



# 15,000+ people engaged through Imagine Madison



**Website**  
11,960 unique visitors



**Planning Pop-ins**  
60 Pop-ins | 1,775 attendees

- Hip Hop Architecture & Planning Camp
- Cap Times Talk
- UW-Madison PEOPLE Program
- UW-Madison Classes



**Community Meetings**  
10 meetings | 371 participants



**Resident Panels**  
231 participants



**Inter-Agency Staff Team**  
26 staff members | 17 departments



**Markets and Festivals**  
19 Events | 649 interactions



**Neighborhood Resource Teams**  
9 Teams | 118 attendees



**Social Media**  
803 followers



**City Committees**  
18 Boards, Commissions, and Committees



**Mini-Documentary**

## PUBLIC ENGAGEMENT

Actively involving community stakeholders and the public in developing Madison's Comprehensive Plan was the primary objective of Imagine Madison. Broad public engagement helps ensure that the Comprehensive Plan accurately reflects the vision, goals, and values of the community.

In June 2016, the Plan Commission and Common Council adopted the Public Engagement Plan for Imagine Madison, which outlined a broad participation effort. The main objectives of the Public Engagement Plan were to ensure community involvement was inclusive, relevant, transparent, flexible, and fun. Special emphasis was placed on finding ways to encourage involvement by groups within the community that are often underrepresented in planning processes.

The demographics of participants were tracked throughout the process to monitor how they matched that of the city population as a whole. Adjustments were made as demographic gaps in engagement were identified.

Imagine Madison used many methods and marketing techniques to inform and involve the community in the process. The primary methods used are summarized below.

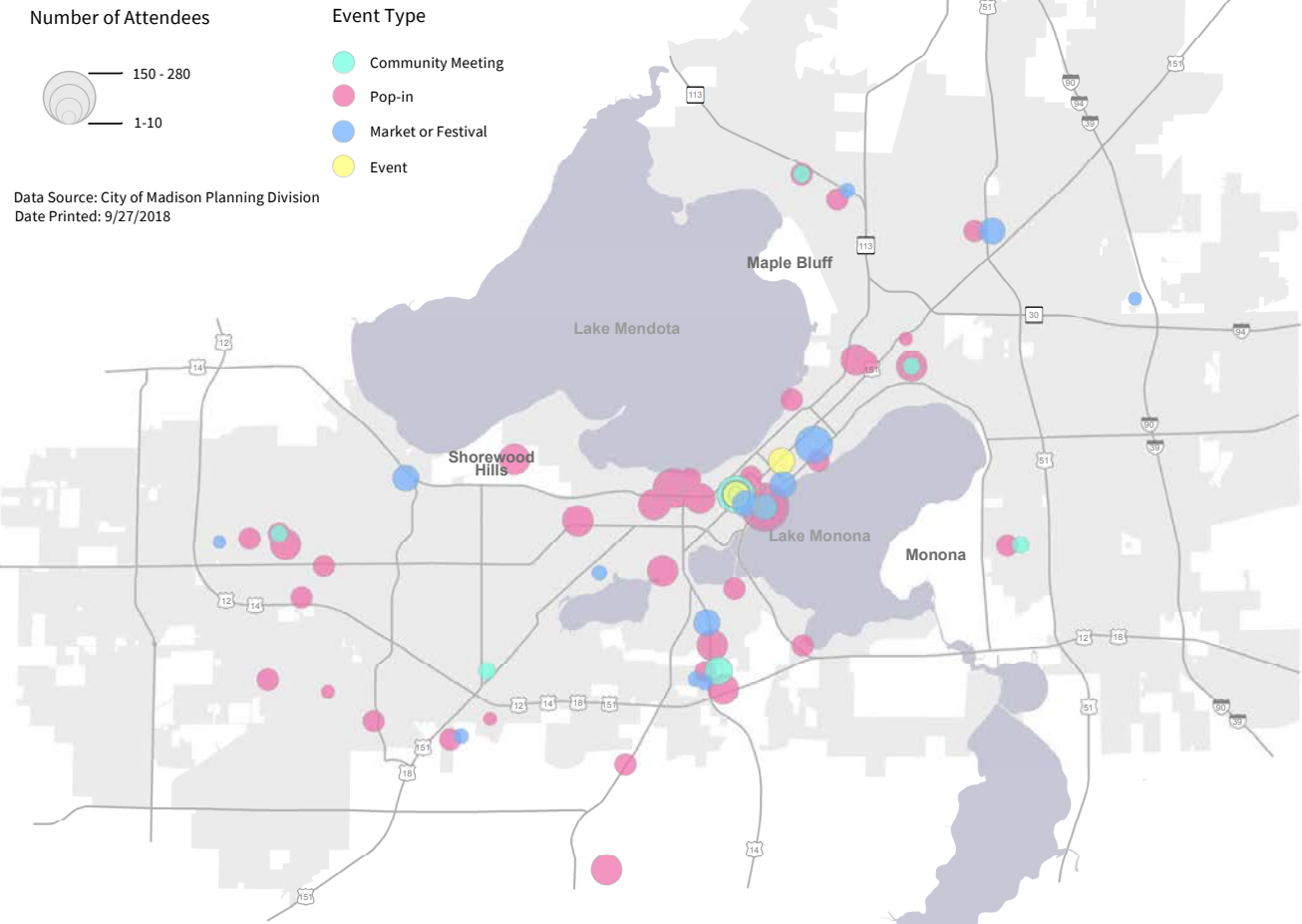
### Community Meetings

Community meetings were held to provide background information and gather input on key issues for each stage. Meetings were held in highly accessible facilities and distributed geographically throughout the city to remove barriers to participation. Food, childcare, and language translation services were provided at each meeting.

