



UNIVERSITY OF
WISCONSIN
POPULATION
HEALTH INSTITUTE



South Madison

Reinvestment Strategy for Equity (RiSE)

Technical Appendices

2022

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CONTENTS

This document solely contains the technical appendices to the full data report for summer 2022 data collection.

It includes copies of all the community resources we distributed door-to-door.

The full report can be accessed on the UWPHI website:

<https://uwphi.pophealth.wisc.edu/evaluation-research/current-evaluation-projects-2>



University of Wisconsin
Population Health Institute
SCHOOL OF MEDICINE AND PUBLIC HEALTH

Appendix A: South Madison Plan Community Engagement efforts led by the City of Madison Planning Staff

What we have done

- Three Community Impact sessions
- Market Study tour and focus groups
- Property and business owners meeting
- Newsletters
- Social Practice Artists: Borealis, Hedi Rudd
- Two meetings with Neighborhood Action Teams
- Started community engagement in the Mobile Home Park area led by a former resident



South Madison Plan



Guiding Principles

Anti-Displacement and Gentrification

Strategies that aim to retain affordability and welcome the existing diversity of the South Madison area

- Target City financial assistance for affordable housing programs & development, including Land banking

Community Wealth Building

Strategies that support economic growth while prioritizing existing residents and local entrepreneurs so they can successfully invest and stay in South Madison

- Work with ULGM on Black Owned Business Hub

Opportunities to Thrive

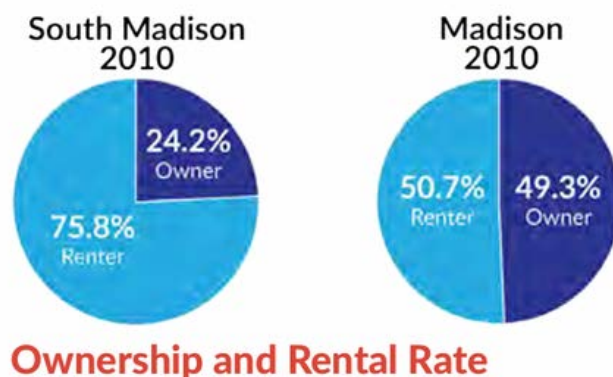
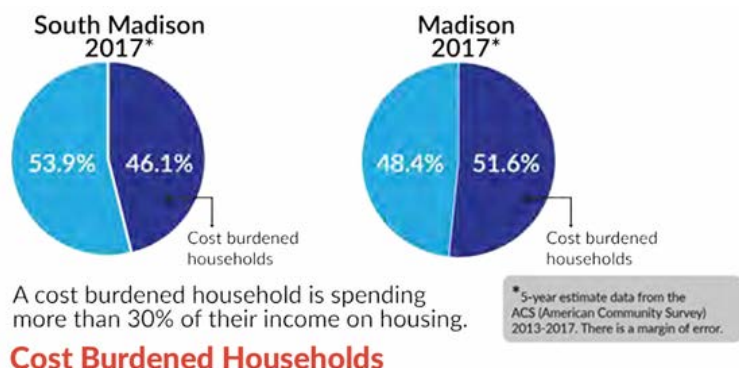
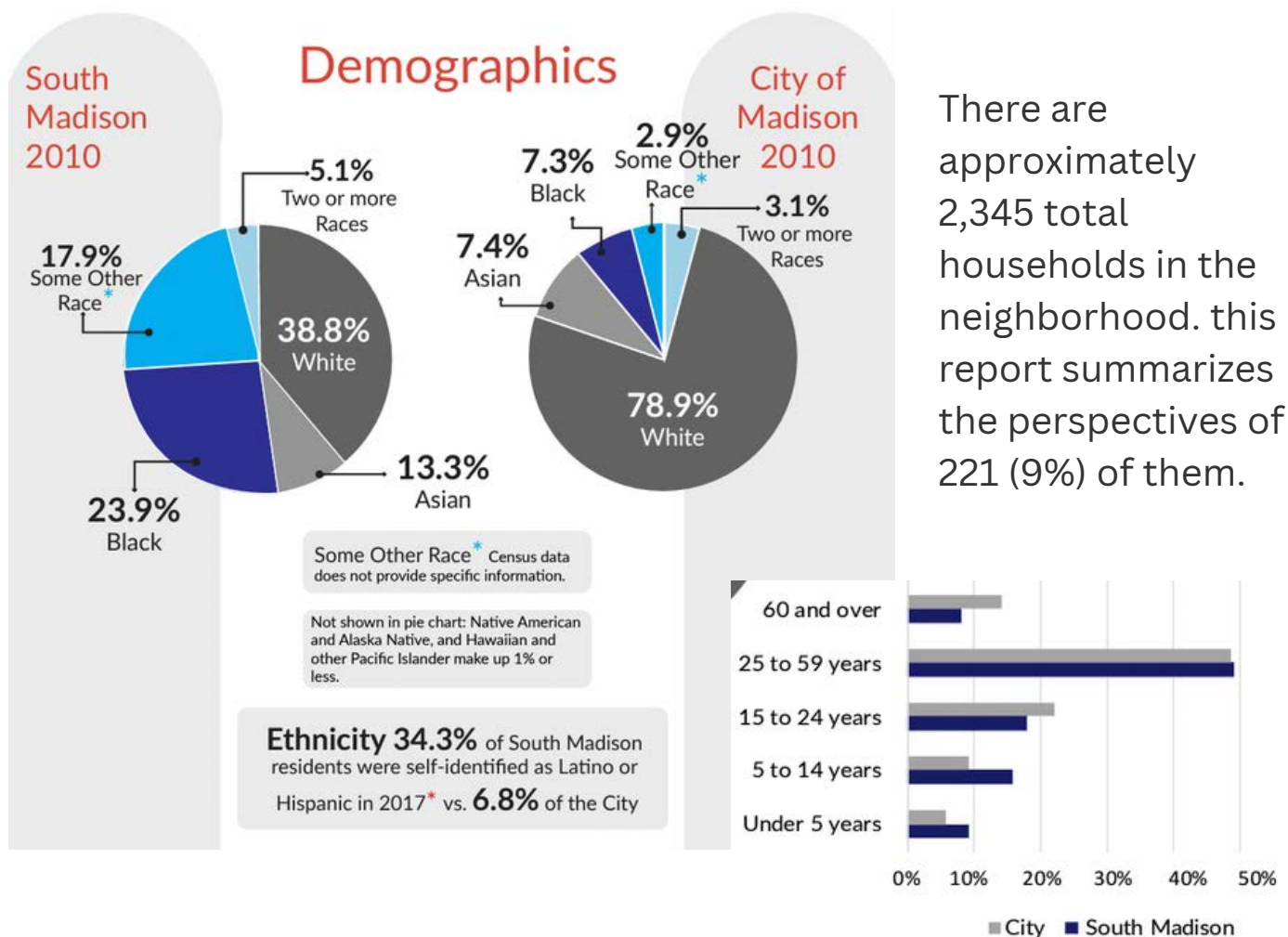
Strategies that address social aspects of succeeding – Social cohesion, Health, Food Accessibility, Education and General Well-being

