

Imagine Madison

People Powered Planning

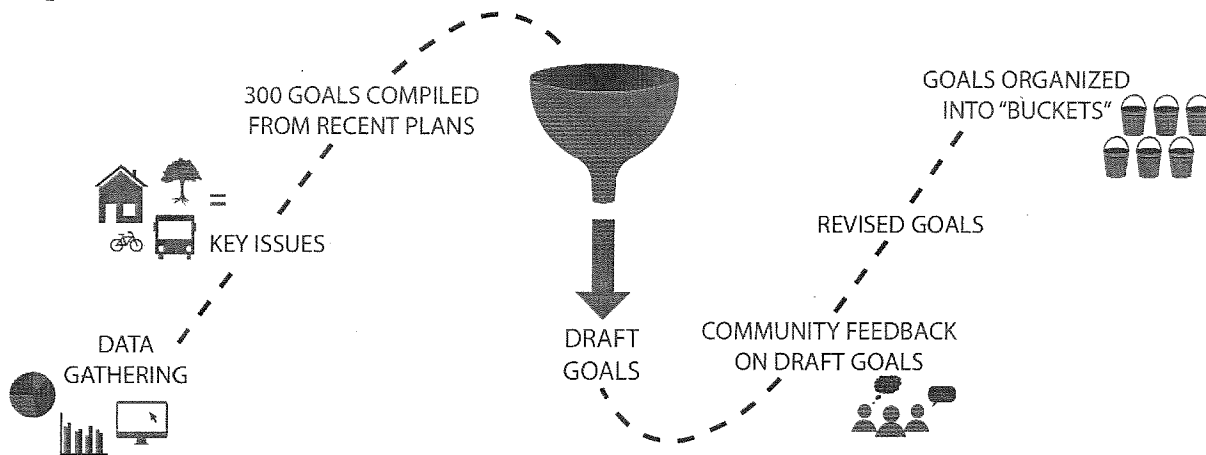
What is Imagine Madison?

Imagine Madison is the process to update Madison's **Comprehensive Plan**, which was adopted in 2006. The Plan will be an action plan for the future of Madison that guides decision-making and investment toward a healthier, more equitable and sustainable city. Your feedback will **guide** Madison's future.

Where are we at in the process?

In Phase 1 of Imagine Madison, the community established **goals** to address issues facing Madison. We have organized these goals into the six themes below. Next, we need your help to determine the most important **strategies** to achieve the goals.

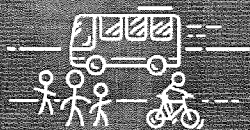
Imagine Madison Phase 1



Madison is expected to grow.

By 2040, Madison is projected to add approximately **70,000 new residents** to the roughly 250,000 people who live here today. Madison is also becoming younger and more diverse. We need your help to proactively plan for our growing and changing community.

Form & Connectivity



Neighborhoods & Housing



Economy & Opportunity



Culture & Character



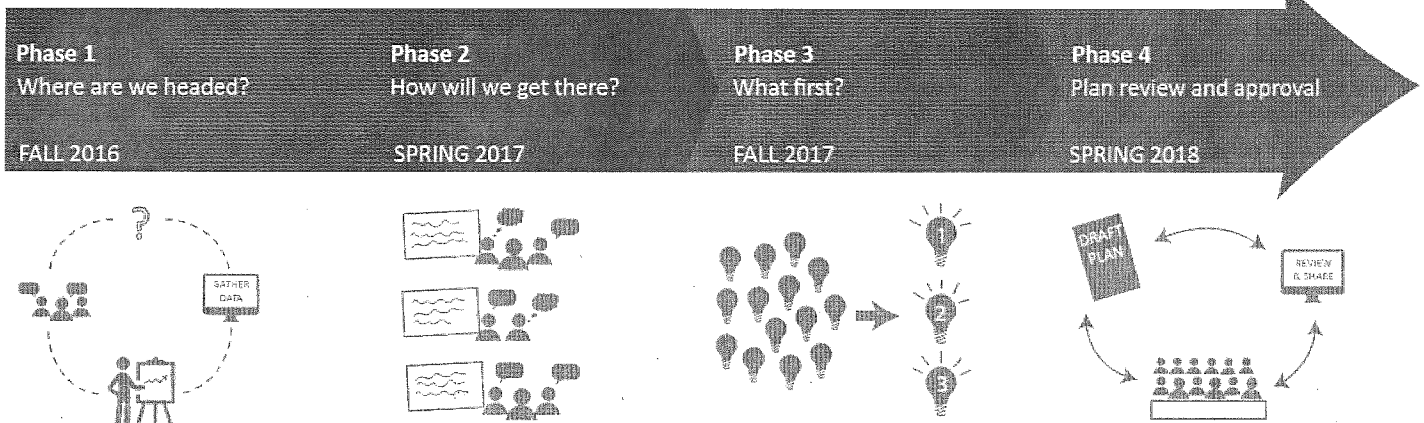
Services & Facilities



Green & Resilient



PROJECT TIMELINE



Phase 1 - Goals

- Have we identified the issues in Madison that are relevant to you?
- What goals should we set to address these issues?

Phase 2 - Strategies

- What strategies should we use to achieve the goals?
- What changes would you suggest to the Future Land Use map?

Phase 3 - Priorities

- How should we prioritize these actions?
- Where should we prioritize growth?

Phase 4 - Adoption

- Are there any changes to the draft plan that you would suggest?

Guiding Lenses



Adaptability



Equity



Health



Sustainability

What are residents saying?

"Equitable housing is very important to me. I want the City to put highest priority on ensuring safe and affordable housing grows evenly across Madison and can benefit all."

-Online Survey Participant

"Public transportation currently makes it very time-consuming to be low-income & function in the city. It's very hard to live in one community but work in an adjacent one thru public transportation."

-Resident Panel Participant

"Investing in quality education for all, especially minority communities, is a hugely important factor for the future of Madison."

-Online Survey Participant

"Parks and recreation that is in and near all neighborhoods. One of the reasons I love Madison is because of the green space here. We have to make this available to all areas of the city."

-Public Meeting Participant

How Do You #ImagineMadison?



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