



FINAL REPORT OCT 2018

OSCAR MAYER FOCUS GROUP
SESSIONS



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Overall Summary

EQT by Design, LLC was asked to develop a public engagement process that would be diverse and inclusive of voices who would reflect the overall diverse constituency of the City of Madison and also the specific diverse community of the Northside.

Seven (7) sessions were held to engage constituent groups representing the general diverse constituency of the City of Madison and also the specific diverse community of the Northside.

The focus groups sought input and perspective about overall Oscar Mayer impact to the area, concerns about the future and what opportunities they envision for the site and area. Four hundred (400+) comments were gathered focused on those particular themes. The appendix shares the process and pictures from the sessions held between May 2018 and June 2018.

KEY FINDINGS

Based on the analysis of the feedback, EQT identified the following as key concerns expressed in the focus groups. Individually, the participants shared what they were most concerned about in terms of the redevelopment process and impact to the city of Madison, and the Northside:

- Skeptical
- Unsure
- Placing pressure on area given historically unfulfilled needs
- Were really impacted by Oscar Mayer -- changed their living and lifestyle significantly due to job opportunities and pay.
- Feel isolated and have unmet needs due to location
- Transportation, Employment, Youth, along with feeling of being unrepresented or reflected in the community - as people, ideas, or purchasing power -- key themes
- Fear of lost opportunity
- Want to be part of whole decision-making process not just input

KEY FINDINGS

EQT also identified comments that were reflective of how participants thought collectively as it relates to community impact.

- Starving for SPACE that represents and embodies the whole community and not just parts.
- High impact solutions that address daily life ... jobs, transportation, and youth
- Desire re-imagined ideas around economic independence and empowerment
- Want a centralized cultural reflection and hub that captures the essence of the Northside, its people, and its diversity.
- Capture and reflect the energy and action of people who care about their community, kids, and who love Madison.
- Build a hub that is walkable, welcoming, inclusive and easy to navigate for those who live there and for those who come to visit.

CITY OF MADISON SPECIFIC FEEDBACK

The following are themes from the participants about what they appreciate about living in the City of Madison.

- Outdoors & Greenspace
- Safe and Clean
- Healthcare and health consciousness
- Cosmetics of community is great - lakes, parks, in general lots to do
- Variety of people, places and activities
- Bike friendly
- Educational access/options
- Food via restaurants and farmer's markets
- Kid friendly - small kids
- Economy is insular from larger national scene
- Small town with big city amenities
- Potential for change due to scale and size
- Ideology of being progressive and/or liberal
- Job Opportunities
- Likes diversity in their neighborhood

CITY OF MADISON SPECIFIC FEEDBACK

The following are themes from the participants about what they do not like about living in the City of Madison.

- Transportation “sucks”
- High rent and low paying jobs
- Food deserts
- No activities for youth (middle school to age 21)
- Lack of diversity, racism, segregation
- Spaces are not inclusive or welcoming
- No creative inclusive entertainment venues in general and/or specifically for POC (people of color)
- Serious “tale of two Madison’s”
- POC are not included in high impact decision-making
- Isolated and isolation

DEVELOPMENT OPPORTUNITIES

The following themes reflect what participants in the focus groups shared about potential opportunities and impact of the Oscar Mayer redevelopment.

- Increase middle class
- Hub for transportation and corridor to other parts of city, region
- Housing
- A space for all given location
- Jobs / Employment that sustain families
- Food connections - future Public Market
- Land / ownership / economic empowerment for POC
- Gathering space and place (pool, roller skating, flea market, hub for youth)
- Educational gateway for K-12 /Tech - College - re-engage youth (14-21)
- Revitalize the neighborhood and the corridor
- Generational connectivity
- Cultivate and curate cultural experiences and norms
- Opportunity for Ho-Chunk business
- More people, another cool part of town
- Aging in place opportunities
- More money circulating and staying in the community
- More communal places to pass on and practice cultural traditions.

DEVELOPMENT CONCERNS

The following themes reflect specific ideas and concerns specific to the Oscar Mayer redevelopment.

- Same people making decisions without diverse voices and representation
- Integrated space that won't welcome and serve all
-- *EPIC and Warner Park* - mixed feeling on "development for who"
- Only high-end amenities
- Lack of Affordability
- Don't provide solutions & opportunities for current Northsiders

NORTHSIDE SPECIFIC

These are comments from those who live on the northside and key themes they shared.