- Provide a portion of funding for Center for Black Excellence



Appendix B: South Madison Demographics

The sample recruited to participate in this study is impressively representative of the South Madison area, and has overrepresentation of some historically excluded populations less likely to attend city planning sessions.



Appendix C: Meet the Team

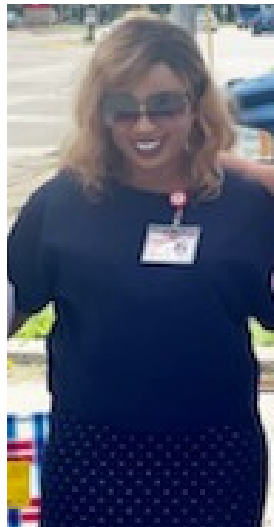
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Jeremy McClain is an enrolled member of the Bad River Band of Lake Superior Chippewa. Jeremy has a strong background in community coalition building from his time working with the Great Lake Inter-Tribal Council and as a Community Educator developing Anishinaabe traditional harvesting & community gardening programs for young people. He hopes to help build bridges and break down silos within BIPOC communities and among federal and state government entities on behalf of future generations.

Jeremy McClain
Project Manager

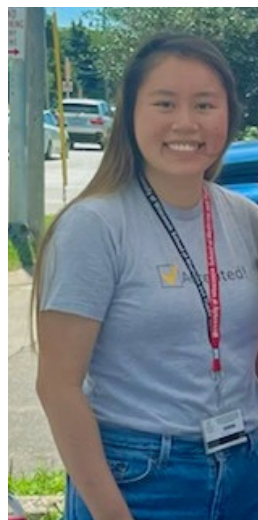


Laetitia Zeba
Team Member



Laetitia Zeba, moved to Wisconsin from Togo, West Africa in 2005. Laetitia working on an MPH and has experience as a Public Health worker advancing equity by working with African American adolescents in Milwaukee, and in conducting qualitative research on behalf of the Foundation of Black Women's Wellness in collaboration with the Local Voices Network in Madison. She believes that Public Health has a responsibility to enable citizens to vote for leaders who will foster antiracist policymaking.

Christa Zhang is a second-year graduate student of Social Work at the University of Wisconsin-Madison with a concentration in mental health. She is passionate about supporting the needs of non-profit organizations in disadvantaged communities by promoting mental health advocacy. Originally from St. Louis, Missouri, she is Chinese-American, and a first-generation college and graduate student.



Christa Zhang
Team Member



Vanessa Hernandez recently moved to Wisconsin from Colombia where she was an urban architect. As an architect she conducted community engagement efforts in economically vulnerable neighborhoods, and is excited to gain experience working with communities in the U.S. will advancing her English skills.

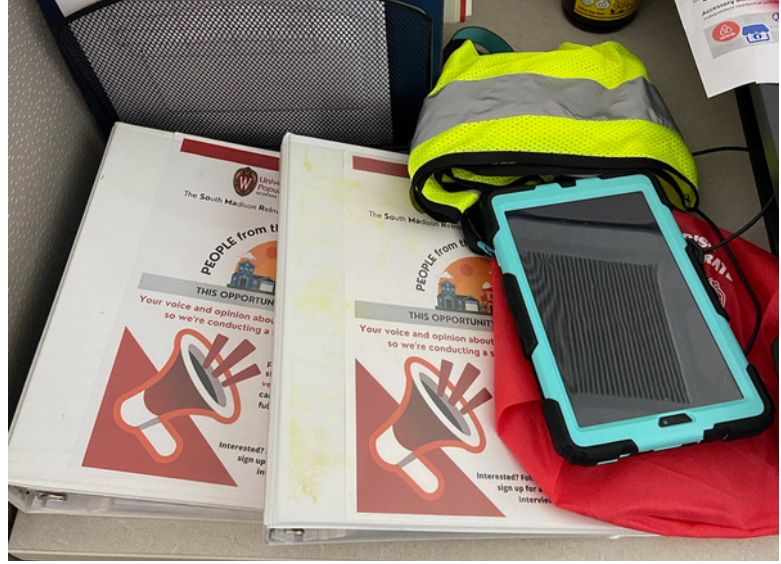
Vanessa Hernandez
Bilingual Team Member



Abra Vigna
Principle Investigator

Abra is an Action Researcher and Evaluator who has worked for UWPHI for over 5 years. In this role, she strives to leverage each partnership as an opportunity to facilitate healing and justice. This looks like creating budgets that redistribute wealth back into the community as much as possible. It can also look like supporting folks currently in decision-making roles to have the courage to embody the antidotes of white supremacy norms in their work, and to seek opportunities to share power or hand it over to those historically excluded from these roles altogether.

Appendix D: Recruitment



95 in-person interviews were conducted in English and 26 were conducted in Spanish. A total of 221 people were interviewed.

Trained data collectors input resident responses into survey software. Interviews were also recorded for later data analysis. See Appendix I for the questions.

