

MADISON'S ECONOMIC STRATEGY


Economic Symposium – RESULTS




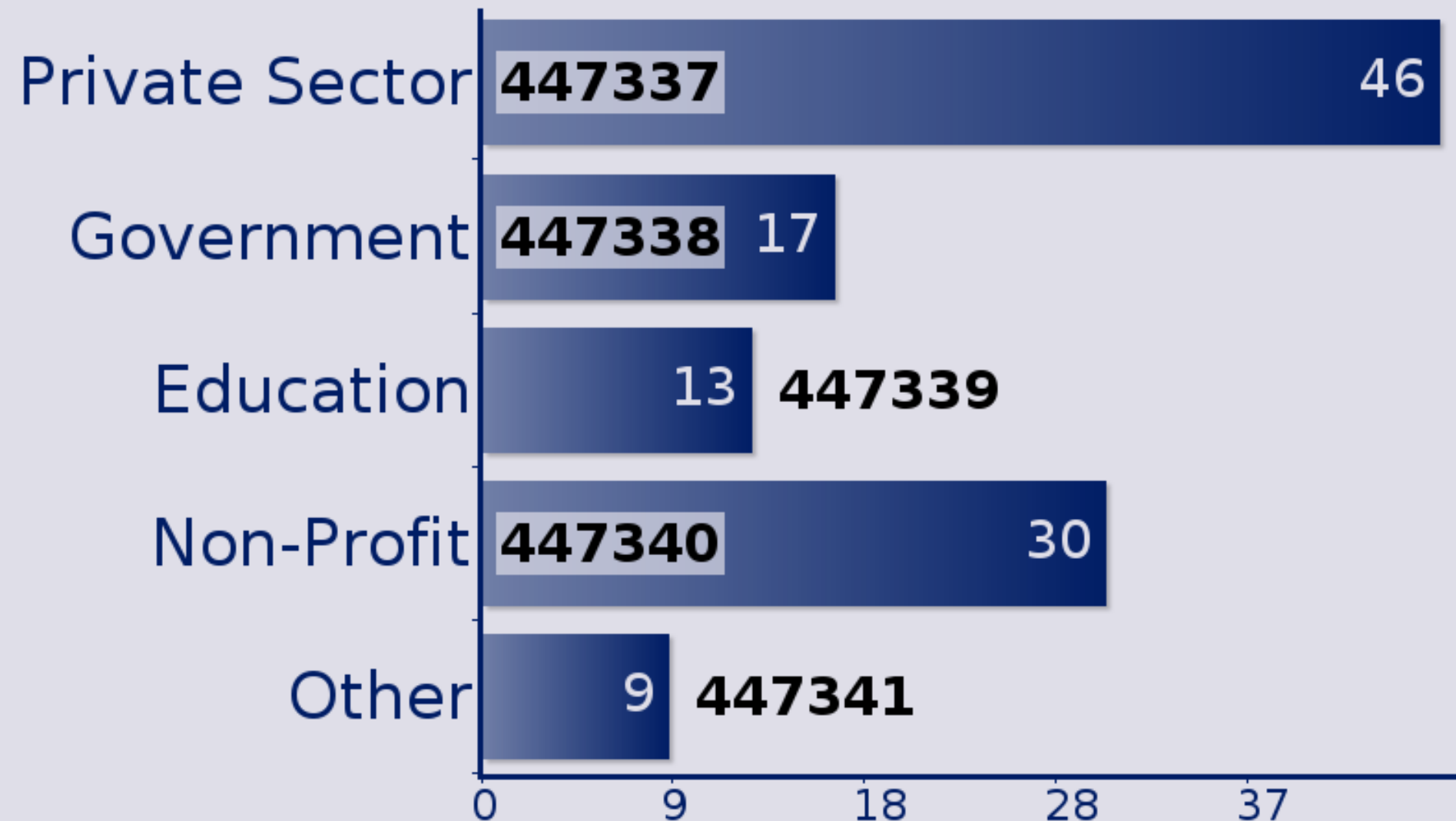
188 Attendees - September 10, 2014

Results of Audience Polling During Data Presentation

What Best Describes You?

 You may respond at **PollEv.com/dankennelly** when the presenter pushes this poll

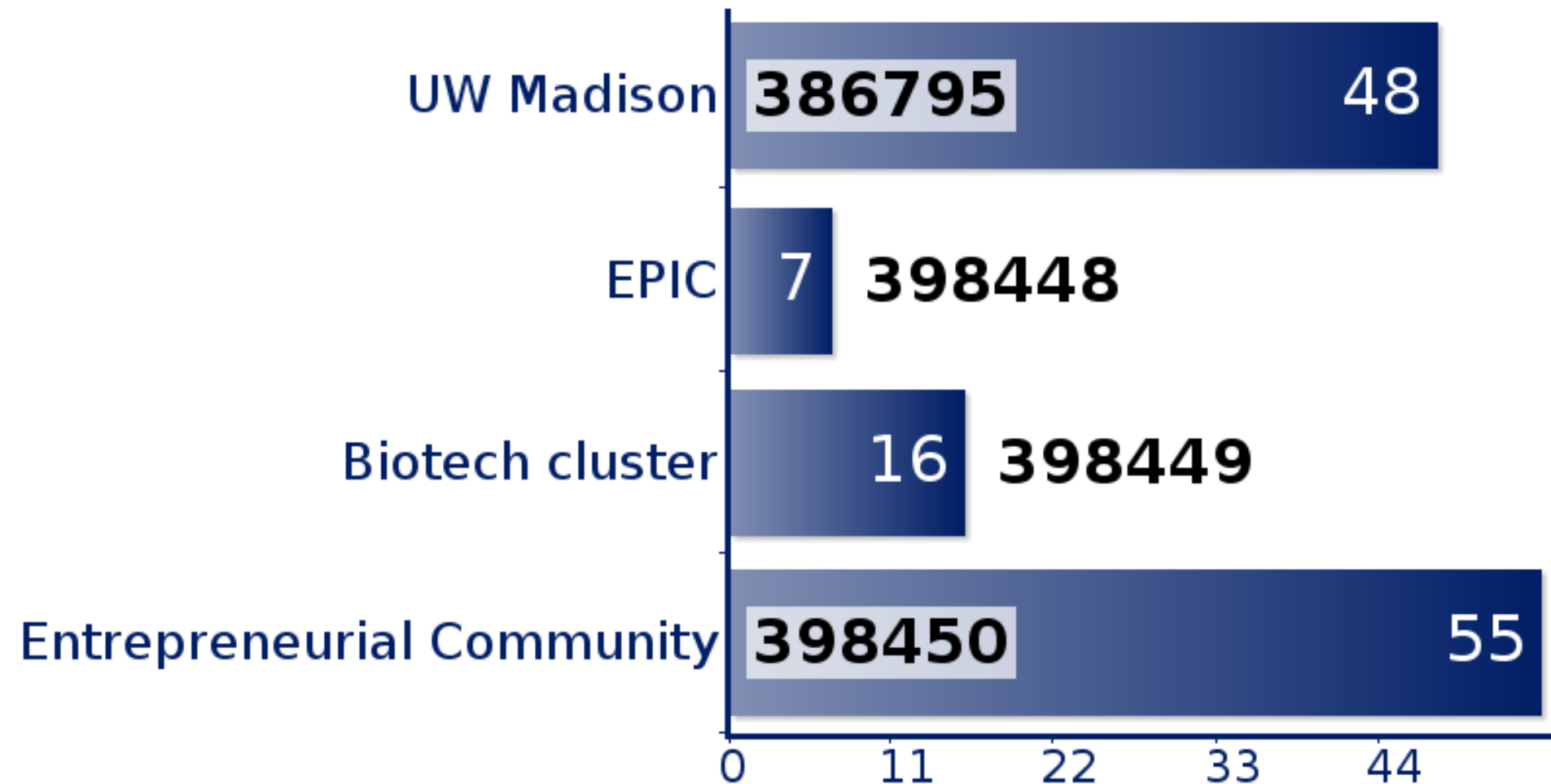
 Text a **CODE** to **22333**



What's our most important driver of innovation?

