

# Form & Connectivity

**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.

Draft Strategies	Community Feedback	Revised Strategies
1. Improve transit connections between peripheral residential and employment land uses, focusing on connecting transit-dependent populations to jobs.	<p>Resident Panels expressed a need for increased transit coverage, including the frequency of service and the hours of operation.</p> <p>Community members would like to have more direct transit routes.</p>	1. Improve transit service to peripheral employment and residential locations, with a focus on reducing the travel time for underrepresented groups.
2. Continue to pursue implementation of bus rapid transit (BRT), beginning by increasing bus garage capacity to allow for expansion of Metro service.	<p>Resident Panels were unsure of what BRT means and some were skeptical of the idea.</p> <p>Community would like to have more direct routes.</p> <p><b>Note:</b> Metro bus garage capacity details to be included in Implementation section of the Comp Plan</p>	2. Continue to pursue implementation of bus rapid transit (a more frequent bus service with fewer stops) to improve travel times and route efficiency.
3. Work with regional partners to collaboratively improve our regional bicycle system to further enable safe and convenient bicycle use.	<p>Community members focused on the need for a larger bicycle network and more bicycle education.</p> <p>There was a desire for equitable transportation services.</p> <p><b>Note:</b> Include creating connections to nearby communities while also improving the internal city network in the implementation section of the plan.</p>	3. Expand our bicycle network to further enable safe and convenient bicycle use.
4. Improve the pedestrian environment in the City by providing sidewalk widths that are appropriately scaled for pedestrian activity and existing and planned adjacent development.	Community members expressed a need for more sidewalks overall.	4. Expand the sidewalk network and provide sidewalk widths appropriate for pedestrian activity and adjacent development.

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<p>5. Prioritize the maintenance and efficient use of existing roadway facilities over expansion or construction of new roadways.</p>		<p>5. Prioritize the maintenance and efficient use of existing roadway facilities, over expansion or construction of new roadways.</p>
<p>6. Ensure the benefits of transportation investments are fairly distributed and that adverse health and environmental impacts do not disproportionately impact low-income residents and people of color.</p>		<p>6. Ensure the benefits of transportation investments are fairly distributed across all areas of the city.</p>
<p>7. Reduce the demand for development of farmland and vacant land on the periphery of the City by encouraging infill, redevelopment, and higher development densities at appropriate locations.</p>	<p>Some community members are wary of infill development, but others encourage more density in the city.</p>	<p>7. Reduce the demand for development of farmland and vacant land on the periphery of the city by encouraging infill, redevelopment, and more compact development.</p>
<p>8. Provide appropriate transitions between areas of low intensity residential development and higher intensity developments in neighborhood centers and along major transit corridors.</p>		<p>8. Provide appropriate transitions between areas of low intensity residential development and higher intensity developments along transit corridors and within activity centers.</p>
<p>9. Concentrate the highest intensities of residential, employment, commercial, and mixed-use development downtown, along transit corridors, and at major activity centers.</p>	<p>There are some concerns that too much emphasis is put on downtown in Madison, instead of the surrounding neighborhoods.</p>	<p>9. Concentrate the highest intensities of residential, employment, commercial, and mixed-use development along transit corridors, downtown, and at major activity centers.</p>
<p>10. Maintain downtown Madison as the government center for the State and primary activity center for the region.</p>	<p>This had a low number of votes overall and some negative comments. Community members thought that it was more important to have activity centers reach underserved areas. Also some feedback about access to downtown - currently too expensive/not inclusive</p>	<p>10. Maintain downtown Madison as a major activity center for the region while improving access and inclusivity.</p> <p>Suggestion: Break this into two strategies - "Maintain downtown Madison as the government center for the state." should go in Economy + Opportunity</p> <p>The second part of the strategy should be revised to talk about enhancing downtown while improving access and inclusivity and should remain in Form + Connectivity</p>