Recruitment efforts were fivefold:

- Sections of the study area were canvassed, and informational door hangers were left behind in both English and Spanish to preview data collection in the area.
- Local nonprofits shared electronic and paper copies of the pamphlets with information for setting up an interview.
- Data collectors wearing yellow safety vests with our logo attended weekly community events in the study area, sharing pamphlets about the project, scheduling interviews, and conducting them on the spot.
- Data collectors canvassed door-to-door every day of the week between 12:00 and 8:00 pm, asking for on-the-spot interviews of 30 min or less in exchange for \$30.
- Data collectors coordinated with local senior complexes, nonprofits, and faith centers to conduct interviews on-site at events such as food pantry distribution days or after services.

WANT TO SHAPE DEVELOPMENT IN SOUTH MADISON?

Staff from the UW Population Health Institute will be coming through your area to interview residents about putting the South Madison Neighborhood Plan into action.

*****Participants will receive a \$30 gift card*****

South Madison Reinvestment Strategy for Equity Study

INTERESTED?
Scan QR Code below to sign up or contact us
email: @jemccclain@wisc.edu
phone: 715-571-0423

**SOUTH MADISON
REINVESTMENT STRATEGY
FOR EQUITY**

Appendix E: Recruitment Pamphlets

Distributed
in both
English and
Spanish



**DETENER EL
DESPLAZAMIENTO Y**



**AUMENTAR LA
RIQUEZA
COMUNITARIA**

Estas son algunas de las prioridades que usted y sus vecinos expresaron en el Plan de South Madison recientemente completado.

El objetivo de este estudio es hacer un seguimiento del trabajo que está haciendo la ciudad para avanzar en las prioridades anteriores, saber cómo van los residentes e informar a los residentes sobre las oportunidades para influir en este trabajo.



**Interesado?
Use el código QR para
registrarse y ser entrevistado**



**SOUTH MADISON
REINVESTMENT STRATEGY
FOR EQUITY**



**¿Preguntas?
¿Inquietudes?**

Comuníquese con Vanessa Hernandez
del Instituto de Salud de la Población de
la Universidad de Wisconsin

Correo electrónico: vhernandez22@wisc.edu

Teléfono: (608) 572 - 7121

**Estrategia de Reinversión
para el Estudio de Equidad
del Sur de Madison**

Una asociación para aumentar el
control de la comunidad sobre el
desarrollo del vecindario entre la ciudad
de Madison y el Instituto de Salud de la
Población de la UW.

What is the South Madison Reinvestment Strategy you are studying?

South Madison is one of the oldest BIPOC communities in the city. The city wants to make investments prioritized by residents through the planning process that preserve the history and character of South Madison. To preserve this community they are increasing funding for efforts that will hopefully keep housing affordable in the area and help build community wealth. The goal is to help you stay in your home if that is what you want.

What does the study look like?



Going door-to-door



Conducting 20-30
min interviews with
residents for \$30



Sharing resources and
partnering with local
leaders to support
connectedness

In the fall, we'll be sharing what we
heard with you and the city.



"Whether you lived there when you
were growing up and now you
don't, or whether you still live there,
you know that we had to fight for
everything."

-Alder Sheri Carter quoted in the Cap Times

Who should participate?

People that live in Bram's
Addition, Capitol View or Burr
Oaks neighborhoods and the
mobile home park. The hope is to
preserve the character and
community of south Madison, so
we are hoping to reach Black and
Brown families that have
considered South Madison their
home for 10 or more years.

Is this worth my time? How does it benefit me?

The city really wants to make
investments that preserve the history
and character of South Madison- one
of the oldest BIPOC communities in
the city.

By telling us what is working and what
is not, you can help shape city-led
investments in the area to ensure it
stays affordable and feels like home to
our Black and Brown communities.
While there are always limits to what
the city has control over and what they
can do, your feedback will influence
their choices.

Whether or not you choose to be
interviewed, we will be sharing
outreach materials from the local
nonprofits about community events
and services.

What if I change my mind about participating?

At any point you can end the
interview and we will still provide
you with a token of our thanks.

Appendix F Key Partners in Recruitment Efforts

A year before data collection began, the Principal Investigator of this study conducted approximately 40 1:1 meetings with local leaders of the area to build relationships. The proposed study was described, partners were invited to share their concerns, and to shape the work. In exchange for their time, leaders were promised we would distribute their outreach materials when conducting the study.

This work would not have been possible without the collaboration of several key partners.

The following nonprofits and civil servant units supported this effort in the following ways:

- Publicizing our recruitment efforts for hiring data collectors and then study participants via their listservs,
- Allowing our team to post fliers in their buildings or
- Allowing our team to table and recruit at one of their events.

Key Partnering Organizations

South Madison Planning Council

Goodman South Library

Centro Hispano

Mt Zion Church

Arbor Covenant Church

Mercado Miramar

One City School

Fisher/Taft Apartments

Operation Fresh Start

Urban League of Madison

Urban Triage

Literacy Network

Joining Forces for Families

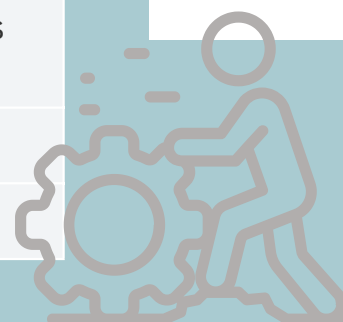
Nehemiah Community
Development Corporation

Foundation for Black Women's
Wellness

Catholic Multicultural Center

Freedom, Inc.

KEY PARTNERS IN THE EFFORT





January-April 2022: Recruit, Hire & Onboard Data Collection Team

Four data collectors hired and onboarded to the UW



May 2022

These data collectors were trained in semi-structured interviews by the UW survey center

5/27: Party in the park - Penn Park Kickoff

June 2022: Pilot Data Collection Protocol & Spread Awareness of Efforts

843 door hangers distributed in South Madison forecasting the study, the incentive, and including a QR code to sign-up were distributed in the study area

June 2022: Begin Recruitment

6/9: PIM in Penn Park
6/14: Amigos en Azul Event
6/30: It Takes a Village- Parks Alive! @ Penn Park



July-August 2022: Data Collection

Four data collectors knock on doors and attend community events, completing 222 interviews over 2 months

7/14: Movies in the Park! Parks Alive
7/28: It Takes A Village! Parks Alive
8/9: Tabling @ Mercado Miramar Grocery Store
8/12: Tabling @ Fisher/Taft Apartments
8/18: PIM @ Arbor Covenant Church
8/18 & 26: Tabling @ Arbor Covenant Church Food Pantry

