

Comprehensive Plan 2023 Progress Update

Plan Commission – May 22, 2023
Kirstie Laatsch, Planning Division



Imagine Madison
People Powered Planning

CITY OF MADISON
Comprehensive Plan



Imagine Madison
People Powered Planning



15,000+ people engaged through Imagine Madison



Website
11,960 unique visitors



Planning Pop-ins
60 pop-ins / 1,775 attendees

- Hip Hop Architecture & Planning Camp
- Cap Times Talk
- UW-Madison PEOPLE Program
- UW-Madison Classes



Community Meetings
10 meetings / 371 participants



Resident Panels
231 participants



Inter-agency Staff Team
23 staff members / 17 departments



Markets and Festivals
19 Events / 649 interactions



Neighborhood Resource Teams
9 Teams / 118 attendees



Social Media
803 followers

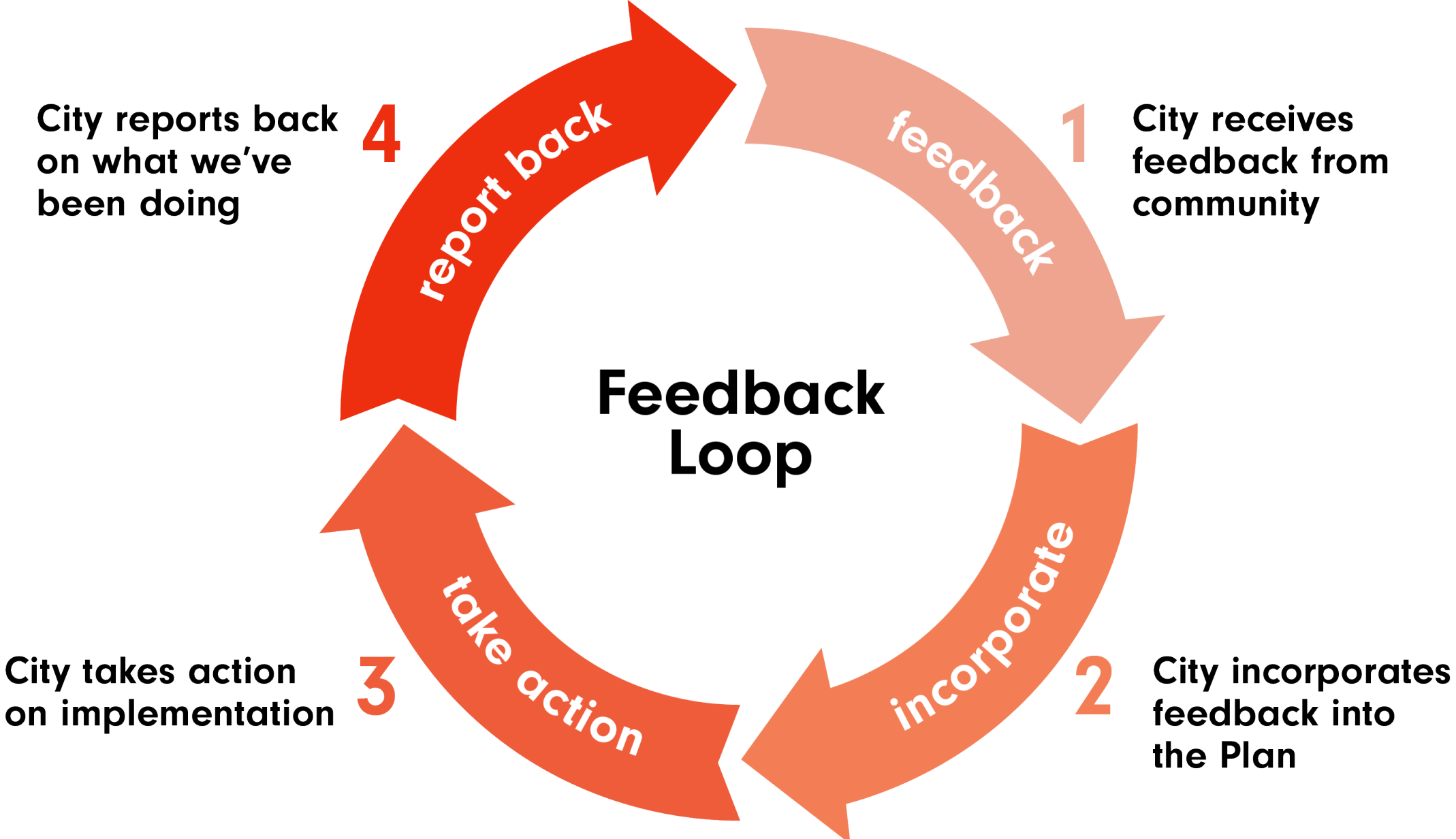


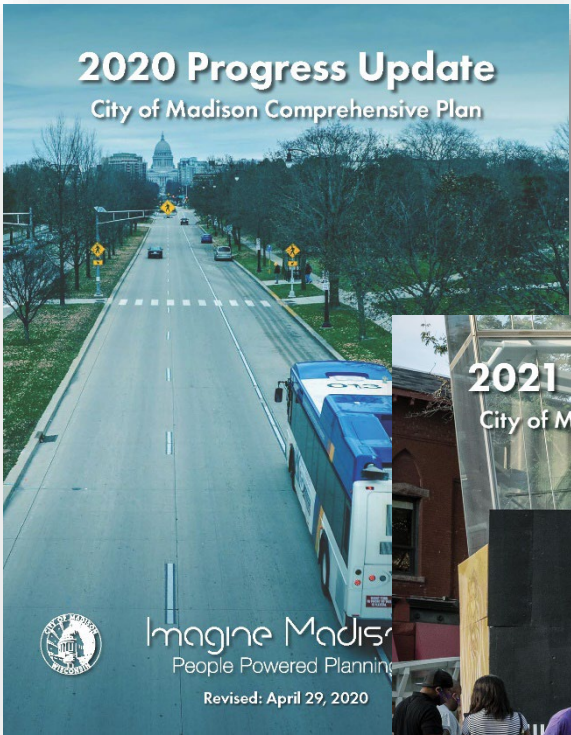
City Committees
16 Boards, Commissions, and Committees



