

SCOPING STUDY
MARCH 2020



MADISON
PUBLIC
LIBRARY



IMAGINATION CENTER at Reindahl Park

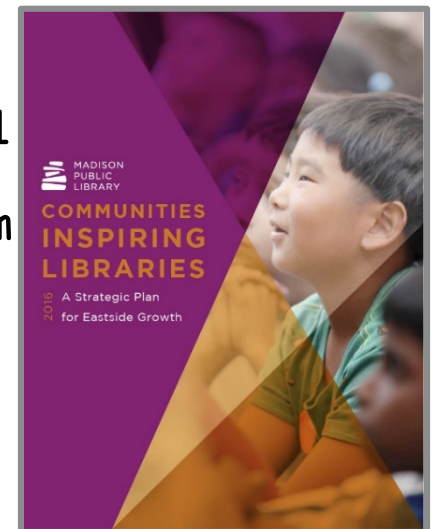
Joint Meeting of the Library Board and Board of Park Commissioners - March 11,
2020

Kevin Englebert, Library Planner



Imagination Center Background

- In 2015, Madison Public Library launched the planning process for an eastside strategic plan
- Library staff engaged 338 people through 52 conversations using *Tell Us/Cuéntenos: Communities Inspiring Libraries*
- The eastside plan contains values and goals as well as a land use analysis of library locations and service
- In 2016, the eastside plan was completed and adopted by the Library Board and Community



Communities Inspiring Libraries: A Strategic Plan for Eastside Growth

- The primary recommendation of the eastside plan is to construct a new library in northeast Madison at Reindahl Park
- The plan recognized other civic and social services are needed in northeast Madison
- Madison Public Library created the Imagination Center concept, intentionally broad and open-ended to discover community needs