 You may respond at **PollEv.com/dankennelly** when the presenter pushes this poll

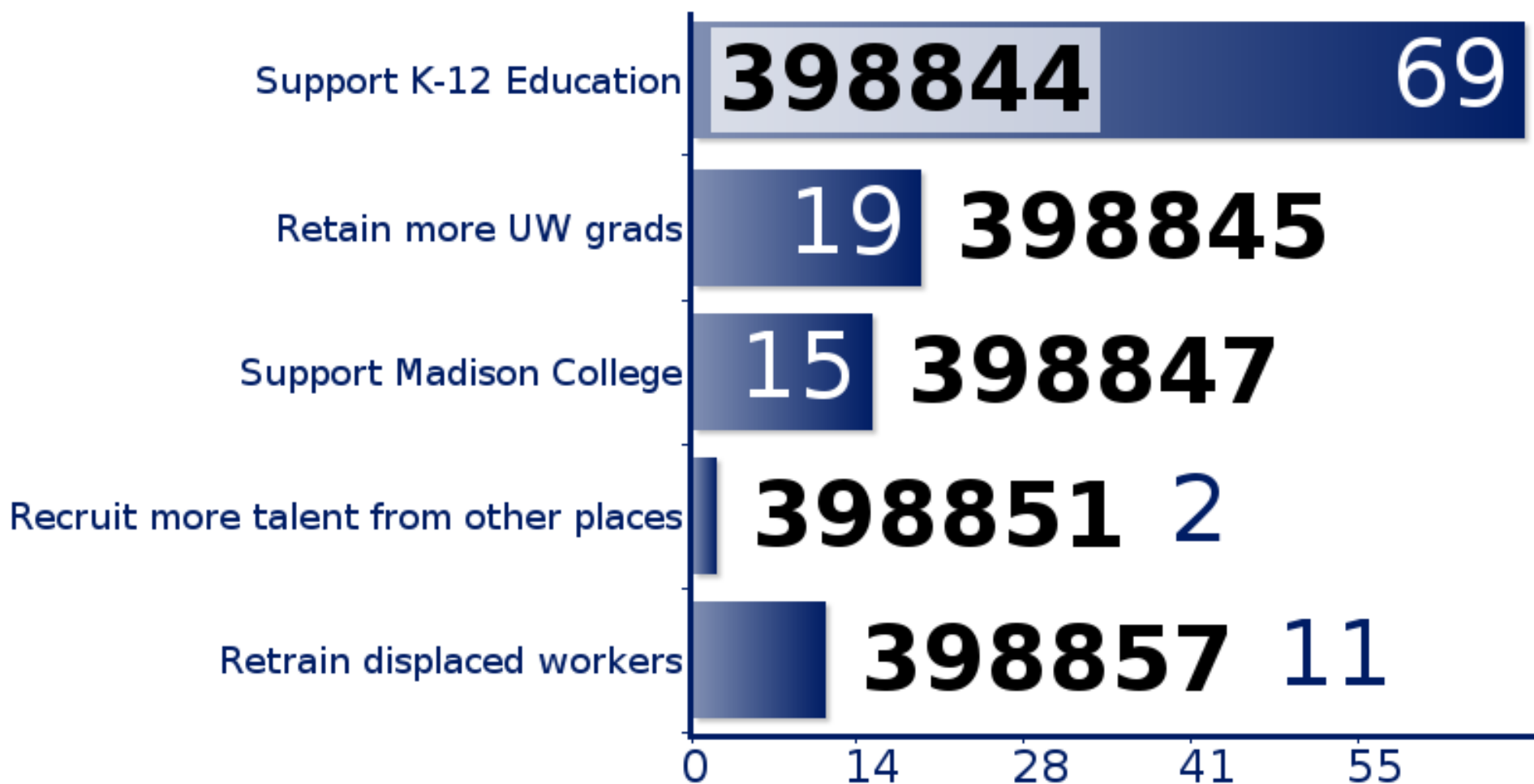
 Text a **CODE** to 22333



What's the most important thing we can do to ensure a strong workforce

 You may respond at **PollEv.com/dankennelly** when the presenter pushes this poll

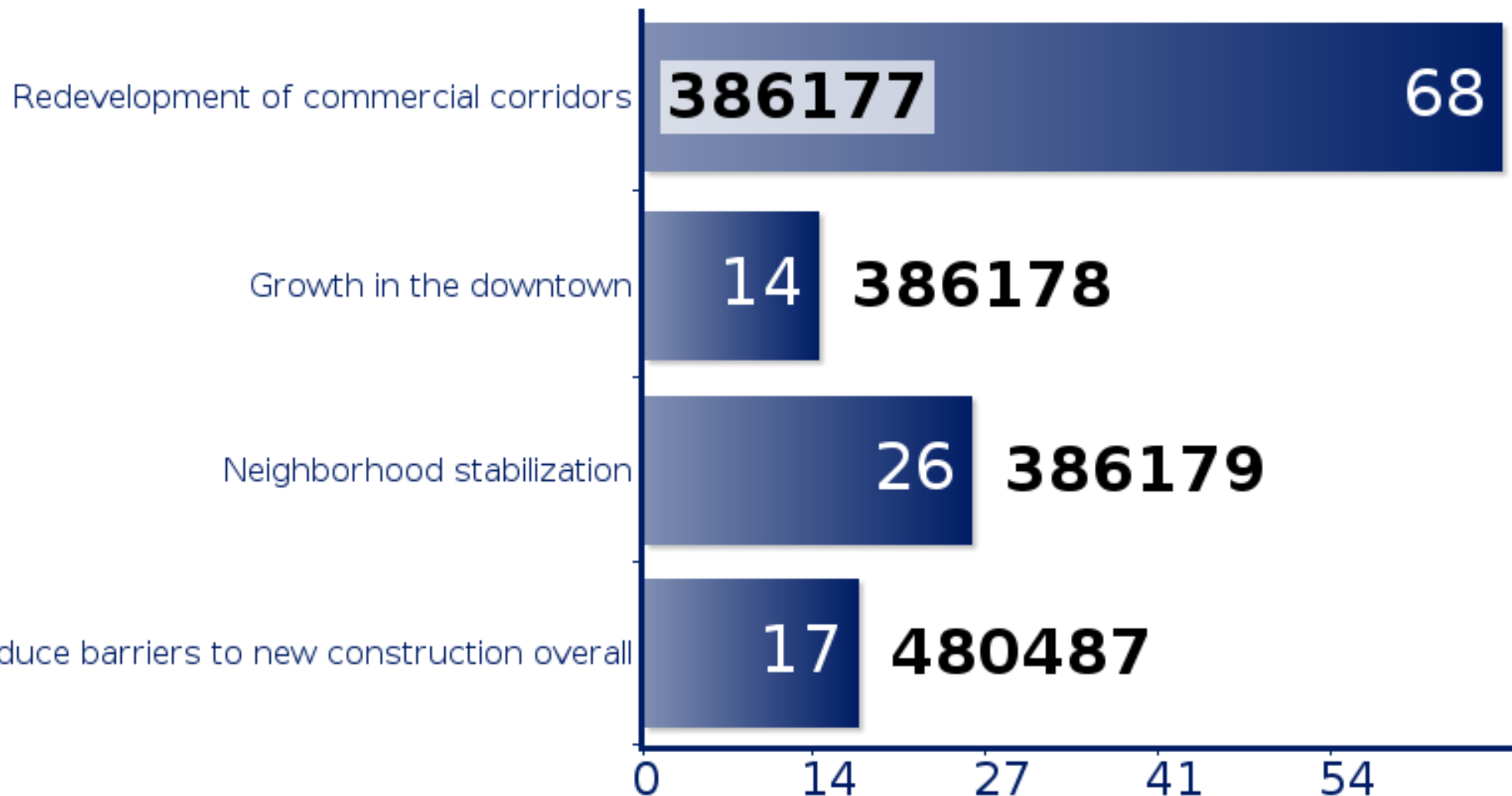
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What's the best way to help grow our tax base

