

Circle Group Notes from the July 23, 2019, Truman Olson Listening Session

1. What would it take for you to spend more of your money here than you do currently at the Pick n Save?

- Selection – Diversity of food
- Specialty products
- Disability/Access framing
- Quality
- Affordability w/Housing
- Variety
- ----- Hours 4 store
- Prepared food options
 - Food catering
- Community owned (coop-t?)
 - Culturally specific
- Not worse
- Fresher food (fruit, veg, meat)
- More produce (organic)
- More selection / request forms
- Bakery – fresh bread selection
- Larger footprint than Pick n Save
- Priced in line with Woodman's
- Willy St. South – fresh fruits bulk, to-go
- Space for community gathering – hub
- Pharmacy
- Fresh meat & fish from butcher
- Area to eat to go items w/microwave
- Cooking classes – test/ed kitchen
- Amazon lockers
- Large deli – salads, prepared foods
- ★ Not compete/local coffee shop, USPS, ethnic markets
- Kiosks from other anchor businesses, specialty stores
- ★ Salad bar & healthy food up front
- Beer & alcohol in back
- No suggestive items up front
- Paper aisle w/more notecards and gifts
- Accessibility – ease of crossing Park, stop light, van for seniors
- Delivery service
- Parking/safety
- Community oriented business
 - Connect to farmers
- Community room chefs
- Nutritionist on staff
- Linking with Britt. Gardens, South Mad Comm Market
- Affordable produce (Woodman's, Aldi's)
- Organic

- Store supports older adult
- Access – parking, comfort of shopper, hours, prepared, comm. Owned oriented culturally specifically serving the population
- Competitive pricing reflect cultural diversity int'l food
- More sales
- More accessible restrooms
- Waste reduction
- Cleanliness
- Ped access
- No fee ATM
- Parking that works
- Shelter at bus station
- EU's characteristics
- Community input box
- Sourced locally
- Employ local – living wage jobs
- Reflect the community
- Loading zone for those taking cabs
- Better selection III
- More specialty products for dietary restrictions
- Promotions to offset the price
- Price point needs to make sense w/healthy
 - ↓ balance between “boutique” and food needs
- Decent prices for staples
- Better quality produce section
- B access to the building itself
 - Consider pedestrians & bikes
 - Crosswalk? Light?
- SSM? Adding pharmacy
- Grocery delivery – free services or gather/pickup
- Fresh produce – sustainable for local farmers to provide
- Liquor store/volume
- Quality – meat/veggies/organic
- Better deli, fresh food
- Replenish things like milk
- Doesn't feel clean
- Lots of folks just go for staples
- Some folks don't feel like the neighborhood needs a store
- Preference for a smaller store esp. ALDI
 - Cheap, quality, small
- Rebuttal – need a full-service store with more variety, more volume
- Pick ahead or delivery of groceries for esp. older adults
- Where do folks shop now?
 - Wal-Mart, ALDI, Woodman's
- No long lines – sometimes Pick n Save can have a wait
- Coop: Maybe too expensive?

- Neighborhood is looking for inexpensive
- More – Incentive
 - Spend more money
- More organic
- Less child labor, non exploitive
- Price (food pantry)
- Milwaukee
 - 25%
 - Woodmans, Aldi/Pick
 - Price produce
 - What's on sale
- Ethnic produce
- Fitchburg Pick – Save
 - Cheap produce
 - Here product is limited
- Aldi
- Currently use fully
- Waited for years
 - Whole Foods too hi
 - Affordable
- More organic products
- Vegetarian options
- Likes PnS as is
- High-quality products, incl. organics
- Competitive pricing
- Product diversity
- More international food, esp Asian, Mexican/Latino
- Wider range of sales (special pricing) discount pricing
- “new PnS”: variety & quality
- Better/bigger deli higher-qual.
- More accessible restrooms
- Wants an ALDI – good fresh food @ lower prices – only interested in ALDI's
- Nice to have a community-controlled coop organized by the community what coops used to be, such as (illegible) 4 hours
- Larger variety of products; more vegetarian options + lower prices than Pic N SAVE
- Lower prices than Pic N SAVE
- ALDI'S for people who can't afford name brands products
- Affordable FRESH produce + variety + more checkouts
- Better parking safety, enter + exit
- Convenience, especially for one item
- Community oriented business
- Connection to community with a community room w/local chef to share recipes to introduce different cultures to each other
- Already shop at Pick n Save. It is adequate and handy
- More natural foods
- Lower prices

