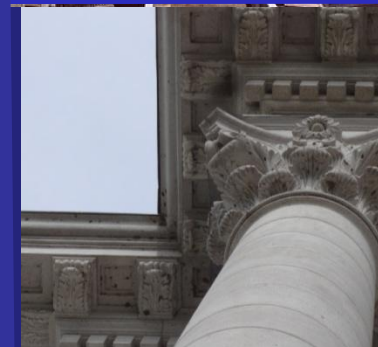




# Economic Development Strategy

## Appendix II: Summary of Public Input



# Public Input Events/Techniques

## First Round of Input

In September of 2014, the City launched this strategy with an “Economic Development Symposium” and a series of community meetings to get early input. These events consisted of small group “mind mapping” exercises designed to encourage broad thinking about economic development.

## Second Round of Input

In May of 2015, the city hosted a “Priorities & Partners Summit” and a second series of community meetings. The purpose of these forums was to vet an initial draft set of goals and projects. Participants engaged in a series of interactive exercises and were issued “Connect Madison Priority Cash” to “spend” among an initial set of potential goals to help identify top priorities.

## Community Advisory Papers

Mayor Soglin enlisted community members to prepare brief Community Advisory Papers. The initial draft of the Connect Madison Strategy identified eight broad goals and the Advisory papers are focused on each of these eight topics. The full text of the Advisory Papers is provided is available as a separate appendix

## Economic Development Committee (EDC) Leadership

The City of Madison Economic Development Committee is officially charged with overseeing the City’s Economic Development Plan. The EDC provided periodic feedback during the process and an EDC Strategy Subcommittee played a key role in developing the framework for **CONNECT MADISON**.

## Youth Intern Interviews and Video

During Summer 2015, the Economic Development Division’s Wanda Fullmore Intern, Lee’Angelo Lane, interviewed his peers and created a brief video sharing feedback on how high school age Madison residents see their future in the city and their priorities for economic development .

## ***SUMMARY OF INPUT FEEDBACK:***

Over 300 people participated in this process. What clearly emerged from these conversations is that the community's highest economic development priority is addressing racial disparities and expanding economic opportunity to populations that have historically not shared in Madison's successes. In particular, community members emphasized the importance of addressing equity issues at a young age by focusing on career pathways and work experience opportunities for Madison's youth. Other topics that were often identified as key priorities include building a modern regional transit system, strengthening the food system, supporting small businesses, and encouraging cooperative business models. The five strategies that became the focus were in part selected based on this feedback.