- Seniors really have made youth feel welcomed....and so they are hanging out.
- How could that space be a hub for bringing resources and get it sent out to others and spread wealth
- The Coop is trying but you see security and then the prices are higher ... so the message is difficult and disturbing.
- [Growth] is a positive and the concern is impact to those who are not able to afford as easily as others.
- People are moving to the Northside because it is more affordable compared to other places of the city.
- It is a tricky question...people from this area - how do you lift folks up and also invite in those who love the area and want the accessibility of the area and the opportunity
- Lack of good, reliable transportation and affordable housing.
- Lack of support for communities within Northside

NORTHSIDE SPECIFIC - cont'd

- Only focused on most vocal and those with means
- Lack of youth oriented activities
- Many who are low income experience “eat/sleep” for dinner
- Housing and landlords are so strict difficult to find good places to live
- Segregation extreme and can’t believe how unaware privileged people are of the those around them who are not
- Upstream problems blamed on people not responsible
- [Get] businesses to feel accountable and do their part to support the vision and the needs to help the “we” and just not the “I or me”

NORTHSIDE SPECIFIC to Oscar Mayer

These are comments from those who live on the northside and key themes they shared about Oscar Mayer.

- A space where love flourishes because it is inclusive in decision-making, activities, and everyone respects each other and is inclusive and welcoming to all.
- How do we break it [Oscar Mayer] open and make it accessible?
- Want to see ideas and development that helps the Northside and keeps people here rather than pushing them away.
- Aid in more job opportunities when you have a venue that community can call home - because community provides the services/needs/ and allows them to own and solve their own issues.
- Feel isolated and removed from rest of city.
- Types of services and access that are available similar to the westside.

NORTHSIDE SPECIFIC to Oscar Mayer - cont'd

- Trying to create “the Feel of NY” - big city and bright lights, but don't accommodate all the people of Madison
- Swimming pool... could that happen
- Make city government more accessible to community - City servicesand easing burden of having to come downtown
- Communal practices that can be accessed by all POC without dictating what community can do in terms of cultural practice
- That (OM Redevelopment) could help with integration, and empower communities, and sense of belonging.
- The bus service is terrible ... it takes a long time...It complicates accessibility to shop, work, and in general to access community.
- Do gardens... on the rooftop
- Airport is right there -- bring people in and out

PROCESS FORMAT

900 responses were gathered through this focus group engagement process. The design of the process was to ensure that the voices of the participants were being collected and heard.

The focus of the sessions were designed to specifically on an engagement strategy that would ensure participants would be:

- informed about the Oscar Mayer project
- aware and how to engage with the project
- willing to help guide the city on needs by diverse constituencies.
- EQT sought members of the community who were considered grasstops. These are individuals who bridge between neighborhoods and communities but do not necessarily live in the neighborhoods themselves.
- Typically they have strong well-informed insight and connections about the community and constituency groups will react and respond.
- Given the Oscar Mayer project is early in the work and given the timeline this engagement strategy was most efficient and effective.

PROCESS FORMAT

The worksheets with questions along with post-it notes were used to collect feedback and input (*see Appendix page 16-17*). The input sought was focused around the following three areas.

Questions were chosen that would help inform the City of Madison around three key areas:

- Lifestyle & Living in City of Madison - the purpose was to help understand the mindset of individuals coming into the process.
- Oscar Mayer Impact : the purpose of these questions was to understand relations and connections with Oscar Mayer.
- Engagement : the process helped inform how knowledgeable and active the individuals were in regards to the project. To seek guidance and information regarding the most important issues, concerns, and learn what concerns, ideas and opportunities they see with the redevelopment of the Oscar Mayer area.

BY THE NUMBERS



Overall statistics reflecting the demographics of the focus group attendees.