Scoping Study

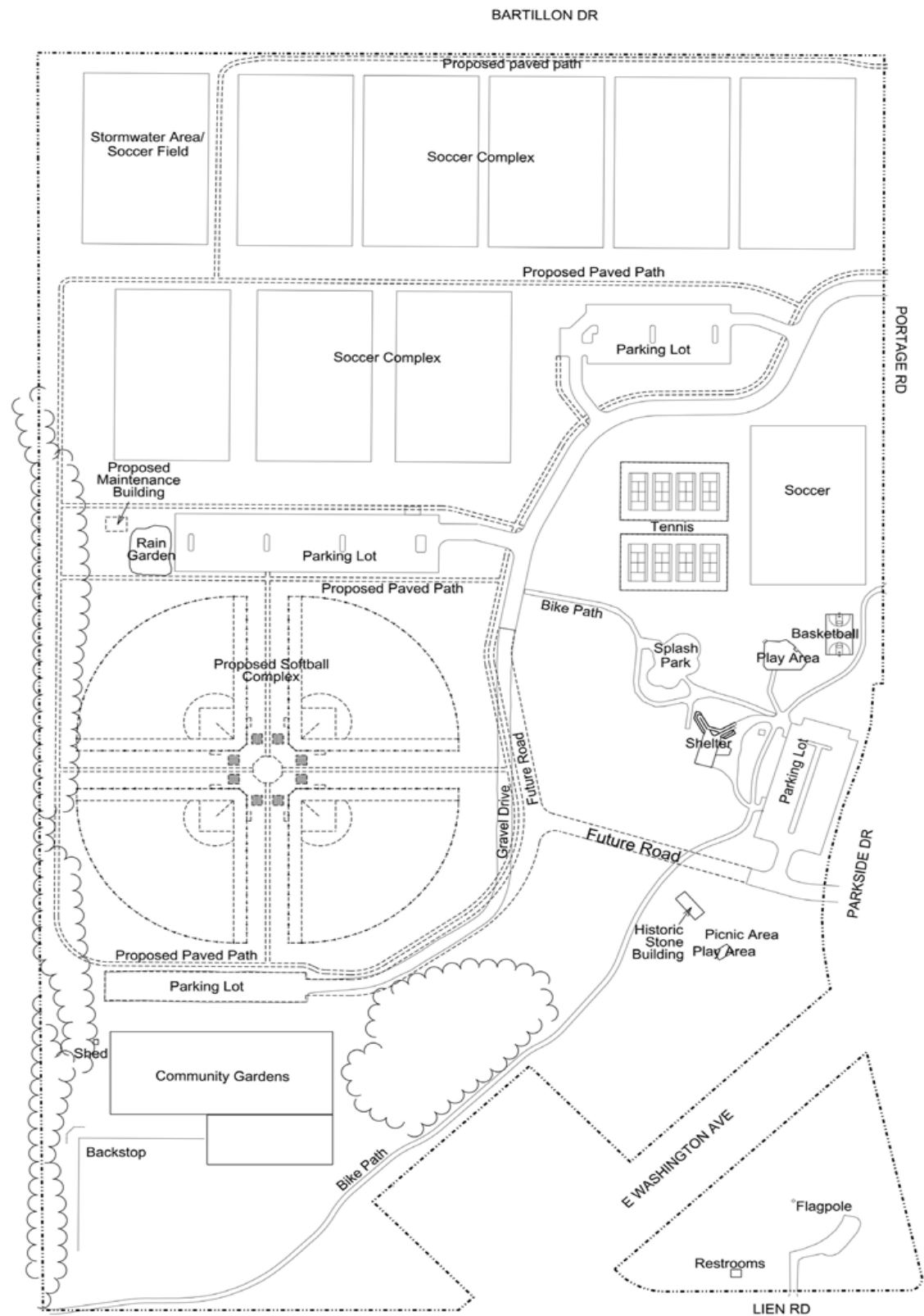
Goals

- What is the Imagination Center and how will it impact Madison?
- Who will be better off because of the Imagination Center?
- How will the Imagination Center interact with Reindahl Park?
- What does a successful Imagination Center look like?
- The goal of the scoping study is to establish a *community vision* to guide the project through design, construction, and operation

Scoping Study Layout

- Six Sections
 - History and Background
 - Neighborhoods
 - Demographics
 - Transportation
 - Engagement
 - Recommendations
- Imagine Madison & Park and Open Space Plan
- The Road Ahead