Mini-Documentary

Completing the Feedback Loop





2020 Progress Update

City of Madison Comprehensive Plan



Imagine Madison
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Revised: April 29, 2020



2021 Progress Update

City of Madison Comprehensive Plan



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Revised: March 11, 2021



2022 Progress Update

City of Madison Comprehensive Plan



Imagine Madison
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Revised: 3/29/2022



2023 Progress Update

City of Madison Comprehensive Plan

DRAFT



Imagine Madison

People Powered Planning

Revised: April 19, 2023



[2020 - Legistar 60375](#)

[2021 - Legistar 64589](#)

[2022 - Legistar 70632](#)

2023 Progress Update

City of Madison Comprehensive Plan

DRAFT



Imagine Madison
People Powered Planning



Revised: April 19, 2023



LAND USE AND TRANSPORTATION

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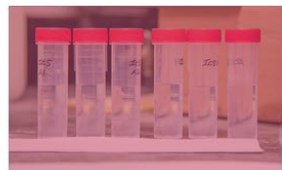
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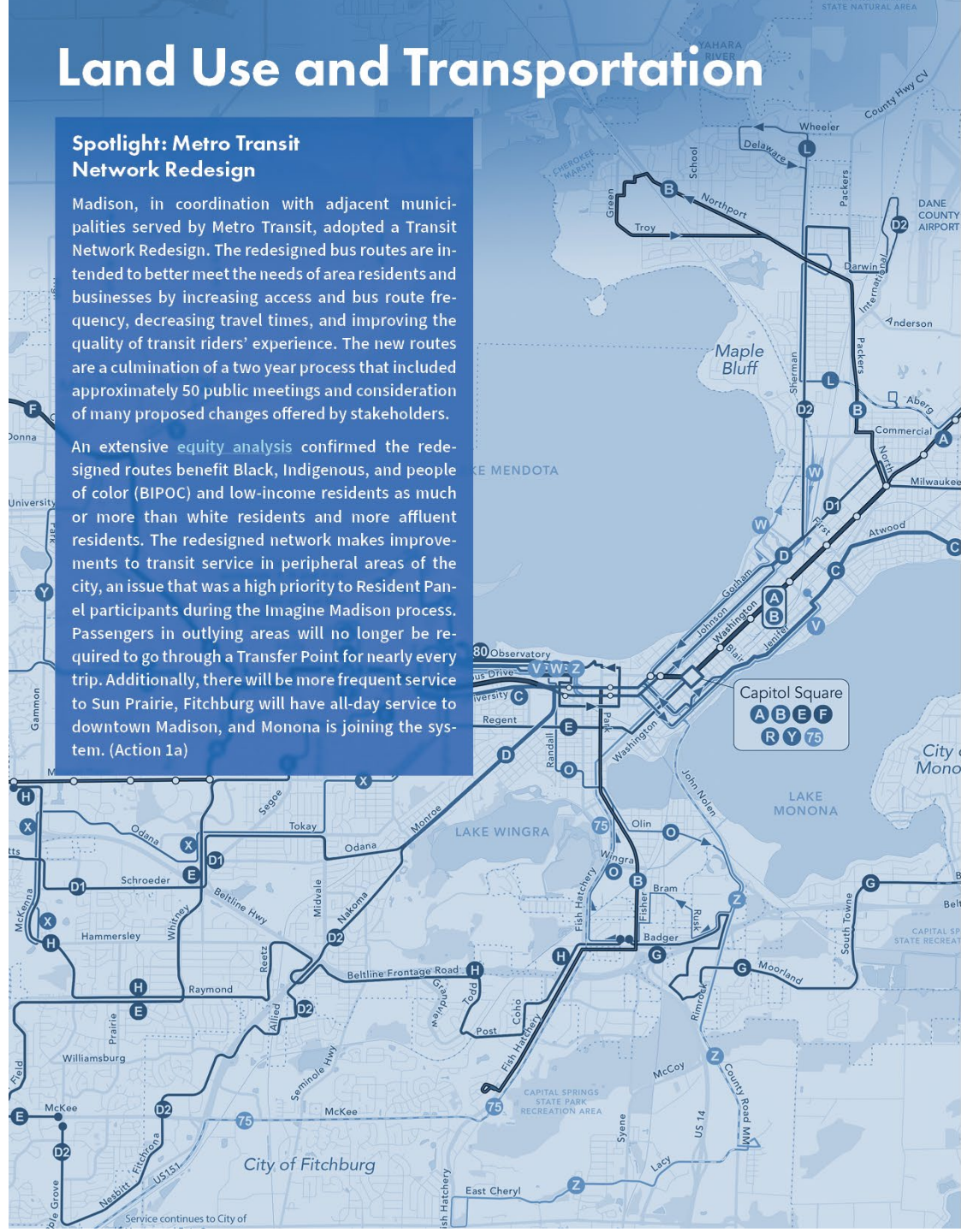
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Land Use and Transportation

