

Progress Update – January 25, 2021



What we have done

- Three Community Impact sessions
- Market Study Tour and Focus Groups
- Property and business owners meeting
- Bi-monthly Newsletter
- Social Practice Artists: Borealis, Hedi Rudd
- Two meetings with Neighborhood Action Team
- Started community engagement in the Mobile Home Park area led by a former resident



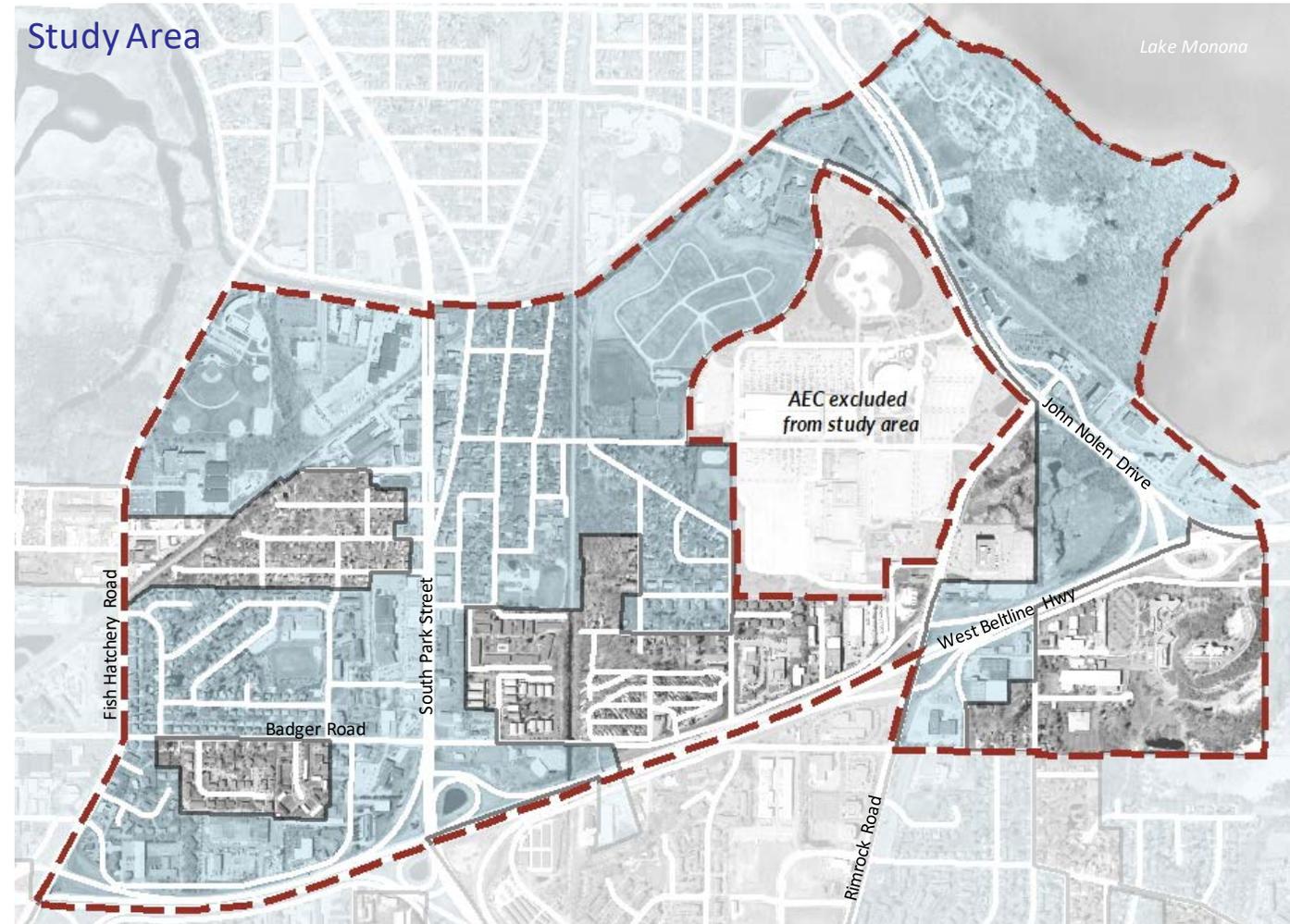
Restart & Refocus

Plan Priorities

- Anti-Displacement and Gentrification
- Community Wealth Building
- Opportunities to Live and Thrive

Plan Focus Areas

- Economic Development
- Housing
- Community Capacity Building
- Equitable Access
- Park Street Corridor
- Community-driven projects



Public Participation

Needed to reimagine our public participation methods

- Zoom meetings
- Facebook Live
- Podcast
- Radio
- Community Partners
- Website & Social Media

Other opportunities

- What engagement opportunities are we missing?
- Are there established engagements that the planning effort can leverage?



Updated Timeline



Town of Madison Attachment – Communication Plan

Approximately 5,000 persons and 309 businesses will become part of the City of Madison on October 31, 2022.

Few Challenges:

- Three separate areas with different characteristics
- 32% of population are non-English speakers
- 78% of population live in multifamily units
- Town of Madison has limited capacity and funding to notify residents
- Uncertainty about being able to meet in person and work with community navigators

Most Relevant Communication Tools:

- Town of Madison Website
- Town of Madison Hotline
- Geofencing Technique
- Community Navigators (postponed)
- City-wide Official Social Media (Facebook, Twitter, Instagram)
- Podcast/TV/Radio interviews



Questions

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