Chapter 5: Planning Considerations

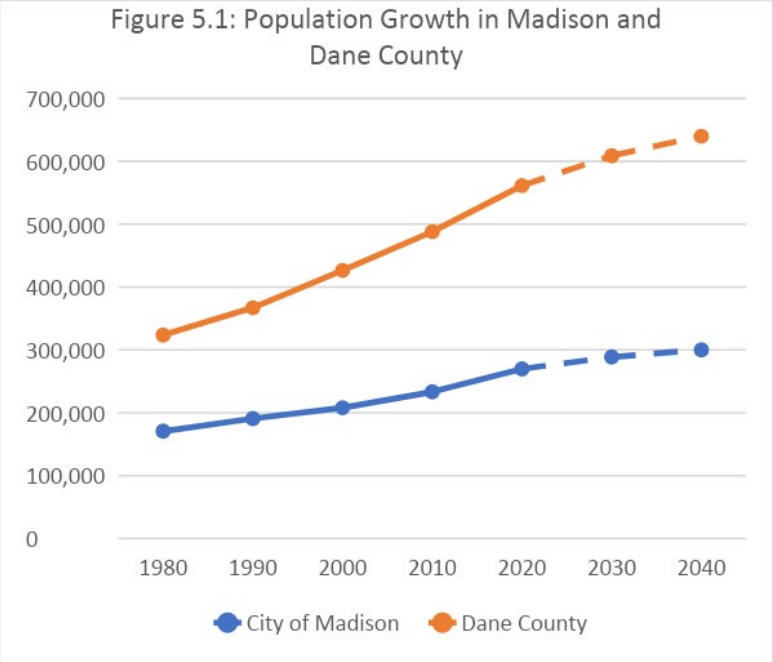
5.1 Demographic Overview (MSA)

Population

Madison is the second largest city in the state of Wisconsin, having an estimated population of 269,840 (U.S. Census Bureau, 2021). The City's population has increased by 30% since 2000, by 16% since 2010, and is expected to continue growing in the future. As shown in Figure 5.1, the population is expected to exceed 300,000 people by 2040 according to the WI Department of Administration (DOA). Dane County as a whole is anticipated to grow at a similar pace.

Due in part to the presence of the University of Wisconsin, Madison has a relatively young population compared to the rest of the state. In 2022, the median age in Madison was 32, approximately eight years younger than the statewide median of 40 (U.S. Census Bureau, 2022). Young adults aged 20-34 have historically been Madison's largest age segment. In 2022, young adults accounted for over one-third of Madison's total population (U.S. Census Bureau, 2022), compared to the State of Wisconsin as a whole, where 20-34 accounts for only 19% of the total population (U.S. Census Bureau, 2022).

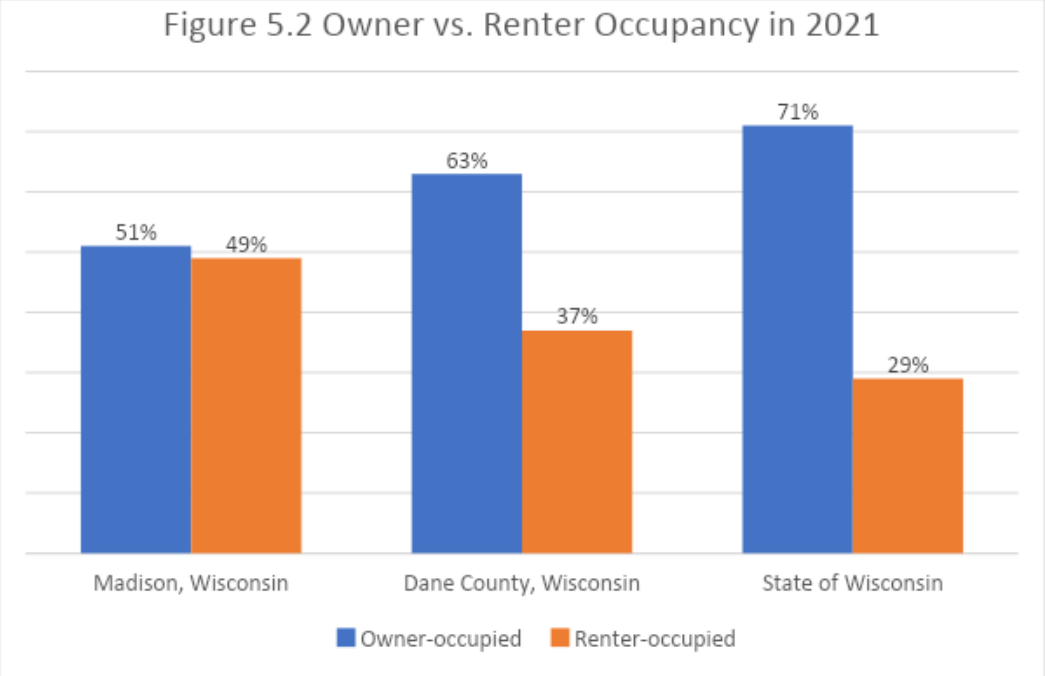
Figure 5.1: Population Growth in Madison and Dane County