# Form & Connectivity

<p>11. Encourage development that is consistent with adopted neighborhood plans, neighborhood development plans, and other adopted City plans.</p>		<p>Delete Strategy. There is a system in place where developments reference existing plans.</p>
<p>4. Improve the pedestrian environment in the City by providing sidewalk widths that are appropriately scaled for pedestrian activity and existing and planned adjacent development.</p>	<p>Resident Panels wanted better street landscapes, including trees, grass, and green space.</p>	<p>New 11. Provide more trees and other greenery to enhance the pedestrian environment.</p> <p><i>Note: This is a new strategy. Strategy 4 regarding the pedestrian environment was broken into two strategies.</i></p>
<p>New 12.</p>	<p>Many community members discussed the need for a regional transit system to get to nearby cities, like Milwaukee, Minneapolis, and more.</p>	<p>New 12. Improve transit service to nearby cities, such as Milwaukee, Chicago, and Minneapolis.</p>
<p>New 13.</p>	<p>Some community members stressed the importance of planning for autonomous vehicles.</p>	<p>New 13. Create transportation infrastructure that supports and safely accommodates autonomous vehicles.</p>
<p>New 14.</p>		<p>New 14. Ensure that adverse health and environmental impacts of infrastructure and development do not disproportionately impact low-income and underrepresented community members.</p>

# Neighborhoods & Housing

**Goal:** Madison will be a safe and welcoming city of strong and complete neighborhoods that meet the needs of all residents

**Goal:** Madison will have a full range of quality and affordable housing opportunities throughout the City.

Strategy	Community Feedback	Revised Strategies
1. Ensure that there is a sufficient supply of rental housing to reduce housing costs and provide more choices.	<p>Generally supported by the community. Accessibility to housing choices.</p> <p><b>Note:</b> Streamline development processes (idea to be included in implementation)</p>	1. Help reduce housing costs and meet the needs of all economic and demographic groups by increasing Madison’s housing supply.
2. Develop a wider mix of housing types, sizes, tenures and costs (e.g. affordable housing units, multifamily buildings, single-family homes of various sizes, and others) in all new neighborhoods.	<p>Desire for accessory dwelling units and tiny homes.</p> <p>May want to include housing cooperatives, boarding houses, and communal living spaces.</p>	2. Support development of a wider mix of housing sizes, costs, and types including townhomes, accessory dwelling units, and duplexes throughout the city.
3. Integrate affordable housing into neighborhoods and corridors that have access to transit, schools, parks, libraries, neighborhood centers, and other amenities needed for daily living.	Community groups identified a need to define "affordability"	<p>3. Integrate lower priced housing (including subsidized housing) into neighborhoods with access to transit, schools, libraries, neighborhood centers, and other amenities needed for daily living.</p> <p><i>Note: Use language consistent with Strategy 6.</i></p>
4. Allow seniors to age in place by providing affordable housing options that are integrated into the community.	<p>Community members identified transportation and ride services as a key way that aging in place can be possible for older adults N&amp;H,RP#M.</p> <p>Intergenerational housing was seen as a possible strategy for older adults to remain in the neighborhoods, and housing that accommodates this was also desired by the Hmong community</p> <p><b>Note:</b> possibly include details about transportation specific to older adults and intergenerational housing as an implementation strategy</p>	4. Allow older adults to age in place by providing lower priced housing options that are integrated into the community with convenient transportation options.