# *Economic Symposium I*





**188 Attendees - September 10, 2014**

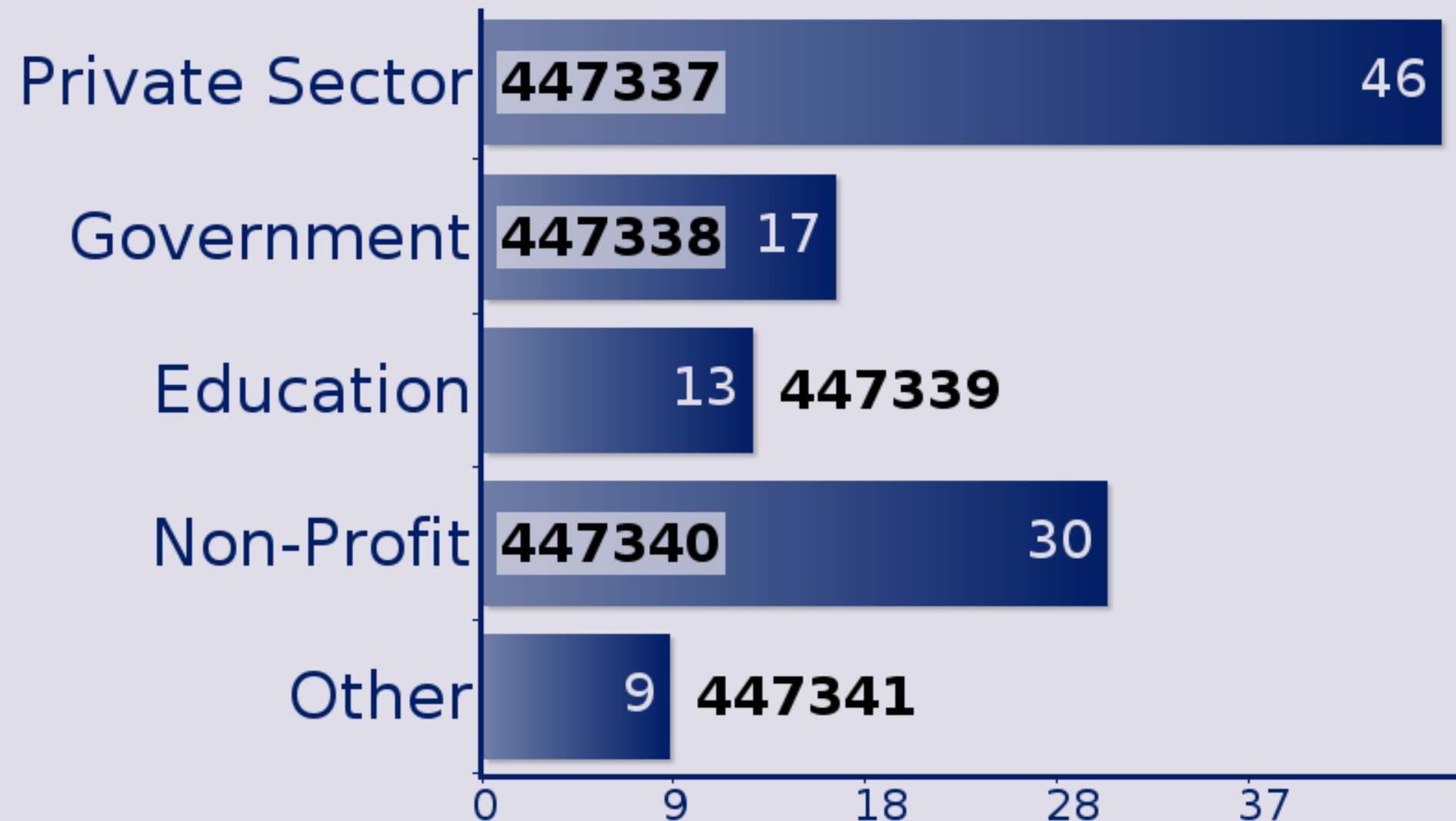


# Results of Audience Polling During Data Presentation

# What Best Describes You?

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

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

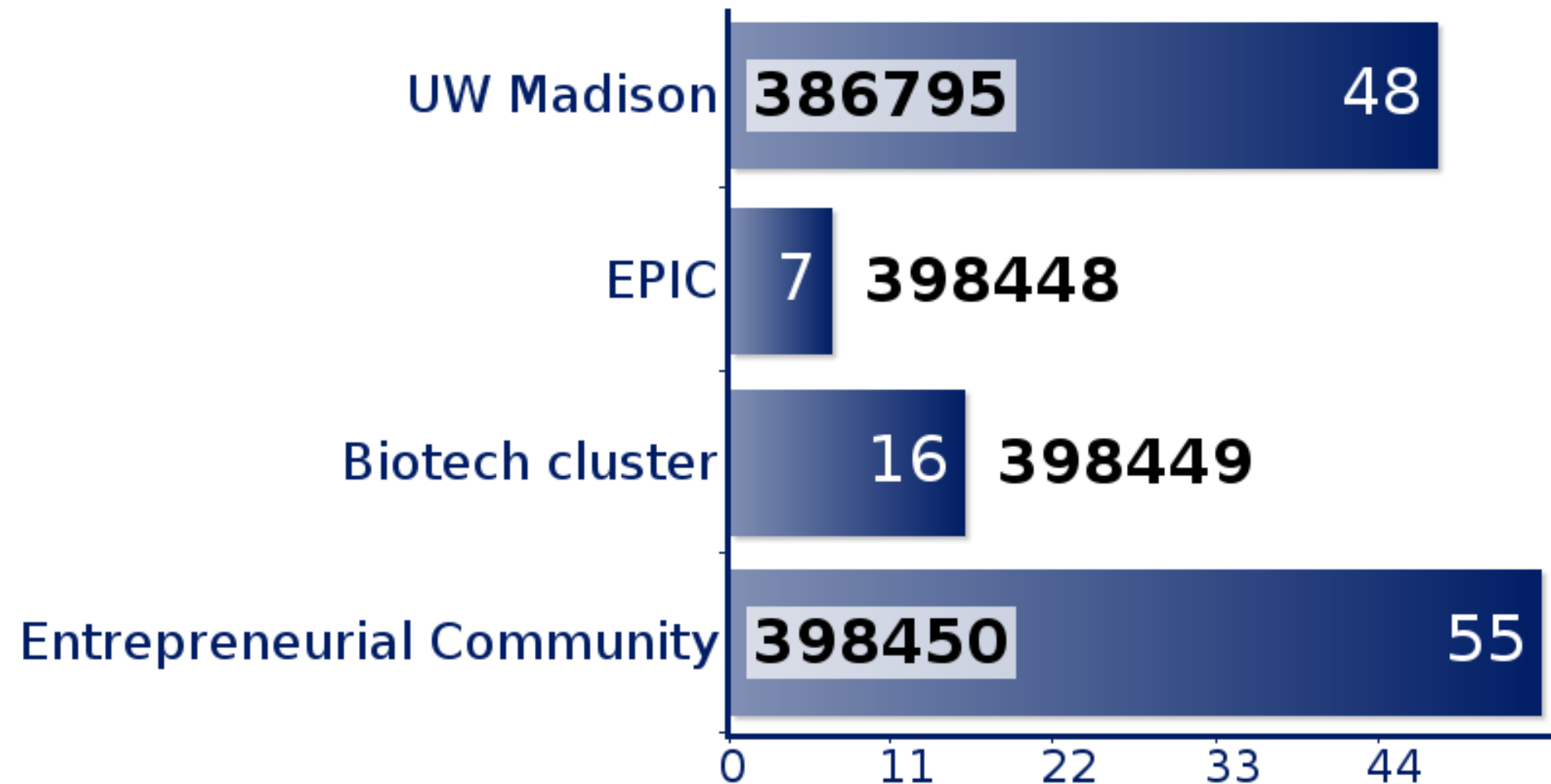




# What's our most important driver of innovation?

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

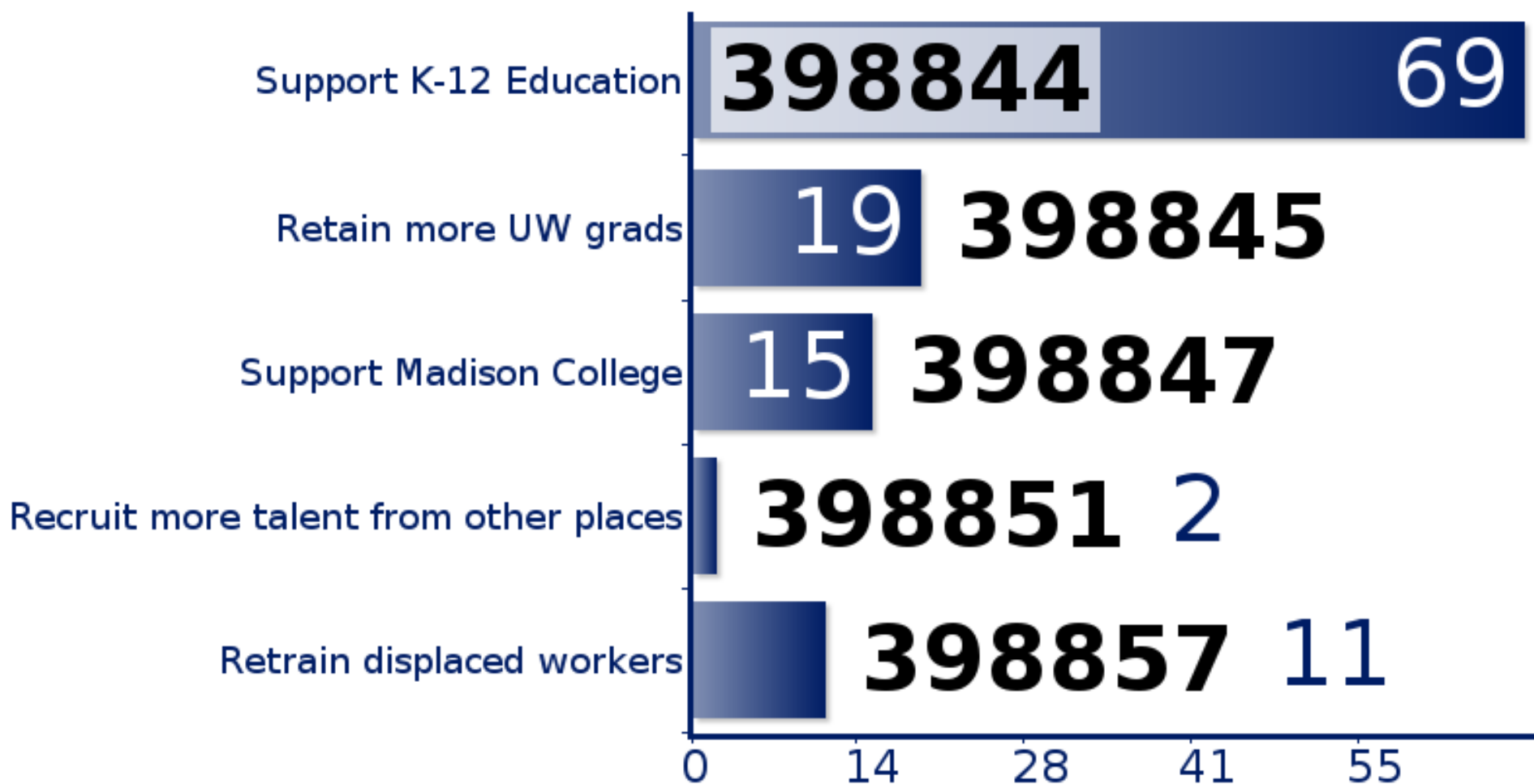
 Text a **CODE** to 22333



# 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

 Text a **CODE** to 22333

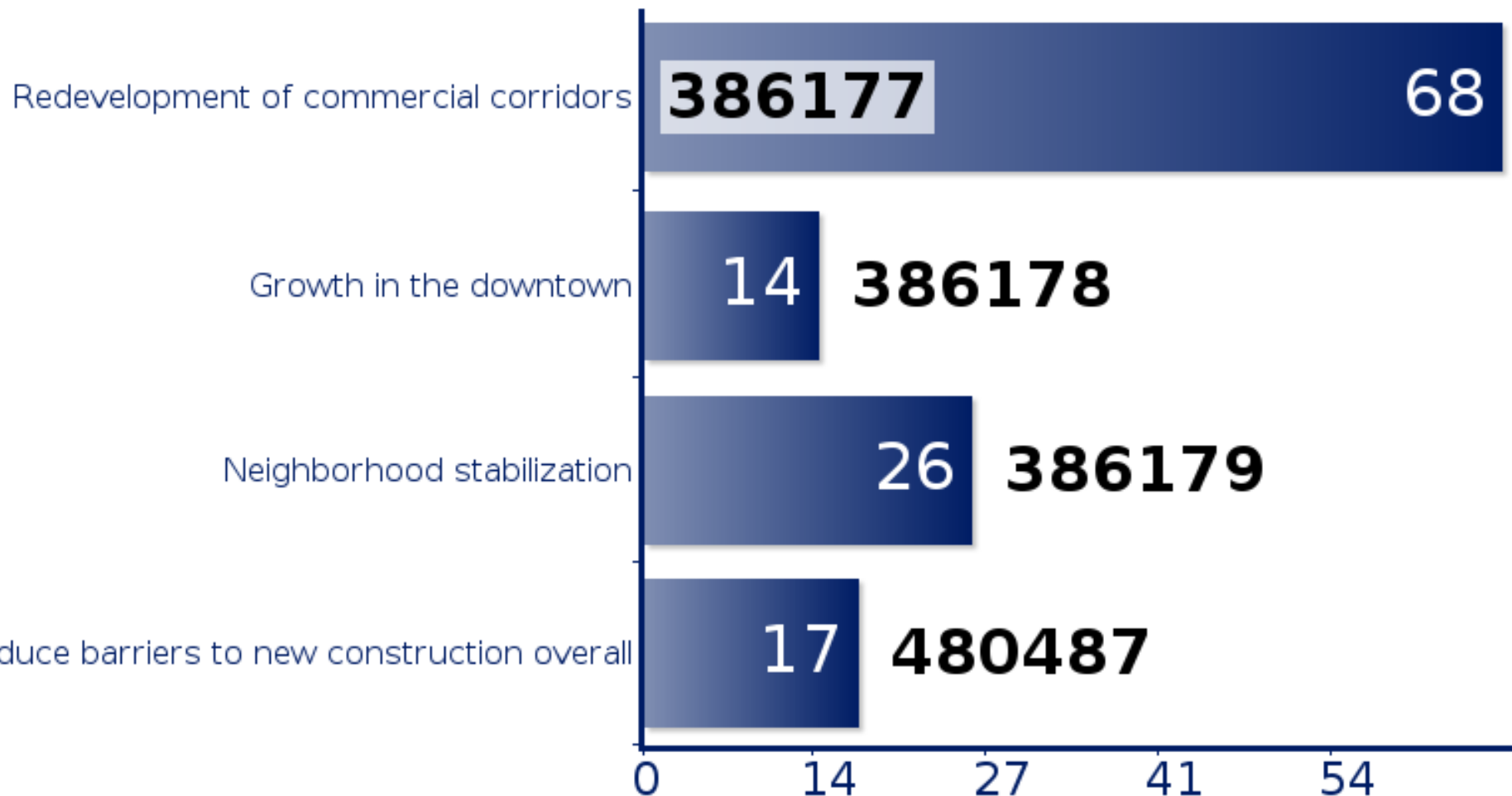




# What's the best way to help grow our tax base

 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

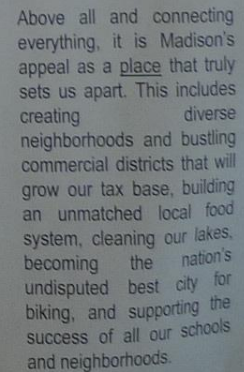
# **INNOVATION**

## **“MIND MAPS”**





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





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

We will be a magnet for diverse talent with a skilled workforce poised to thrive in the new economy, world-class researchers fueling new ideas, and a network of entrepreneurs launching game changing businesses.

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 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.

# Projects

**Projects**

City Marketing  
City Trade Shows

AS S.D.R.  
A TEMPLATE

Roadmap to Entrepreneurial Resources  
Good map  
Resources

Local Market  
Market  
Local

Survey others on personal networks  
Survey others  
personal networks  
economic loss

Connect Technical Founders to Business Managers

Meet-ups  
Tea Party

## Goals

Bottom up job focus  
Books That Work