 You may respond at **PollEv.com/dankennelly** when the presenter pushes this poll

 Text a **CODE** to **22333**



Results of Part 2:

Audience Ideas Submitted Via Text and
“Mind Maps” Developed by Small Groups:

- Innovation
- Talent
- Opportunity
- Place

INNOVATION



Innovation – Ideas Submitted via Text to Audience Poll (68 ideas)

1. RTA RTA RTA
2. direct flights to sf
3. Tell our Story
4. retain young people who want to find mates!
5. WARF and D2P
6. ward
7. regional transportation district
8. Public private partnerships
9. Wisconsin retail showcase
10. monorail
11. downtown transportation/circulation
12. raising the design bar
13. get underclassmen off campus/engaged in community
14. utilize parks better
15. increase in regional partnerships to discover common grounds

Innovation – Ideas Submitted via Text to Audience Poll (68 ideas)

16. increase in regional partnerships to discover common grounds
17. small-town mentality
18. accelerate faster rapid transit
19. wayfinding
20. expand cultural events
21. strengthen rural and city connections
22. eliminate barriers to innovation
23. fill "gaps" in bike/transit corridors
24. end segregation in neighborhoods
25. Starting Block
26. find ways to support secondary education options for our immigrant populations
27. connect to Milwaukee water council
28. underground power lines
29. utilize waterfront assets better
30. fast and connected to chi and make
31. more local neighborhood events to promote local area
32. connecting transportation to our neighbors
33. high speed rail
34. HIGH SPEED RAIL!!!

Innovation – Ideas Submitted via Text to Audience Poll (68 ideas)

- 36. better airport
- 37. celebrate success
- 38. starting block
- 39. West Towne Redevelopment
- 40. more balanced corridor development
- 41. food innovation
- 42. place for S67
- 43. Economic Development and neighborhood groups more aligned
- 44. starting block
- 45. airport
- 46. invest risk innovate
- 47. utilize schools as a community resource
- 48. access to \$
- 49. startup information portal - how-to resources
- 50. startup coaching
- 51. micro vs small business
- 52. retention

Innovation – Ideas Submitted via Text to Audience Poll (68 ideas)

- 53. broad P.R. Campaign
- 54. collective/social entrepreneurship
- 55. Retain epic and UW grads
- 56. household waste program
- 57. innovation districts
- 58. bottom-up regulation instead of top down
- 59. flexibility and simplicity of regulations (signage)
- 60. Midtown Area Commercial
- 61. hiring incentives
- 62. Redevelopment of Ali ant Energy Center
- 63. Cap East District
- 64. housing policies: renovate vs new
- 65. entrepreneur apprenticeships
- 66. engage communities of color
- 67. Community Improvement Projects
- 68. MMSD

INNOVATION

“MIND MAPS”



Mad glob
INN
vang
in li
adva
man
tech

We
diver
work
the
class
new
entre
game

As w
will
econ
reside
flouris
types
succe
childr
mean
recog
prosp
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Above
everyt
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sets u
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system
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biking,
succes
and ne



Shaping What's Next

Work with your group to fill in the spaces below and/or text a word or phrase to 22-333, with the number 391618 in the body of the text followed by your message

Goals

Attract
International
Tech
Conferences
Festivals

Encourage
Entrepreneurship
in K-16

Have
out
Rating
Economic
in the
Midwest
at 15

Good
Job
creation
for the
Madison
area

Fix
Problems
with
corruption

High
Speed
Rail

Access to
Technology & Connectivity
for Everyone

Wider
Transportation
Options for
Rural

Focus
HERE

HEALTH

CREATING
+
MAINTAINING
TECH ACCESS

HIGHER MINIMUM
CITY WAGE

FEWER ROADBLOCKS
TO ENCOURAGE
ENTREPRENEURSHIP

ACCESSIBLE

INNOVATION

Projects

Vision

Madison is rising as a globally-connected **INNOVATION** hub at the vanguard of new ideas in life sciences, health, advanced manufacturing, & digital technology.

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As we strive for equity, we will build an "opportunity economy" that gives all residents opportunities to flourish, businesses of all types opportunities to succeed, and all Madison children pathways to meaningful careers - while recognizing that the prosperity of our people and our businesses are bound together.

Above all and connecting everything, it is Madison's appeal as a place that truly sets us apart. This includes creating diverse neighborhoods and bustling commercial districts that will grow our tax base, building an unmatched local food system, cleaning our lakes, becoming the nation's undisputed best city for biking, and supporting the success of all our schools and neighborhoods.

Policies

Partnerships

Community
Public + private
DMZ

Rok-Mads
Mentor Network

Schools + manufacturing

Simple
Processes

ACCESSIBLE

FEWER ROADBLOCKS
TO ENCOURAGE
ENTREPRENEURSHIP

High
Speed
Rail

Wider
Transportation
Options for
Rural

Access to
Technology & Connectivity
for Everyone

HEALTH

CREATING
+
MAINTAINING
TECH ACCESS

HIGHER MINIMUM
CITY WAGE

FEWER ROADBLOCKS
TO ENCOURAGE
ENTREPRENEURSHIP

ACCESSIBLE

Schools + manufacturing

Rok-Mads
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TALENT



Talent – Ideas Submitted via Text to Audience Poll (20 ideas)

1. hire a city of Madison Chief Innovation Officer
2. how to have option (skill development) for ex offenders
3. need family housing that helps the young/ worker feel madison is a place to stay and raise families
4. overcome the attitude of not being madison
5. collaborate on this topic
6. talent network
7. maybe we need a talent agency concentrated on the younger worker and madison focused
8. organized trailing spouse program
9. Is there a way to link business to k 1 2 schools

Talent – Ideas Submitted via Text to Audience Poll (20 ideas)

10. madison be known as a city of internship
11. create an app where companies can advertise the starting jobs.
12. have a way for young people can understand where the career pathway will be understanding this will change
13. city of internships
14. 3bl
15. is there a way for the city to engage through private sector to help small business to develop
16. retain UW grads
17. retain epic grass
18. daycare
19. housing and arts
20. Marc

TALENT

“MIND MAPS”



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Goals

100% H.S. Grad Rate
Enhance access to online options
Use Social Media to connect employees social network.
Build Community of "grads"
get "students/grads" engaged.
promote community ownership
Use Social Media to connect employees social network.
child care everywhere
get rid of that barrier in education.
Make Madison an exceptionally easy place for companies to come and stay
Use Social Media to connect employees social network.

Retaining Epic + UW Grads

Projects
UW/Epic and they are people that graduate
Measure
Close Achievement Gap
Alternative education apps (Bridge Rock)
Spread Campaign for what's going on in Madison region.
Class City America
Small local tech companies

TALENT

Policies

Engage Business early in student's life
(Job shadowing, V.A., et)

UBER

Enhance Urban Experience
Strategies need to be done
Divine & results focus.

