

Phase 1 Public Feedback Summary

This document summarizes the feedback heard from public meetings; online surveys; Resident Panels; Planning Pop-ins; Boards, Commissions, & Committees



HOUSING

Goal 1: Have a full range of quality and affordable housing opportunities throughout the City.

Feedback:

- Affordable housing is by far the most important aspect of housing; rents are too high
- This goal could more clearly address equity and housing discrimination
- Low-income housing should be distributed across the city with easy access to transportation, not concentrated to create pockets of poverty (this was not mentioned by Resident Panels)
- A substantial amount of newly built housing is “luxury” and not affordable to many people.
- Housing should be truly affordable for the working class, not tied to some metrical standard
- Rising rent prices are pushes minorities outside of Madison
- Hard to overcome barriers to housing/jobs like conviction or credit issues
- There are too many new residential high-rises
- Need for more housing type diversity, with focus on the “missing middle,” tiny houses, townhomes, etc.
- Need for housing for different household types (singles, multi-generation, etc.)
- In contrast to the many calls for affordable housing and a focus on equity, some believe neighborhood associations should have more power to exercise the exclusion of density and affordable housing
- More housing density is needed to accommodate growth and to connect it to existing services and employment opportunities
- Homelessness is a major issue; it should not be criminalized
- More and better policies and programs are needed to enable true affordability in addition to simply building more affordable units
- Need more assistance to first time home buyers



TRANSPORTATION

Goal 2: Have a safe and efficient regional transportation system that offers a variety of choices among transportation modes.

Feedback:

- Emphasize sustainability and affordability
- This goal may be too vague regarding equity
- Cross-town commuting is very tough
- Need regional transportation to access jobs in adjacent communities
- More investment should be made in modes other than the automobile
- Current bus service is not good for lower income resident and residents on the city periphery. Additional bus service is needed; this includes regional and BRT service.
- More bicycling infrastructure is needed. This was not emphasized by Resident Panels

- Light rail and intercity rail should be explored.
- Congestion is an issue, but support is for increasing mode choice rather than for road widening or other capacity increasing policies.
- Safety is still an issue on busses (drivers and passengers are threatened -- transgender and gender-nonconforming passengers especially, who often rely on transit; overcrowding on some busses is unsafe for youth)



TRANSPORTATION

Goal 3: Make land use and transportation decisions in a mutually supportive manner to provide access for all.

Feedback:

- Transportation must be planned to connect housing and jobs
- Prioritize infill, not sprawl to limit trip increases
- This goal can be confusing to those not well-versed in sound planning principles
- The City needs to coordinate better with adjacent communities regarding the regional transportation system.



LAND USE

Goal 4: Be comprised of compact, interconnected, neighborhoods anchored by a network of mixed-use activity centers.

Feedback:

- Compact growth is important; walkability is a priority
- Areas of higher density and infill should be emphasized
- We currently have too much sprawl
- Connectivity improves social inclusion
- Some conflict remains with those preferring a lower-density, more suburban lifestyle
- We need more land for growing healthful foods



LAND USE

Goal 5: Be the center of our region, with Downtown serving as our primary activity hub.

Feedback:

- This was the draft goal with the least support.
- Cutting down on ambiguity and defining the “region” may clarify the intent of this goal
- Many respondents think downtown is doing well and does not need special attention.
- Some respondents did not believe downtown needs to be the primary activity hub
- If downtown is primary hub, some people are excluded due to expense, transportation limitations, and parking
- Include vibrancy and define what downtown as the primary activity center entails.



LAND USE

Goal 6: Have a unique character and strong sense of place in its neighborhoods and the city as a whole.

Feedback:

- Madison can tend to be very homogenous
- Avoid “cookie cutter” design; there are concerns about boring architecture, design, and usage.
- We need to scatter affordable housing and increase diversity in our neighborhoods
- Neighborhood character is valued, but some participants emphasized that they would prefer the character doesn’t change
- Be wary of “neighborhood character” being a codeword for protectionism and creating segregation
- Infill is important to accommodate new growth and create strong neighborhoods.
- Neighborhood Associations should be stronger to have more control over land use approvals to protect their neighborhoods. This was not mentioned by Resident Panels



ECONOMIC DEVELOPMENT

Goal 7: Have a growing, diversified economy that offers opportunity for all.

Feedback:

- Need to close equity gap
- The words “growing,” “opportunity,” and “diversified” may be too weak and/or vague.
- More good jobs and opportunities are needed for communities of color and those without a college education.
- Equity and Diversity are very important
- Education and workforce development should be a priority
- Madison needs a reasonable living minimum wage
- Emphasize employment opportunities for all that pay enough to support a family.
- Economic development should address helping people repair credit history & access credit
- Need an increase in minority owned businesses
- Need incentives for development to come to the North side



CULTURAL AND HISTORICAL RESOURCES

Goal 8: Value our cultural and historical assets.

