

EQT By Design

*Oscar Mayer Phase 1
Strategic Assessment Committee*

*Public Engagement Summary
Northside & General Key Influencers*

Prepared by Annette Miller, CEO

PURPOSE OF ENGAGEMENT

Purpose:

EQT by Design, LLC was asked to develop a public engagement process that would be diverse and inclusive of voices who would reflect the overall general diverse constituency of the City of Madison and also the specific diverse community of the Northside.

PROCESS & FORMAT

Intention:

- Awareness, Information, and Process

Process:

- 13 questions
- Scribing
- Sticky Notes
- 60 - 90 minutes of their time

TIMELINE & DEMOGRAPHICS

- Started May 8th & ended June 27th
- Seven sessions (7)
- 57 out of 79 invited participated = 72% participation rate
- 40% live on Northside
- 56% had a connection to Oscar Mayer
- 25% did not live on the Northside but work within the Northside community

TIMELINE & DEMOGRAPHICS

- 77% representing a racial/ethnic/linguistic cultural community group
- 900 lines of data captured in the process

- Business 7%
- Community 11%
- Education 9%
- Faith 2%
- Government 4%
- Neighborhood Center 12%
- Nonprofit 46%
- Organization 11%

KEY THEMES - GENERAL @ City of Madison

PURPOSE:

The purpose of this series of questions was to see what individuals perceived to be opportunities in general for the community as it relates to their general experience and to see if there was a distinction between their overall reflections about the city as compared to their perspective about the redevelopment of Oscar Mayer.

KEY THEMES - GENERAL @ City of Madison

Lifestyle & Living in City of Madison

Positive ---

- ❑ Outdoors & Greenspace
- ❑ Safe and Clean
- ❑ Healthcare and health consciousness
- ❑ Cosmetics of community is great - lakes, parks, in general lots to do
- ❑ Variety of people, places and activities
- ❑ Bike friendly
- ❑ Educational access/options

KEY THEMES - GENERAL @ City of Madison

Lifestyle & Living in City of Madison

Positive ---

- ❑ Food via restaurants and farmer's markets
- ❑ Kid friendly - small kids
- ❑ Economy is insular from larger national scene
- ❑ Small town with big city amenities
- ❑ Potential for change due to scale and size
- ❑ Ideology of being progressive and/or liberal
- ❑ Job Opportunities
- ❑ Likes diversity in their neighborhood

KEY THEMES - GENERAL @ City of Madison

Lifestyle & Living in City of Madison

Negative ---

- ❑ Transportation “sucks”
- ❑ High rent and low paying jobs
- ❑ Food deserts
- ❑ No activities for youth (middle school to age 21)
- ❑ Lack of diversity, racism, segregation

KEY THEMES - GENERAL @ City of Madison

Lifestyle & Living in City of Madison

Negative ---

- ❑ Spaces are not inclusive or welcoming
- ❑ No creative inclusive entertainment venues in general and/or specifically for POC
- ❑ Serious “tale of two Madison’s”
- ❑ POC (people of color) are not included in high impact decision-making
- ❑ Isolated and isolation

KEY THEMES @ Oscar Mayer Specific

PURPOSE:

The purpose of this series of questions was to encourage individuals to be specific and focused about where they see opportunities and threats with the redevelopment of the Oscar Mayer area.

KEY THEMES @ Oscar Mayer Specific

Oscar Mayer Specific Responses Opportunities ---

- ❑ Increase middle class
- ❑ Hub for transportation and corridor to other parts of city, region
- ❑ Housing
- ❑ A space for all given location
- ❑ Jobs / Employment that sustain families
- ❑ Food connections

KEY THEMES @ Oscar Mayer Specific

Oscar Mayer Specific Responses

Opportunities ---

- ❑ Land / ownership / economic empowerment for POC
- ❑ Gathering space and place (pool, roller skating, flea market, hub for youth)
- ❑ Educational gateway for K-12 /Tech - College - re-engage youth (14-21)
- ❑ Revitalize the neighborhood and the corridor
- ❑ Generational connectivity and aging in place concepts

KEY THEMES @ Oscar Mayer Specific

Oscar Mayer Specific Responses

Opportunities ---

- ❑ Cultivate and curate cultural experiences and norms
- ❑ Opportunity for Ho-Chunk business
More people, another cool part of town
- ❑ Aging in place opportunities
- ❑ More money circulating and staying in the community
- ❑ More communal places to allow family to pass on and practice cultural traditions.