Reindahl Park







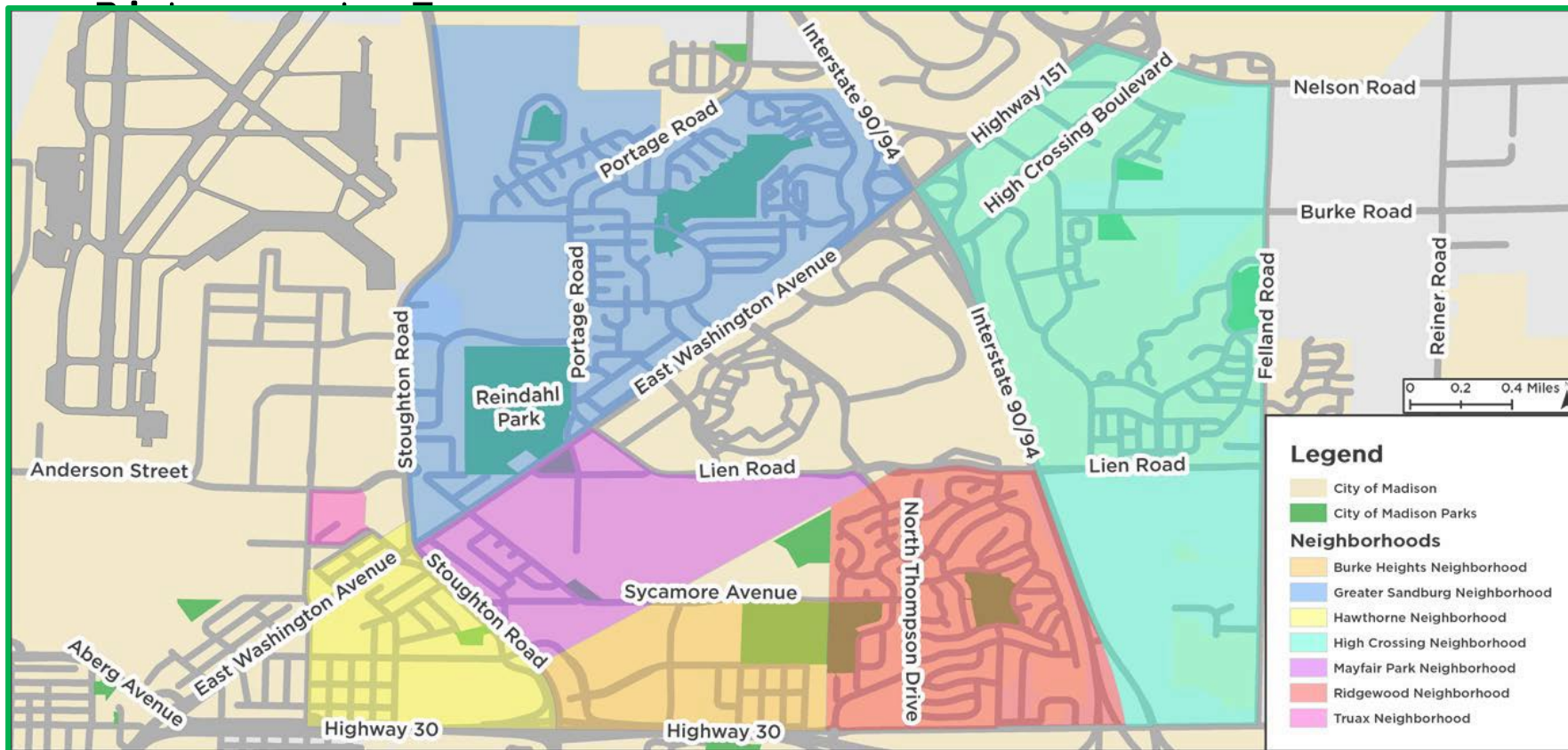




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1010 PORTAGE AVE.