LEVERAGE REGIONAL  
EXISTING INFRASTRUCTURE  
→ CONNECT

## Zeta in Commercialization

Social, Economic, Environmental, Cultural, Business  
 Increase opportunities/needs  
 Education, Skills, Training, and Leadership  
 Community Development  
 Planning  
 Resource  
 Supply  
 To the  
 Economic

MORE  
INNOVATION  
FASTER  
EARLIER

MG10 - Updates  
Quickly to keep UP!

Higher visibility  
on Permitting  
↓  
Faster!

- STEM → DEVELOP GLOBAL STRATEGY

## Policies

SUPPORT RESEARCH  
↓  
STEM CELL

TELL  
OUR  
SUCCESS  
STORIES (1)

TALENT → BUILD  
ROOTS  
in a

EXPEDITE THE NOW

INNOVATION  
TIF DISTRICT

MAISON ASSES  
INCENTIVES FOR  
LOW GRADS TO  
START BUSINESSES

INCENTIVES  
FOR ENTREPRENEURS  
TO STAY + GROW  
IN MADISON

**R**

of Sustainable  
Business

UW students engage with Statwide  
into Madison ecosystem off campus  
Industry partnerships in heavy strength  
Bottom UP b

BUILDERS + BUYERS IN SAME SPACE TO TRY IT OUT → MATCH CURRENT LARGE MARKET - UPS

ENGAGE BUSINESS INTERVIEWING STORY

STRENGTHEN BUSINESS OWNED RELATIONSHIPS

UP STRENGTH

Dream Bank?  
Sector 67  
100 state

Healthy  
Competition  
w/ innovative  
problem  
solving  
K-12 + business  
Partnerships





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## Shaping What's Next

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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”**



- Family
- Empty nest
- Retire

We will be a **magnet** for diverse **TALENT** with a skilled **workforce** poised to thrive in the **new economy**, world-class **researchers** fueling new ideas, and a network of **entrepreneurs** launching game changing businesses.