KEY THEMES @ Oscar Mayer Specific

Oscar Mayer Specific Responses

--- Concerns & Fears

- ❑ Same people making decisions without diverse voices and representation
- ❑ Integrated space that won't welcome and serve all
- ❑ EPIC and Warner Park - mixed feelings on "development for who"
- ❑ Only high-end amenities
- ❑ Lack of Affordability
- ❑ Don't provide solutions & opportunities for current Northsiders

KEY THEMES @ Northside Specific

PURPOSE:

The purpose of this segment was to call out comments that were specific to the Northside and were from those who lived on the northside of Madison.

The intention was to callout specific ideas and feedback that would make sense and have potentially be of higher impact given their proximity to the intentions and purpose of this project.

- *Half of the data logged in came from those who lived on the northside.*

KEY THEMES @ Northside Specific

--- General Feedback

- ❑ Seniors really have made youth feel welcomed....and so they are hanging out.
- ❑ How could that space be a hub for bringing resources and get it sent out to others and spread wealth
- ❑ The Coop is trying but you see security and then the prices are higher ... so the message is difficult and disturbing.
- ❑ [Growth] is a positive and the concern is impact to those who are not able to afford as easily as others.
- ❑ People are moving to the Northside because it is more affordable compared to other places of the city.
- ❑ It is a tricky question...people from this area - how do you lift folks up and also invite in those who love the area and want the accessibility of the area and the opportunity

KEY THEMES @ Northside Specific

--- General Feedback

- ❑ Lack of good, reliable transportation and affordable housing.
- ❑ Lack of support for communities within Northside
- ❑ Only focused on most vocal and those with means
- ❑ Lack of youth oriented activities
- ❑ Many who are low income experience “eat/sleep” for dinner
- ❑ Housing and landlords are so strict difficult to find good places to live
- ❑ Segregation extreme and can’t believe how unaware privileged people are of the those around them who are not
- ❑ Upstream problems blamed on people not responsible
- ❑ [Get] businesses to feel accountable and do their part to support the vision and the needs to help the “we” and just not the “I or me”

KEY THEMES @ Northside Specific

--- Regarding Oscar Mayer

- ❑ A space where love flourishes because it is inclusive in decision-making, activities, and everyone respects each other and is inclusive and welcoming to all.
- ❑ How do we break it [Oscar Mayer] open and make it accessible?
- ❑ Want to see ideas and development that helps the Northside and keeps people here rather than pushing them away.
- ❑ Aid in more job opportunities when you have a venue that community can call home - because community provides the services/needs/ and allows them to own and solve their own issues.
- ❑ Feel isolated and removed from rest of city.
- ❑ Types of services and access that are available similar to the westside.

KEY THEMES @ Northside Specific

--- Regarding Oscar Mayer

- ❑ Trying to create the “the Feel of NY” - big city and bright lights, but don't accommodate all the people of Madison
- ❑ Swimming pool... could that happen
- ❑ Make city government more accessible to community - City services ...and easing burden of having to come downtown
- ❑ ..Communal practices that can be accessed by all POC without dictating what community can do in terms of cultural practice
- ❑ That (OM Redevelopment) could help with integration, and empower communities, and sense of belonging.
- ❑ The bus service is terrible ... it takes a long time...It complicates accessibility to shop, work, and in general to access community.
- ❑ Do gardens... on the rooftop
- ❑ Airport is right there -- bringing people in and out

EQT Overall KEY FINDINGS

as PEOPLE

- Skeptical
- Unsure
- Placing pressure on area given historically unfulfilled needs
- Were really impacted by Oscar Mayer -- changed their living and lifestyle significantly due to job opportunities and pay.
- Feel isolated and have unmet needs due to location
- Transportation, Employment, Youth, along with feeling of being unrepresented or reflected in the community - as people, ideas, or purchasing power -- key themes
- Fear of lost opportunity
- Want to be part of whole decision-making process not just input

as COMMUNITY

- ❑ Starving for SPACE that represents and embodies the whole community and not just parts.
- ❑ High impact solutions that address daily life ... jobs, transportation, and youth
- ❑ Desire re-imagined ideas around economic independence and empowerment
- ❑ Want a centralized cultural reflection and hub that captures the essence of the Northside, its people, and its diversity.
- ❑ To capture and reflect the energy and action of people who care about their community, kids, and who love Madison.
- ❑ Build a hub that is walkable, welcoming, inclusive and easy to navigate for those who live there and for those who come to visit.

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Comments/Questions

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