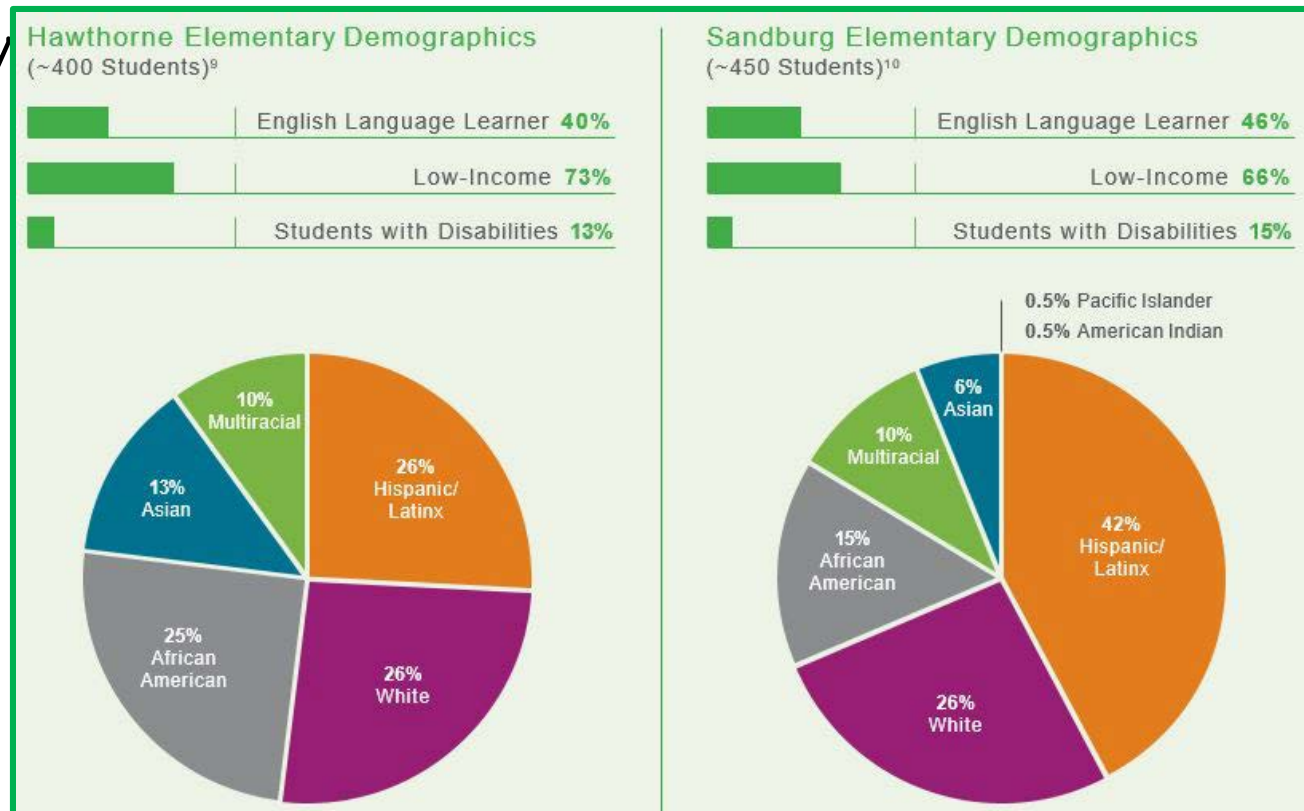
Neighborhoods

- Seven Neighborhoods adjacent to Reindahl Park: Burke Heights, Greater Sandburg, Hawthorne, High Crossing, Mayfair Park, Ridgewood, Truax



Demographics

- Approximately 26,000 residents
- Higher percentages of immigrants, youth, and people of color than other areas of Madison
- Youth considerably more diverse than the adult population
- Adults have lower levels of educational attainment
- Approximately 100% access