September-October: Data Analysis

Work on preliminary report of quantitative data recorded during interviews. Get qualitative data transcribed

9/1: Tabling @ Centro Hispano
9/21: End of data collection



November-December 2022

Work on analyzing the qualitative data from transcribed interviews to complete the report



2023: Finalize report, share findings with community, prepare for year 2 data collection

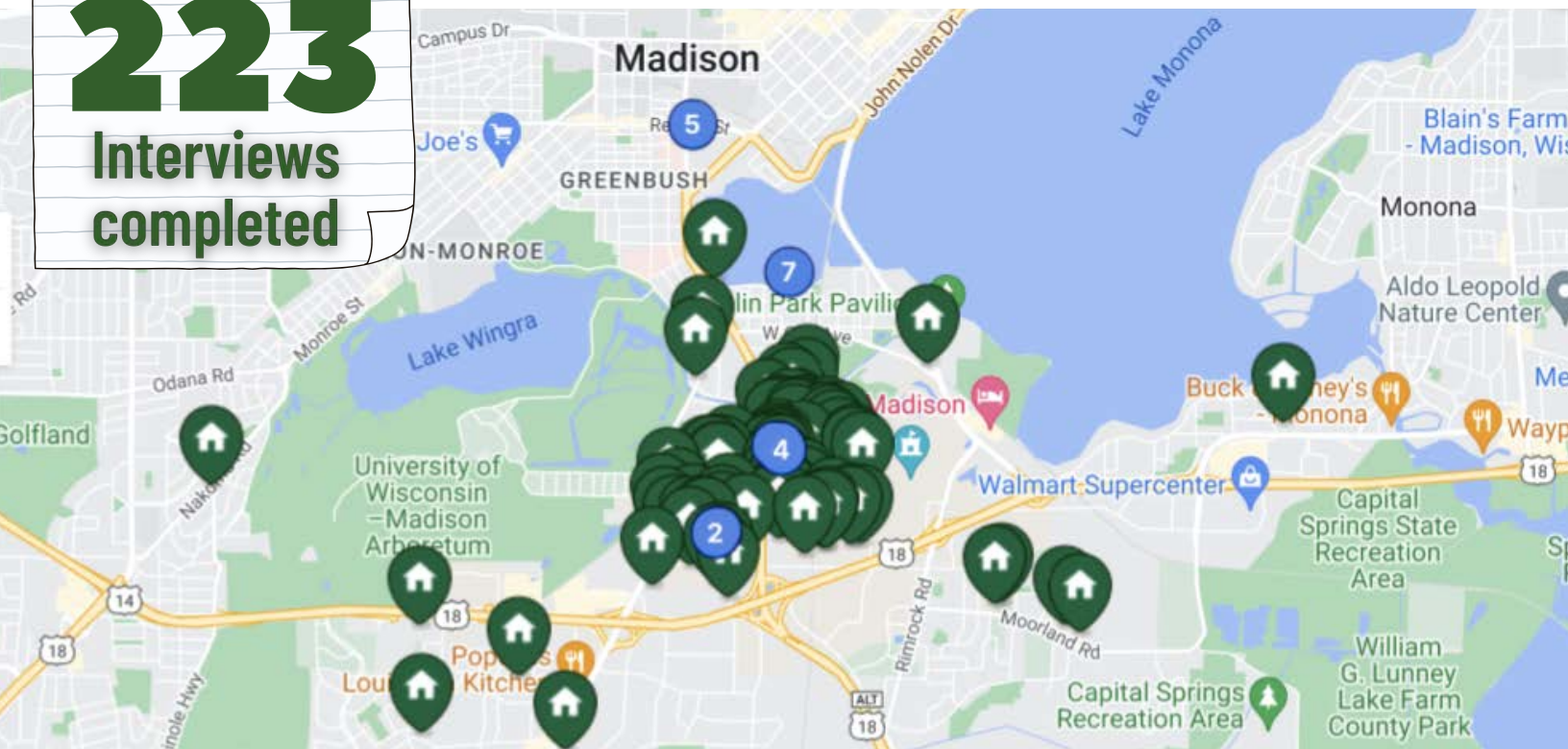
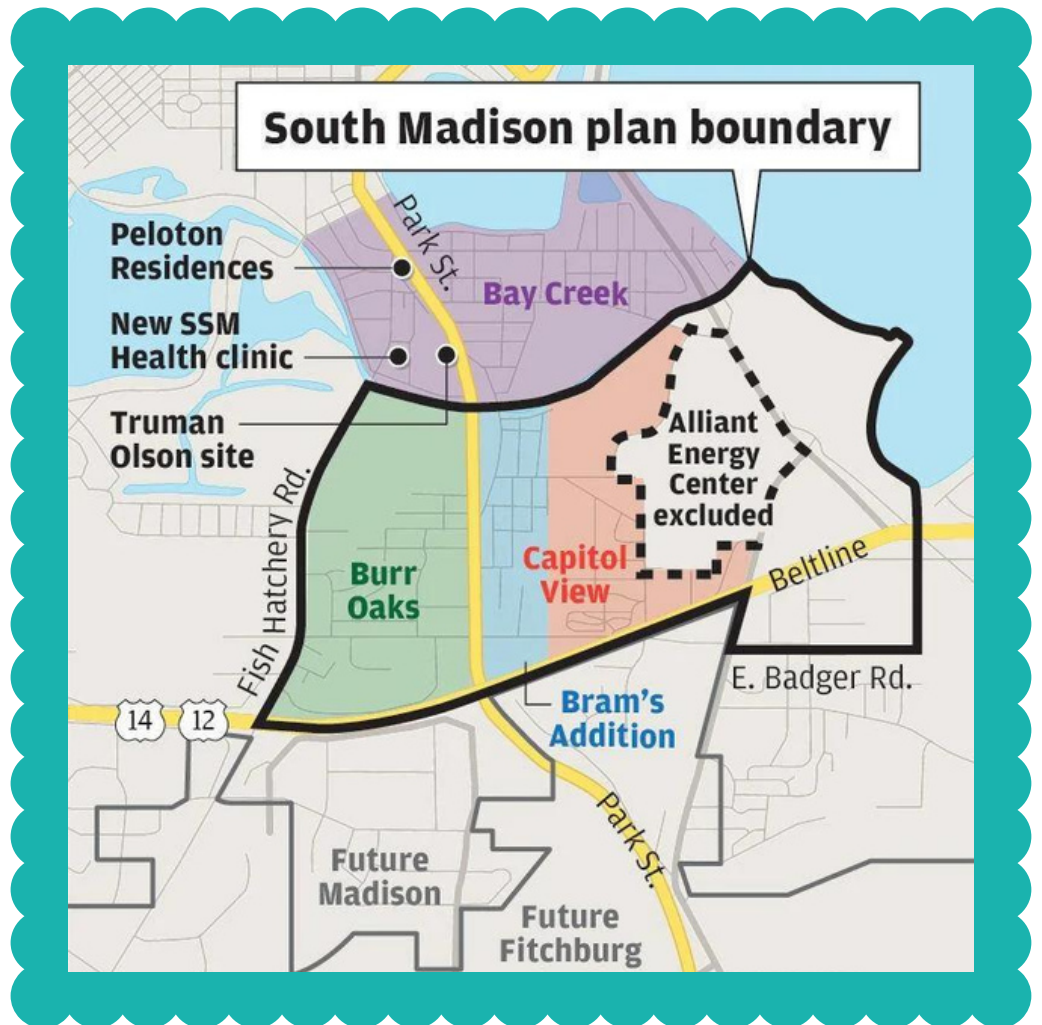
Appendix H: Study Reach