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.

Out of the box  
For  
**TALENT**

The good news: People do want to be here.

Retaining Epic + UW Grads

- Build Community of "grads"
- get "students/grads" engaged.
- promote "community ownership"

Use Social Media to reach employees social opportunities

child care everywhere  
of the best  
in education.

UBER  
(B.d Image)

Enhance  
Life Experiences  
to be Life  
Focus.

Strategies need  
Driven & result

Promote high quality life. - Banking

Eliminate Roadblocks for entrepreneurs

Eliminate  
entirety

Need formal relationship & m  
b/w private sector and  
govt & employees.

Connect trades  
w/ schools, organizations,  
diverse populations, and  
private businesses

Continue to develop available areas w/ direct access to main road strip

we make our education  
system (particularly K-12)  
the national model?

Address/enhance the  
schools.  
hook outside par  
educ. models

## Projects

Measure  
u/Epic and  
Oracle Magna  
saving time, math  
technology  
@ goni  
1st

- Close Achievement Gap
- Alternative education opps (Badger Rock)

Branding  
Branding Campaign  
for what's going on  
in Madison / region  
near city

Amerites  
Small town  
hitech companies

formalize programs w/ students to export to

Local K.S. Apprenticeships w/ Tech College  
- what is happening in S.P. & Verona that  
could be duplicated in Madison K.S.  
- student counselors ??  
- expedited  
- team to convey  
- talent.

S. Apple  
 - What is happening?  
 - Could be any of these  
 - student counselors

*opportunities*  
 Create Rapid Response team to convert  
 our broad, successful talent.