# Neighborhoods & Housing

<p>5. Provide housing options with supportive services for our most vulnerable residents.</p>	<p>Community members would like to know what "vulnerable residents" means</p>	<p>5. Provide affordable housing options with health and social services for residents who need it most.</p>
<p>6. Create complete neighborhoods where residents have access to transit, schools, parks, libraries, neighborhood centers, and other amenities needed for daily living.</p>	<p>In general community members are in support of more essential amenities in their neighborhoods</p>	<p>6. Create complete neighborhoods across the city where residents have access to a amenities needed for daily living and a variety of transportation options.</p>
<p>7. Coordinate with school districts to plan for compact community schools that fit within the neighborhood and support students, families, and other neighborhood residents.</p>	<p>No major comments from community members</p>	<p>7. Coordinate with school districts to plan for community schools within neighborhood that support students, families, and other residents.</p>
<p>8. Support diverse food production options in all neighborhoods through community gardens and edible landscapes on public land, appropriate animals (chickens, bees), rooftop &amp; marketing gardening.</p>	<p>Strong community support for edible landscape and community gardens</p>	<p>8. Support diverse food production options in all neighborhoods through community and rooftop gardens, edible landscapes on public land, and animals (e.g. chickens and bees).</p>
<p>9. Foster diverse food retail, meal programs, pantries &amp; self-provisioning (gardens, gleaning) to ensure healthy, dignified, culturally appropriate food access in all neighborhoods.</p>	<p>Strong support for more grocery stores in neighborhoods that don't have them</p>	<p>9. Foster diverse food retail, meal programs, pantries, and gardening to ensure access to affordable, culturally specific, and nutritious food in all neighborhoods.</p>
<p>10. Increase community safety and wellbeing through improved relations between residents and police officers.</p>	<p>Some community members do not feel that police officers will improve safety in their community</p> <p>Community feedback seemed split on whether more or fewer police officers were needed in neighborhoods - there were several opposing comments expressing both views</p> <p>In general, the sentiment of this strategy was supported</p>	<p>10. Continue to build better relationships between police officers and the diverse communities they serve.</p>

# Neighborhoods & Housing

<p>11. Provide neighborhood facilities that bring people of diverse backgrounds together and strengthen social connections.</p>	<p>C&amp;C - Some community members expressed interest in gatherings of multiple groups for interaction. This was echoed by resident panels</p> <p>Community members also expressed that cultural gatherings and events should not be for white, liberal consumption</p> <p>Inclusion (especially related to diversity) and being welcoming were major themes of RP feedback in phase 1</p> <p>Add more feedback from Culture and Character</p>	<p>11. Provide neighborhood facilities that bring people of diverse backgrounds together and help foster a sense of belonging and inclusion.</p>
<p>New 12.</p>	<p>Community members feel that parks may not be maintained to the same level or provided with the same amenities in the outlying neighborhoods as in the center city</p>	<p>New 12. Ensure all neighborhoods are clean and safe through the provision of quality non-emergency services (e.g. trash and recycling pickup, snow plowing, and open space maintenance).</p>

# Economy & Opportunity

**Goal:** Madison will have a growing, diversified economy that offers opportunity for businesses and residents to prosper.

**Goal:** Madison will have equitable education and advancement opportunities that meet the needs of each resident.

Strategy	Community Feedback	Revised Strategies
<p>1. Provide support (e.g. transportation, daycare, credit repair, or diversion programs) to those who need assistance to achieve economic stability.</p>	<p>Community members strongly supported this strategy. However, they called for greater outreach and information as a component of this strategy.</p> <p><b>RP:</b> Childcare providers should be representative of different community groups. Example comment: "the workers should have similar backgrounds/cultures to those they are assisting."</p> <p><b>Web:</b> "Metro should provide...more frequent trips during the rush hour, more non-stop trips, more services to outlying areas."</p> <p><b>RP, Web:</b> Financial literacy courses, especially as it relates to business and personal taxes.</p>	<p>1. Remove barriers to achieve economic stability by ensuring access to services including transportation, culturally appropriate childcare, credit repair, and financial literacy.</p>
<p>2. The City should lead and encourage other employers to increase the racial and ethnic diversity of the workforce.</p>	<p><b>S&amp;F:</b> Recognition for employers who are exceptionally inclusive and/or create safe places.</p> <p><b>RP:</b> "Participants felt the City isn't equitable in its support of the Hmong community compared to the African American and Latino community." They call upon the City to "hire more Hmong administrators or at least more Hmong working with the City to help open the door to City funding and support."</p> <p><b>RP:</b> "Workplace and general discrimination and structural racism were cited as active barriers" Groups highlighted the need for the City "to take this seriously, confront it, and root it out."</p> <p><b>RP:</b> Call for clear metrics.</p>	<p>2. The City should lead and encourage other employers to develop a diverse workforce best able to serve an increasingly diverse population.</p>

