

## **DMI 2018 Civic Agenda**

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### **Economic Development**

- Job growth, employment opportunities, retail & entertainment and housing options are crucial to the health of our region and downtown Madison.
  - Retain and encourage people to locate a variety of commercial uses in downtown Madison.
  - Encourage businesses to locate and expand employment opportunities in downtown Madison.
  - Support greater downtown housing densities and diversity, including mixed-use and work force affordable housing to serve all socio-economic groups.
  - Value and support an increase in quality downtown childcare as it is important to the economic well-being of the community and to its quality of life.
  - Support the efforts of the Business Improvement District (BID) on the downtown Market and Retail analysis.
  - Work with businesses to identify and implement new incentives for employees and clients to use sustainable transportation options (Madison Metro, B-Cycle, bicycle commuting, walking, rideshare).
  
- New businesses are important to the health of downtown Madison.
  - Interact and support incubator/entrepreneurial centers to encourage new business formation with a particular focus on minority owned businesses.
  - Work with the city of Madison to empower and expand the city's Economic Development Committee and to find ways the city can assist with minority owned businesses.
  - Improve connectivity to the Madison entrepreneurial ecosystem.
  
- Improvements are needed in the greater State Street area especially where State Street intersects with the Capitol Square.
  - Support the Wisconsin Historical Museum efforts to create a new space on block #75 that will be part of a larger public private project that will include housing, office and retail.
  - Support BID, Madison police, etc. in programming and enforcement efforts.
  
- It is important that the city address the needs of the downtown and continuing urbanization in their updating efforts of the city of Madison Comprehensive Plan, "Imagine Madison".
  - Use and communicate the "State of the Downtown" report to support/assist with the city process.
  - Work closely with the city Planning Department so that DMI values are represented in the final plan: Transportation options, affordable housing, public access to our lakes, the need for density, identification of growth areas that will connect with transportation corridors and get people to job hubs, neighborhood participation and where it fits in the overall planning process.
  - Support the creation of a Historic Preservation Plan that recognizes our city's historic resources while supporting growth and investment in historic districts.
  
- The aggressive use of TIF, and other economic incentives, is the best economic development tool that the city has.

- Encourage the city to creatively use its resources/tools (TIF) to support development and encourage the risk-taking needed for complex mixed-use infill projects.
  - Public/private partnerships will be needed to fund and sustain a Bus Rapid Transit (BRT) system. Support the use of TIF to assist with the BRT infrastructure.
  - Work with the city on economic incentives for affordable housing and the rehabilitation of existing downtown housing stock.
- The #1 Key in the 2012 Downtown Plan is “Celebrate the Lakes”. The time has come to create a public/private structure that can make the Nolen Waterfront a reality.
    - As THE downtown organization, DMI needs to engage with and be part of the group that will organize a private/public partnership to create the vision for the Nolen Waterfront and bring the funding together that will be needed. The plan could also include an expansion of Monona Terrace—a key to this project that has been identified.
- Support investing in the future of Monona Terrace Community & Convention Center because of the positive economic impact of conventions/conferences.
    - Continue to work with the city of Madison and GMCVB to support strategies to retain and increase the quantity of conferences and conventions at Monona Terrace and downtown meeting facilities.

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### **Inclusive Downtown**

- DMI supports a “best-in-class quality of life” for the businesses, residents and visitors of our city and our downtown now and in the future.
  - Broaden the appeal of the downtown as a place where all residents regardless of their race, gender, age, creed, color, religion, student status, national origin or ancestry, physical appearance, disability, sexual orientation, veteran status, gender identity, socio-economic status, political beliefs and other City of Madison protected classes feel welcome to live, visit, work and locate their businesses and where a best-in-class quality of life is available to all.
  - Support minority-owned businesses by working with the city to create incentives to open and manage a business in downtown Madison.
  - Encourage the creation of internships, externships and entry level positions available to all youth in Madison.
  - Support more cultural celebrations downtown
  - Approach all of our work from an inclusiveness agenda
- To “plan for” and “grow” downtown Madison’s economy means increasing the opportunities for the fast-growing segments of our population that do not currently feel welcome downtown.
  - Work to identify, confront, and dismantle the structural and cultural barriers that deprive communities of color of meaningful opportunities to fully participate in life downtown.
  - Develop a commitment among the downtown business community that focuses on: Listen, Learn and Leverage. Listen to communities and leaders who have experience and equity in our mission, including engaging with our partners and members to better understand our challenges and opportunities. Learn about organizations, programs and people immersed in communities of color in an effort to understand existing efforts and how downtown leaders can leverage considerable civic and political capital. Leverage the voice, membership and influence of the downtown to

contribute to solutions in the areas of race relations, diversity and inclusion, and communicate the importance of this issue both internally and externally in order to improve connectivity.

- DMI is uniquely positioned to be a leader in our community on inclusiveness given its strong ties to the downtown business community, its excellent working relationships with city staff, and its deep relationships with its partners throughout the city.
  - Reach out and partner/collaborate with other organizations such as the Latino Chamber of Commerce, Madison Black Chamber of Commerce, Urban League of Greater Madison, YWCA Madison, Centro Hispano, Network of Black Professionals, 100 Black Men of Madison, Inc., Latino Professionals Association, Latino Academy of Workforce Development, the Ho-Chunk Nation, Wisconsin Women's Business Initiative Corporation, banks & lenders and many others.

