

Opportunities for Synergy Between Connect Madison Economic Development Strategy and Madison in Motion Transportation Master Plan

*Drawn from May 2015 Connect Madison Economic Development Strategy
summary document.*

The portions of the Connect Madison Economic Development Strategy summary document that specifically relate to access to jobs for lower income people are underlined.

Connect Madison Mission

The Connect Madison Mission has three principles, all of which are linked with a robust transportation system:

1. *Create jobs and businesses.* Investments in transportation infrastructure can open up opportunities for job growth in new areas and boost the ability of targeted Activity Centers to accommodate new employers or expansion of existing employment.
2. *Grow the City's tax base.* A transportation system that allows for efficient movement of residents, employees, and goods will increase the taxable value of parcels. With the increase in demand for TOD, transportation has a big role to play in fostering growth of the tax base.
3. *Expand economic opportunity.* A big theme of Madison in Motion is connecting lower-income residential areas with nodes of employment. People cannot advance economically if it is impossible to reach employment areas within a reasonable commute time.

Connect Madison Vision

The Connect Madison Vision focuses on four themes: Innovation, Talent, Opportunity, and Place. Of these four themes, Madison in Motion is best equipped to contribute to the Opportunity and Place portions of the vision statement:

The Connect Madison strategy will guide city policy choices and the use of economic development tools, resources, and staff to make the City [] an equitable community where all residents have OPPORTUNITY to participate on the city's economic success by starting a business or getting a good job, and an appealing PLACE to raise a family, work in a successful enterprise, launch a business, and come for a visit.

The City's transportation system is part of the puzzle for creating opportunity for all residents to enjoy economic success, especially for those who do not own a car. Similarly, the City's transportation system contributes to the City's livability and sense of place. Transportation-related items were prevalent in public input for the "Place" category of the Connect Madison plan.

Connect Madison Goals

Connect Madison has eight goals. Four of those goals have substantial overlap with Madison in Motion planning efforts:

2. *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 – with a particular focus on career paths for young people.*

The projects and initiatives under this goal do not directly speak to transportation-related issues, but the Madison in Motion plan will have a big role in ensuring that people from all income levels have access to economic opportunities.

3. *CONNECT Madison's real estate development and redevelopment opportunities with unmet market demand and work to develop key sites and corridors.*

There are three main projects and initiatives under this goal that relate to transportation and the Madison in Motion plan:

- Integrating a fiscal impact analysis into the development review process using Urban Footprint.
- Supporting efficient, compact, multi-use, and transit-oriented development and redevelopment along key commercial corridors.
- Identify “Node and Destination” areas where the city will conscientiously target and provide incentives for multi-use, transit-oriented activity centers.

6. *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.*

This goal relates to both boosting bicycle-related businesses in the area and boosting bike infrastructure. The infrastructure projects and initiatives are focused on the interrelated tasks of continuously improving bike infrastructure throughout the City and achieving Platinum bike status.

7. *CONNECT Madison with an efficient and technology-enabled multi-modal transportation system.*

All of the elements under this category relate to Madison in Motion:

- Conduct a detailed economic analysis to evaluate the economic development benefits of improved transit in Madison.
- Conduct a survey of local businesses to gauge the transportation needs and preferences of the workforce.
- Create a staff team focused on integrating emerging transportation technologies and services.
- Leverage transit (particularly transit stations) as a catalyst for development of jobs, housing, and tax base.
- Evaluate opportunities for strategic consolidation of parking in key activity centers.