

Land Use and Transportation Example Actions

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.

Strategy	Example Action 1	Example Action 2
1. Improve transit service to peripheral employment and residential locations, with a focus on reducing the travel time for transit dependent populations.	Administer a survey to community members to determine where connections are needed on the periphery of the city.	Seek partnerships with employers to expand bus service and ridership.
2. Continue to pursue implementation of bus rapid transit (a more frequent bus service with fewer stops) to improve travel times and increase ridership.	Incorporate bus rapid transit (BRT) infrastructure incrementally into public works projects, such as BRT signals on street light updates, and space for ticket vending machines within street reconstruction projects.	Continue to pursue federal funding to build additional bus garage capacity and purchase additional buses.
3. Expand our bicycle network, and enable safe and convenient bicycle use.	Target bicycle education to interested groups that currently have low ridership.	Update the subdivision ordinance to ensure that new developments incorporate the planned bike network.
4. Expand and improve the sidewalk network.	Install sidewalks on both sides of streets where pedestrian connections are a high priority (Tier 1 streets identified in Madison in Motion Transportation Plan).	Evaluate transit corridors and the downtown area to determine where sidewalks should be widened.
5. Prioritize the maintenance and efficient use of existing roadway facilities over expansion or construction of new roadways.	Explore innovative intersection and street designs to make the existing road network more efficient.	Use a weighting criteria for budgeting road projects that favors existing facilities.
6. Ensure all populations benefit from the City's transportation investments.	Perform an equity review of transportation funding compared to transportation needs across the city using data and mapping.	
7. Reduce the demand for development of farmland and vacant land on the periphery of the city by encouraging infill and more compact development at appropriate locations.	Identify infill and redevelopment locations that can be efficiently served.	Establish minimum density standards for key transit-oriented development locations, including peripheral development areas planned for future transit service.
8. Concentrate the highest intensities of residential, employment, commercial, and mixed-use development along transit corridors, downtown, and at major activity centers .	Designate intensive development along these corridors and activity nodes in land use and community plans.	Incentivize development in these areas through Tax Increment Financing (TIF) , capital budgeting , and other mechanisms.
9. Provide appropriate transitions between areas of low intensity residential development and higher intensity developments.	Require new development to use step backs and other transition-related design standards.	Include maximum height recommendations in detailed development plans to provide greater certainty in the design of future development.

Land Use and Transportation Example Actions

<p>10. Maintain downtown Madison as a major activity center for the region while improving access and inclusivity.</p>	<p>Connect downtown event organizers with community groups to reach populations who may not otherwise feel welcome at special events.</p>	
<p>11. Improve access to transit service to nearby cities, such as Milwaukee, Chicago, and Minneapolis.</p>	<p>In cooperation with bus companies, UW-Madison, and other partners, support the construction of an inter-city bus terminal.</p>	<p>Increase public awareness of the bus service that exists, including an educational campaign and City webpage with bus service information.</p>
<p>12. Proactively support the use of connected and autonomous vehicles through city design and infrastructure.</p>	<p>Anticipate future development of off-street surface parking areas and structures, as demand for these spaces decreases.</p>	

Neighborhoods and Housing Example Actions

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	Example Action 1	Example Action 2
1. Help reduce housing costs and meet the needs of all economic and demographic groups by increasing Madison’s housing supply.	Seek opportunities to relax development standards.	Plan for the transition of underused properties into residential and mixed-use areas.
2. Support development of a wider mix of housing sizes, costs, and types (such as townhomes, cooperative housing, accessory dwelling units, and duplexes) throughout the city.	Recruit and incentivize developers with experience constructing different forms of housing.	Ensure that the Zoning Code broadly supports attached townhomes, smaller homes, small multi-family buildings, and a variety of ownership models in both newly developing and redeveloping parts of the city.
3. Integrate lower priced housing (including subsidized housing) into neighborhoods with access to transportation options and resources needed for daily living.	Continue direct financial support for affordable housing development with long term income limitations through the Affordable Housing Fund and Tax Increment Financing , when possible.	Waive or reduce City fees on affordable units.
4. Allow older adults to age in place by providing lower priced or lower maintenance housing options that are integrated into the community with convenient transportation options.	Support programs matching youth with older adults in need of assistance with household tasks (yard work, snow removal, etc.).	
5. Provide affordable housing options with health and social services for residents who need it most.	Partner with Health Maintenance Organizations (HMOs) to provide on-site services at public housing sites.	Continue to require recipients of support from the Affordable Housing Fund , who develop housing tailored for households making 30% of the area median income, to partner with experienced social service providers who can provide on-site supportive services.
6. Create complete neighborhoods across the city where residents have access to transportation options and resources needed for daily living.	Promote mixed-use redevelopment of underutilized properties along transit corridors and within walking distance of existing residential areas, particularly where nearby residents currently have few amenities.	
7. Plan for neighborhood-scaled schools that provide amenities and services to the community, including students, families, and other residents.	Sponsor school gardens and other outdoor activities to support neighborhood community building.	Support joint use agreements to provide access to school grounds after hours.
8. Support diverse food production options throughout the city.	Identify areas within the city that would be suitable for community gardens and other small-scale urban agriculture.	