Spotlight: Metro Transit Network Redesign

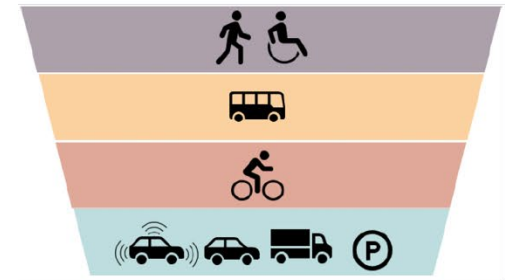
Madison, in coordination with adjacent municipalities served by Metro Transit, adopted a Transit Network Redesign. The redesigned bus routes are intended to better meet the needs of area residents and businesses by increasing access and bus route frequency, decreasing travel times, and improving the quality of transit riders' experience. The new routes are a culmination of a two year process that included approximately 50 public meetings and consideration of many proposed changes offered by stakeholders.

An extensive equity analysis confirmed the redesigned routes benefit Black, Indigenous, and people of color (BIPOC) and low-income residents as much or more than white residents and more affluent residents. The redesigned network makes improvements to transit service in peripheral areas of the city, an issue that was a high priority to Resident Panel participants during the Imagine Madison process. Passengers in outlying areas will no longer be required to go through a Transfer Point for nearly every trip. Additionally, there will be more frequent service to Sun Prairie, Fitchburg will have all-day service to downtown Madison, and Monona is joining the system. (Action 1a)



Other Highlights

- Madison adopted a [Complete Green Streets Guide](#) to inform decisions about how to accommodate different modes of travel, especially on the city's main thoroughfares. The Guide will provide a more consistent and equitable process for determining space for walking, transit, bicycling, driving, parking, and adjacent green infrastructure such as street trees and terrace rain gardens. (Action 3c)
- Progress continues on a partnership between the City and a prospective developer to reconstruct the State Street Campus parking garage and make better use of the site by adding development above the garage. The project would add a long-sought terminal for intercity buses and an approximately 250-unit housing development. (Action 4a)



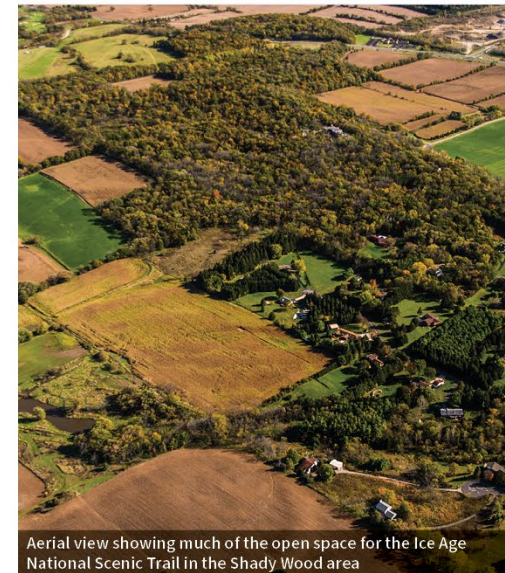
People walking and using mobility aids is at the top of the Complete Green Streets modal hierarchy



Dense development within walking distance of high frequency bus service

- The Capital Area Regional Planning Commission (CARPC) approved the City's request to add an area along Lien and Felland roads and an area along State Highway 12/18 and Femrite Drive to the Central Urban Service Area (CUSA). Before opening an area up for development, the City and CARPC evaluate whether the land is appropriate for development and can be adequately served with utilities and other City services. (Action 6b)
- Madison issued building permits for 2,349 new housing units in 2022. Of these units, 73% were located in the city's infill and redevelopment areas, generally the area within the Beltline and Interstate Highway 39/90/94, while 27% were located in edge development areas. This is the highest percentage of infill and redevelopment housing units in recent years. (Action 6c)

- Parameters were established for a [Transit-Oriented Development \(TOD\) Overlay Zoning District](#) covering areas within a quarter mile of Metro's primary bus lines. The TOD overlay increases the number of housing units that can potentially be added, eliminates requirements for off-street parking, and requires development focused on transit riders and other pedestrians over automobile use. (Action 5a)
- Madison adopted a [transportation demand management \(TDM\) ordinance](#) intended to increase residents and visitors use of sustainable and safer forms of transportation. The program requires new development and redevelopment to take steps such as providing accessible bike maintenance stations, covered bike parking close to store entrances, or employer-provided bus passes. (Action 5c)
- The [Shady Wood Neighborhood Development Plan \(NDP\)](#) was adopted to guide future growth alongside continued efforts to preserve an open space corridor for the Ice Age National Scenic Trail on Madison's far southwest side. Future development adjacent to the open space corridor is recommended for compact housing types such as small single-family lots, townhomes, and small multi-family buildings that efficiently utilize the limited amount of developable land. (Action 6a)



Aerial view showing much of the open space for the Ice Age National Scenic Trail in the Shady Wood area

Land Use and Transportation

Goal: Madison will be comprised of compact, interconnected neighborhoods anchored by a network of mixed-use activity centers.

Goal: Madison will have a safe, efficient, and affordable regional transportation system that offers a variety of choices among transportation modes.