843
Doors knocked

12
Community
events tabled

223
Interviews
completed

Canvassing Area



Appendix I: Data Collection Tool

Page 1 of Interview Questions

SCREENER #1: Is there someone 18 years or older at home who knows about or pays the bills?

This project is called the South Madison Reinvestment Study for Equity and the goal is to track how city development efforts impact the people who live in the area. We have more information about this study in this pamphlet [offer a copy of the one-pager about the study].

SCREENER #2: Have you, or anyone else that lives with you, participated in this study already?

CONSENT REMINDER:

- “Please remember your participation is voluntary. You can also refuse to answer any questions you would rather not answer or stop the interview at any time. Your responses to these questions will be kept confidential, and your answers will be presented together with answers from others to report the overall results for people from South Madison.”

Provide a brief overview of the process of the interview:

- “Ok, great. I have a series of questions to ask you about your experiences and your opinions about South Madison. I will be reading the questions as they are written, and I have to read the entirety of each question to make sure that all people are hearing the same questions in the same way. Also, I’m not allowed to answer questions for you, so I may ask you questions that seem obvious, just to hear your thoughts on them. Here is a paper copy of the questions I will be asking you. As you answer, I will be entering your responses into this survey software. Is it ok for me to record our conversation so that I can double-check to make sure that I recorded your answers as you said them?”

SCREENER #3: Did you participate in any of the South Madison Neighborhood Plan community engagement activities over the past two years?

First, we have some questions about changes you’ve seen in the neighborhood....

Questions about Changes to the Neighborhood

- How long have you lived here, in this house/apt?
- How long have you lived in the South Madison area?
- What is the longest period of time anyone in your household has lived in South Madison
- Do you feel like the look or feel of South Madison has changed since you moved here?
 - If yes:
 - how?
 - do you like these changes?
 - do you feel they are necessary?
- [skip this question if they participated in the planning process] "What changes would you like to see to the look or feel of South Madison in the next 5- 10 years?"
- Do you get information about changes to your neighborhood from any of the following sources?
 - A local non-profit?
 - A community organizing group?
 - The city website?
 - A neighborhood association listserv?
 - The local news
 - An alder’s newsletter
 - Probe for whichever option(s) selected: which one?

Page 2 of Interview Questions

Questions about Economic pressures

Now we'd like to shift gears and talk about some of your financial pressures.

- Do you rent or own your home?
- Approximately how much of your take-home income goes to rent/mortgage payments? About one-third, one-half, or two-thirds?
 - If they don't know:
 - Probe: Approximately how much is your rent/mortgage a month
 - Probe: Approximately how much is your monthly income?

if a homeowner, but NOT a mobile homeowner

- "Are you aware that the city of Madison offers a number of programs to help you stay in your home?"
- *Regardless of their answer:* "I have a copy of the list of these resources if you would like one....[give brochures]"

If a MOBILE HOME owner

- highlight on the brochure that... "The first three housing assistance programs listed in there help MH owners

If a renter

- "Are you familiar with the Tenant Resource Center? They are funded in part by the city and offer a number of services, including emergency rent assistance and landlord mediation."
 - Show where they are listed on the brochure and offer their website is just their name dot org

Questions about Displacement Pressures

"Next, we have five questions about any pressure you may be feeling or seeing among others to leave South Madison when you don't want to.

- "Have you noticed changes in the people or businesses that make up your neighborhood since you've been living here?"
 - Yes, in the age, race, or background of the people who live here?
 - Yes, in the types of stores or restaurants or the goods sold in the stores or restaurants.
 - No
 - don't know [encourage once]
- *if yes, but their answer doesn't cover one of the above answer options:*
 - "what is different?"
- "Have any of your friends or family had to leave South Madison when they didn't want to?"
 - *if No, skip the following questions*
- "I will list a series of reasons why people have to move when they don't want to. Please tell me which ones you've seen push people who wanted to stay in the neighborhood out of the neighborhood:"
 - because the landlord raised the rent?
 - couldn't get a job that paid enough to pay the rent
 - Did the landlord harass them or tell them they had to leave?
 - because the property was condemned?
 - Everything they could afford was unsafe or in poor condition
 - they felt the neighborhood was dangerous?
 - Property was run down or in disrepair
 - Property was foreclosed
 - Bad public transportation
 - For personal or family reasons
 - something else
- "Were folks evicted and unable to find another place to live in the neighborhood?"
 - Yes; No; I don't know; prefer not to answer

Page 3 of Interview Questions

- Do you know what prevented them from finding another place in South Madison?
- What could have helped them to stay in the neighborhood?
- "How long do you hope to remain in South Madison?"
 - just till the end of my current lease; for a few years; for a few decades; for the rest of my life
- "Do you think it is very likely you will be able to remain in South Madison for that long? or very unlikely?"
 - Would you say: Very likely; Somewhat likely; Somewhat unlikely; Very unlikely
- "Is there anything getting in the way of that plan?"
- "Do you feel trapped in your current housing situation?"
 - How so?
- "Please tell me some of the reasons you would recommend living in South Madison. You can tell me just one reason or more than one?"