Eliminate Roadblocks for entrepreneurs

Need formal relationship & numbers
to private sector and govt & employees.

Experienced learning partnerships.
Simple to set up
disruptive/innovative
Local H.S. Apprenticeships w/ Tech College
- what is happening in S.P. & Verona that could be duplicated in Madison H.S.
- student counselors??
Create Rapid Response team to convey on broad, successful talent.

Partnerships

MADISON'S ECONOMIC STRATEGY

Shaping What's Next

How can Madison better recruit, retain, and develop a talented workforce?

Work with your group to fill in the spaces below and/or text a word or phrase to 22-333, with the number 391671 followed by your message



Goals

Every Mad student will have internship by Spring 2015.
We can do it here!
Investment doesn't need to go to East Coast or West Coast to succeed and grow.
Triple bottom line

Projects

Tie projects to recruit/retain/develop workforce to PLACED
We must manifest values of workforce → Triple Bottom Line → Biking etc
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TALENT

DEF: NEW ECONOMY

POST-EPIC EMPLOYMENT AGENCY

COMPANIES NEED TO CLARIFY PATHWAYS - INTERNAL - FOR TALENT.

PEOPLE DO NOT WANT TO BE IN MADISON SCHOOL DISTRICT!
LEADERSHIP - PARTNERING WITH SCHOOLS
NO PATHWAY IN?
HOW TO HELP??
WHO WILL LEAD?

CITY OF INTERNSHIPS
CITY OF MENTORS

HIRE MADISON Partnerships
To locate hire

Prioritize racial equity in policies, projects, and workforce development.
Understand that talent includes localized knowledge and skills as much as expert knowledge gained through formal education.

CREATE PATHWAYS IN NEW ECONOMY

MAKE SURE THAT POST HIGH SCHOOL ADULTS (OVER 18), ESP. OF COLOR HAVE OPTIONS

Policies

Encourage businesses to develop and use diverse hiring practices/policies.

Look at Dane Co. and its development of talent

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Anxiety to job's place

• More diversity of "fun" activities for Y/B

Goals - Become a super "NIDE"
- Regional retention powerhouse

Maintain/Strengthen Madison Schools
- Immigration / opportunity for
- Become more attractive home for young professionals

Engage all segments of economic workforce underemployed / unemployed

Gender inclusion
P&G mentoring
P&G mentoring

Relationship building between minority populations i.e. Hispanic African American

Cultivate entrepreneurship

Affordable & Workforce Housing Inventory & Availability

Apprenticeships For trades

Short term to 35%
Long term K-12

Ban the Box Employment
- Local policies = Dream to support Act/policies

Policies - better links to Working public programs
[Support business incubators Entrepreneurship programs]

Broadly define "talent"

TALENT

Infrastructure
- Schools transportation
- poverty - "pockets"
- day care = quality + affordable options
- Solid neigh. neighborhoods that help support families
- Improve transportation to region
- connect to UW Alumni

Projects

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Is the issue attraction? maybe not its Retaining

- How many tech students have BAs
- Is there opportunity to change careers

Work Experience / Internship / Graduate School / Private & Public Sectors

SCWDB
Region / MADREP

MUM
MARC

VP International Professionals
Connect Madison
Latino Prof Group

MAGNET
ULYP / Black Prof. Group
Partnerships
University

rectors
Non profit

"societal networking problem"
- connecting

How can Madison better recruit, retain, and develop a talented workforce?

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Goals

Recognize supporting the importance of early childhood education as a component

Increase middle skill jobs -

where does self employment fit in?

Employer track of Retention as Training Continues -

More opportunities to earn while you learn
Stable living wage for learning

1. Develop current talent
2. Retain current talent
3. Recruit new talent

Leverage family relationships in recruitment efforts

Collaborate with DTHC

OVERCOME APT. ISSUES
AFFORDABLE HOUSING

TALENT

Examples to find partnerships on company training

"Talent" is over rated - Grow, develop

system that supports "earn" while you learn

Partnership Between Private (large) to public & Small Private Sector Support

Partnerships

City Support (Full time director) of At. Am + Learning Chamber Commerce!!

Policies

Promote/communicate All educational options + opportunities

HS counselors, principals, civic leaders

Recruit/Attract Minority Middle-class

How to get a student development program to succeed? Success in business

State Government work in partnership to promote

MOBILITY PROGRAMS

Supports

form - will build - work

Create Jobs family sustaining offering wages

Projects

Engage the private sector in creating jobs offering wages: Engage the private sector in creating jobs offering wages

DATA of staff & talent skills

form - will build - work

Create Jobs family sustaining offering wages

Projects

Engage the private sector in creating jobs offering wages: Engage the private sector in creating jobs offering wages

DATA of staff & talent skills

form - will build - work

Create Jobs family sustaining offering wages

Shaping What's Next

Work with your group to fill in the spaces below and/or text a word or phrase to 22-333 with the number 391611 followed by your message.



Visio

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5-10 Complement

Projects

[illegible]

TALENT

Goals

Make Madison the
the first place for
not business but
our business

grow your

Fix City Committee
changing model to better
represent many sectors

programming that
develops talent
already here

"Incentive" for hiring a former Epic employee (to retain the talent)

Policies

★ Simplify the process ★

direct flight
to San
Francisco

HR Policies
that embrace
flexibility -
telecommute, flex time,
paid family leave, etc.
(even in small
businesses)

social
ENTREPRENEURSHIP
♥ + \$

UW System loan forgiveness for graduates who commit to working in Madison/WI
(specific programs with schools - MMSB)

How to leverage
classes & Dual
Language Immersion
students that
will soon be
graduating
from HS.

Partnerships

CDXIS

Microtenders to complement food systems, lakes, be undisputed and support all our neighbors

OPPORTUNITY



Opportunity – Ideas Submitted via Text to Audience Poll (43 ideas)

1. decriminalize marijuana.
2. Minimum income for all.
3. get rid of all racist marijuana laws
4. transportation innovation - Madison College shuttles, eg.
5. big step
6. Ensure DIVERSE neighborhood opportunity and investment!
7. Create a mosaic of subcultures that build on differences and play up identity.
8. reduce barriers
9. 100% of the population 5-10 minutes from transportation to move them to work in 30-45 minutes
10. child care subsidy not dependent on employment
11. database for service referral

Opportunity – Ideas Submitted via Text to Audience Poll (43 ideas)

12. "earn while you learn"
13. work key certification program
14. Step 1: identify the needs for all resident groups.
15. entrepreneurial training as part of MMSD training
16. de-stigmatize trades
17. early childhood edu
18. coops
19. raise min wage
20. public private partnerships
21. internet access for all
22. more resources to mitigate the effects of childhood trauma
23. emphasis on cross-cultural experience
24. entrepreneurial & self-employment opportunities
25. "Inspire Rock County" as a model for connecting young people interested in a career with professionals

Opportunity – Ideas Submitted via Text to Audience Poll (43 ideas)

26. diverse public market as ethnic incubator
27. food entrepreneurship
28. wealth building
29. Demographics of leadership matches demographics of population
30. Understand the business case for diversity
31. Think regionally!
32. small-cap TIF for business
33. partnership: FEED kitchens and other new incubators and Accelerators throughout the city
34. ban the box
35. Get an NHL team
36. Younger leadership development
37. make the Madison area the best place for women's entrepreneurship
38. create neighborhood dream contest and have ways to fund it
39. create dream Business project for each community in the city
40. goal is equitable distribution of business locations throughout city
41. Job shadowing opportunities
42. mentoring programs for children
43. workforce transportation

OPPORTUNITY

“MIND MAPS”



Goals

1. All students graduate with college or career opportunities
2. Reduce generation nepotism
3. Reduce youth incarceration
4. Increase 21st century skills in K-8 teaching entrepreneurship + financial literacy in schools focus on college and career lets just focus on high school
5. Reduce student loans
6. Economic development should include risks and economic loss along w/ good news to avoid hubris

Build optimism among youth

Build equity in a neighborhood together

Public Market
Mad City Bazaar

Risk/Threat
Assess men/survey

Opportunities
Change perspectives

Projects

HS Reform Collaborative

Early education w/ tinkering tactile build
RESPECT FOR FOOD SERVICE WORKERS CAMPAIGN

LIFESKILLS MENTORING PROGRAMS

MAKE PARKING COOL AGAIN
EDUCATIONAL CAMPAIGN

Madison's Great ULI
Volunteers w/ Madison Nonprofits

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OPPORTUNITY

DEVELOP BROADER VISION OF REBUILDING THE LOCAL FOOD SYSTEM INFRASTRUCTURE

RAISE MINIMUM WAGE TO \$10.10

Review crimes + penalties associated w/ them.
Is there a way to look for alternative options that will not take youth out of society + education path?