Strategies and Actions

Lead Agencies Status

Strategies and Actions	Lead Agencies	Status
Strategy 1: Improve transit service, especially to peripheral employment and residential locations, with a focus on reducing the travel time for transit dependent populations.		
a. Pursue improvements to transit service in peripheral areas and adjacent municipalities.	Metro	In progress
b. Consider implementing additional Madison Metro routes that more directly connect peripheral areas without traveling through Downtown.	Metro	In progress
c. Prioritize improved service for transit-dependent populations when integrating Madison Metro routes and schedules with BRT.	Metro	In progress
Strategy 2: Implement bus rapid transit (BRT) to improve travel times, enhance reliability, and increase ridership.		
a. Build a new bus storage and maintenance facility to support an expanded bus fleet.	Metro	In progress
b. Prepare detailed plans for BRT corridors to guide redevelopment and improve pedestrian and bicycle linkages.	Planning	In progress
c. Integrate BRT-supportive features into street reconstruction and development projects along BRT corridors wherever feasible.	Engineering, Traffic Engr	Ongoing
d. Explore opportunities to use alternative methods to fund BRT infrastructure	Econ Dev	In progress
Strategy 3: Ensure all populations benefit from the City's transportation investments.		
a. Use the City's Racial Equity and Social Justice Initiative (RESJI) tools to inform major transportation projects.	Engineering	Ongoing
b. Partner with businesses and governmental entities to expand access to various money-saving transit pass programs.	Metro	Ongoing
c. Pursue equitable distribution of amenities and traffic calming measures in street reconstruction projects throughout the city.	Engineering, Traffic Engr, Planning	Ongoing
Strategy 4: Improve access to transit service to nearby cities, such as Milwaukee, Chicago, and Minneapolis.		
a. Support construction of an intercity bus terminal that is well-integrated with Madison Metro and future BRT.	Madison DOT	In progress
b. Work with WisDOT and local railroad operators to maintain the viability of existing rail corridors for future passenger rail operations both within the city and to adjoining metro areas.	Madison DOT	Ongoing
c. Continue to advocate for high speed rail connections to nearby metro areas with state officials.	Mayor's Office	Ongoing
Strategy 5: Concentrate the highest intensity development along transit corridors, downtown, and at Activity Centers.		
a. Implement Transit Oriented Development (TOD) overlay zoning along BRT and other existing and planned high-frequency transit service corridors to create development intensity minimums, reduce parking requirements, and support transit use.	Planning	Complete
b. Ensure that redevelopment is well-integrated into adjacent low density residential areas.	Planning	Ongoing
c. Facilitate the creation of Transportation Management Associations (TMAs) and implementation of Transportation Demand Management (TDM) strategies to serve high-intensity development at Activity Centers and along major transit corridors.	Planning	In progress
d. Prepare plans to transition auto-oriented commercial areas into mixed-use Activity Centers.	Planning	In progress

Land Use and Transportation

Strategies and Actions

Lead Agencies

Status

Strategies and Actions	Lead Agencies	Status
Strategy 6: Facilitate compact growth to reduce the development of farmland.		
a. Continue to update peripheral neighborhood development plans to increase allowable development intensity and create density minimums.	Planning	In progress
b. Steer peripheral growth towards priority areas, with a focus on land already served by utilities.	Planning	Ongoing
c. Accommodate a majority of growth through infill and redevelopment.	Planning	Ongoing
Strategy 7: Maintain downtown Madison as a major Activity Center for the region while improving access and inclusivity.		
a. Continue to use the City's Affordable Housing Fund to support construction of affordable housing in and near downtown.	Comm Dev	Ongoing
b. Facilitate partnerships with community organizations to host more downtown events that attract a wider variety of demographic groups.	Planning, Econ Dev, Parks	Ongoing
c. Improve transit service to and from downtown outside of standard commuting hours.	Metro	In progress
d. Develop and implement a park-and-ride plan to increase accessibility to downtown and the UW-Madison campus.	Planning, Metro	Not started
Strategy 8: Expand and improve the city's pedestrian and bicycle networks to enable safe and convenient active transportation.		
a. Proactively fill gaps in the pedestrian and bicycle network.	Engineering, Traffic Engr	Ongoing
b. Continue to integrate pedestrian and bicycle safety improvements and amenities into new and reconstructed streets.	Engineering, Traffic Engr	Ongoing
c. Update the subdivision ordinance to ensure that new developments incorporate the City's planned shared-use path network.	Planning	Not started
d. Develop and adopt a citywide pedestrian and bicycle plan that advocates for implementation of modern design principles while also moving towards a financially sustainable maintenance program.	Madison DOT, Planning	Not started
Strategy 9: Implement new technologies to more efficiently use existing transportation infrastructure.		
a. Work with the Madison Area Transportation Planning Board (MATPB) and other entities to implement the Regional Intelligent Transportation Systems (ITS) Plan for the Madison Metropolitan Area.	Traffic Engr	In progress
b. Partner with UW-Madison and other entities to safely test and build transportation infrastructure that supports connected and autonomous vehicles.	Traffic Engr	In progress
c. Use technology to enhance parking management systems.	Traffic Engr, Parking Division	Ongoing
d. Evaluate emerging technologies for use in bridging "first mile/last mile" gaps in the transit system.	Metro, Traffic Engr, Planning	Ongoing

Lead Agencies abbreviated above

Comm Dev	Community Development	Madison DOT	Madison Department of Transportation
Econ Dev	Economic Development	Traffic Engr	Traffic Engineering

This Element has 32 actions in total

1 action is complete 13 actions are in progress 3 actions not yet started 15 actions are ongoing