Feedback:

- Arts and cultural resources need to be inclusive, with a multicultural focus
- More focus on Native culture
- Cultural activities should be more geographically distributed throughout the city
- Need safe, affirming spaces that are permanent social outlets for LGBT, youth, people of color, people with disabilities, and other multiply marginalized people
- More multicultural events to celebrate and learn about other cultures

- Hmong culture is in danger of disappearing – community centers don't offer culturally competent services or bilingual staff; community centers fees are too expensive; there are no funeral homes that allow proper Hmong funeral rituals (i.e. 24/7 traditions), etc.
- There is a need to balance redevelopment and preservation. This was not emphasized by Resident Panels
- "Value" is a vague/weak word



PARKS, OPEN SPACE, AND RECREATION

Goal 9: Have a parks and open space system that preserves natural areas while offering recreational opportunities and gathering places.

Feedback:

- Many people love the parks
- We need to focus on equitable parks: access based on location; equitable access in that all parks should be inclusive for all ages, races, genders, economic status, ability; equitable park equipment; equitable park facilities such as equipment and restrooms; equitable park upkeep
- There are many parks but people want more activities, programming, and (more & better) facilities in them
- We need to ensure everyone is comfortable using the parks
- Park spaces are not set up for Hmong community use (i.e. they don't allow large, multi-generational gatherings)
- Focus more on conservation/natural parks
- There is too much lakeshore development; we should work to provide more public access to the lakes
- The Park system should especially be considered within a regional context as it is closely connected to the concept of regional ecological systems



NATURAL RESOURCES

Goal 10: Be a steward of our land, air, and water resources and interconnected ecological systems.

Feedback:

- Climate change should be at the center of this goal
- Protect our lakes and water quality, with particular attention to salt and runoff pollution
- Strengthen municipal laws around air, water, & ground pollution
- Waste reduction, specifically recycling and composting
- Emphasis on renewable energy sources for power and transportation



AGRICULTURAL RESOURCES

Goal 11: Support the region's agricultural prominence with a strong food economy and access to healthful foods.

Feedback:

- Access to healthful food is more important than the city's "food economy" as top priority
- Equity is paramount as lower income neighborhoods have poor access to affordable, healthful foods
- Many people love our community gardens, but we need more
- People love farmers markets
- Support local foods and small famers
- More food pantries with increased accessibility
- Consider naming "Agricultural & Food Resources" and emphasize access to both healthful *and* affordable foods



UTILITIES AND COMMUNITY FACILITIES

Goal 12: Have efficient and reliable public utilities, facilities, and services that support all residents.

Feedback:

- Sustainable and clean utilities should be a priority
- Renewable energy sources
- Telecommunications, specifically broadband internet access, should be included
- Water conservation
- Better access to mental health services
- Need a community center or city-wide nonprofit that provides services to the Hmong community
- Work is needed to alleviate utility costs for families of high need
- Gender inclusive/All gender restrooms throughout Madison buildings
- Kids and older adults need more programs/activities
- There is a lack of culturally competent childcare & healthcare services for Hmong community
- It is not clear to many if schools fit in this category
- Access to internet and technology should fit in the community services section
- There is currently good public support of the schools and library systems
- There's a huge gap in police and fire service on the Northside



INTERGOVERNMENTAL COOPERATION

Goal 13: Collaborate with other units of government to improve efficiency and achieve shared goals.

Feedback:

- Collaboration not just with units of government but also MMSD, UW, Madison College, Edgewood College, the County and State, non-profits, community leaders

- Need more effort from City government to engage with Ho-Chunk government
- Regional public transit
- Many support absorbing the surrounding towns (Burke, Madison, etc)
- Better City-County interaction and cooperation
- Create City/County ID for people without lawful US documentation

Suggested Additional Goals and miscellaneous feedback

- By a considerable margin, the two most often cited additional goals were:
 - Education
 - Safety/crime/policing
 - MPD does not have positive collaboration with many neighborhoods
 - Inequities in the criminal justice system
 - Policing and use of force
 - Transgender and gender-nonconforming people will no longer live their lives in constant fear of violence, harassment, or discrimination
- Equity & Sustainability were often praised for inclusion as focus lenses, but some thought they should have their own goals as well. Due to the pervasive nature of these topics, along with adaptability and health, they will be better addressed through a number of measurable objectives throughout the plan.
- Need for culturally competent childcare and healthcare for Hmong community
- Something regarding access to affordable health care for all residents
- A goal to get the City to better engage and support the Hmong community – without this goal, Madison will continue to develop housing, parks, transportation, etc that will not meet the needs of the Hmong community
- Immigration issues
- Accountability and transparency in this process are needed
- Climate change, homelessness, and poverty were important topics to many that can and should be addressed within the existing draft goals.
- Civic engagement, city service delivery, and aging were additional possible goals mentioned by several participants and groups.
- Growing cultural diversity is great, but we need equity, unity, & welcoming atmosphere for ALL people (*ALL people = all races/ethnicity, nationalities, sexes, genders, ages, incomes, abilities, religions, etc.*)