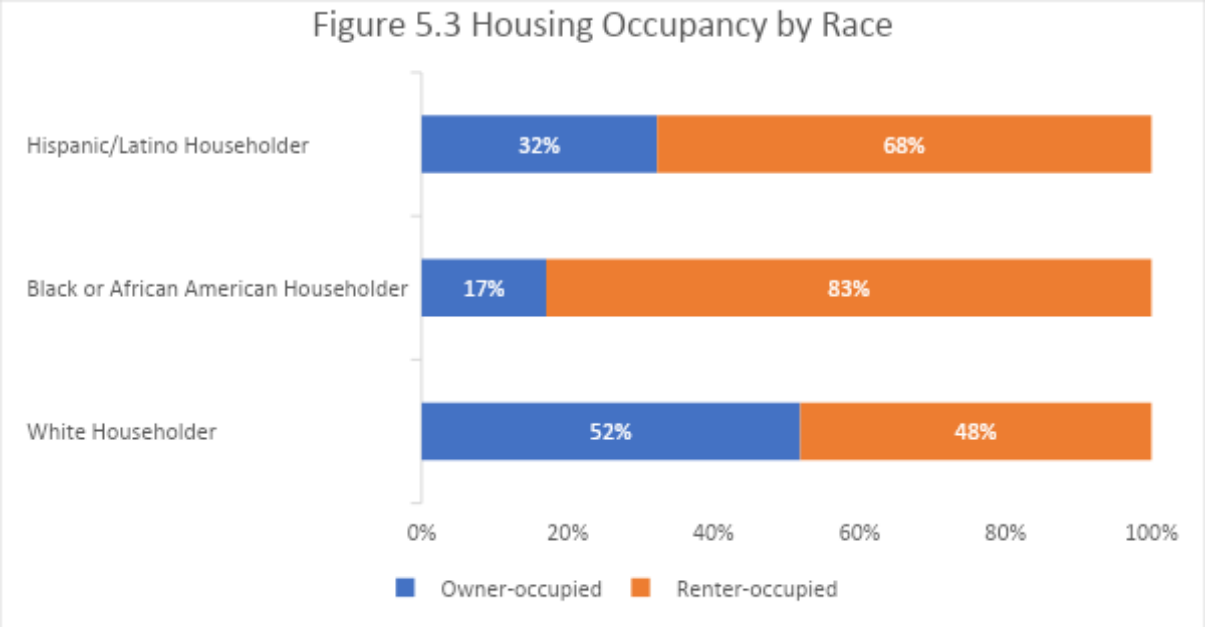


The Wisconsin Demographic Services Center projections show that the population of older residents in Dane County is expected to grow substantially over the next few decades. The population of residents aged 65-84 is projected to nearly double between 2010 and 2040, increasing from 8.68% in 2010 to 16% of the overall population by 2040. Residents aged 85 or older, who only made up 1.59% of the population in 2010, will account for 3.91% by 2040 (WI DOA, 2017).

Housing

As shown in Figure 5.2, the City of Madison has about equal numbers of owner-occupied housing units as renter-occupied housing units. This is lower than Dane County as a whole, which has 63% owner-occupied housing units, and the State of Wisconsin, which is 71% owner-occupied (U.S. Census Bureau, 2021). The high number of renter-occupied units is attributable in part to the University of Wisconsin Madison and its younger population.