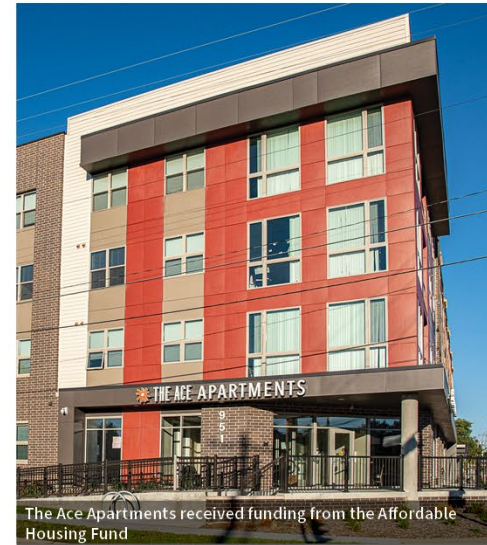
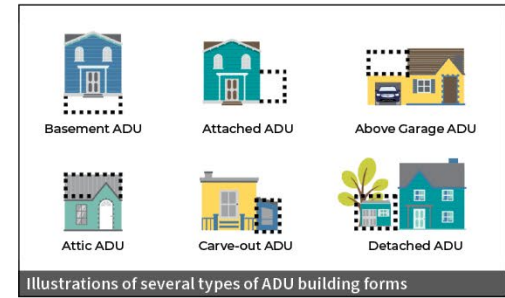
Neighborhoods and Housing

Spotlight: Rent Abatement Program Improvements

Based on the results of an equity analysis conducted on Madison's Rent Abatement program, the program was improved to ease the burden on renters. Rent Abatement is a way for tenants to temporarily reduce their rent when an owner fails to fix building code violations in a timely manner. The former process required tenants to apply for Rent Abatement, pay a fee, and apply for a hearing to defend their case. The new process removes systemic barriers, making it easier for tenants living in sub-standard conditions to rightfully reduce their rent. Currently, the City is issuing a notice with a default Rent Abatement award to the building owner and the tenant, removing the need for the tenant to apply for a rent abatement hearing. (Action 6a)

Other Highlights

- After easing regulatory requirements for Accessory Dwelling Units (ADUs), the City launched the Backyard Homes Project which provides financing to further support development of ADUs. All \$400,000 of the available funding was used in 2022 for low-interest loans to eligible homeowners. ADUs can provide smaller and lower-priced housing choices in neighborhoods. (Action 2b)
- The City committed a total of \$9 million of Affordable Housing Funds and \$2.4 million of Tax Increment Financing to three developments seeking Low-Income Housing Tax Credits. The Gardner Bakery redevelopment on the eastside, St. John's Lutheran Church redevelopment near the Capitol Square, and Merchant Place project on Odana Road will add 500 total housing units to Madison's rental supply. (Action 4c)



- More than \$6 million was awarded to Housing Forward Proposals for the City's Homeownership and Small-Scale Housing initiatives. \$4 million was committed to 15 homeownership proposals that will assist households in purchasing homes, support homebuyer education, help homeowners pay for needed repairs, and develop 11 new affordable ownership units. \$2.1 million was committed to support a 24-unit rental development and develop a new housing cooperative on Madison's south side. (Action 4e)
- A location was approved for development of the City's first permanent shelter facility serving men experiencing homelessness. The project is supported by \$21 million in combined funding from the City, Dane County, and Federal government. Porchlight, Inc. was selected to operate the shelter in close collaboration with other partner service agencies. (Action 5a)

- The Building Inspection Division and the Department of Civil Rights established a working relationship that utilizes skills and resources from both agencies to effectively support tenants against retaliation from their housing provider when seeking remedy to substandard building conditions. This partnership has streamlined protections for tenants who initiate complaints on building code violations, ensuring they can file complaints while minimizing the potential for retaliation such as evictions, non-renewals, or excessive rent increases. This relationship between offices maintains neutrality of building inspections, while also utilizing the Equal Opportunity Division's investigation and mediation programs to resolve complaints of retaliation. (Action 5b)
- Adjustments were made to the Home-Buy the American Dream down payment assistance program to make it easier for prospective homebuyers to access and secure financing. Changes include an option for potential buyers to be pre-approved for financing through the program and increasing the available loan amount to \$35,000. (Action 6c)
- A new grocer, Maurer's Urban Market, was identified for the Truman Olson mixed-use redevelopment at South Park Street and Cedar Street. With the likely closure of the adjacent Pick 'n Save store, including a grocer in redevelopment of the site ensures that a full-service grocery store will continue to serve South Madison residents. (Action 8a)



Economy and Opportunity

Spotlight: Madison Forward Fund

The City launched an experimental guaranteed income research program as part of *Mayors for a Guaranteed Income* (MGI), joining dozens of U.S. cities to pilot the program. MGI is a national network that advocates for an income floor in their communities to reverse ever-increasing wealth inequality. Madison's program was funded by generous gifts from the private sector. The program used an application process and randomly selected 155 eligible low-income families to receive \$500 per month for one year with no strings attached and no work requirements. To study the effects of the program, participating families, along with families that were not selected, had the option to report back to UW-Madison researchers on how the funding was used and impacted their financial situation and overall well-being. The results of the study will be reported out to the community and MGI network. (Action 5c)



Other Highlights

- The City implemented an **Infant and Early Childhood Mental Health Consultation** program designed to improve access and the quality of childcare for underrepresented groups. The program provides skills for childcare providers in addressing children's challenging behaviors. These techniques can increase children's social emotional growth, which can result in fewer suspensions and expulsions. (Action 4a)
- The **Madison Out-of-School Time (MOST)** program raised private funds to increase compensation to over 160 youth workers. Evaluations have shown that it significantly increased workforce retention and well-being. (Action 4b)
- Madison re-launched the **Community Facilities Loan (CFL)** Program which provides low-cost financing for development projects undertaken by non-profit neighborhood centers, non-profit child care centers, or other community and neighborhood facilities that benefit low-and moderate-income residents. (Action 5a)
- The City received a planning grant to expand opportunities for STEM education and training for Madison's BIPOC youth and young adults interested in health, tech, and IT careers. The City supports the inclusion of digital readiness as a needed employment training skill to assist residents prepare of the changing work needs in our economy. (Action 5b)