## Partnerships

## Policies

Engage Business  
early in student's life  
(Job Shadowing, Y.A, et)

Eliminate  
Food blocks  
TO START  
keep  
New  
OH  
Resist

Options on/ear Isthmus

Day Care

Support

Support  
worker  
coops

## Goals

100% H.S.  
Grad Rate  
Advanced  
Online Diploma

Day Care

Support

EL: Milade

business  
A's li  
Y.A

## Policies



# 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.

*Trip bottom line*

### Projects

*more internships on campus program*

*tie projects to recruit/retain/develop workforce to PLACED*

*Madison's growing value of working professionals*

*Madison's growing value of working professionals*

### Vision

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## TALENT

DEF: NEW ECONOMY

WE MUST MANIFEST VALUES OF WORKFORCE → *Trip bottom line* → *Biking etc*

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

CREATE PATHWAYS IN NEW ECONOMY

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.

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



# MADISON'S ECONOMIC STRATEGY

## Shaping What's Next

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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



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 = <sup>to support</sup> Dream 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

Workforce  
Infrastructure  
Public Services  
Private Services  
Work Experience  
Innovating Collaborative  
Private & Public Services

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?

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



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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 ADVANTAGES ATTITUDES

## TALENT

Examples to find partnerships on company training

"Talent" is over rated - focus on developing staff & talent skills

system that supports "earn while you learn"

Partnership Between Private (large) & Small Private & Public Sector Support

## Partnerships

City Support (Full time director) & At-Large 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? Successes & Challenges

State Government work in partnership to promote work in Madison

MOBILITY PUSH STRATEGIES

Supports

form - will build - work

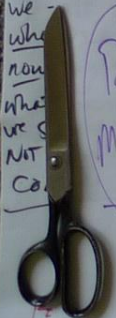
Create Jobs family sustaining offering wages

## Projects

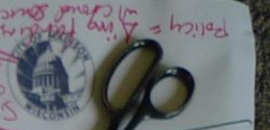
ANALYZE OUR ABILITY TO ATTRACT/RETAIN WORKERS TO POSITION THEM FOR HIGH-SKILL JOBS

Engage the private sector in creating jobs offering wages

Final say on training opportunities in partnership with private sector







**Goals**

Gender engage & 12 level  
 of the broad range of  
 opportunity  
 - Make Madison place  
 for business  
 - Make Madison place  
 for business  
 - Make Madison place  
 for business

Transportation  
 who we are  
 we are  
 becoming

all pockets of talent as  
 we broaden the def of talent

Diversity has been  
 it has to be an  
 "problem"

**Projects**

Supporting  
 game changing  
 businesses  
 All entrepreneurs  
 game changing  
 businesses

**Vision**

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 connected innovation hub at  
 the vanguard of new ideas in  
 life sciences, health, advanced  
 manufacturing, & digital  
 technology

We will be a magnet for  
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 economy, world-class  
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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 city and our  
 business

Fix City Committee  
 changing made to better  
 represent many sectors

programming that  
 develops talent  
 already here

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

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

**Policies**

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

\* Simplify  
 the process \*

WANT

K-12 edue systems  
 Language kids in accented  
 businesses ... more than  
 just a fair-wr edue option  
 - entering programs &  
 help create job  
 creators not job

How to leverage  
 classes & dual  
 language immersion  
 students that  
 will soon be  
 graduating  
 from HS

**Partnerships**

Micro lenders to complement  
 access to capital  
 continuum

City has  
 HR talent  
 living managers  
 local  
 community

POWERSHOPING  
 080  
 1211

micro lenders to complement  
 access to capital  
 continuum



# 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 gun contractor 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/leakage along w/ good news to avoid hubris

Build optimism among youth

Build equity in a neighborhood together w/ community

Public Market  
Mad City Bazaar

Risk/Threat  
Assess men/survey

HS Reform Collaborative

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

# Projects

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# OPPORTUNITY

LIFESKILLS MENTORING PROGRAMS

MAKE PARKING COOL AGAIN  
EDUCATIONAL CAMPAIGN

MATC  
Workforce Dev't  
MMSD

City  
MMSD

\* BUSINESS Non-Profit

Local Bus. Owners

Entrepreneurs  
Trades/Labor  
Food Council

# Partnerships

Create links between early career adults AND early elementary students

Financial youth & teach needed skills during time.

DEVELOP BROADER VISION OF REBUILDING THE LOCAL FOOD SYSTEM INFRASTRUCTURE

RAISE MINIMUM WAGE TO \$10.10

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

# Policies

More support for community projects (open up first start)

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?

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

Social workers assigned to neighborhood needs

Supply/demand bridge



# 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

**AFFORDABLE HOUSING**

Raise profile of tech jobs & Apprenticeships

Seed businesses in Prairie Hills + other business districts

improve

career counseling

Stop working in low-paying jobs

Close contacts btwn recent grads & HS Show them pathways to great jobs

Evaluate Buses for serving greatest need

Funds for Minority Businesses

### Projects

High Speed Rail collecting for Education for Students of Color

### Vision

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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 Businesses Adopting Schools

Work with people to help gain access to opportunity need more skilled labor to fill gaps

Urban League WCA Training

partnerships with tech kids

SPDC + CBIC

Transportation Parking of Buses Hours





# Goals

100%  
5-10M  
30-45

Start construction  
Parker school +  
Careers

BRT  
20-40%

+ People  
of Future  
last month

# Projects

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# OPPORTUNITY

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 (6 parents  
support)  
(like Girl Scouts)

Lifelong learners  
Come back to  
UW

+ Need to  
be honest  
about  
career to-  
kids really  
+ UW Health model  
+ "Grandparent" support - a family  
+ Park @ it from all angles:  
parents, kids, & jobs.