In the City of Madison, homeownership is disproportionately lower for communities of color compared to white households. Figure 5.3 compares occupancy by race. While white households are split nearly 50/50 between owner-occupied and renter-occupied—which matches the citywide trends— Black and Hispanic/Latino households are majority renter-occupied.

Economy and Opportunity

Workforce and Employment

Madison has a substantial professional population, which is largely attributable to its position as the state capital, the presence of the flagship campus of the University of Wisconsin, and company headquarters like Epic Systems. Educational services, health care, and social assistance represented the City's largest employment sector in 2022, employing 32% of the workforce, followed by Professional, science and management industry at 15%, and arts, entertainment, and recreation industry at 9%. Table 5.1 shows the percentage of the workforce employed by each industry.

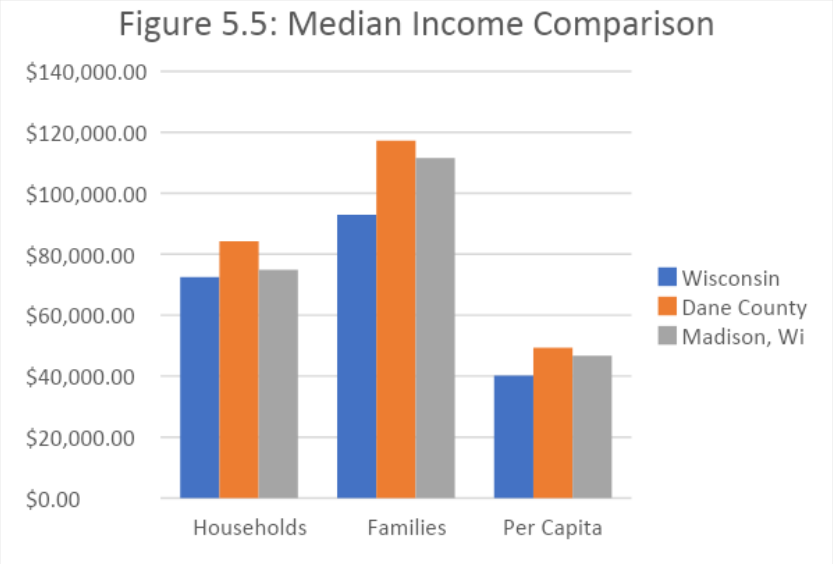
Table 5.1 Workforce in Madison by Industry, 2022

Industry	Number of Employees	Percentage
Educational services, and health care and social assistance:	50,102	32.0%
Professional, scientific, and management, and administrative and waste management services:	23,848	15.2%
Arts, entertainment, and recreation, and accommodation and food services:	14,396	9.2%
Retail trade	13,591	8.7%
Manufacturing	12,603	8.0%
Finance and insurance, and real estate and rental and leasing:	11,441	7.3%
Public administration	7,408	4.7%
Other services, except public administration	6,379	4.1%
Information	5,290	3.4%

Construction	4,802	3.1%
Transportation and warehousing, and utilities:	3,755	2.4%
Wholesale trade	2,656	1.7%
Agriculture, forestry, fishing and hunting, and mining:	486	0.3%