Policies

MMSD Skill Building Policy
FINANCIAL EDUCATION
Small Business ED.
Food / Urban Ag Education
K-8 Revenue / HS Ready
Entrepreneurial classes

Financial youth & teach needed skills during time.

City

MMSD

* BUSINESS Non-Profit

MATC

Workforce Dev't

MMSD

Local Bus. Owners

Entrepreneurs

Trades/Labor

Partnerships

Create links between early career adults AND early elementary students

Scale youth programs to all demographics



More support for community projects (open up first start)

Scholarships tied to experiences
UNW impossible to get into
Student college loan forgiveness
More Pell Grants for low income students

How can Madison improve equity and provide greater opportunities for all residents & businesses?

Work with your group to fill in the spaces below and/or text a word or phrase to 22-333, with the number 391745 followed by your message



OPPORTUNITY

Goals

EASY ENTRY JOBS

Educators and all of us need to learn more about connections & businesses around us

Seed businesses in Prairie Hills + other business districts

improve

Raise profile of tech jobs & Apprenticeships

career counseling

Stop working in menial jobs to get into high school

Evaluate Buses for serving greatest need

Funds for Minority Business

Projects

High Speed Rail collecting for Education for Students of Color

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Policies

Small developments in residential neighborhoods

Transportation to all parts of the city - Welcome all people to all parts of city

Extend bus hours from the traditional 9-5 for everyone

Continued and increased FUNDING For Internship opportunities

City Support for Entrepreneurial

Creative Farmers to centers

Development for housing

TIF for housing

Schools partner with Madison College to offer hands-on classes

Who can Partner with us to promote business in quiet residential zone

Opportunity - for world experience

Regulations Partnerships with business

Adopting Schools

MCT WBIC

Partnerships with tech industry

SPDC + WBIC

Parking of Buses Hours



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OPPORTUNITY

Goals

100%
5-10M
30-45

Start construction
Partner with
Careers

BRT
20-40%

+ Include entrepreneurship as part of MMSD education/training
+ Identify what the different needs are of different groups
+ Look into entrepreneurship
+ Help to start the employees
+ Find network to jobs
+ Get program to kids
+ Have a career council
+ Appointing
+ Program in the school district
+ All resources
+ Business-led
+ Training programs
+ Business-led
+ Training programs
+ Business-led
+ Training programs

Projects

+ Mentorship Programs

+ Middle Address Family issues for young kids

+ Career training

+ Completing-based

+ Agrees - look in on place

+ @ MMSD

+ Entrepreneur

Create apprenticeship model

RTA

(Trades) Early Incubator Schools for hands on job training

Early affordable "possibly free" Pre K (3yo-4yo) Preventive/childcare

Policies

City based "Apprenticeships"

Family to-family support (like Girl Scouts)

Lifelong learners come back to UW

Non-Credit - Employers recognize

+ How do employers know what program is useful or not?

+ Social service providers not working together

+ How do you pair part-time employment w/ entrepreneurship

+ How do you pair part-time employment w/ entrepreneurship

+ How do you pair part-time employment w/ entrepreneurship

+ How do you pair part-time employment w/ entrepreneurship

+ How do you pair part-time employment w/ entrepreneurship

Work with your group to fill in the spaces below and/or text a word or phrase to 22-333, with the number 391745 followed by your message.



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As we strive for equity,
we will build
"OPPORTUNITY"
economy" the
residents of all types
to flourish, and all
of all types
opportunities to
succeed and all
Madison children
pathways to meaningful
careers - while
recognizing that the
prosperity of our people
and our businesses are
bound together.

Above all and connecting everything, it is Madison's appeal as a place that truly sets us apart. This includes creating diverse neighborhoods and bustling commercial districts that will grow our tax base, building an unmatched local food system, cleaning our lakes, becoming the nation's undisputed best city for biking, and supporting the success of all our schools and neighborhoods.

Question: is this about
all just govt or
small biz development
center...
access to capital, education
networks, people

OPPORTUNITY

Goals

- CREATE MORE OPPORTUNITIES TO ACCESS ALL
- STRENGTHEN LINKS BETWEEN PEOPLE & RESOURCES (awareness)
- BOOST HOME OWNERSHIP AMONG PEOPLE OF COLOR
- CREATE WEALTH WITHIN COMMUNITIES OF COLOR + OTHER MARGINALIZED COMMUNITIES
- STRENGTHEN COMMUNITY VOICE FOR ALL, ESPECIALLY FOR PEOPLE OF COLOR
- INCREASE SHARED POWER TO CO-CREATE A NEW ECONOMIC VISION

Policies

Better Alignment b/w
economic development &
community development

* examine tax policy

- ★ explore innovative policy sol'n's to increase homeownership

to disparity study by the City of Madison

→ open up portals of contracting to university

Reduce barriers to development

- Q: the private & public sector
- industry (steel)
- private industry
- employment in public & private
- the first market
- 1940s boom

Swiss

- change the environment centre

Projects

family link

der für

*Dane County School

Handwritten notes on the left margin:

- ✓ Done Country School
- ✓ Done Country School
- ✓ Done Country School

link us to
students

partnership

610

Cost

1935 2011

to flourish
of
opportunities
succeed,
Madison

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children

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never

in mteb:

Maths H.P. / Mrs. P. S. / 10/10/2020

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commercial district
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building an
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s, becoming
sputed best
d supporting
our schools

Question: is just a

MADISON'S ECONOMIC STRATEGY

Shaping What's Next

How can Madison improve equity and provide greater opportunities for all residents & businesses?

Work with your group to fill in the spaces below and/or text a word or phrase to 22-333, with the number 391745 followed by your message



Goals

Focus on Well-being

Break

Break down structural barriers to enter today's labor market

Economic Regional Self-reliance

Affordable Housing

Access to Healthy Food

connective between food & main factory

Workforce Transportation (incl. 2nd shift)

Coordination

Who is in charge? Need a City Transportation Planner/Analyst

OPPORTUNITY

Support for families so they can have a better life

Support Small Biz (less than 50 employees) B/C that's where the job growth is

Use City Purchasing & Contracting to support opportunity goals

Focus Econ Dev efforts on sectors

Policies

Coordinate Econ Dev + Housing Infrastructure

Increase the minimum wage require paid sick leave

PACE for Energy Eff + Renewable Energy

Also focus workforce dev to fill jobs within industry

Available & Affordable Childcare

Work w/ Anchors on purchasing & contracting to move that to local Biz + shorten supply chains

Work w/ Higher Ed to ID where job growth will be + train for those jobs

Urban League skilled trades program

Public Work for Corps

Coordinate Transportation Planning + Investments

Understand Strategic plans for transportation + training for those needs

10 major construction projects + what skilled labor they will need + train for that

Work w/ Trades to bring in more people of color

Build on Urban League's work

Partnerships

Projects

Focus on economic development

Better Connections Between Anticipations + Programs that Support Small Biz

Address more people available assistance

Reduce Household Expenses w/ Energy Efficiency + Renewable Energy

Focus on opportunities for 25% of students who don't know what come next

Develop a 1st Source hiring program for DART Co. esp. for construction trades

Revitalize Pennsylvania Ave. for manufacturing

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and our businesses bound together.