Questions about Civic Engagement/South Madison Plan

"Next, We have three questions about civic engagement before collecting some information about you.

Based upon their response to screener question #3

If they did participate in the session:

- "Earlier you indicated that you have gotten the chance to participate in the neighborhood engagement sessions that City held to create the South Madison Plan, Do you feel like the plan that came from that represents your priorities?"
 - If yes, skip to the question about neighborhood voice
 - if no:
 - What are your priorities for development in South Madison over the next 10 years?

If they did not participate in the sessions:

- "Did you hear about any of the neighbor engagement sessions the City held over the last 2 years?"
 - *Probe if they heard but were unable to attend:*
 - "Do you recall what kept you from being able to attend any of the sessions?"
- "Do you know how to make your voice known about changes the city is making to the neighborhood?"
 - *Probe: Do you know who your alder is or what they do?*
 - provide information about voting, alders, and neighborhood associations

Questions about SoMa Plan Priorities

Now we have three questions about what programs and strategies you think the city should prioritize to carry out the South Madison plan goals.

- "In the plan, you and/or your neighbors identified affordable housing as a priority for the City of Madison to invest in. The city has identified a list of potential strategies for making housing more affordable. I will list them out and would like to hear which of the following would you like to see funded and carried out?"
 - *[hand affordable housing handout to folks]*
 - More single family homes
 - townhomes/row housing
 - Small single family homes of 1000sq ft or less (aka cottage homes)
 - Condos/condominiums
 - Accessory dwelling units (ADUs)- An ADU is a small independent residential unit located on the same property
 - Home sharing programs
 - Preserve current housing and offer incentives to rehab

Page 4 of Interview Questions

- Community wealth building for BIPOC residents was also identified as an important priority by the residents of South Madison.
- [hand resident the wealth-building strategies shortlist]:
 - "Here is a list of strategies the city is considering pursuing to achieve the goal set by residents in the South Madison plan.
 - "Which of the following community wealth-building strategies would you like to see the City prioritize?
 - Assistance to South Madison residents that will help them with their housing, either through the construction of affordable rental units or assistance to purchase a home; This could include options such as:
 - Purchasing land as part of a long-term strategy to build affordable rental and owner-occupied housing;
 - Loans/grants to South Madison residents to help them purchase a home or stay in their existing home;
 - Assistance to South Madison residents that will help them start or expand their business?
 - "Are there other ways the City could support wealth building in your household?
 - "Would you want information about upcoming city efforts to support wealth-building in south madison? These include information sessions about saving money, as well as grants and loans to help you own a home, stay in your home, or start a business.
 - *if yes*: would you like to receive this information in a paper mailing or electronic mailing?
- "How familiar are you with the work the city is funding to support development at the Villager Mall? Things like the Black Business Hub, and the Resilience Center?
 - Would you say: 1. Extremely familiar, 2. Very familiar, 3. Somewhat familiar, 4. A little familiar, 5. Not familiar at all?
 - If they select not at all: would like some information about what is happening at Villager Mall and how to get involved.
- Are you aware of the changes coming to the bus route via the beginning of BRT?
 - "Would you like to know where you can learn more about these changes and how you can influence them?
 - *provide them with the BRT sheet that links to the website and study*

Demographics needed to track equity priorities

Finally, we have some questions about who you are to make sure that we have diverse voices represented in this study. The following questions are just to make sure we are not just getting one group's perspective- like only homeowners. Additionally, we'll need to confirm your name and address to send you our token of appreciation. As I stated earlier, none of the following information will be shared outside of this study.

- AGE: What is your age [fill in the age range in which they fit]
 - 1-18; 19-25; 26-34; 35-50; 51-65; 66+
- Number of Incomes per/household
 - How many adults contribute to the household income?

"Finally, we have some questions about your identities. We ask these questions to assess whether or not we are reaching everyone we should."

- "How do you identify your race or ethnicity?"
 - Black or African American, White, Hmong of Southeast Asian, Native American or Indigenous, Multi-racial; Latinx; Prefer not to say
- "Would you say that most people see you and treat you as a white person or person of color?"
 - White, BIPOC, I'd prefer not to say
- "How would you describe your sexual orientation?"
 - Straight or Heterosexual; Not Straight; Other: please describe; I'd prefer not to say
- How would you describe your gender?
 - Cisgender woman, Cisgender Man, Transgender Man, Transgender woman, other: please describe; I'd prefer not to say
- "Which of these statements best describes your disability status?"
 - I am a person with a disability; I am not a person with a disability; Prefer not to say

Appendix J: Demographics Tables

What is Your Age?	%	Count
0-18	1%	2
19-25	9%	19
26-34	16%	34
35-50	30%	66
51-65	23%	51
66+	21%	46
Prefer not to answer	0%	1
Total	100%	219

How do you identify your race or ethnicity?	%	Count
White	26%	57
Black/African American	40%	88
Asian/Pacific Islander	5%	11
Hispanic/Latinx	18%	40
Native/Indigenous	1%	2
Multiracial/Biracial	5%	11
Other	3%	6
Prefer not to answer	2%	4
Total	100%	219

Do people see you as a white person or person of color?	%	Count
White	30%	65
POC	61%	131
Prefer not to answer	8%	18
Total	100%	214

Do you rent or own your home?	%	Count
Renter	71%	158
Homeowner	20%	44
Don't know	3%	7
Prefer not to answer	3%	6
Mobile Homeowner	3%	7
Total	100%	222

How would you describe your gender?	%	Count
Cisgender man	43%	93
Cisgender woman	50%	110
Transman	0%	0
Transwoman	0%	0
Other	3%	6
Prefer not to answer	4%	9
Total	100%	218

How would you describe your sexual orientation?	%	Count
Straight	82%	175
Not straight	4%	9
Other	6%	13
Prefer not to answer	8%	16
Total	100%	213

How many people live in your home?	%	Count
1	32%	71
2	20%	44
3	16%	35
4-5	27%	60
6+	4%	9
Prefer not to answer	1%	3
Total	100%	222

Did you participate in any of the South Madison Neighborhood Plan community engagement activities over the past two years?	%	Count
Yes	34%	76
No	64%	144
Don't know	2%	4
Prefer not to answer	0%	0
Total	100%	224

Which of the following describes your disability status?	%	Count
I am a person with a disability	32%	68
I am not a person with a disability	66%	141
Prefer not to answer	2%	4
Total	100%	213

Who is your Mayor?