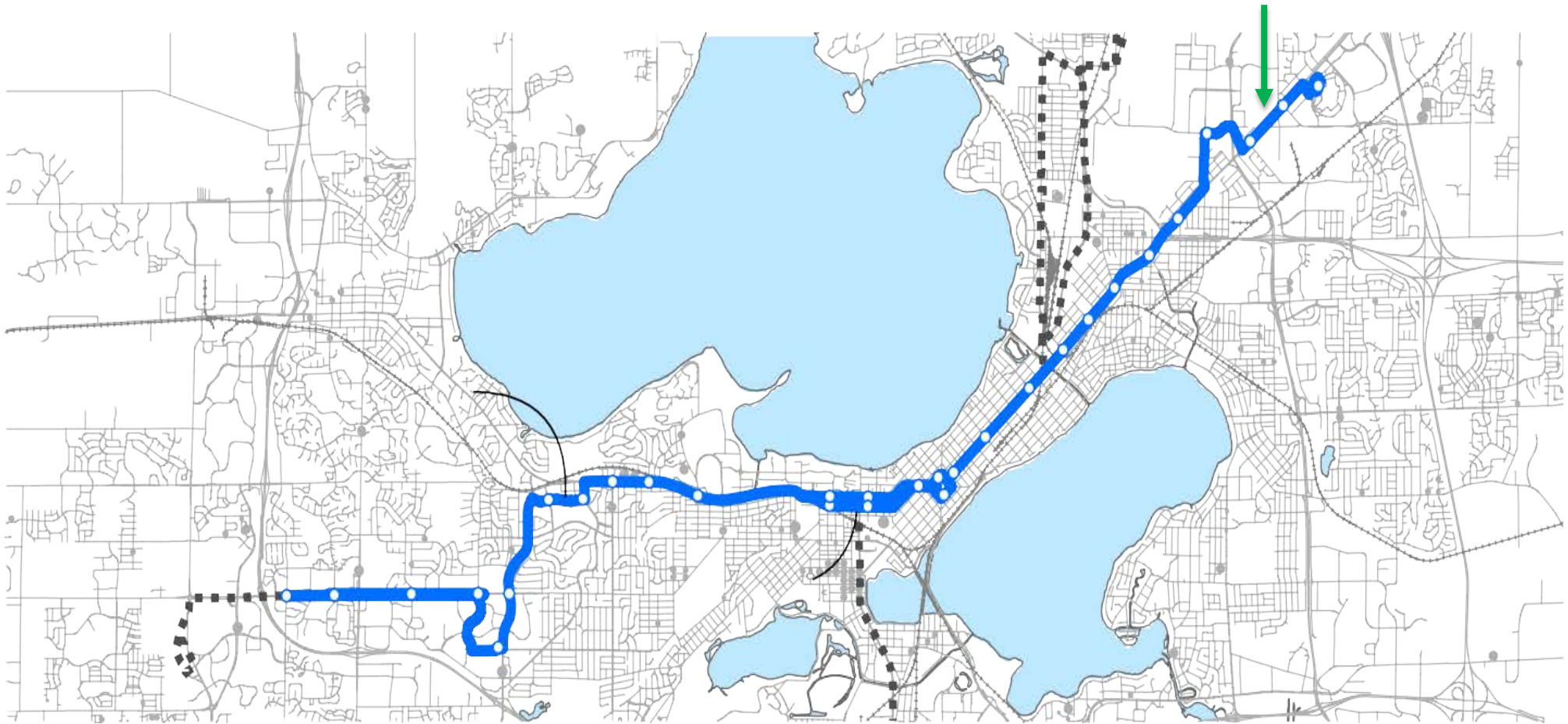
Transportation

- Pedestrian network and bike network generally well-suited for access to the Imagination Center
- Three Metro Transit stops located adjacent or nearby Reindahl Park. Most notably, there is a stop at Thierer Road and East Washington Avenue
- A **Bus Rapid Transit stop** is planned at Reindahl Park
- Accessibility - important consideration for siting the Imagination Center

Bus Rapid Transit

- Bus Rapid Transit stop planned for Thierer Road and East Washington Avenue
- Great potential to serve Reindahl Park and connect it to downtown and the west side of Madison

Reindahl Park



Engagement

- October 2018 - October 2019
- **112 Conversations with 425 Community Members.**
One-on-one and small group conversations were the primary focus. Attended a variety of existing community events (Wild Rumpus, District 17 Forum, EMCC events)
- Engagement sessions at Hawthorne, Sandburg, East and West High Schools (C Club, and Principal's E
- Local Voices Network



Data Analysis and Recommendation Structure

- Gathered notes from each conversation and interaction with community members
- Library staff completed a qualitative analysis of the notes and grouped recommendations by the five critical roles established in *Communities Inspiring Libraries*
- South Central Library System - Data Services Consultant ran an anonymized analysis simultaneously for quality control
- Recommendations are a result of community conversations, research, and institutional goals

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Social Forum

- 1 Meeting Rooms
- 2 Event and Gathering Space
- 3 Food Preparation and Programming
- 4 Youth and Teen Space
- 5 Anji Play

Social Forum

1 Meeting Rooms

2 Event and Gathering Space

3 Food Preparation Space

- The current Reindahl Park shelter is aging and lacks natural light. Community groups host events in the parking lot or lawn areas of the park
- Opportunity for meeting rooms, shared event space, and facility co-location
- Food preparation space could be used for events and Library/Parks programming