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MADISON'S ECONOMIC STRATEGY

Shaping What's Next

How can Madison improve equity and provide greater opportunities for all residents & businesses?

Work with your group to fill in the spaces below and/or test a word or phrase to 22-333, with the number 393748 followed by your message

Goals

Take a kid to work day

Make the Madison region the best place for women entrepreneurs in the country

Make the region best place for women entrepreneurship

OPPORTUNITY

Projects

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Partnerships

Policies

7 minimum wage increase to guaranteed min to guaranteed wage

Paid Internships for every MMSD High Schooler

FREE/Quicker internet

FEED kids

younger

create opt

big brother

big brother

big brother

big brother

big brother

big brother

big brother

lots of kids don't have one or more parents - lots of adults have no family, no friends

"Take a kid to work"

lots of kids don't have one or more parents - lots of adults have no family, no friends

PLACE



Place – Ideas Submitted via Text to Audience Poll (73 ideas)

1. build off neighborhood history/identity to create unique neighborhoods
2. more attention to the city's parks
3. clean lakes--it's why people move here
4. evaluate bus service to ensure fair access to all job shifts and all parts of city.
5. diverse architecture
6. high capacity transit
7. affordable housing throughout the city connected by transit
8. build 20 min neighborhoods
9. distribute affordable housing throughout the city
10. orient development towards yahara river
11. support neighborhood associations to be more diverse
12. more make out spaces
13. Turn talk about social connection and opportunity from talk to action.
14. Olin Turville concert venue with Capitol in the background
15. connect law park to downtown 4 bikes
16. more make-out places
17. John nolen crossing
18. garver
19. yahara river

Place – Ideas Submitted via Text to Audience Poll (73 ideas)

20. Madison should have more BIDs
21. connect isolated areas of community
22. using festivals and events to create a sense of place
23. more activities/shopping for Epic employees to spend their money
24. Better located transit stops--within neighborhoods
25. transform Alliant energy Center
26. Better bike infrastructure
27. attach place to culture
28. transit connecting people to places
29. better transit to isolated areas id'd in Race To Equity Report
30. more access to the lakes
31. create great places outside of the isthmus.
32. connect city policies to economic goals
33. partnerships with tech companies to train kids and build opportunities.
34. Transportation should coordinated with jobs for all residents.

Place – Ideas Submitted via Text to Audience Poll (73 ideas)

- 35. Transportation should coordinated with jobs for all residents.
- 36. make Madison the food hub of the Midwest or nationally.
- 37. make Alliant energy center into a world class mixed use destination
- 38. All kids can succeed not tracked into "expectations"
- 39. embrace diversity
- 40. make Madison the bicycling and paddle sport capital of the world
- 41. Understand better the business case for diversity.
- 42. artist communities
- 43. Not just recruit but retain.
- 44. Leadership=Demographics
- 45. comprehensive study of underutilized public spaces
- 46. climate appropriate space creation & events
- 47. Monona lakeshore path
- 48. vibrancy in multiple districts
- 49. high performing technical charter schools for students of color
- 50. public market project
- 51. incubator spaces
- 52. appeal to families
- 53. embrace the lakes
- 54. food deserts
- 55. Training for residents to work with epic or epic babies

Place – Ideas Submitted via Text to Audience Poll (73 ideas)

- 56. wheel tax!
- 57. bus rapid transit
- 58. Madison worker co-ops
- 59. multimodal hubs
- 60. transportation policy
- 61. parking
- 62. public-private partnership
- 63. UW partnerships
- 64. Starting Block
- 65. Dane co-op alliance
- 66. Retail incubator (public market?)
- 67. support creative class
- 68. public art
- 69. affordability
- 70. sustainability
- 71. safety
- 72. goal of creating activity
- 73. people

PLACE
“MIND MAPS”

How can Madison improve our appeal as a PLACE?
(consider redevelopment opportunities, ways to improve neighborhoods, needed community amenities, strategies to grow our tax base, etc.)

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Goals

River walk-type developments
Connectedness
Way Finding

Increase Access to Lakes
Reducing "thunder" to create "PLACE"
Reduce the movement gap
walkability

Repurpose use/Value
Repurpose to increase

BRAND

MATING Places?

Projects

Develop around Alliant Center
River walk
Transportation Toolkit
Infrastructure to support places/people