+ Partner community centers  
+ More private  
libraries, etc. →  
+ "bundle" what is  
needed together.  
+ Pick between choices  
+ Partner educational  
approach + Em  
allow them to access the  
educational opportunities.  
+ "Donor" entry program  
+ Car-Ride

Non-Credit - Employers  
recognize

Partnerships  
+ How do you  
pair part-time  
employment w/  
entrepreneurship.  
+ Donor entry program  
+ Car-Ride





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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



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Question: is this about just gov't or all?

# OPPORTUNITY

- **CREATE ACCESS TO OPPORTUNITIES FOR 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
- ★ disparity study by the city of Madison
- ★ open up portals of contracting to increase

Change the conversation  
what we do + what we don't do  
- shift narrative  
- create economic engagement in historic neighborhoods  
- paid loan



**Projects**

- ★ access to existing resource by small biz development center
- ★ training in the trades
- ★ One County School
- ★ Hands-on shadowing
- ★ Small biz to big biz
- ★ Big Shop

Long-term plan for building business

**Partnerships**

- ★ partnership b/w MMSD + BTC
- ★ partnership w/ Madison College
- ★ partnership w/ Madison College + R system
- ★ lack of internal gov't partnerships
- ★ a lot of work occurs in silos
- ★ create better alignment b/w economic development + development
- ★ increase connections b/w neighborhoods, private sector

Leadership  
Greater Madison  
MMSD  
BTC  
Madison College  
R system



# 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

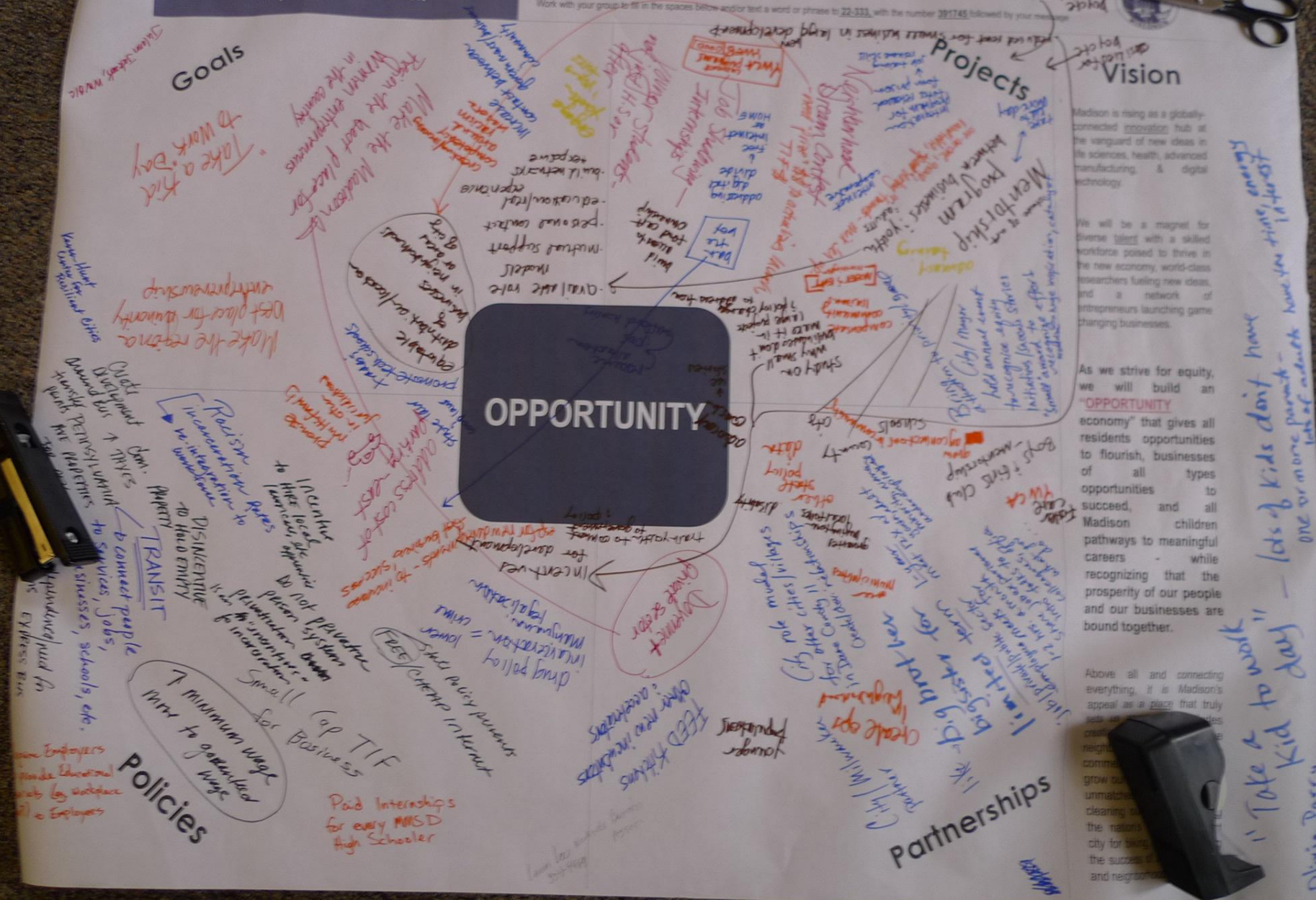




## Shaping What's Next

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# 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”**