Social

Forum and Teen Space

5 Anji Play

- Parents often shared desire for more opportunities for youth recreation and learning
- Large youth population lives in northeast Madison
- Opportunity to expand Anji Play at Reindahl Park





Civic

Innovator

1 Immigration and Citizenship

2 Digital Engagement

3 Polling Place and Voter

Registration

Civic Innovator

1 Immigration and Citizenship

2 Digital Engagement

3 Polling Place and Voter

- ~~Registration~~ Higher immigrant population than most other areas of Madison. The Imagination Center will have immigration resources and could partner with an organization to offer drop-in assistance
- “Virtual City Hall” concept to connect residents to city government, meetings, and services
- Polling place and voter registration, other civic discussions and information sharing

Holistic Health Advocate

1 Health Literacy and Health
Services

2 Environmental Education

3 Garden and Outdoor Workspace

Holistic Health

Advocate

Health Literacy and Health

Services

- Residents expressed health concerns in their community, especially behavioral health. Opportunity to improve health literacy and offer services such as drop-in clinics
- Location at Reindahl Park key to increasing recreational programming and activities

Holistic Health

Advocate

Environmental Education

3 Garden and Outdoor Workspace

- Neighborhood residents are worried about environmental impacts resulting from PFAS, F35's, and urban development
- The Imagination Center's location at Reindahl Park presents a great opportunity for environmental education
- Creating an outdoor space will provide new opportunities for learning and social interaction

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Cultural Platform

1 Artist-in-Residence

2 Imagination Center Art

3 Culturally-Representative Material
Collection

4 Media Programming and Digital Creation

Cultural Platform

1 Artist-in-Residence

2 Imagination Center Art

3 Culturally-Representative Material
Collection

4 Media Programming and Digital Creation



- Lack of places for residents to enjoy and create art
- Could expand Thurber Park artist-in-residence model to Reindahl Park
- Media programming will bring new offerings to