### Imagine Madison Website

The Imagine Madison project website ([imaginemadisonwi.com](http://imaginemadisonwi.com)) served as the project's hub for information and engagement. The website had nearly 12,000 unique visitors throughout the project. In-depth surveys were available on the website during each phase, which provided an opportunity for online participants to complete activities similar to those at the community meetings and other venues.

## Public Engagement Events



### Resident Panels

Resident Panels were a significant part of the Public Engagement Plan for Imagine Madison. The Resident Panel initiative was a proactive approach to ensure that Imagine Madison engaged residents who have historically been underrepresented in City planning processes. The City partnered with community-based organizations that have connections to Madison's communities of color, lower income residents, and other residents whose voices are often missing from community conversations. Selected community partners convened panels of approximately 10-15 residents to discuss and provide feedback on the topics of the Comprehensive Plan. The Panels completed activities similar to Community Meeting attendees.

Resident Panels were created to remove as many barriers to participation as possible. The City provided funding to the community partners to cover costs associated with convening the Panels, such as meeting space rental, food, childcare, and transportation.

### Pop-ins

Project staff attended various events and meetings in the community, such as Neighborhood Association meetings, University of Wisconsin - Madison classes, and LaSup (Latino Support Network of Dane County) meetings. Staff provided information and received feedback at these Planning Pop-ins.

# PROCESS

## Phase 1



## Phase 1

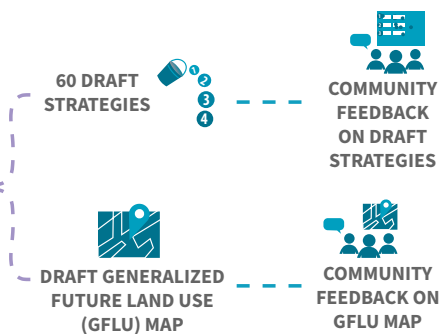
The major objectives of Phase 1 were to:

- Describe what a Comprehensive Plan is and why it is important;
- Summarize background information on key trends that will affect Madison in the future;
- Engage residents about what should be improved in Madison.

Thirteen Draft Goals were presented and the community was asked two questions about each Goal: is this Goal important? And: is the community currently doing enough to achieve this Goal? Participants were also offered the opportunity to provide ideas for issues and goals that were missed.

Between Phase 1 and Phase 2, the Goals were revised based on community discussion and reorganized into six Elements, with each Element having two Goals.

## Phase 2



## Phase 2

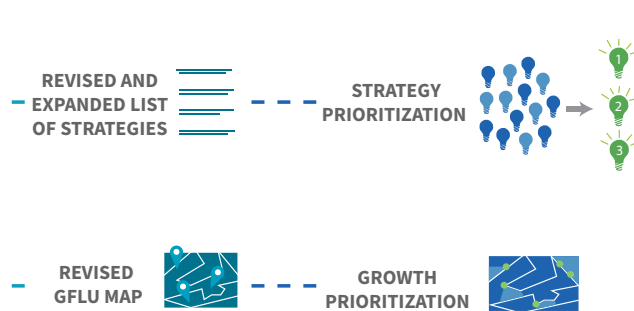
The major objectives of Phase 2 were to:

- Identify Strategies that should be used to achieve the Goals identified in Phase 1;
- Suggest changes to the Generalized Future Land Use (GFLU) Map.

For Strategy identification, participants reviewed draft Strategies and voted for the ones that they supported or wrote in new Strategy ideas for others to see and vote on.

During this phase the community also provided feedback on the GFLU Map. Staff then responded to those comments and created an updated Draft GFLU Map. The community made additional comments on the map in April 2017, which were then reviewed by the Plan Commission.

## Phase 3



## Phase 3

The major objectives of Phase 3 were to:

- Prioritize the Strategies identified in Phase 2;
- Suggest ideas for Action steps to implement the Strategies;
- Prioritize where Madison should accommodate growth.

For Strategy prioritization, the focus was to determine which ideas were most important to ensure the Plan reflected community priorities. For growth prioritization, background information on recent housing and population growth trends were provided for context. Participants could select locations in Madison where they felt future growth should be accommodated.

Note: Because the people who engaged with the Comprehensive Plan were self-selected and not randomly chosen the results of surveys and questions are not the same as a scientific survey. As such, the results of Plan engagement would not likely be the same if the engagement process were repeated and a different group of individuals participated. Similarly, because the participants were self-selected, the results may indicate other trends, biases, etc.