

Comprehensive Plan

City of Madison

Comprehensive Plan Update

What is the Comprehensive Plan?

- Update to the City of Madison Comprehensive Plan
- Existing Plan adopted in 2006
- Provide holistic view of the City
- Looks 20 years into future, but focuses on actions for the next 10 years
- Collaboration among City Agencies and many external stakeholders

Comprehensive Planning

- All Wisconsin communities engaged in land use controls must have a comprehensive plan.
- Comprehensive plans must be updated every 10 years.
- Madison's existing plan was begun in 2003 and adopted in 2006.
- Updated plan is expected to be adopted in early 2018.

Comprehensive Planning

- Comprehensive Plans must include 9 required elements, though other elements may also be included.
 - Issues & Opportunities
 - Housing
 - Transportation
 - Utilities & Community Facilities
 - Agricultural, Cultural, & Natural Resources
 - Economic Development
 - Intergovernmental Cooperation
 - Land Use
 - Implementation

Update Goals & Themes

- Greater emphasis on EQUITY, HEALTH, SUSTAINABILITY, & RESILIENCE
- Synthesize, focus, & prioritize recommendations from other recent plans
- Shorter, user-friendly final product
- Metrics to track progress
- Integration with City budgeting process

Public Engagement Plan

- Inclusive, relevant, transparent, flexible, and fun process.
- Use marketing, interactive website, and social media to reach as many Madisonians as possible.
- Focus on deeply engaging resident groups that have historically been not participated in traditional public participation processes.

Public Engagement Plan

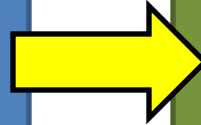
- Resident Panels
- Community Liaisons
- Interactive Website
- Social Media
- Community meetings
- Promotional Video
- Interview Videos
- Newsletters
- Traditional Media
- Speaking Opportunities
- Information Kiosks
- Festivals & Events
- Board, Committee, & Commission Meetings

Timeline

Phase 1: Fall 2016

Where Are We Headed?

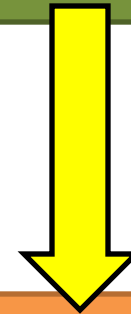
- Have we identified the relevant issues?
- What goals should we set to address these issues?



Phase 2: Spring 2017

How Will We Get There?

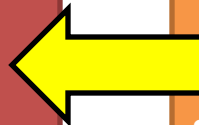
- How can we achieve the goals identified in Phase 1?



Phase 4: Spring 2018

Plan Adoption

- Review by City boards, committees, and commissions.
- Final approval by Common Council.



Phase 3: Fall 2017

What First?

- How should we prioritize these actions?

Status Update

- Website – Urban Interactive Studio (launches early October)
- Marketing – Pop-Dot (name & branding early September)
- Background Information Databook
- Inter-Agency Staff Team
- Resident Panels
- Promotional & Interview Videos (released in October)
- Mitchell Silver Reception (October 7)
- Mayor’s Neighborhood Conference (October 8)
- Kickoff Community Meeting (October 26)
- Satellite Kickoff Community Meeting (November 2)