Satya Rhodes-Conway is the current mayor of Madison.

Three ways to contact the Mayor:

1. Reach out to your alder, share your concerns and a desire to involve the mayor.
2. Go to the city of Madison website and fill out the contact form.
3. Go to the City of Madison website (link provided below) for the mayor, look at her weekly schedule and show up at one of her in person events.

<https://www.cityofmadison.com/mayor>



SOUTH MADISON REINVESTMENT STRATEGY FOR EQUITY



WHO will be my alder after the Town of Madison Attachment?

Town of Madison residents will be joining existing alder districts.

Use the QR code below to see what district your residence falls under.



For more information about the Public Discussion schedules for the Town of Madison Attachment process, go to the City website

www.cityofmadison.com/townofmadison

How to make your voice heard about changes the City is making to the neighborhood



Comments? Questions?
Contact Abra Vigna avigna@wisc.edu

Do you know what an alderperson does for you?

An alderperson is your direct link to city government. Their job is to represent you and your interests in City decisions.



The City of Madison has 20 alderpersons representing 20 districts

What is an alder?

An alder is a decision-making member of the local government. An alderperson is like a congress person on the local level. They adopt budgets, decide laws policies and regulations that govern the city.

Ways to contact your alder

1. Email your alder
2. Call your alder
3. Go to a Common Council meeting and introduce yourself to your alder before or after the meeting is in session (See below).
4. Contact your alderperson through the city website:

<https://www.cityofmadison.com/Council/contact/>



Who is your Alder?

Until April 2023, Sheri Carter is the alder of District 14 which covers most of the South Madison area.

CONTACT Information
Phone: (608) 698-6027
Email: district14@cityofmadison.com

Learn More about the Common Council

For dates of meetings, meeting agendas and more visit the website using the QR code below, or by typing the url into your browser

<https://www.cityofmadison.com/Council/meetings/Attend.cfm>



With the mayor alders decide how money is spent in Madison, approve development and address emergency issues. Known as the Common Council, these meetings are generally open to the public and have a lot of rules governing the process of meeting to make decisions. What they discuss is listed in the meeting agenda which is posted ahead of time.

If you have questions or concerns about what's going on in your neighborhood, the Alder is here to help you.

Watch Common Council Meetings Online
<https://media.cityofmadison.com/mediasite/showcase/madison-city-channel/channel/common-council>

APPENDIX L: OUTREACH MATERIALS DISTRIBUTED

Learn more about the Town of Madison Attachment

TOWN OF MADISON



PUBLIC INFORMATION MEETING



JUNE 9 | PENN PARK SHELTER | 6 PM

This is Weather Permitting. No Registration needed. Food, Spanish interpretation, and childcare service will be provided.

If you live in the Town of Madison, you should attend to:

- Get the latest information about the attachment process
- Learn more about City Community Programs, Financial Assistance Programs/Grants, Know your Rights, and Public Safety
- Talk to City of Madison staff and policymakers
- Have all of your questions answered in-person

Questions?

Need transportation or language assistance?

- townofmadisonattachment@cityofmadison.com
- or leave a voicemail at 608-267-1188
- www.cityofmadison.com/townofmadison



The City of Madison Welcomes the Town of Madison Fact Sheet

The City of Madison will welcome a great portion of the Town of Madison on October 31, 2022. The dissolution of the Town is based upon the terms of the Cooperative Plan entered into by the City of Madison, the City of Fitchburg, and the Town of Madison in 2003. The process of dissolving the Town and wrapping up its business, is called the Final Attachment.

What is the purpose of this fact sheet?

The purpose of this factsheet is to share information about municipal services in the City of Madison with you in preparation of the final Town of Madison Attachment. There is nothing that you as a resident or property owner need to do. **Until October 31, 2022, your address will remain in the Town of Madison and the Town will be responsible for providing you municipal services in the same manner it currently does.** Also, the attachment to the City **will not** affect the school district in which your property is located.

For more information visit www.cityofmadison.com/Townofmadison (also available in Spanish and Chinese)

Are there any services that the City of Madison is currently providing?

Yes. In 2020, the City of Madison agreed to take over the Fire, Emergency Medical and Building Inspection services from the Town of Madison, effective Nov. 1, 2020. Town residents might have already noticed that the City of Madison is now responding to calls for these service in the Town along with inspection related services.

****Calls for any Police emergency service now and after October 31, 2022, shall continue to be made by dialing 911.****

As part of the dissolution of the Town of Madison, some properties will become part of the City of Fitchburg and others will become part of the City of Madison. How do I know which City will the property where I live or work at will be part of?

The City of Madison has created an interactive map that will allow you to type your address or use your mouse to find your parcel and learn which City will provide the public services you need. To learn more visit:

www.cityofmadison.com/city-hall/town-of-madison/map

What are the advantages of being served by the City of Madison?

Town residents and property owners will be eligible for City services and programs after official attachment Oct. 31, 2022. Some of those services include:

- Home Rehab Loans
- Rental Rehab Loans
- First Time Homebuyers
- Housing assistance or public housing through the City of Madison Housing Authority



Community Resources in the City of Madison

- ❖ The City of Madison offers a variety of programs and resources for its residents, offering assistance in areas like housing and child care.
- ❖ In general, the City is not a direct service provider – City staff don't provide these services. Rather the City supports a network of local non-profit organizations to work directly with residents.
- ❖ Most of the available services are intended to support households at lower or moderate income levels. And while those income levels might be a bit different from one program to another, generally they follow these federal guidelines:

Household of 1	Household of 2	Household of 3	Household of 4	Household of 5
\$62,600	\$71,550	\$80,500	\$89,400	\$96,600

Here are some of the major programs and services that will be available to you as a Madison resident. Some of these may look familiar, as they are similar to programs you may be able to access now in the Town of Madison.