Neighborhoods and Housing Example Actions

9. Foster diverse food retail, meal programs, and pantries to ensure access to affordable, culturally specific, and nutritious food in all neighborhoods.	Expand food pantry hours to accommodate working families.	Continue the Healthy Retail Access Program , which funds projects that improve food access.
10. Continue to build better relationships between police officers and the diverse communities they serve.	Continue Police Department training in cultural competency (pre-service and in-service).	Continue the Community Outreach Education Program, which connects youth with mentors and job opportunities in the community.
11. Provide community spaces that bring people of diverse backgrounds together and help foster a sense of belonging and inclusion.	Utilize space within City facilities to highlight diverse cultures.	
12. Ensure all neighborhoods are clean and safe through the provision of quality non-emergency services (such as trash and recycling pickup, and snow plowing).	Review complaint-based repair procedures to ensure those residents who may not feel comfortable contacting City staff with specific complaints or suggestions will receive high-quality service and repairs to streets, lights, and other infrastructure.	Raise awareness to increase use of the City's "Report a Problem" service.
13. Ensure that Madison's existing schools can remain open by maintaining or increasing housing units suitable for families and children.	Offer incentives and explore regulation in the Zoning Code to result in a greater proportion of residential units with two or more bedrooms.	
14. Provide support and housing transition programs to community members experiencing homelessness.	Continue support for existing Rapid Rehousing programs and encourage their expansion to include single men.	Continue to develop permanent supportive housing for people experiencing chronic homelessness.
15. Support the rehabilitation of existing housing stock in neighborhoods across the City, particularly for first-time homebuyers and people living with lower incomes.	Continue City Home Rehabilitation Loans .	Continue support for Project Home's low-cost home repair program.

Economy and Opportunity Example Actions

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	Example Action 1	Example Action 2
1. Remove barriers to achieve economic stability by ensuring access to services including culturally appropriate childcare, credit repair, and financial literacy.	Partner with financial institutions to provide financial literacy and credit repair programs.	Expand the City's Child Care Unit that aims to increase access to child care in Madison.
2. The City should lead and encourage other employers to develop a diverse workforce best able to serve an increasingly diverse population.	Increase the level of contracting and purchasing from businesses owned by people of color for city projects.	Continue the City's Equitable Hiring Initiative .
3. Support efforts for businesses and consumers to produce and buy local food, products, and services.	Increase the level of buying local for City contracting and purchasing.	Leverage the Public Market and related efforts to support diverse food entrepreneurs.
4. Support small businesses and cultivate entrepreneurship, especially businesses owned by people of color and underrepresented groups.	Streamline the process to do business with the City by reevaluating the procurement requirements.	Create a multi-agency staff team to help new and existing businesses navigate licensing and regulatory requirements, and provide technical assistance.
5. Ensure there is an adequate supply of sites for a wide variety of employers to operate and grow in Madison.	Certify sites as ready for development through the Gold Shovel or Certified in Wisconsin programs.	Proactively incorporate opportunities for employment-related land uses in neighborhood plans.
6. Develop more jobs that pay a family-supporting living wage for all workers.	Continue the living wage ordinance for City employees and contractors, and encourage other employers to adopt a living wage.	Target economic development towards higher paying jobs and career-ladder opportunities for lower-skilled workers.
7. Ensure access to affordable high speed internet service.	Expand public Wi-Fi in City facilities.	Investigate opportunities to apply for the Wisconsin Broadband Expansion Grant.
8. Provide services that support high school graduation and GED attainment, job training, and work placement to residents facing barriers to employment.	Promote work-based learning opportunities for youth.	Use libraries to offer and host educational programs on career opportunities and job trainings.
9. Promote food-based business innovation.	Continue and promote the MarketReady Program, which prepares potential vendors for selling at public markets.	Promote educational opportunities for new food-focused businesses on safe food storage and preparation.
10. Work to close the educational opportunity gap.	Continue to provide access to quality out-of-school activities through the Madison Out of School Time Program.	
11. Retain existing businesses and attract new businesses to Madison to ensure that residents have access to jobs.	Target key sectors where Madison has a competitive advantage for business retention and expansion.	Continue Business Walks where City staff check-in and build relationships with business owners.