Participants in the Madison Public Market's MarketReady Program visit the Midtown Global Market in Minneapolis

- Madison allocated federal **American Rescue Plan Act** funds for a **Building Improvement Grant** program to support the renovation of retail and restaurant spaces occupied by small businesses. So far, over 45 Building Improvement Grants have been approved, totaling more than \$1.4 million. (Action 6c)
- The City committed an additional \$4.5 million and Dane County is contributing \$1.5 million to the proposed **Madison Public Market** project to close a funding gap created by increased construction costs. Combined with Dane County's commitment of \$1.5 million, the new financing keeps the project moving forward in remodeling of the former City Fleet Building on the corner of First and East Johnson streets. (Action 7b)



Award recipients at the 2022 Madison Out-of-School Time (MOST) Conference [Photo credit: Hedi Rudd]

- To acknowledge the importance of providing language access, Madison increased the pay for City employees that are required to be bilingual and provide translation services as a significant function of their position. (Action 8a)
- The City's Civil Rights and Human Resources Departments collaborated to formalize supporting Affinity Groups that City staff can voluntarily join. Other organizations have demonstrated that these groups have numerous benefits for the employees and organization. Specifically, they can foster a more diverse workforce, increase employee satisfaction and retention, and support a culture of inclusion and innovation. (Action 8a)

LGBTQIA+ SOCIAL

CALLING ALL LGBTQIA+ CITY STAFF!
WE'RE HERE,
WE'RE QUEER.
COME JOIN!

WHAT'S GOING ON?
The LGBTQIA+ Social is a space for City staff to come together as a community, share information, and be involved in promoting an environment that accepts, values, and supports members of the LGBTQIA+ communities.

WHAT TO EXPECT?

- Engaging and educational workshops, games, presentations, and get-togethers
- Meeting other LGBTQIA+ identifying City staff
- A lot of fun!

An invitation for LGBTQIA+ City employees to participate in a new Affinity Group

Culture and Character

Spotlight: Parks Alive!

The City hosted 31 Parks Alive! events in parks across the City with a focus on parks that serve underrepresented communities. Over 3,000 residents attended over a three-month span. The series was organized by the City's [Neighborhood Resource Teams](#), many City departments, and other community stakeholders. The events featured food vendors, music, and over twenty community-based groups offered information and activities. The City worked directly with neighborhood-based youth service providers to have young people lead activities such as a hands-on art station or gathering ideas from residents about potential improvements in their neighborhoods. In addition to just being fun, the events provided a venue to bring together residents, community stakeholders, and City staff. (Action 4b)



Other Highlights

- Madison installed its first Rainbow Crossing where State Street intersects the Capitol Square. The Friends of the Madison Arts Commission raised the funds for this pilot project, which is part of a new program to place rainbow crosswalks funded by contributions from the community. This example of placemaking serves as an affirming symbol to the LGBTQ+ community. (Action 1a)
- The City extensively restored the Gates of Heaven building located in James Madison Park. The building was the first synagogue constructed in Wisconsin and is historically significant for its association with Madison's first Jewish congregation and several other denominations. It was designed in the Romanesque Revival Style by Madison architect August Kutzbock. (Action 2a)
- The Landmarks Ordinance Review Committee culminated its work when the Common Council approved the final round of updates to the City's Historic Preservation Ordinance. Updates to these ordinances are intended to protect, preserve, promote, and conserve historic resources by providing a more clear and consistent set of standards that reflect current preservation best practices. (Action 2b)



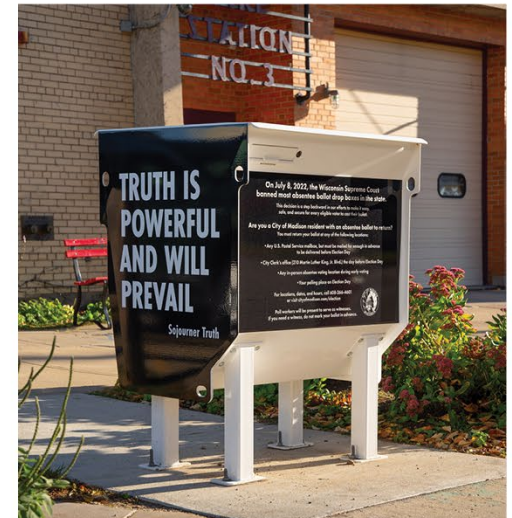
The Progress Pride Flag on State Street is shown with the Capitol in the background

- In response to increasing permit requests for outdoor shows from musicians and event organizers due to the COVID-19 pandemic, the City streamlined its permitting process and created the [Outdoor Music Guide](#). The guide outlines the requirements for outdoor music-related activities in a simple and easy to understand format. (Action 4c)



The 160-year-old Gates of Heaven building, newly restored

- After the Wisconsin Supreme Court banned the use of most absentee ballot drop boxes, the City repurposed the boxes into artistic statements. The artwork was inspired and coordinated with internationally known text-based artist, Jenny Holzer. (Action 3a)
- The Madison Arts Commission (MAC) awarded \$450,000 to 22 local arts and culture organizations through a special grant program called "Artists at Work," made possible by a grant from the National Endowment for the Arts. MAC designed this grant opportunity to encourage non-profit organizations to reestablish and expand the number of arts industry jobs. (Action 4a)