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## Goals

River walk-type developments  
Connectedness  
Wayfinding

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

create diversity of businesses in each neighborhood

Complete Streets

METRO  
B-cycle  
B2T  
CARSHARE

## Partnerships

## Policies





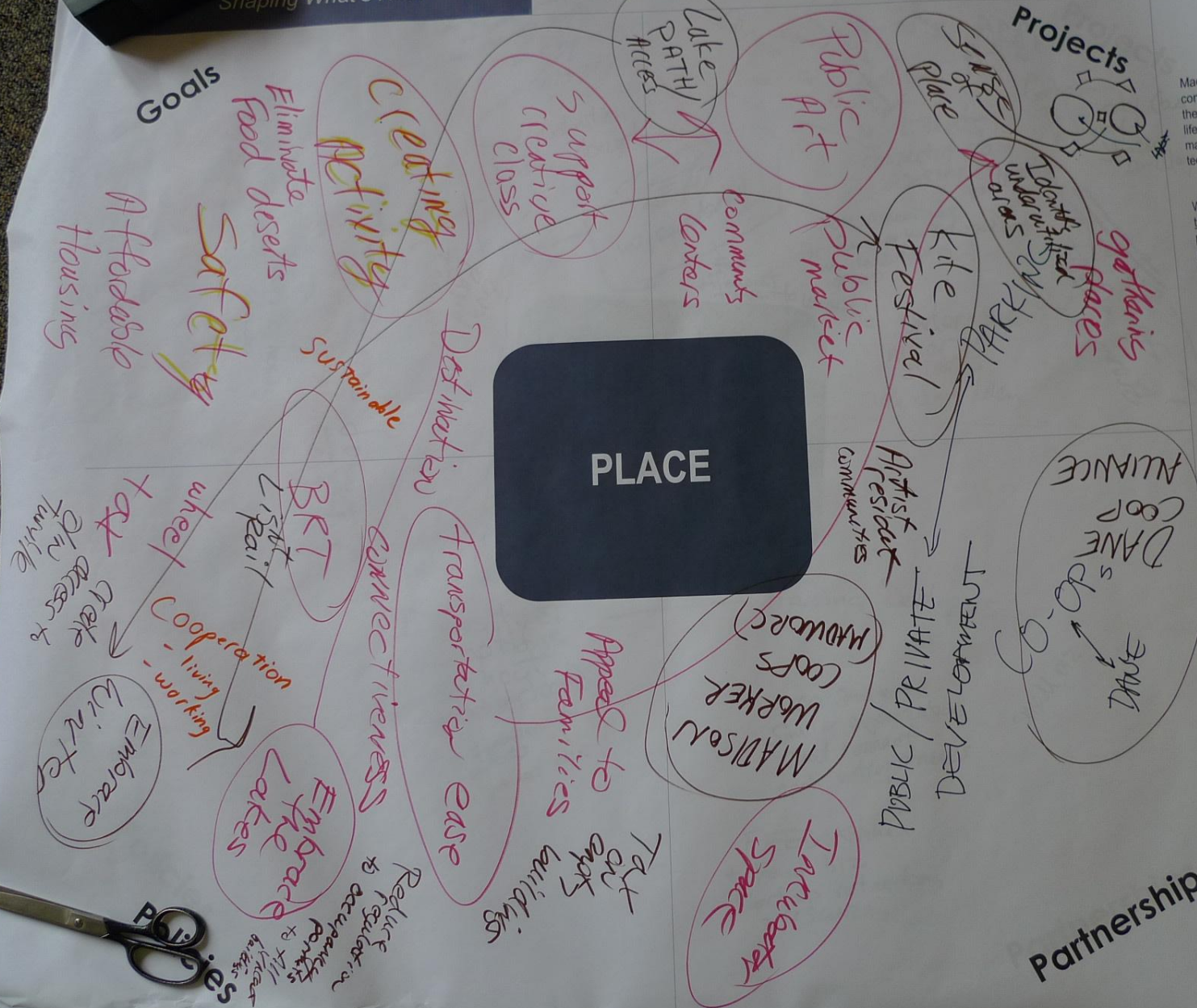
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As we strive to build an "open" that gives opportunities businesses of all types opportunities to succeed, and all Madison children pathways to meaningful careers - while recognizing that the prosperity of our people and our businesses are bound together.

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# 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



## Vision

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## Goals

HOW DO WE GET "EDDY" IN A COMMITTEE STRUCTURE

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

BRT  
GATEWAY DRUG TO

STREET CAR  
BE LIKE PORTLAND  
LRT  
Projects

SCHOOLS AS COMMUNITY CENTERS

AMBIENT BEAUTY  
UNDERGROUND UTILITIES!

TODAY IN MADISON

SUNSET  
Jazz / Blues / Soul / Funk / R&B

PARK IMPROVEMENT  
NEIGHBORHOOD ORGANIZED

REPAIR CAFE

ENGAGE: WHAT DO PEOPLE WANT (MORRIS ST.)

## PLACE

PHILANTHROPY COLUMBUS IN EXAMPLE

DOWNTOWN IN WEST/EAST TOWNE/WESTGATE  
MIXED INCOME HOUSING  
RETAIL & SERVICES  
COMPOST FOOD WASTE

FOOD RETAIL ACCESS  
PUBLIC ACCESS  
BUILT FOR PEOPLE  
UPGRADE INFRASTRUCTURE BUT RETAIN PLACE IN PROCESS

PLACE BASED CURRICULUM IN THE CITY  
EX- GEOMETRY APPLIED LEARNING  
NOLEN WATERFRONT  
NOLEN CENTENNIAL / PARK ST

CAP EAST ASSEMBLY DEVELOPMENT

REC / NOLEN  
REGIONAL TRANSPORTATION DISTRICT

Partnerships

Policies

## FRAMEWORKS:

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

BRAND: WHAT IS THE MADISON IDEA





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## Projects

like Ben's "freedom" of the lake is a game  
 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 taking place

## PLACE

Keep Epic & UIC  
 Walkable Communities to convenience to events & locations  
 more destination outside downtown  
 rapid transit  
 fast efficient transit to westside  
 transportation strategy  
 COR

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

WISC  
 WINTER  
 events on frozen lakes

## 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

## Partnerships

## Policies

Supporting local businesses in job scanning





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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

Nealite Foster 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 activities

Apply Equity to laws to E.D.