Economy and Opportunity Example Actions

12. Collaborate with other entities to adapt our workforce to quickly advancing technologies and automation in the workplace.	Monitor technological trends and analyze how they might impact Madison's workforce.	Identify workforce skills needed to adapt to emerging technologies.
13. Maintain downtown Madison as the government center for the state.	Establish a retention program for State of Wisconsin affiliated entities.	

Culture and Character Example Actions

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	Example Action 1	Example Action 2
1. Provide resources for diverse artists to collaborate and flourish in Madison.	Pursue opportunities for the development of artist live/work spaces.	Identify locations and structures on which community members can co-create public art.
2. Preserve historic and special places that reflect our racially and ethnically diverse cultures and histories.	Incorporate art and historical images and narratives that reflect Madison's cultural diversity and heritage at City facilities, such as the Madison Public Market.	Reinforce the identity of all historic districts with distinctive streetscape amenities, such as special streetlights, street signs, street tree selection, and/or terrace treatments.
3. Balance the concentration of cultural venues between the downtown and other areas of the city.	Use existing spaces such as schools and churches for cultural events.	
4. Protect historically and culturally significant First Nations/Native American sites.	As part of the Historic Preservation Plan , continue to identify historically and culturally significant Native American sites.	
5. Integrate art that represents the entire community into City facilities, public spaces, and private developments.	Prioritize hiring racially and ethnically diverse artists for new art funded through the Percent for Art ordinance.	Inventory existing art assets and categorize them based on what they celebrate and represent.
6. Create memorable places through creative architecture and urban design.	Identify prominent locations in the city for creative architecture.	
7. Strengthen educational arts programming, especially in underserved communities.	Partner with local communities to use public art as a means to implement neighborhood plan recommendations.	
8. Provide spaces for racially and ethnically diverse interests, events, family gatherings, traditions, and exhibits.	Encourage music and other social venues to cater to a more diverse clientele.	Create dedicated spaces within libraries that feature materials from a particular culture on a rotating basis.
9. Preserve defining views of the lakes, downtown skyline, and Capitol from publicly accessible locations.	Create a map that shows accessible views of the lakes and downtown skyline that could be preserved.	
10. Create safe and affirming spaces that are social outlets for people of color and underrepresented community members.	Partner with community groups to identify amenities that would help create a feeling of safety and inclusion.	