# Economy & Opportunity

<p>3. Support efforts for businesses and consumers to buy local.</p>	<p><b>RP:</b> "support of people of color led businesses"</p> <p><b>Web:</b> Community members would like it to be easier and less expensive to buy local food</p> <p><b>Web:</b> Improving regional connectivity to be able to trade local food around the state</p> <p><b>Note:</b> Implementation ideas include an education campaign about the benefits of buying local, a policy at the city for local procurement</p>	<p>3. Support efforts for businesses and consumers to produce and buy local food, products, and services.</p>
<p>4. Support small businesses and cultivate business startups, including businesses owned by people of color.</p>	<p><b>CM:</b> "Support business training, incubators"</p> <p><b>RP:</b> "There is no assistance for small businesses, the Department of Revenue lies to the people with complex forms and without someone to explain what to do."</p> <p><b>RP:</b> Emphasis on businesses owned by underrepresented groups</p> <p><b>Web:</b> "Credit unions and public bank especially for nontraditional populations"</p> <p>Community members would like to be active participants in the Planning process.</p> <p><b>Web:</b> "Citizens needs &amp; voice should factor into planning efforts in actual fact rather than in principle only and 3-minute bites."</p>	<p>4. Support small businesses and cultivate entrepreneurship, especially businesses owned by people from underrepresented groups.</p>
<p>5. Ensure there is a sufficient supply of developable sites for office, research and development, and industrial uses.</p>	<p><b>RP:</b> "Don't develop new sites for office, research, etc."</p> <p><b>RP:</b> "confusion as to the feasibility of the goal. This confusion also supported feelings of less than genuine community engagement"</p>	<p>5. Ensure there is an adequate supply of sites for a wide variety of employers to operate and grow in Madison.</p>



# Economy & Opportunity

<p>6. Develop more jobs that pay a family-supporting living wage for all workers.</p>	<p>This strategy received wide support from the community "with discussion for a need for a higher minimum wage to be a livable wage."  <b>RP, Web.</b></p> <p><b>Note:</b> Will provide details about what "develop" means in implementation section</p>	<p>6. Develop more jobs that pay a family-supporting living wage for all workers.</p>
<p>7. Ensure access to affordable high speed internet service for residents, businesses, and institutions.</p>	<p>Target underrepresented groups that are otherwise disconnected</p> <p><b>Note:</b> Ideas for implementation section include public wifi and encouraging more internet providers to serve Madison</p>	<p>7. Ensure access to affordable high speed internet service.</p>
<p>8. Provide services that support high school graduation and GED attainment, career guidance, and work placement to youth and residents facing barriers to employment.</p>	<p><b>RP:</b> "More training for boomers who will be retiring."  <b>RP:</b> "More youth employment and training targeted to Hmong youth (e.g. internships)"  <b>RP:</b> Hmong and Latino communities would like access to resources for quality higher education in addition to High School graduation and GED.</p>	<p>8. Provide services that support high school graduation and GED attainment, job training, and work placement to residents facing barriers to employment.</p>
<p>9. Focus resources on retail, nontraditional and local food, nutrition incentives, procurement policies, zoning, and education to improve access to nutritious, affordable, culturally appropriate food.</p>	<p><b>Note:</b> details of this strategy will be added in implementation</p>	<p>9. Focus resources on retail, nontraditional and local food, nutrition incentives, procurement policies, zoning, and education to improve access to nutritious, affordable, culturally appropriate food.</p>