PLACE

TAXES/private/public

More Public/Private Partnerships

METRO
B-cycle
B2T
CARSHARE

Partnerships

create diversity of businesses in each neighborhood

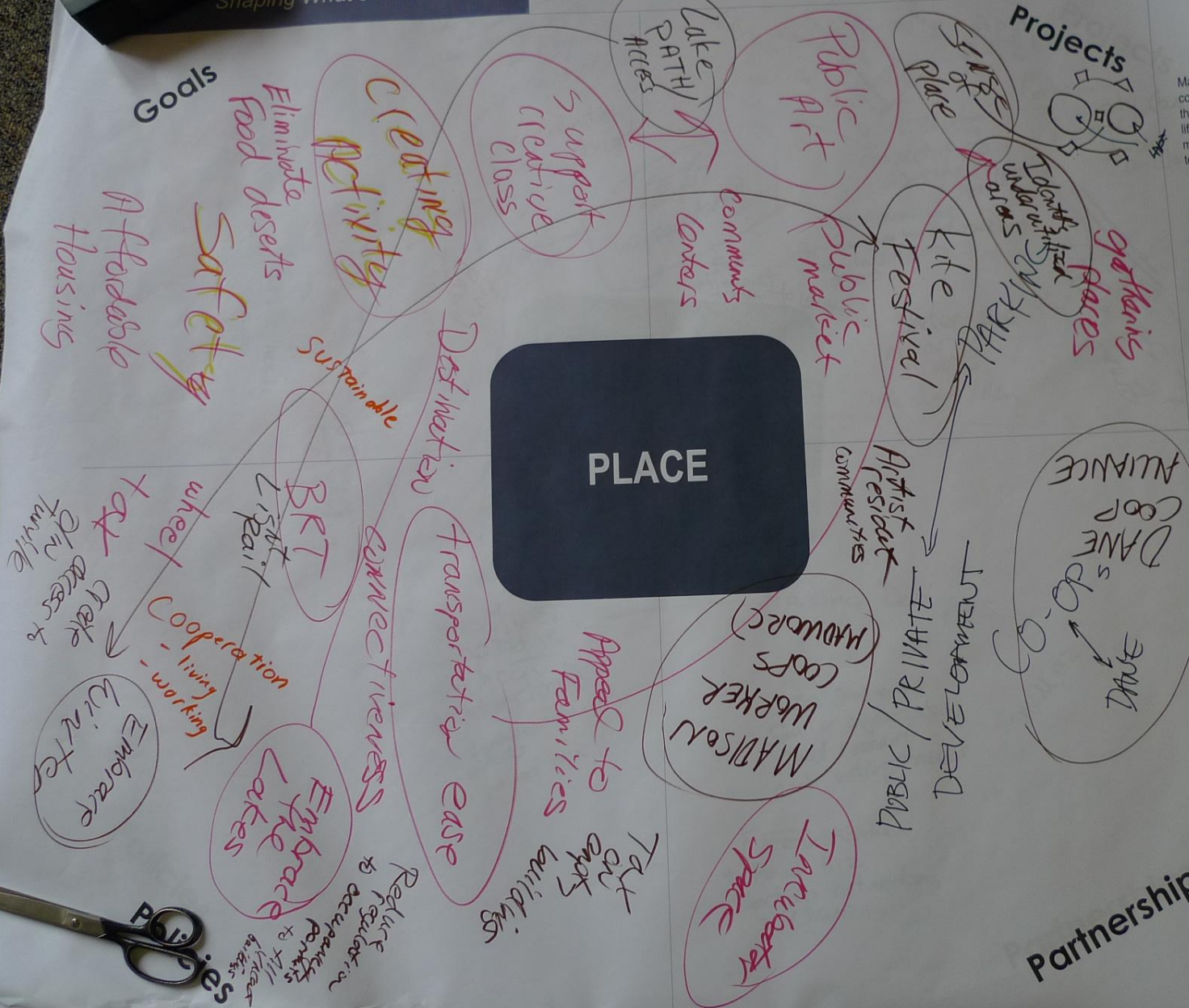
Complete Streets

Policies



How can Madison improve our appeal as a PLACE?
(consider redevelopment opportunities, ways to improve neighborhoods, needed community amenities, strategies to grow our tax base, etc.)

Work with your group to fill in the spaces below and/or text a word or phrase to 22-333, with the number 391822 in the body of the text followed by your message



Vision

Madison is rising as a globally-connected innovation hub at the vanguard of new ideas in life sciences, health, advanced manufacturing, & digital technology.

We will be a magnet for diverse talent with a skilled workforce poised to lead in the new economy, new ideas, research, and a new generation of entrepreneurs launching and changing businesses.

As we strive to build an "open" economy that gives all types of businesses and people opportunities to succeed, and all Madison children pathways to meaningful careers - while recognizing that the prosperity of our people and our businesses are bound together.

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Partnerships

MADISON'S ECONOMIC STRATEGY

Shaping What's Next

How can Madison improve our appeal as a PLACE?

(consider redevelopment opportunities, ways to improve neighborhoods, needed community amenities, strategies to grow our tax base, etc.)

Work with your group to fill in the spaces below and/or add a word or phrase to the PLACE box, with the number 1-5 in the body of the text followed by your message



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Goals

HOW DO WE GET "EDDY" IN A COMMITTEE STRUCTURE

MMS change perception

IS IT BEAUTIFUL VS. IS IT BIG?

WHAT DOES SAN FRAN EUROPE DO? LIVE + VISIT WAYFENDING SIZZLE THIS WAY!

TODAY IN MADISON

SCHOOLS AS COMMUNITY CENTERS AMBIENT BEAUTY UNDERGROUND UTILITIES!

BRT GATEWAY DRUG TO

STREET CAR

BE LIKE PORTLAND LRT

PARK IMPROVEMENT NEIGHBORHOOD ORGANIZED

REPAIR CAFE

ENGAGE: WHAT DO PEOPLE WANT (MORRIS ST.)

PLACE

PLACE BASED CURRICULUM IN THE CITY EX-GEOMETRY APPLIED LEARNING

NOLEN WATERFRONT CENTENNIAL / PARK ST

CAP EAST ASSEMBLY DEVELOPMENT

REGIONAL TRANSPORTATION DISTRICT

Partnerships

PHILANTHROPY COLUMBUS IN EXAMPLE

DOWNTOWN IN WEST/EAST TOWNE/WESTGATE MIXED INCOME HOUSING + RETAIL & SERVICES

COMPOST FOOD WASTE

FOOD RETAIL ACCESS

UPGRADE INFRASTRUCTURE BUT RETAIN PLACE IN PROCESS

FRAMEWORKS:

INNOVATION DISTRICTS, ECO DISTRICTS, ARCH 2030 DISTRICTS (FAST TRACK GREEN BUILDING)

Policies

BRAND: WHAT IS THE MADISON IDEA



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Projects

like Ben's "freedom" of the lake is a thing
 Dry Car on isles
 Events connected to density on Wash
 Gerham - bike only (has) highway - Johnson 2-Way
 more amenities for families w/kids and dogs in redeveloping areas
 underground major streets like John Allen
 Branding
 Events on frozen lakes

PLACE

Keep Epic & UIC
 Walkable communities to convenience to events & locations
 more destination outside downtown
 rapid transit
 fast efficient transit to westside
 transportation strategy
 more amenities for families w/kids and dogs in redeveloping areas

Strengthen the focus? (second ring neighborhoods)
 Affordable housing choices

WINTER
 USC

Supporting local businesses in job scanning

Housing Developers

Diversity of housing options throughout all neighborhoods
 less separation into pockets
 finer grained mix

100 State + similar organizations that connect tech entrepreneurs

FEED Kitchen + Food biz start up networking + resources

small biz

Partnerships

Policies



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Projects

Central Trolley Area Connector

Utilize assets for great plans

Enhance marketing of schools online

More tutoring of kids by older + retired professionals

Expand school comm. gardens

Attention: Mentors + educational

break down barriers

Reduce stigma

PLACE

Utilize Schools as source of innovation + community resource as place-based asset

Business

UW-Schools

More regional partnerships to find common ground

Family Support

more balanced corridor redevelopment - jobs, diverse housing

End Segregation in some neighborhoods (N + S)

Charlotte Trail + trips to Connect Regions

Go local - Emphasize jobs + housing redevelopment

Activate Faster Rapid Transit Bus System

Connect Habitat + ED Efforts

Making sure our places are safe for the people who use them.

Econ Development + neighborhood groups interested in more activity

Apply Equity to laws to E.D.