Green and Resilient Example Actions

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	Example Action 1	Example Action 2
1. Add and upgrade park facilities in underserved areas of the city to accommodate and provide more types of gatherings, activities, and events.	Build facilities that provide culturally diverse recreational opportunities, such as Tuj Lub courts.	Prioritize strengthening and improving parks in neighborhoods that are of high need, based on higher-than-average poverty rates.
2. Improve and preserve urban biodiversity through an interconnected greenway, habitat, nature access, and path system.	Analyze existing greenways to determine what changes should occur in order to enhance natural habitats.	
3. Develop a healthy and diverse urban tree canopy.	Support efforts to plant trees in neighborhoods with sparse tree canopies.	Prioritize species variation to create a resilient tree canopy
4. Improve public access to the lakes and seek opportunities to further protect shoreline areas.	Maximize the amount of protected lake shoreline through purchase or obtaining easements as property becomes available.	
5. Expand the use of green infrastructure for storm water management (such as rain gardens, greenways, and pervious pavement)	Make rain gardens financially worthwhile for home owners through greater City incentives.	Install green roofs on new and renovated City facilities.
6. Protect Madison's water supply and infrastructure to provide safe, clean drinking water.	Create education programs and training materials to help homeowners and businesses reduce the application of salt to sidewalks and parking lots.	Continue the accelerated replacement of the City's older water mains.
7. Divert organic waste from landfills through composting.	Invest in a region-wide biodigester to clean and process organics.	Educate and support the community about the methods and benefits of home composting for organic waste.
8. Improve the recycling system by expanding markets for materials, eliminating barriers to recycling, and providing recycling education.	Work with other jurisdictions and large employers to create a coherent visual system for identifying what can be recycled.	Translate the Recyclopedia and recycling calendars to other languages.
9. Make energy efficiency upgrades to City facilities and private buildings.	Provide developers with guidance and technical support on sustainable building practices and construction techniques.	
10. Support safe and sustainable farming and gardening practices that protect the ecosystem and public health.	Promote replacing petro-chemical fertilizers with natural soil amendments , such as compost.	
11. Encourage water conservation methods to reduce the demand for groundwater.	Seek changes to the building code to enable expanded use of gray water .	
12. Improve lake water quality by working to reduce urban and agricultural runoff.	Review leaf collection and street sweeping policies to ensure they are providing the maximum benefit to protect local waterways.	Create an educational campaign regarding the impacts of leaves on lake water quality, and methods to reduce leaves from entering the lakes for homeowners.

Green and Resilient Example Actions

13. Acquire parkland in areas that are currently deficient.	Use guidelines in the Park and Open Space Plan to help determine the location of future park sites.	Ensure a diversity of park types, such as conservation, neighborhood, community, and nature-based, when acquiring new parkland.
14. Increase the use and accessibility of renewable energy to reduce pollution and address climate change.	Create an energy consumption feedback system to allow consumers to compare their energy consumption with other consumers in Madison based on building data (size, age, and construction materials).	Promote the use of Property Assessed Clean Energy (PACE) financing to fund energy efficiency upgrades.

Services and Facilities Example Actions

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	Example Action 1	Example Action 2
1. Collaborate with State and local officials to create a regional transit authority as a mechanism to expand and improve public transit services in the Madison area.	Make the economic case for creating a modern and efficient transit system.	
2. Efficiently and equitably place community facilities (such as community centers and fire stations) to provide a high level of service to all neighborhoods.	Determine underserved areas when siting new facilities.	Continue providing Neighborhood Police Officers with neighborhood offices (substations).
3. Ensure that new development occurs in locations that can be economically and efficiently served with City utilities, facilities and services to minimize costs on the community as a whole.	Evaluate potential city expansion areas regarding how these areas would be served and the anticipated cost.	Annually review and update the Master Plan for City Facilities .
4. Work with adjacent municipalities and regional jurisdictions to preserve long-term options for orderly and efficient city expansion.	Continue to work with nearby communities on Cooperative Plans and Inter-governmental Agreements.	Include adjacent communities in City planning initiatives, like public meetings and events.
5. Co-locate community facilities (such as libraries, public health clinics, and community centers) to improve service provision and reduce capital and operating costs .	Pursue opportunities for police substations in existing fire stations, to provide residents with improved access.	Include satellite library spaces with computer access in fire stations.
6. Establish partnerships with other governments and entities to improve service delivery and reduce duplicative services.	Pursue additional partnerships with adjacent communities to expand Madison Metro coverage.	
7. Pursue regional solutions to regional issues such as land use, open space, water quality, environmental resources, and agricultural/food systems planning.	Work with adjacent communities to preserve areas at the edge of the city with natural features and urban agricultural opportunities.	
8. Improve accessibility to government agencies and services including the physical location, hours of operation, and availability of language translation.	Promote Report a Problem and provide this service in other languages.	Develop a central online dashboard for using City services (such as paying bills, seeing tax assessments, and arranging large item pickups).
9. Ensure that the City of Madison government is transparent and accountable to residents.	Implement a periodic Resident Survey to track residents' satisfaction with City services, and tailor improvements accordingly, with a focus on equitable	