# Economy & Opportunity

<p>10. Work to close the educational achievement gap.</p>	<p><b>RP:</b> "help first generation students attend and graduate college by providing more scholarships and financial resources"</p> <p><b>RP:</b> representative teachers and administrators in schools district of diverse population.</p> <p><b>RP:</b> "it seems unachievable without specific metrics."</p> <p><b>Web:</b> increase school capacity and resources to "retain residents in the district and provide greater opportunity and equity for students.</p> <p><b>General:</b> suggestion to change this wording to "educational opportunity gap"</p> <p><b>Note:</b> Add examples of how to do this in implementation section, including - by increasing the diversity of educators, providing access to quality out-of-school programs, and increasing financial resources that support educational opportunities for underrepresented students.</p>	<p>10. Work to close the educational opportunity gap.</p>
<p>New 11.</p>	<p><b>Web:</b> "We need to be more business friendly to attract a wider variety of businesses..."</p> <p><b>Note:</b> will speak with Economic Development division about their biggest ideas to include in the Comp. Plan.</p>	<p>New 11. Retain existing businesses and attract new businesses to Madison to ensure that residents have access to jobs.</p>
<p>New 12.</p>	<p>Staff recommendation based on MadREP presentation on 7.22.17</p> <p><b>CM:</b> "Innovate. What does next generation economy look like? How will Madison prepare for the automation of many manufacturing or service industry jobs?"</p>	<p>New 12. Collaborate with other entities to adapt our workforce to quickly advancing technologies and automation in the workplace.</p>
<p>New 13.</p>	<p>Community feedback generally supported that downtown should remain the government center for the state.</p>	<p>New 13. Maintain downtown Madison as the government center for the state.</p>

# Culture & Character

**Goal:** Madison will be a vibrant and creative city that values and builds upon its cultural and historic assets.

**Goal:** Madison will have a unique character and strong sense of place in its neighborhoods and the city as a whole.

Strategy	Community Feedback	Revised Strategies
1. Engage visual artists, writers, and performers as collaborators in public art by providing for a variety of artistic expression in the public realm.	Community members would like this strategy to call out diversity as a goal.  Culturally specific art that celebrates diverse cultures is a community desire.	1. Engage diverse visual artists, writers, and performers as collaborators in public art by providing a variety of opportunities for artistic expression, encouraging development of artist spaces, and increasing funding for the arts.
2. Create and maintain historic districts and properties to preserve the special places that reflect our varied cultures and histories.	Residents want libraries and museums focusing on specific cultures in Madison.  Some Hmong resident panel participants feel that their history and culture is not celebrated as much as other ethnic groups.	2. Create and maintain historic districts and properties that reflect and celebrate Madison's diverse cultures, including museums and libraries focused solely on a particular culture.  Note: Considering splitting the second part into a separate strategy.
3. Balance the concentration of cultural venues within the downtown and UW campus with venues in other areas of the city.	Strongly supported from Resident Panels.	3. Balance the concentration of cultural venues between the downtown and other areas of the city.
4. Identify and protect historically and culturally significant First Nations/Native American sites.	Strong support from residents and identified as a need among Native American community groups.	4. Identify and protect historically and culturally significant First Nations/Native American sites.
5. Integrate public art into City facilities, public spaces, and private developments.	Specify art that celebrates diverse cultures is a community desire.  Residents also expressed wanting nice city government spaces to foster creativity and innovation in the public realm.	5. Preserve and maintain existing public art, and ensure that new art is distributed throughout the city, and that it celebrates and resonates with diverse community groups.
6. Maintain and create memorable places through creative architecture and urban design.	Many public comments centered around improving the diversity of the building stock and creating uniquely designed spaces, like "Do not make Madison 'Anywhere USA'."  Community members also like the aesthetic and planning outlook of Frank Lloyd Wright	6. Maintain and create memorable places through creative architecture and urban design.

# Culture & Character

<p>7. Seek partnerships with arts and community organizations to strengthen arts and cultural programming, especially in underserved communities.</p>	<p>Partnership with schools and community organizations were suggested by the public</p>	<p>7. Seek partnerships with arts organizations, community organizations, and schools to strengthen arts and cultural programming and educational opportunities, especially in underserved communities.</p>
<p>8. Partner with area cultural organizations to celebrate our multicultural city through events, exhibits, and by creating dedicated spaces where people can learn about other cultures.</p>	<p>This is strongly supported by Resident Panels. Community also desires spaces for cultural traditions.  <b>Note:</b> ideas for implementation include Madison Culture Fest, bringing together communities to celebrate their cultures and share foods, arts, etc.</p>	<p>8. Partner with area cultural organizations to provide spaces for multicultural traditions (like funerals and family gatherings), celebrations, events, and exhibits.</p>
<p>9. Preserve defining views of the lakes, downtown skyline, and State Capitol.</p>	<p>This is less important to some Resident Panels who face more critical issues of access and marginalization than views of the lakes.  This is very strongly supported by many other community members.  <b>Note:</b> an implementation idea is to provide information about where the parks / public spaces are with defining views, such as a brochure</p>	<p>9. Preserve defining views of the lakes, downtown skyline, and Capitol from publicly accessible locations.</p>
<p>10. Create safe and affirming spaces that are social outlets for marginalized residents, such as youth, people of color, LGBTQIA, and people with disabilities.</p>	<p>Strong support from community members.  <b>Note:</b> One implementation idea is to provide some sort of recognition to businesses that accomplish this strategy</p>	<p>10. Create safe and affirming spaces that are social outlets for underrepresented community members.</p>
<p>New 11.</p>	<p>There is an expressed community desire for relationship building, consensus building, and consciousness raising.</p>	<p>New 11. Create opportunities for community dialogue and relationship building across cultural and political groups.</p>