Policies

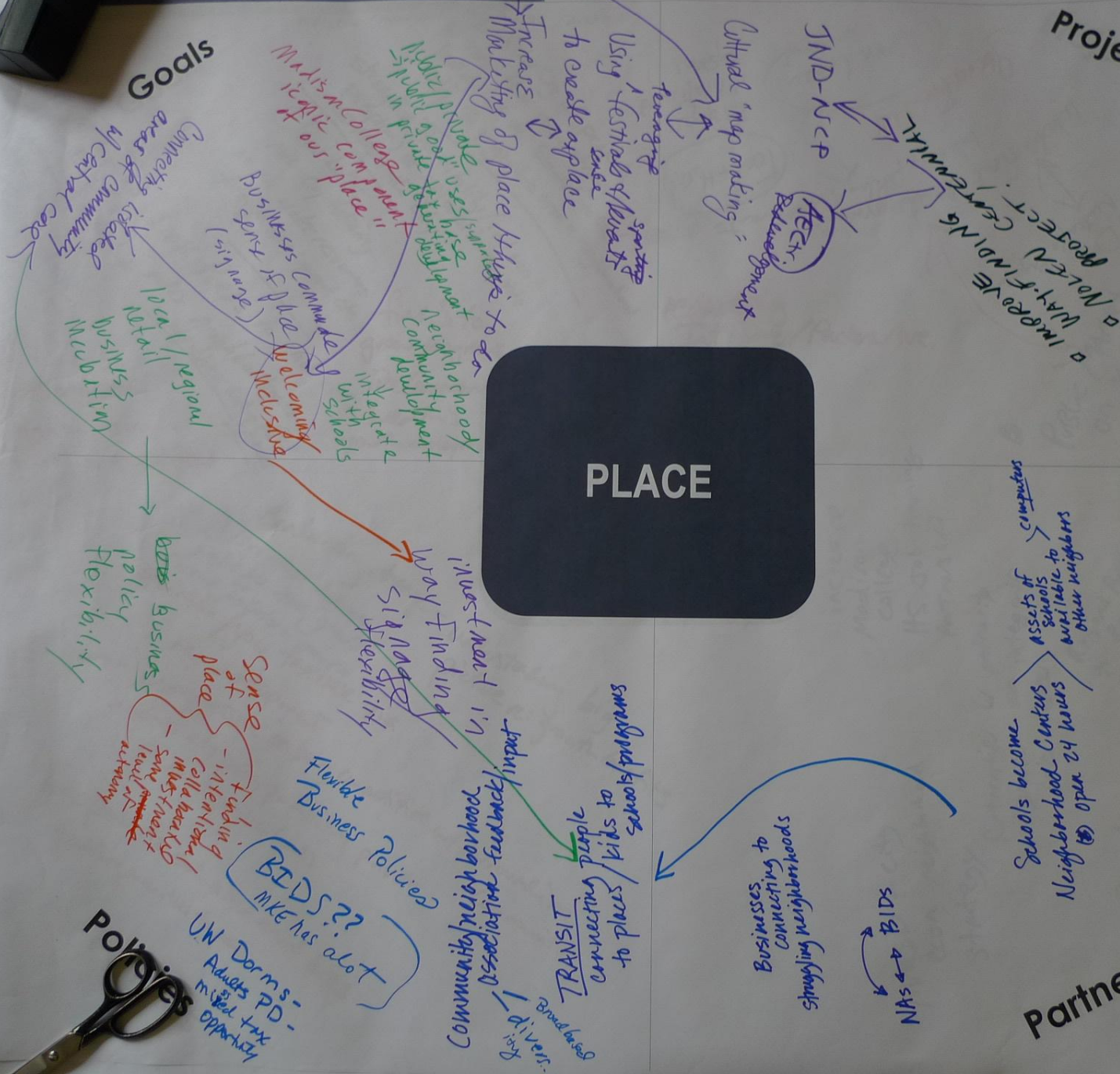
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recognizing that the
of our people
businesses are bound

Above all, connecting everyone is Madison's approach. **PLACE** that puts us apart. This is creating neighborhoods bustling with districts that grow our tax base, match the system, clear lakes, become the nation's undisputed city for business supporting the growth of all our neighborhoods.

PLACE



Shaping What's Next

Can Madison improve our appeal as a PLACE? (consider redevelopment opportunities, ways to improve neighborhoods, needed community amenities, strategies to grow our tax base, etc.)
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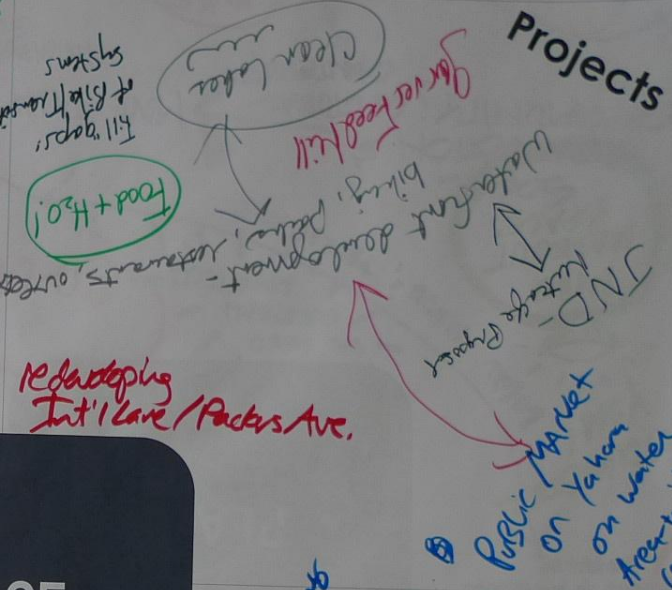
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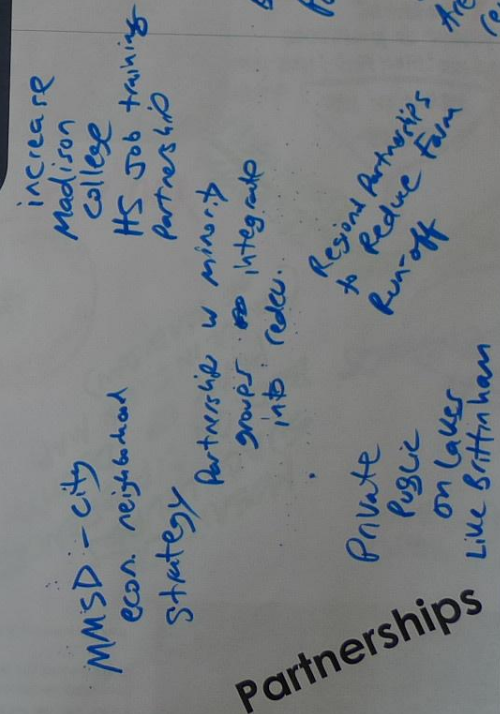
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Projects



PLACE

Redeveloping Int'l Lane/Packers Ave.



Embrace "non-traditional" options
When looking at projects view them more strategically looking at the benefit to the city, the geographic area a neighborhood
Strengthen the vitality (real and perception) of major arteries into city
Clean Lakes AND Capitalizing on the water resources through development, etc.

find \$ to grow programs like common health's youth employment

Link Parks to each other
Neighborhoods AND Neighborhood Systems

Engage with communities neighborhoods and schools
Embrace change

Simplify Reconfigure Madison Metro transit w/ express buses

Embracing change - understanding big picture re: growth benefits
- Disconnected between policies and goals
- Connect or separate goals
- Maintain grow tax base via new development
- be aggressive in being competitive w/ surrounding
- address city policy prohibiting private use of public lands
- Link parks to each other around lakes
- adding amenities to communities

Policies



Shaping What's Next

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Shaping What's Next

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Projects

- # Projects
- Create a "place" in the neighborhood.
 - Especially new neighborhoods. Encourage mixed-use, small business, places you can walk to within your neighborhood.
 - "Attractions" in a neighborhood.
 - Train station downtown from surrounding areas.
 - Provide bike storage on train so folks can ride bikes once downtown.
 - Food market can create identity a place (for 5 markets in regions).
- 5/15/15
- 

Goals

Safer
 Community
 DYNAMICS
 GO

Anchor for Economic sector dev

Do not disconnect from region

Character

Activity!

CONNECTION

INVITING PHYS EXPERT

Street
Corridors
viewed as
opportunities
for place
element +
transportation

Seamless
transit
system

INVITING
PHYSICAL:
EXPERIENTIAL
PLACES

Excitement

PLACE

ENGAGE
THE
LAKE.

Multi purpose
transit points

School district
to capitalise on neig.
- Anchors to the schools
neig.

MIXED-USE
ZONING CHANGE

- SELF-SUSTAINING
- FULLY INTEGRATED

more ΔT +
for areas.

- SELF-SUSTAINING
- FULLY INTEGRATED

into free zone DT + credit in other areas.

Incentives

USE DESIGN THINKING STRATEGY



Policies

CELEBRATE
ALL ETHNICITIES
AND CULTURES
IN PLACES

~~ALLOW PHYSICAL
ENHANCEMENTS
TO PLACE THAT
SHOWCASE
THEM!~~

Planning process
that looks at all needs
on this paper, etc.
A "commissioner"
of place.

→ A
 Madison area communities
 UW entrepreneurs
 Use of parks - e
 the "5 senses"
 - Music
 - Food
 - Entertainment
 the

Physical place for multiple needs 24/7

Partnerships