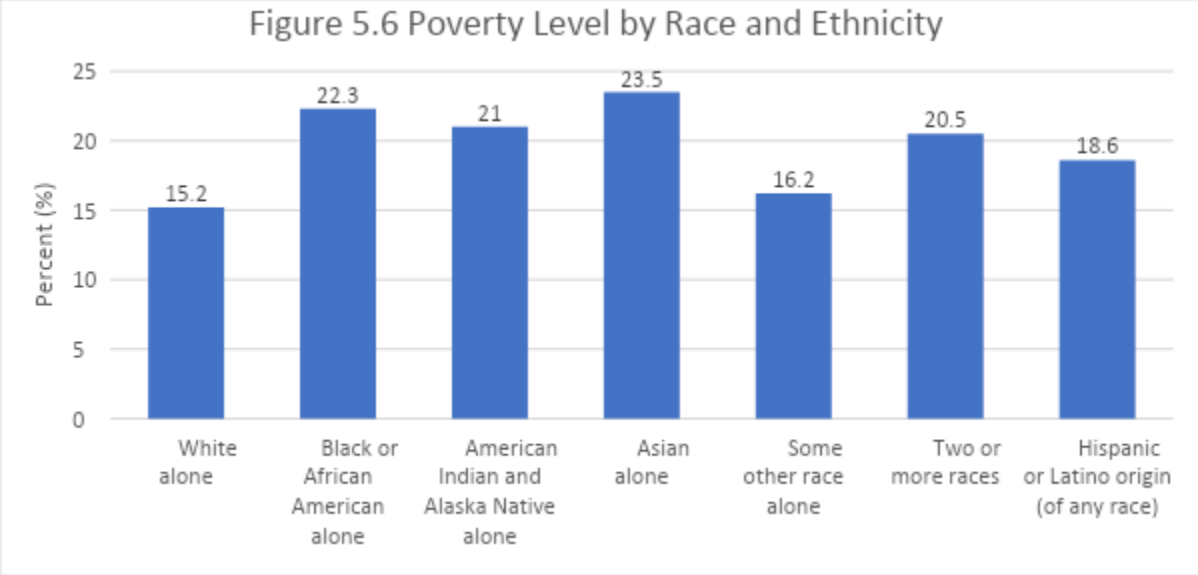
Income

In 2022, the City of Madison had a median household income of $74,896—a 40% increase from the 2015 (U.S. Census Bureau, 2022 & 2015). The median family income was $111,576, representing a 42% increase from 2015. Figure 5.5 illustrates that Madison's median income tends to be higher than the state overall, but slightly less than the median for Dane County.



Poverty

Despite the high household and family income, there are nearly 17% of Madison residents below the poverty level (U.S. Census Bureau, 2022). This rate is higher than the state and county, which both have poverty levels around 11% (U.S. Census Bureau, 2022). Minority populations in Madison also experience higher levels of poverty than white residents. While about 15% of the white population is below the poverty level, every other racial and ethnic group identified by the U.S. Census Bureau had higher levels of poverty. While Madison may be considered a relatively affluent city overall, that affluence is unevenly distributed, with race and ethnicity being a key differentiator. Identifying the specific needs and desires of disadvantaged community members is vital to ensuring equitable park access to all.



5.2 Related Planning Efforts

2018-2023 City of Madison Park and Open Space Plan

The previous Madison Park and Open Space Plan was adopted in October of 2018 in conjunction with the update to the Comprehensive Plan. This plan includes a review of the extensive opportunities provided by the existing City of Madison parks system, and identifies additional public land provided by Dane County, the State of Wisconsin, neighboring municipalities, and educational institutions. The 2018 -2023 POSP provided a starting point for the development of this plan.

Imagine Madison Comprehensive Plan

Adopted in 2018, but updated annually, Imagine Madison is the guiding document for land use, transportation, housing, economy, culture, environmental resilience, effectiveness, and community safety. Each year the City of Madison follows-up on each recommended action presented in the original plan. Every recommended action made in Imagine Madison regarding parks is either in progress or ongoing as of 2024.

Area Planning Framework

In addition to other city-wide planning efforts, the Planning Division has implemented a new planning framework for creating and updating sub-area plans, which divide the city into 12 discrete areas. This new system was developed in part to avoid issues from the previous system, in which some sub-areas overlapped in certain neighborhoods while other neighborhoods were left out entirely. As of 2023, the City is currently updating the Northeast and West Area plans and has a tentative schedule for developing the following 10 plans stretching from 2024 until 2030. The area plans will:

- Be updated every 10 years to ensure recommendations are timely and relevant.
- Address a consistent set of topics and include higher-level recommendations for land use, transportation, parks and open space, community facilities, and utilities
- Include public outreach and engagement during each phase of the planning process with special emphasis on reaching residents and communities typically underrepresented in City processes.

- Ensure all areas of the City and its peripheral growth areas have plans, and eliminate confusion created from overlapping plan geographies with different recommendations
- Facilitate enhanced coordination between City initiatives and divisions

2019-2023 Dane County Parks and Open Space Plan

Similar to the City of Madison, Dane County completes a Parks and Open Space Plan (POSP) every five years. The goal of the County's 2018-2023 POSP is to identify significant cultural, historical, and natural resources to be considered for protection, preservation, or restoration. In addition, the plan seeks to analyze recreation needs and demands on a county-wide level.