# Green & Resilient

**Goal:** Madison will be a leader in stewardship of our land, air, and water resources.

**Goal:** Madison will have a model park and open space system that preserves our significant natural features and offers spaces for recreation and bringing residents together.

Strategy	Community Feedback	Revised Strategies
<p>1. Acquire parkland, improve facilities, and add events, especially in underserved areas of the city, while innovatively managing costs.</p>	<p>Community members specify that parks could be improved by expanding facilities, eg more picnic tables, play areas, etc,</p> <p>This will allow parks to more inclusively accommodate larger family groups and cultural traditions</p> <p>Community members would also like to see investment in the parks near outlying neighborhoods at the same rate as those in the central city.</p>	<p>1. Acquire parkland, expand and update park facilities to accommodate and provide more types of gatherings, activities, and events, especially in underserved areas of the city, while innovatively managing costs.</p>
<p>2. Use parks and open spaces as a framework for development of an interconnected greenway, habitat, nature access, and path system.</p>	<p>This idea is highly supported by community members.</p> <p>Community members would also like to see initiatives to connect kids to nature, perhaps through educational programs.</p>	<p>2. Use parks and open spaces as a framework for development of an interconnected greenway, habitat, nature access, and path system.</p>
<p>3. Develop a healthy and diverse urban tree canopy.</p>	<p>This topic garnered uneven support between modes of community outreach: Among website and Community participants, extremely strong support. Resident Panels did not give strong support to this strategy.</p> <p><b>Note:</b> Implementation section will include the community desire to continue to bury power lines</p>	<p>3. Develop a healthy and diverse urban tree canopy.</p>
<p>4. Improve public access to the lakes and seek opportunities to further protect shoreline areas.</p>	<p>Improving public lake access was a popular topic of discussion and support in multiple categories. Some community members commented that the lakes could be even more important for tourism, and that this should be emphasized.</p>	<p>4. Improve public access to the lakes and seek opportunities to further protect shoreline areas.</p>

# Green & Resilient

5. Expand the use of green infrastructure (e.g. rain gardens, greenways, and pervious pavement) for stormwater management.	Strong community support	5. Expand the use of green infrastructure for stormwater management (e.g. rain gardens, greenways, and pervious pavement) to reduce pollutants in our local waterways.
6. Reduce the use of road salt to prevent groundwater contamination.	Community feedback notes tradeoffs between accessibility on slippery winter sidewalks and roads and environmental concerns with road salt	6. Work to eliminate the over-application of salt to roads, sidewalks, and parking lots to reduce ground and surface water contamination while maintaining public safety.
7. Divert organic waste from landfills through municipal curbside pick-up and increased home composting.	Composting receives high community support	7. Divert organic waste from landfills through municipal curbside pick-up and increased home composting.
8. Improve the recycling system by expanding markets for materials and eliminating barriers to recycling.	Community feedback notes that recycling education is needed in some communities and could be incorporated into school programs.	8. Improve the recycling system by expanding markets for materials, eliminating barriers to recycling, and providing recycling education.
9. Make energy efficiency upgrades to City facilities and private buildings and increase our use of renewable energy sources to reduce pollution and address climate change.	Resident panels expressed a desire for lower energy costs, and the ability to make energy efficiency and renewable energy accessible to low-income families.  <b>Note:</b> PACE program to be included as an implementation strategy	9. Make energy efficiency upgrades to City facilities and private buildings through building retrofit and in new construction and increase our use of renewable energy to reduce pollution and address climate change, while ensuring equity and accessibility to all residents.  <i>Note: Make this two individual strategies.</i>
10. Encourage food production practices that support safe conditions, sustainable management (e.g. soil conservation), and ecosystem services (e.g. pollinator protection) for farming and gardening.	Strong community support for urban agriculture. Community members note the social and environmental resiliency benefits to urban agriculture.	10. Encourage farming and gardening practices that support safe conditions, such as low chemical use, sustainable management (e.g. soil conservation), and ecosystem services, including protection for pollinators.
11. Encourage all water utility customers to practice water conservation techniques to reduce demand for water.		11. Encourage water conservation methods to reduce the demand for groundwater.