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## **Transportation & Parking**

- With the rapid changes in demographics, density, technology, driverless cars, connected corridors and landscape of the downtown and the greater metropolitan area, our region needs transportation policies that respect and legitimize all modes of transportation including the transit demands coming from the burgeoning nighttime economy.
  - Actively support the city-wide transportation master plan (Madison in Motion) which calls for additional modes of transportation that create a system that is seamlessly connected for ALL people to move throughout the system with the ability to use multiple modes of transportation for jobs, shopping, medical visits, entertainment, etc.
  - Support the use of TIF and other local financing tools to create the connections among the modes and which will be an economic boost within the system.
  - Strongly support and advocate for a Bus Rapid Transit System for Madison and its connecting suburbs.
  - Support city efforts to bring electric buses to Madison Metro's system including the need for a larger (or additional) facility for them.
  - Work with DMI partners (in particular the city) to continue to develop and promote the use of innovative technological tools for managing traffic and parking, such as smartphone apps that make transportation and parking to and throughout the downtown area easier, faster, less expensive, and more convenient.
  - Increase access to point-of-sale and digital options to access purchasing of public transit farecards.
  - Work on a strategy that will increase the bike commuter mode share by 2030 (% TBD) and the transit mode share to 30% by 2030.
- Regional solutions are vital to the transportation and parking challenges that inhibit movement into, around, and out of the city and the downtown. And regional solutions need sustainable funding.
  - Work with our partners to find sustainable funding for a regional transportation system in Dane County area.
  - Connect key area employment centers with BRT that will connect to the downtown.
  - Work with the city of Madison and the private sector to increase bicycling infrastructure. Start by identifying main bicycle routes that would benefit from protected bicycle lanes.
- A forward-thinking strategy is needed to support the parking demands in downtown Madison in order to meet the needs of merchants, customers, visitors, and employers/employees now and in the future.
  - Work with (and support) the city's efforts to evaluate and adjust parking rates and offer increased flexibility with enforcement of hours and street parking.

- Work with the city department of Traffic Engineering and the Transit & Parking commission (or successor advisory commission) to optimize the number of available parking spaces in the downtown and areas surrounding new/in-fill development.
- Understand the future trends of transportation options that will be available, keep a balance of current parking needs while anticipating future needs.

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## **Quality of Life Downtown**

- Downtown Madison must be an inclusive welcoming place for all people to live, work, play, learn and visit.
  - Work through the DMI Inclusiveness Committee and with all partners, including city of Madison and Dane County, to create a downtown that offers affordable housing & a mix of housing options, retail, entertainment venues and public spaces/parks that create a welcoming environment for everyone.
  - Work with partners (Catholic Charities, City of Madison, Dane County, United Way, homeless consortium, downtown churches and the private sector) to sustain The Beacon Day Resource Center.
- The quality of life in our community (with a focus on downtown) is vital to retain and attract people to live, work, learn and play in Madison. The key elements are beauty, lakes, parks, recreation, arts & culture, safety, cleanliness, good schools, quality day care centers, job opportunities, health care and ease of movement.
  - Work to identify and retain amenities that are needed for an attractive work/live/learn/play downtown environment with an emphasis on parks, childcare facilities, schools, services, health care, etc.
  - Work with all partners to create and maintain a green, clean, safe and sustainable downtown Madison.
- Downtown Madison has long been an attraction for people looking to move to Madison and to visitors, conferences and conventions because of our many assets.
  - Work with and encourage synergy with our many partners to maximize opportunities that downtown Madison has to offer to people wanting to visit and engage in our major destinations and institutions.
- It is vital that people who live/visit downtown Madison feel safe and welcome. Cooperation among our partners including Madison police, Madison fire department, UW police, Capitol police, downtown neighborhoods, downtown property owners, business operators and social service providers is key to a safe downtown Madison.
  - Support community policing so that the streets and public areas of downtown Madison are safe at all times and criminal behavior is eliminated.
  - Support Madison police efforts to identify and deter individuals who are causing repetitive, negative and unacceptable behaviors.
  - Recognize and support the need for mental health services.
  - Build on Madison's active culture, support and promote easy opportunities to use active transportation for work and play.
  - Work with BID, Madison police, UW police, The Beacon and social service providers to address panhandling in downtown Madison.

- The role of Arts/Culture/Culinary; Arts/Sports & Recreation are a major factor in the health and inclusiveness of downtown Madison and our community as a whole.
  - Continue to grow arts and culture in cooperation with the Overture Center (and its resident organizations) and UW-Madison.
  - Work with partners to support and encourage the use of downtown sports and recreation venues.
  - Support the use of private galleries, theaters, museums and music venues along with the use of public spaces and facilities such as the Madison Central Library.

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## **Higher Education and Public Education System**

- A first class City-wide pre-K, primary, secondary and postsecondary educational system is imperative for a healthy downtown, city and region.
  - Work with partners on ways to best integrate education related issues and action items (as outlined below) into DMI’s advocacy and committee framework.
  - Enhance and maintain cooperative and expeditious reviews of projects and partnerships between the city and UW-Madison on land use, safety and transportation.
  - Support the Madison Metro School District (MMSD) by assisting and supporting efforts to expose students to the vast array of job opportunities and internships in Madison and work collaboratively with MMSD, the Foundation for Madison Public Schools and local partners to help maintain continued investment in our schools.
  - Support Madison College’s “Scholars of Promise” program that will support low-income students pursue their education with financial assistance and mentoring.
  - Support the Madison College and Madison Metro School District STEM (Science, Technology, Engineering, Math) academy. The voluntary program allows high school students to take classes at Madison College earning high school and college credit. It begins in 2018-19 with 25 students from Madison East and Madison LaFollette High Schools before expanding to 100 students per year from all high schools in Madison in 2019-20.
  - Support UW-Madison as needed to remain a world-class higher education and research institution.
  - Support the students at Edgewood College connecting learning, beliefs and actions.