[TBD - This plan is currently being updated by and may be finished in time for us to incorporate a summary of the new plan before this plan is adopted]

Blooming Grove Drumlins Initiative

Over the past decade, Dane County and the City of Madison have engaged in ongoing discussions regarding the highest priority natural features in need of protection within the Blooming Grove Natural Resource Area. Recently, the County highlighted the need for a future joint planning effort for the area given their work underway with the siting of a new landfill and sustainability campus on the east side of Madison. That planning effort includes commitments to increase park and open space–possibly within the Blooming Grove Drumlins Natural Area.

Northeast Gravel Quarry Site (Need to fit this in but not sure this the place) Parks

2018 – 2023 State Comprehensive Outdoor Recreation Plan (SCORP)

Overarching guidance on Comprehensive Outdoor Recreation Planning comes from the *Wisconsin Statewide Comprehensive Outdoor Recreation Plan* (SCORP). Developed by the Wisconsin Department of Natural Resources (WDNR) and adopted in 2019, the report focuses on national survey data to see statewide and national trends in recreation, as well as changes to statewide demographics and evaluating state and regional recreation needs.

[TBD - This plan is currently being updated by and may be finished in time for us to incorporate a summary of the new plan before this plan is adopted]

Downtown Plan

This plan describes the desired future for Madison's downtown and provides a framework for implementation. It establishes a decision-making framework to ensure that incremental actions made over time (such as budgeting and land use decisions) achieve a common vision for the future. The City of Madison Downtown Plan was adopted in July 2012. Its recommendations were prepared and developed through a 3+ year planning process based on a vigorous public input process.

Madison Sustainability Plan

The Madison Sustainability Plan was developed over the course of 2023 and 2024 as an update to the City's original plan adopted in 2011. The plan is a roadmap for ensuring that Madison is a healthy and resilient place to live and work today and for future generations. The Madison Sustainability Plan includes 24 goals organized into eight elements. The goals chart the city's future course and are designed to be ambitious yet attainable achievements that will make Madison a more resilient place

today and into the future. Each goal is also accompanied by a set of actions—policies, programs, or projects that, together, help accomplish the goal. The goals from the Sustainability Plan most relevant to the parks system include:

- Goal 3: Provide equitable access to parkland, lakes, and other natural areas as well as sports, recreation, education, and wellness programming offered by the City and its partners.
- Goal 17: Preserve and restore urban natural areas, with a focus on providing equitable access for residents.
- Goal 18: Implement Integrated Pest Management practices to minimize pesticide use for all City activities and City-owned properties.
- Goal 19: Equitably expand urban tree canopy coverage from 23% in 2024 to 40% by 2080.

Madison Parks Racial Equity Action Plan

In 2021, the City of Madison created the Racial Equity Action Plan through a series of robust public engagement efforts. At the center of the plan are 4 recommendations:

- Improving health outcomes and connection to the Parks system
- Strengthening outreach and public participation from communities of color
- Creating a racially diverse and inclusive workforce
- Ongoing training to improve understanding of racial equity concepts and tools
- Each of the four overarching goals are accompanied by a series of actions.

5.3 Recreation Needs Analysis (PARKS DIV.)
Coming in July or September.

5.4 Engagement Strategy and Outcomes (MSA)

The community engagement strategy for this plan included both city-wide and focused on those typically left out of marginalized during city planning efforts. City-wide planning efforts included a survey developed collaboratively with the UW Survey Center and four Public Input Meetings (PIMs) held over the course of April and May 2024.

[This section will be expanded later in the summer to include the BIPOC-Focused engagement strategy and outcomes, and results from the survey and PIMs]

5.5 Parkland Access (MSA)

[TBD in May]

5.6 Land Management Considerations (PARKS DIV.)
Covered in the Sustainability Climate Resilience Issue Paper

5.7 Partnership Opportunities (PARKS DIV.)
Covered in the Activating Parks Issue Paper

5.8 Committee and Subcommittee Input (PARKS DIV.)

Covered in Chapter 3 “Planning Process”