A defunct ballot drop box, transformed with Jenny Holzer's art and instructions for returning absentee ballots

Green and Resilient

Spotlight: The Glen Golf Park

Madison's former Glenway Golf Course was completely redesigned into a unique multi-use park. The project was spearheaded by world-class golf course developers that reside in Madison and included donations of money, materials, time, and expertise by many entities. The new Glen Golf Park makes golf more accessible to players at any skill levels while introducing programmed activities that all Madisonians can enjoy, such as nature hikes, live performances, and movie nights. Partnerships with local groups aim to improve access and inclusion for BIPOC and LGBTQ+ communities. Building upgrades will improve access for residents with mobility challenges. The reimagined Glen also enhances the environmental sustainability of the 42-acre property. The land management plan addresses ecological restoration through a 1,400% increase in native plantings, along with a reduction in the use of pesticides and irrigation. (Action 4a)



Other Highlights

- The Madison Water Utility (MWU) worked with a consultant to develop Wisconsin's first PFAS treatment system for a municipal well. After identifying elevated levels of PFAS at Well 15 during routine water quality testing, the MWU made a commitment to the community that Well 15 would not be used until an effective treatment was in place for these chemicals that do not readily break down in the environment. (Action 1a)
- Through the Yahara Watershed Improvement Network (Yahara WINS) coalition and Clean Lakes Alliance, the City and other entities continue efforts to improve area lakes and streams. Water quality monitoring indicates lower levels of phosphorous and sediment entering Lake Mendota, although some of the potential gains have been offset by more intense rain events. (Action 2a)

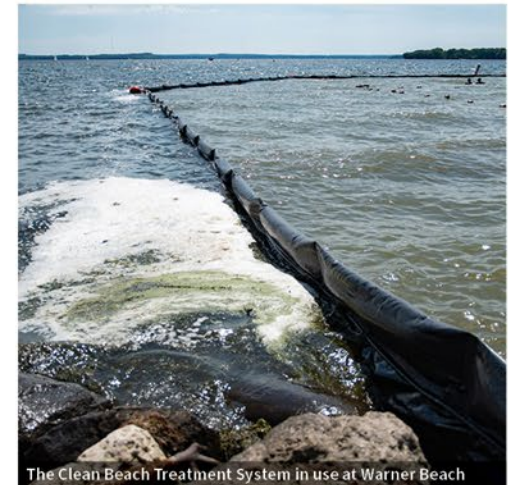


Madison Water Utility's Well 15, currently out of service



A City crew plants a tree on North Frances Street

- Two electric-powered trash and recycling compactors, *Rosie the Rubbisher* and *Stone Cold Squeeze Often*, went into service at the Sycamore drop-off site. The previous compactors were powered by diesel trucks that would normally idle all day. (Action 3d)
- Trees provide many economic, environmental, and health benefits to the public, such as removing air pollutants, capturing stormwater, and absorbing noise. To help maintain a healthy tree canopy, the City is establishing a tree valuation process that more accurately recoups the value of mature street trees replaced through development projects. (Action 6c)
- The City added a Clean Beach Treatment System at Warner Park which establishes a pool of clean water within the lake using barriers and filters to clean the water without using chemicals. Water testing data shows beaches with these treatment systems have improved water quality. (Action 7c)



The Clean Beach Treatment System in use at Warner Beach

- The City has increased the sustainability of residential development projects funded jointly through the City's Affordable Housing Fund and state Low-Income Housing Tax Credit program. These projects are required to reduce energy use by 20% compared to similar developments and include a solar array on site. (Action 3b)
- Madison was awarded \$41.6 million in federal funding to upgrade to a fleet of 46 all-electric buses for the upcoming Bus Rapid Transit (BRT) system. The City also converted 17 existing vehicles to operate on biodiesel which is sourced locally in Dane County. (Action 3d)

Effective Government

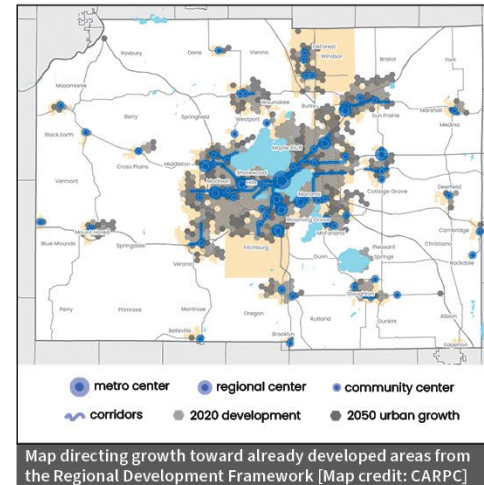
Spotlight: Landfill and Sustainability Campus Partnership

Madison and Dane County reached an agreement to transition half of the City's Yahara Hills Golf Course to a proposed landfill and sustainability campus. The current Rodefeld Landfill, which has served Dane County residents for over 35 years is nearing capacity. Absent a new landfill, waste would be hauled a greater distance which would increase greenhouse gas emissions and costs.