- 79 invited and 59 attended
- 900 comments gathered in total
- 400 comments specifically about Oscar Mayer

APPENDIX

Focus Group Participant Statistics

Organization Type Representing

• Business	7%
• Community	11%
• Education	9%
• Faith	2%
• Government	4%
• Neighborhood Center	12%
• Nonprofit	46%
• Organizations	11%

Survey Theme Responses

Living in City of Madison	341
Oscar Mayer Concerns	95
Oscar Mayer Impact	148
Oscar Mayer Opportunities	81

Responses by Group Responses

Hmong Cmty (ns)*	67
Kennedy Heights	127
POC Key Influencers	180
Latino Cmty (ns)*	91
Northside Navigators	86
ULGM Staff	149
Ho-Chunk	43

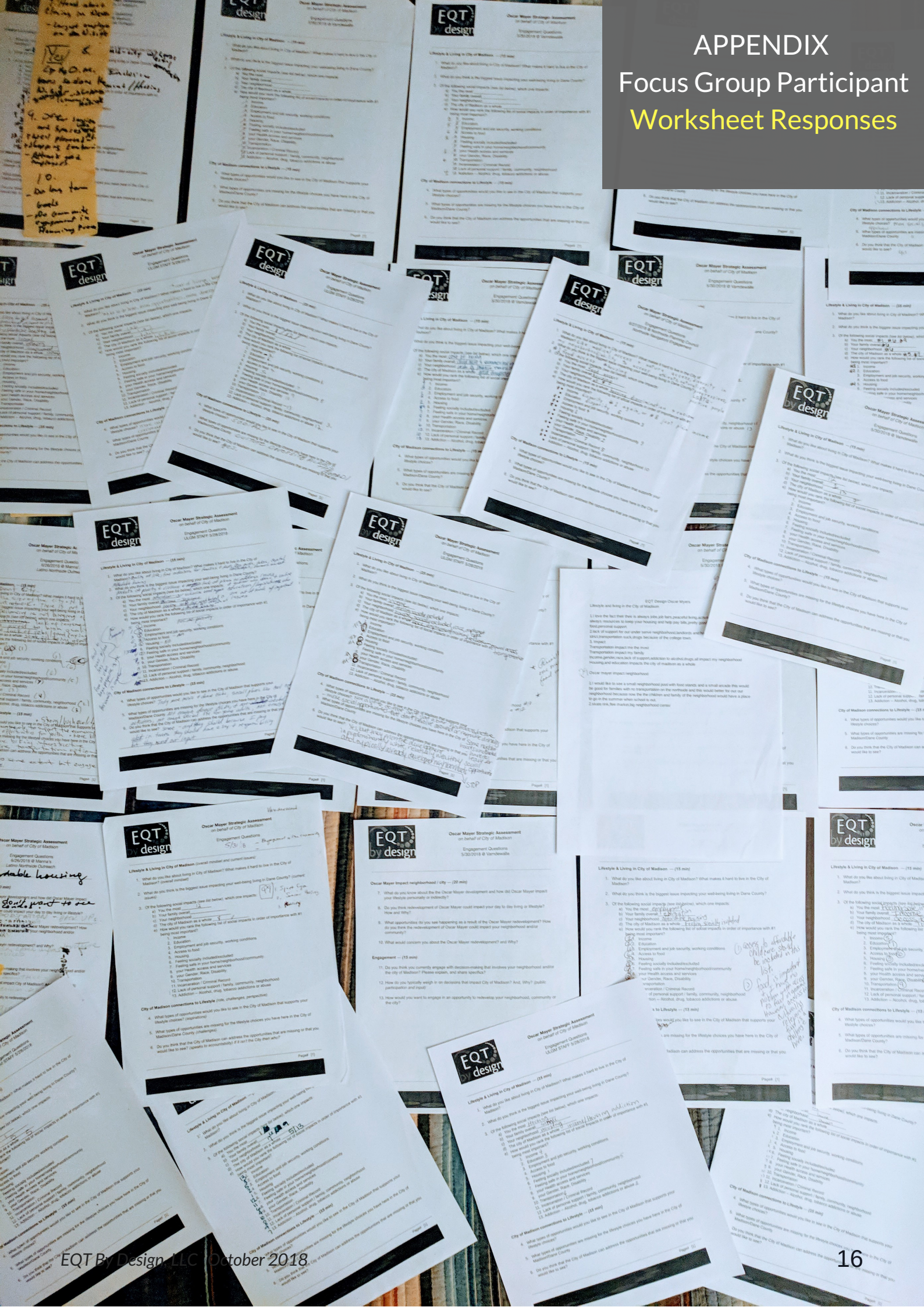
*ns=northside

Session Date Responses

5/8/18	148
5/29/18	271
5/30/18	143
5/31/18	43
6/12/18	92
6/26/18	99
6/27/18	107

APPENDIX

Focus Group Participant Worksheet Responses



APPENDIX

Focus Group Participant

Post-It Note Responses



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