy 8 Continue to build better relationships between police officers and the diverse communities they serve.</p> <p>Strategy 9 Ensure all neighborhoods are clean and safe through the provision of quality non-emergency services.</p>	<p>Lead Agencies</p> <p>Planning, Engineering, Public Health</p> <p>Engineering, Planning, Parks</p> <p>Planning, Public Health</p> <p>Director of Transportation, Metro, Economic Development, Planning, MPC</p> <p>Finance, Engineering, Planning, Others</p> <p>Finance, Engineering, Planning, MMSD, Others</p> <p>Finance, Others</p> <p>Planning, School Districts</p> <p>Planning</p> <p>Planning, Mayor's Office</p> <p>Planning</p> <p>Planning, Water Utility, Engineering</p> <p>Planning, Water Utility, Engineering</p> <p>Civil Rights</p> <p>Finance, Information Technology</p> <p>Planning, Library, Police, Fire, Public Health</p> <p>Finance, Information Technology</p> <p>Information Technology, Civil Rights</p> <p>Planning</p> <p>Finance, Clerk</p> <p>Police, Public Health</p> <p>Police, Public Health</p> <p>Police, Public Health</p> <p>Police, Public Health</p> <p>Engineering, Others</p> <p>Engineering, Streets, Others</p>

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Health & Safety

Safety (Spring 2021)

Sources

- Open data from existing public channels recorded throughout 2020
- Surveys and interviews with City agencies

Process & Content

- [UniverCity Alliance](#) Intern (PSRC Member)
- Synthesis of open data + agency SME input
- Milestone report out to PSRC
- 5 strategies, 20 actions

Input from Marginalized Communities

- Representation and engagement from a broad community base in city processes post George Floyd's murder

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Health & Safety

Health (Summer 2021)

Sources

- Public health principles
- Community feedback
- Dane County health data
- PHMDC published plans
- Other communities' health strategies

Process & Content

- Co-created through interviews and working sessions with 38 SME's in PHMDC and City agencies
- Avoid redundancy with Social Determinants of Health present in existing Elements
- 4 strategies, 15 actions

Input from Marginalized Communities

- Community Health Assessment process
- PHMDC strategic plan input
- Community health inequity data

Integration and Feedback

MMT+SMEs comment on combined Health & Safety list with status

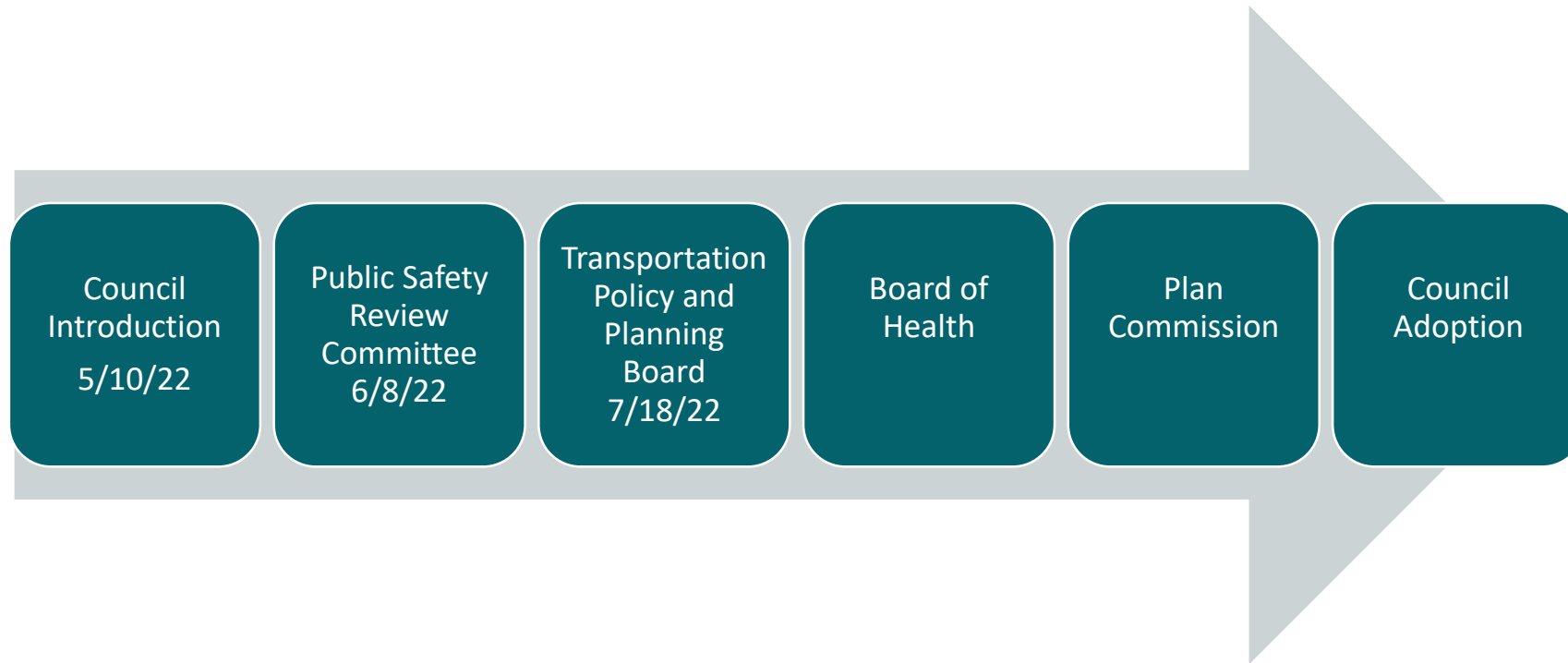
Staff Team consolidates comments into updated list

Circulate updated list as Resolution to Council and include iteration in 2023 budget

Things to Keep in Mind

- **What this list is:** This list is an effort to establish a vision for where City service investments are headed in the coming decade as it relates to Health & Safety in the Madison community.
- **What this list is not:** This list is not intended to be a comprehensive list of what we already do.
- **Operating in a changing environment:** We acknowledge the world we live in can change fast. As a result, this list must be specific enough to guide action, yet nimble enough to leave room for growth and future iterations.
- **Lead Agency Responsibility:** Lead agencies are not required to completely implement the strategy and/or action alone. Together, city services across agencies will work to accomplish the strategies and actions.
- **“How can we” mindset:** Take an open mind when reviewing the list. Focus on “How can we...” while balancing our ability to realistically realize the Strategy or Action in the coming decade.

Next Steps





OUR CITY OF MADISON

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