As part of the City and County agreement, a sustainable business park will be established on the campus to significantly expand efforts to reuse and recycle materials that would otherwise be landfilled. These activities can turn waste into a commodity that benefits the local economy. For example, mattress components could be recycled rather than taking up space in the landfill. A planned composting facility could turn food and other organic material, which currently accounts for about 30% of the waste stream, into animal feed or fertilizer while reducing greenhouse gas emissions. (Action 3c)

Other Highlights

- A partnership between area governments, businesses, and the Friends of Starkweather Creek is working to address the amount of de-icing salt used on paved surfaces and excessive use of water softener salt in the Starkweather Creek watershed. The watershed spans the City's northeast side and has areas with high levels of chloride. The project facilitates reduced salt use and monitors salt levels over time. (Action 1b)
- After acquiring a property along Lake Monona in 2019 to expand Olin Park, the Parks Division relocated their main offices to an existing office building located on the property. Additionally, Madison School & Community Recreation has relocated their headquarters to the facility, which increases collaboration between the agencies and offers benefits to customers. (Action 3b)



- The Capital Area Regional Planning Commission (CARPC) collaborated with Dane County municipalities to develop the 2050 Regional Development Framework. The Framework translates resident feedback received through A Greater Madison Vision into a plan for how and where growth occurs in Dane County. (Action 4b)
- Madison and the Town of Cottage Grove, which share an approximately 2-mile long municipal boundary, established an Intergovernmental Agreement (IGA) that runs for 40 years. The IGA provides each entity with more certainty in providing municipal services and considering land use decisions. Having an IGA in place can also increase communication and reduce potential conflicts between the parties. (Action 4c)



- The City continues to develop Results Madison, a system of collecting and reporting out detailed data on City services. One-third of City agencies have started determining and tabulating the most valuable service measures. The Streets Division and Madison Public Library are already reporting out data as part of the City budget process. Over time, the information will guide budget and program decisions. (Action 7a)
- A scheduling system was established for the Streets Division's pick up of large items, such as furniture and mattresses. The system requires customers to submit a request, but offers numerous benefits such as improved communication with customers, weekly pick up opportunities, and more efficient deployment of City vehicles to properties with pick up requests. (Action 9b)



Health and Safety

Spotlight: Expansion of CARES program

Madison's Community Alternative Response Emergency Services (CARES) program was expanded. CARES is a collaboration between the Madison Fire Department, Journey Mental Health, and Public Health Madison & Dane County. CARES teams consist of a community paramedic and a crisis worker. They respond to calls for service that involve non-violent behavioral health emergencies such as suicidal thoughts, depression, anxiety and other calls where a concerned individual seeks an agency to check on another person. In these situations, CARES is often a more appropriate response than having law enforcement involved. In its first year of service, the CARES service area was expanded to cover the entire city, a second CARES team was added, and the service hours were expanded. The program has responded to a total of 935 calls for service, with only 3% of these calls transferred to police. (Action 2c)



Other Highlights

- Madison Public Library continued to partner with Ho-Chunk Gaming Madison to welcome a variety of Native artists, storytellers, and community leaders for a series of programs celebrating Indigenous people in and beyond Teejop (pronounced *day-Jope*, meaning Four Lakes, or Madison). Programs included art workshops, cooking and crop demonstrations, storytelling, and presentations on traditional skills and customs. (Action 2b)
- Public Health Madison Dane County (PHMDC) participates in a program that provides Narcan® to individuals and agencies throughout Dane County along with training to recognize signs of overdose and administer Narcan® PHMDC also began offering fentanyl test strip kits and developed a **Fentanyl Test Strip pocket instruction guide** (Action 2d)



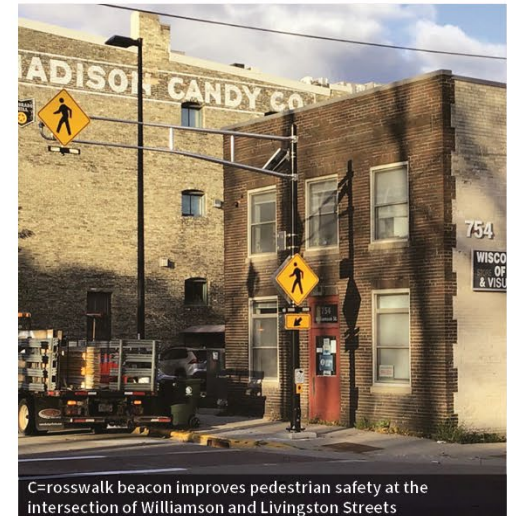
Indigenous storytelling session at Hawthorne Library

- PHMDC participated in the launching of **ConnectRx**, a screening tool used during clinic visits to identify pregnant Black patients facing housing, financial, food, or transportation insecurity, and link them to community health workers and community resources. In 2022, 359 individuals were screened, and 29 clients received doula-supported births. (Action 3a)
- PHMDC coordinated with the Hmong community to hold a COVID-19 vaccination clinic during the Hmong New Year celebration. Staff engaged with community members to build relationships and provide information about the vaccines and community resources that are available. (Action 3d)
- Black and Brown officials in Madison's Police and Fire Departments organized an event at Stephens Elementary School in collaboration with Sable Flames, Inc., a nonprofit made up of African American firefighters in Dane County. **This event**, among others, aims to engage with kids, build trust, and encourage future career paths in these fields. (Action 5c)



PHMDC vaccination clinic at Hmong New Year celebration

- Madison approved the **Vision Zero Action Plan**, a series of specific steps intended to eliminate traffic deaths and serious injuries. Since the initiative began introducing safety improvement projects in 2020, Madison has seen a significant decline in traffic fatalities and serious injuries. (Action 6a)
- The Madison Police Department received a grant from the U.S. Department of Justice Community Oriented Policing Services (COPS) Office to bring new de-escalation training to staff to enhance officers' knowledge and improve outcomes. (Action 9b)



Crosswalk beacon improves pedestrian safety at the intersection of Williamson and Livingston Streets

Comprehensive Plan 2023 Progress Update



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