- Lower prices for non-food items
- Bigger store with more variety (e.g. better cheese selection)
- More butcher options, cleaner, better customer service, cheaper (hate the current store!)
- Shop at co-op and Trader Joe's. More organic food and grass-fed meat would help
- More natural and organic foods. More ease of getting there on foot and bike.
- More favorite brands.
- Better customer service. A staff service counter open more hours
- Better run store.
- Would shop more if a place like Willy St Co-op opened there.
- Many of us would like to see a model like Willy St Co-op North here.
- Cheap prices are important for retired people in neighborhood.
- Better selection, better variety of meat, dairy, vegetables
- Better help from employees (more helpful employees)
- Less pre-packaged highly processed foods.
- Better natural organic foods.
 - Sustainably raised meats
- Maintain affordability
- Better accessibility for pedestrians + bikes
 - Pedestrian signal across Park Street
 - Slowing traffic for easier access and exiting
- Continue stocking requested items
- Deli – improved
 - Sushi like in Fitchburg Pick n Save
- Needs to have a greater selection in all categories. Limited supply on several items. Would like to see similar items to Monona Pick n Save
 - Yellow lentils, decaf coffee
- Organic produce/products
- Affordability, higher quality produce
- Important that it serves neighborhood (people of color, etc.)
- Safety crossing Park St./walkability/bikeability
- Better meat
- Only “last resort” store now, doesn’t fulfill shopping needs
- Accessible to communities being pushed out of the area
- Culturally appropriate food
- Shelter at bus station
- Higher quality dairy: yogurt, cheese, etc.
- Salad bar
- Staff that reflects community
- Affordable
- Better selection – organic, produce, meat, dairy
- Safety for access via foot, bike, bus
 - Bus station with shelter
- Like Monona Bay Pick n Save
- Salad bar

2. What are the elements or characteristics that are necessary for this store to really work for the community?
 - Convenient hours, early & late
 - Food delivery
 - Food diversity
 - More seafood choices

3. What are your concerns with regard to this grocery store? What do you not want to see happen?
 - No store
 - Modern store (size)
 - ach
 - Gentrification
 - Failure – willing to take none
 - (Illegible) of profit but meet (illegible) needs
 - Quality
 - Large – (illegible) Plan
 - “Enough” (illegible)
 - Community plan/community
 - How it integrates w/
 - Don’t turn its back/engaged with neighbor
 - Cater to more affluent
 - Close without profits
 - Public ownership community always has voice
 - Price increases new store
 - Commun. Support – not the store we’re asking for
 - Cedar St. concern
 - Accessibility not addressed
 - Eat up site – what abt the rest
 - Promote info abt. what’s avail. to all cultures
 - Community comm. Advance notice of mtg.
 - Ignore
 - ★ Connect to food pantry
 - Management not responsive
 - Just having a grocery store
 - Timing – no gap
 - Not serving THIS community
 - Downsizing, less choice
 - People getting priced out
 - Long-lasting opportunity – planning for future
 - Protection for current employees
 - Too outfitted
 - Practicality – shouldn’t be too big
 - How is the co-op model working on the north side?
 - Pricing people out
 - Not a boutique/specialty store
 - Too upmarket of a store that can’t sustain a profit

- Successful is not important
- SSM partnership – put a pharmacy in the store
- Too small to service this community
- Accessibility
- Unintended consequences
- Fear – no grocery store
- Take too long
- Too big a gap
- Will become too expensive (as try to do all this)
- Will it stay in business (organic drives up price)
- New census info
 - Higher income, drive up price
- Price of new road
- Disabilities not taken in
- How big the project is getting
- Community land trust
- New store will continue current food inaccessibility
- City to many requirements
- Got to be a store
- Store will succeed & store committed
- Not too big/current size
- Littly bigger/wider aisles
- No gap in food access
- Aldi's type store
- Well organized
- Clean
- Non food items
- No scanning of items or bagging
- Not too car-oriented
- Dangerous traffic
- Pedestrian-friendly
- Gentrification – lack of affordable food contributes to it
 - Willy Street Coop is not affordable
- What we seek is not affordable
 - If we want a community center, that is a separate issue
- Footprint of store will dictate, too small to succeed?
 - Can't have everything
 - We need a requirement
- People on SNAP, cannot use to pay for delivery
- People with disabilities including mild dementia
- We've got to have a store
- **MUST COMPROMISE**
- Won't be enough customer base (if there is more fresh food more upscale food and not enough demand)

- Will be more expensive because building will be new. Concerned prices will be too high. Concerned won't have a good enough marketing plan to attract more customers to capture traffic to beltline
- Concerned that rest of neighborhood isn't planned also so that grocery store will have business
- Need a supermarket not a shopping center
- Unintended consequences.
- Need to prioritize most important needs so project doesn't become unwieldy.
- Not building for current residents.
- New store would make people feel excluded
- Look at Northport – Is Coop serving the larger community there
- Like the Metro Market Cottage Grove Road
- Please find a place for an exercise facility in South Madison.
- Unintended consequences?
- What's wrong w/current store?
- Traffic around Cedar St. area, concern about another road near Wingra
- WANT HIGH Density area w/housing/grocery, etc.
- Concern that this grocery store will be the communities "consolation prize" for Park St. becoming a medical ghetto
- Want it to fit in with what is going up around it
- Concerned about local businesses
- Gentrification
- What would be at place of old Pic n Save
- City tying hands of dev. – they back out
- Too small – self check out
- Developers not transparent with plans
- City make best business decision/not listen to us
- Job security for new owner
- Too fancy a store? Priorities?
- No grocery store
- New road driving up price store
- Gentrification
- ★ Hospital ghetto – fit in with what's going on – not a stand alone store
- Not put ethnic grocers out of business
- Not facilitate gentrification
- No guards
- No gaps
- No downsizing
- How (illegible) of new bldg (illegible) not taken into account
- Driven by corporate entity + not community
- Not into community
- Vision for comm. not formed
- Not include (illegible) of Hmong Latinx AA voice of people who are (illegible)