## Policies



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businesses are bound

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

# PLACE

**Goals**

- Marketing of place things to do
  - Madison College
  - logic component of our "place"
  - addition of people
- Businesses
  - businesses
  - services
  - signage
- Community
  - local / regional retail
  - business incubation
  - infrastructure with schools
- Neighborhood
  - neighborhood
  - community development
  - infrastructure with schools

policy flexibility  
~~business~~ business  
 sense at place  
 - funding  
 - intentional  
 - cella parking  
 - millage  
 - long term  
 - ~~revenue~~ revenue  
 - ~~extra~~ extra  
 Flexible Business Policies  
 Community neighborhood  
 association feedback input  
 way finding  
 sign  
 flexibility  
 BID'S??  
 MIKE has alot  
 UN Dorms -  
 Adjusts PD -  
 mixed tax  
 opportunity  
 Policies

JND-NCP  
 AECT  
 Cultural "map making"  
 →

JND- $\hat{N} \in P$

- NOTEN PROJECT
- IMPROVE WAY-FINDING

Schools become Neighborhood Centers  
 open 24 hours  
 assets of schools available to other neighbors  
 computers

Businesses  
connecting to  
struggling neighborhoods

NAs  $\leftrightarrow$  BIDs

## Partnerships



# 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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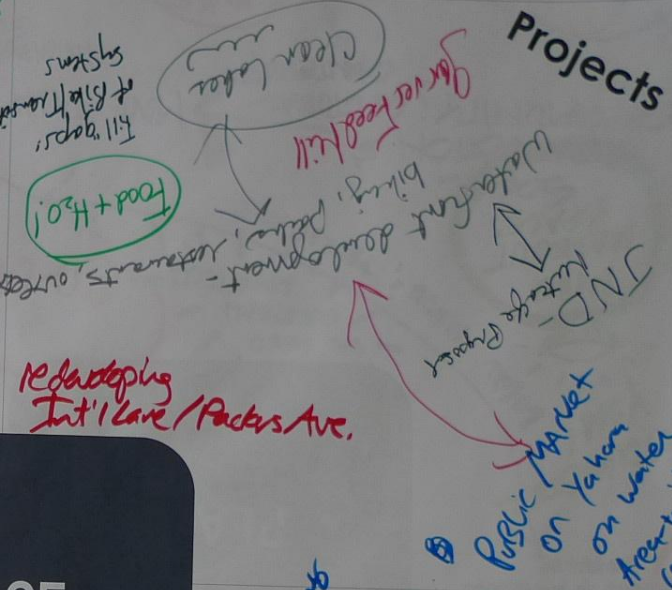
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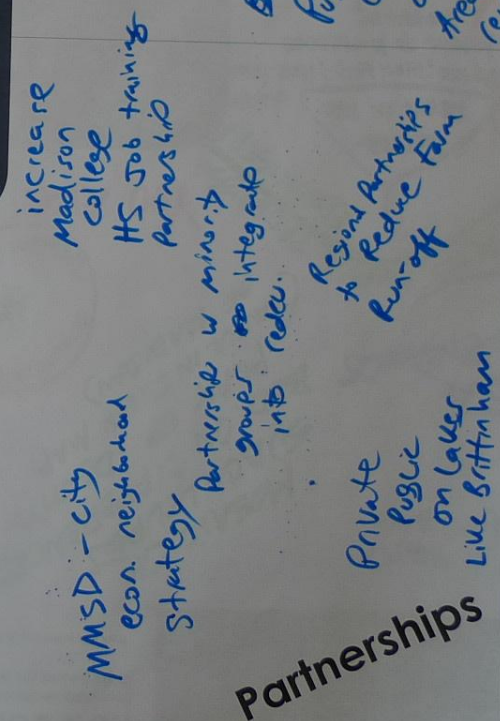
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## Projects



Redeveloping Int'l Lane / Packers Ave.

## PLACE



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.

Link Parks to each other AND Neighborhoods

World-class Biking Trails

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

CREATE Engagement of minorities within 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 parks

## Policies





Shaping What's Next

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## Shaping What's Next

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

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We will be a magnet for diverse talent with a new workforce poised to thrive in the new economy. Researchers fueling the economy, and a network of entrepreneurs launching game-changing businesses.

As we strive for equity, we 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.

## Projects

- # Projects
- Create a "place" in the neighborhood. Especially new neighborhoods. Encourage mixed-use, small business identity, places you can walk to within your neighborhood.
  - "Attractors" 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 folks can ride bikes
- 381822 in the body of the text followed by your name

## Goals

Safer Community  
 DYNAMIC  
 Goals  
 Anchor for  
 Economic sector dev  
 CONNECTION  
 Do not disconnect from region  
 CHARACTER  
 ACTIVITY!  
 INVIT  
 PHYS  
 EXPE  
 H

Street  
Corridors  
viewed as  
opportunities  
for place  
element +  
transportation

FOR PEOPLE  
Celebrate  
our history,  
Heritage

INVITING  
PHYSICAL:  
EXPERIENTIAL  
PLACES

EXCITEMENT

# PLACE

ENGAGE  
THE  
LAKE.

Multi purpose  
transit points

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

MIXED-USE  
ZONING CHANGE

- SELF-SUSTAINING
- FULLY INTEGRATED

more  $\Delta T$  +  
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  
THAT  
ALLOW PHYSICAL  
ENHANCEMENTS  
TO PLACE THAT  
SHOWCASE  
THEM

that planning process  
on the 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



## Economic Symposium II: May 27, 2015

### Results of "Priority Cash" Exercise