Economic Engine

1 Digital Inclusion

2 Child Care

3 Literacy Classes

4 Financial Empowerment

Economic Engine

1 Digital Inclusion

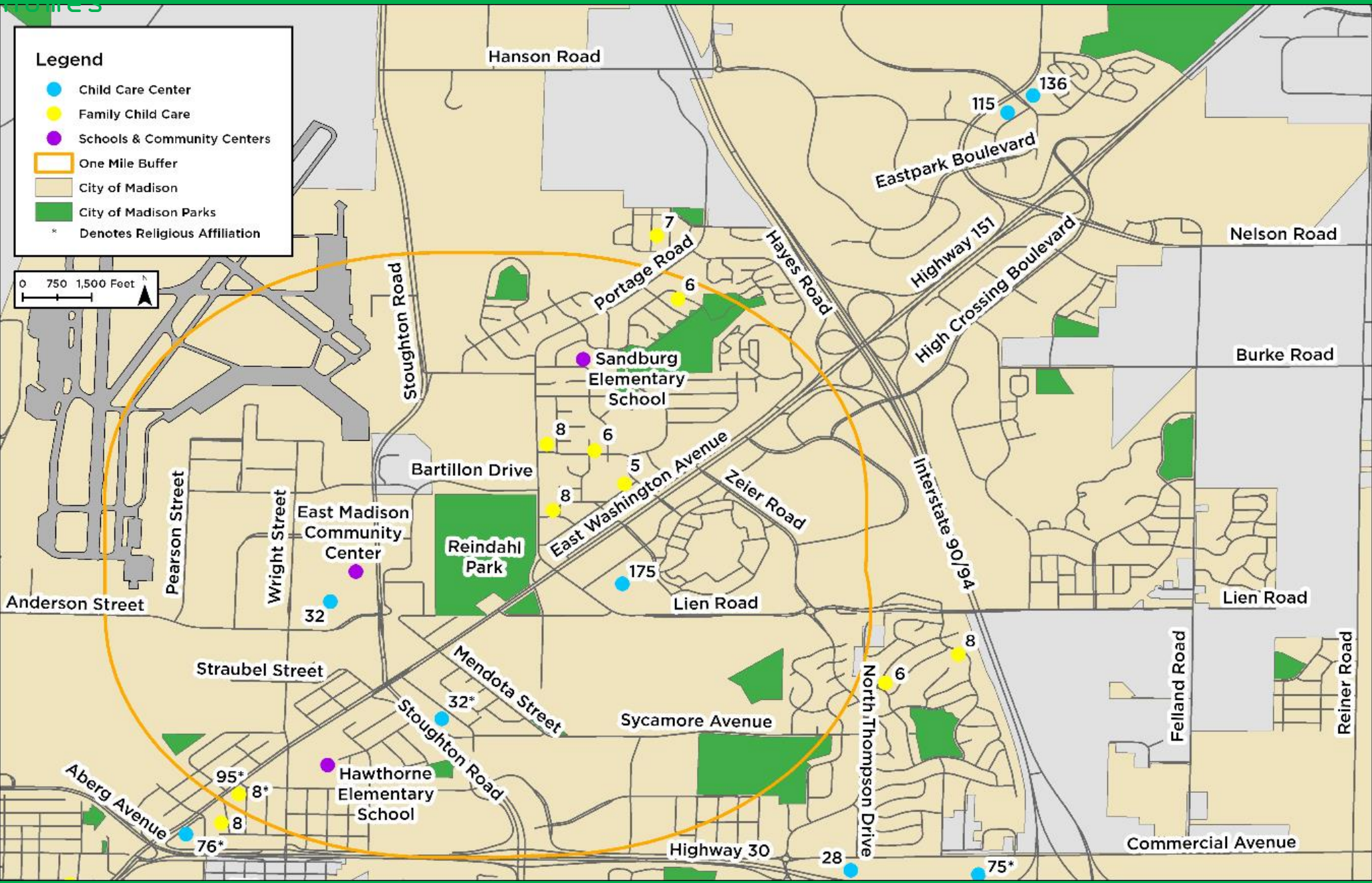
- Approximately 1,500 northeast Madison households or 14% of northeast residents do not have internet access in their home or a mobile data plan
- Students asked for a place to work on homework after school and on weekends
- Imagination Center will provide high-speed internet and related services such as printing, scanning, etc.

Economic Engine

2 Child Care

- Many community members described challenges finding child care in the northeast Madison region
- The Greater Sandburg Neighborhood is a child care desert according to the Center for American Progress
- The youth population in the Reindahl Park area is growing - 20.1% increase from 2010 to 2017
- Future residential development planned for East Towne Mall and the east side of I90/94

Reindahl Park Area Child Care Centers and Homes



Economic Engine

3 Literacy Classes

4 Financial Empowerment

- Strong community interest for literacy classes, especially ESL classes
- Imagination Center will provide literacy resources and the Library could expand partnerships with organizations to host literacy classes at the Center
- Presence of financial institutions nearby could lead to partnerships aimed at improving financial outcomes for Imagination Center visitors

Imagine Madison and Park and Open Space Plan

- The Imagination Center will advance at least 12 goals from *Imagine Madison: City of Madison Comprehensive Plan*
 - Provide opportunities to learn about, create, collaborate, and enjoy the arts
 - Locate community facilities to provide a high level of service to all neighborhoods
 - Improve accessibility to government agencies and services
- *2018-2023 Park and Open Space Plan*
 - Design park facilities to accommodate diverse activities and populations
 - Increase engagement with groups and organizations and develop new ones

The Road Ahead

- Library Board and Board of Park Commissioners approval
- Begin pre-design process - further refine the Imagination Center scope, cost estimation, and conceptualize project
- Assess fundraising capacity and determine financial model
- Form partnerships with community organizations for services such as literacy classes and child care