# Green & Resilient

New 12.	Improving the water quality of the lakes around Madison is the topic of many comments from the community across feedback methods.	New 12. Improve lake water quality by working to reduce urban and agricultural runoff.
New 13.	<p>An idea gathered from community feedback is to set a goal about light pollution in Madison to protect urban environments and views of the night sky, especially for children</p> <p>This feedback is balanced by additional feedback about the need to provide light in areas in some areas of the city to improve the feeling of public safety.</p>	New 13. Control light pollution to allow community members to view the night sky, while providing sufficient light in public spaces.

# Services & Facilities

**Goal:** Madison will have efficient and reliable public utilities, facilities, and services that support all residents.

**Goal:** Madison will collaborate with other governmental and non-governmental entities to improve efficiency and achieve shared goals.

Strategy	Community Feedback	Revised Strategies
1. Work with state and local elected officials to create a regional transportation authority as a mechanism to expand and improve public transit services in the Madison area.	Lots of positive feedback about regional transportation	1. Collaborate with state and local elected officials to create a regional transportation authority as a mechanism to expand and improve public transit services in the Madison area.
2. Efficiently place community facilities, such as fire stations, to provide a high level of service to all neighborhoods.	Resident Panels provided general comments about the need for equitable placement of facilities and services	2. Efficiently and equitably place community facilities (e.g. community centers and fire stations) to provide a high level of service to all neighborhoods.
3. Ensure that new development occurs in locations that can be economically and efficiently served with City utilities, facilities and services to minimize costs borne by the public.		3. Ensure that new development occurs in locations that can be economically and efficiently served with City utilities, facilities and services to minimize costs borne by the public.
4. Work with adjacent municipalities and regional jurisdictions to preserve long-term options for orderly and efficient city expansion.		4. Work with adjacent municipalities and regional jurisdictions to preserve long-term options for orderly and efficient city expansion.
5. Co-locate community facilities such as libraries and community centers, and design for future adaptability to improve service provision and reduce capital and operating costs.	Strong community support within this topic area and also from C&C as well as E&O (Resident Panels)	5. Co-locate community facilities such as libraries and community centers to improve service provision and reduce capital and operating costs.
6. Establish partnerships with other governments and entities to improve service delivery and reduce duplicative services.		6. Establish partnerships with other governments and entities to improve service delivery and reduce duplicative services.
7. Pursue regional solutions to regional issues such as transportation, land use, open space, water quality, and environmental resources.	Lots of positive feedback about regional transportation. Strategy generally supported	7. Pursue regional solutions to regional issues such as transportation, land use, open space, water quality, and environmental resources.



# Services & Facilities

New 8.	<p>Feedback regarding accessibility to government agencies - hours of operation, and hours of committee meetings; physical location of the services.</p> <p>Poor access to government agencies leads to further marginalization</p>	New 8. Improve accessibility to government agencies and services including physical location, hours of operation, and availability of language translation.
New 9.	One Resident Panel referenced the need for an Ombudsman	New 9 .Ensure that the City of Madison government is efficient and accountable to residents.
New 10.	Incentives and recognition for businesses to be more inclusive (could be better covered in E&O or C&C)	New 10.
New 11.		New 11. Protect Madison's water supply and provide safe, clean drinking water.