IF YOU OWN YOUR HOME

Madison or Dane County residents needing help to pay your mortgage or property taxes due to COVID:

Wisconsin Help For Homeowners (State of Wisconsin Program) – This is a statewide program that can provide up to \$40,000 per eligible owner-occupied household to help with overdue bills like mortgage payments, property taxes, utilities, and more. Find out more and how to apply at: homeownerhelp.wi.gov.

Madison residents needing help to pay property taxes, and are age 65 or older:

Property Tax Assistance for Seniors Loan Program – The City of Madison allows eligible homeowners over the age of 65 to borrow against the equity in their homes to pay their property taxes. Loans are repaid when the homes are sold.

www.cityofmadison.com/homeloans

Madison or Dane County residents needing help to make repairs to your home:

Project Home – The City contracts with a local non-profit agency, Project Home, to perform home repairs, accessibility modifications, and energy improvements. Learn more about programs available at: www.projecthomewi.org/.

Madison residents seeking to add solar energy to your home:

Solar Energy - MadiSUN Solar – MadiSUN is the City of Madison's initiative to expand solar energy for homes, businesses, and nonprofit organizations. For residents looking to go solar, the MadiSUN Solar Group Buy serves as a consultant, connecting homeowners to local contractors and answering questions along the way.

Learn more at: <https://www.madisunsolar.com/>

IF YOU ARE A RENTER

Madison or Dane County residents needing help to pay rent or utility bills or seeking information on rental rights:

Dane CORE 2.0 (Emergency Rental Assistance) –

This is a program that both the City and Dane County work together on. If you are having financial hardships, this program can help with rent and utility payments for up to 18 months.

Find out more and how to apply at: www.danecore.org

Tenant Resource Center (TRC) – TRC will still be available to residents to provide information and referrals for housing, education about rental rights and responsibilities, and access to conflict resolution.

Learn more at: <https://www.tenantresourcecenter.org/>



Understanding Town of & City of **Madison** Property Taxes

Bus Rapid Transit (BRT)

A faster, smarter way to move

Metro Transit and the City of Madison are planning a new BRT system called Metro Rapid to make our community's transit system work faster and smarter.

The new Metro Rapid system will use dedicated lanes and modern-design stations to provide fast and cost-effective service to jobs, entertainment, and schools. Metro Rapid lines will complement other Metro bus routes and be the next big step toward a more sustainable local transit system.



What is Metro Rapid?



Dedicated Bus Lanes

Metro Rapid service will operate in its own separate lane allowing buses to move more efficiently through traffic.



Traffic Signal Priority

For faster more efficient service, Metro Rapid buses will be able to extend green lights and shorten red lights when approaching an intersection.



Larger Buses - Operating More Frequently

Metro Rapid lines will use 60-foot articulated buses that carry more passengers and operate more frequently and longer through the day.



Support for Metro's Existing Service

Metro Rapid lines will operate through Metro's existing service area. Metro neighborhood buses will meet up with Metro Rapid lines to create faster and more efficient travel connections.



Enhanced Transit Stations

Metro Rapid stations will feature real-time bus location information screens, covered seating, bicycle access and enhanced pedestrian crossings.



Station Design Contest Results

This station design by Kenneth Casper was chosen as the winning concept in a City of Madison sponsored competition. Over 65 submissions were received and reviewed by engineers, staff, stakeholders and the public.

This concept will be used to develop a final architectural design for the stations.

The Backyard Homes Project

In order to support the development of new Accessory Dwelling Units (ADUs) in the City of Madison the City's Community Development Division has limited funding available in 2022 to provide financial support to homeowners facing barriers in the traditional lending market.

The City is offering a 15 year installment loan at 2% interest to eligible homeowners. Learn more about this program by reading the [Backyard Homes Project term sheet](#).

What is an ADU?

An ADU is a small independent residential unit located on the same property as a stand-alone home. ADUs can be attached to an existing home or built above an existing garage. They can be carved out of an existing building, splitting one dwelling into two by converting underutilized spaces like garages into new independent units. Attics and basements can also be converted into upper or lower apartments. More common today, a detached ADU is an independent dwelling within a stand-alone structure often located in a backyard. ADUs are not a new concept and were a common feature in single-family housing in the early twentieth century. Historically, ADUs have also been referred to as an in-law or mother-in-law unit, granny flat or carriage house.

In the City of Madison, an ADU is only allowed on owner-occupied properties and can be up to 900 square feet of living space, at most, 2-bedrooms in size and located on owner-occupied single-family properties.



Basement ADU



Attached ADU



Above Garage ADU



Attic ADU



Carve-out ADU



Detached ADU

Interested in creating an ADU?

1. First step, contact Madison's Zoning Department to ensure your property will be eligible.

Email: zoning@cityofmadison.com for questions or call 608-266-4551

2. Second step, after confirming property eligibility you may apply for financing.

Visit: www.cityofmadison.com/homeloans for financing information





"Juntos. Desarrollo. Comunidad."

Ciudad de Madison
**Programa
de Ayuda
para pago del
Cuidado Infantil**



"Together. Build. Community."

City of Madison
**Child Care
Tuition
Assistance
Program**



Numbers to Know

Dial 911 for Emergencies

City of Madison Phone Numbers

- Assessor: 266-4531
- Building Inspection: 266-4551
- Business Assistance: 267-4933
- Civil Rights: 266-4910
- Community Devel.: 266-6520
- Common Council: 266-4071
- Engineering: 266-4751
- Housing Authority: 266-4675
- Madison Metro Transit: 266-4466
- Non-Emergency: 255-2345
- Parks: 266-4711
- Planning: 266-4635
- Public Health: 266-4821
- Traffic: 266-4624

Neighborhood Improvement Links

- Report a Problem | 266-4761
 - cityofmadison.com/reportaproblem/
- Speedwatch Program | 266-4761
 - cityofmadison.com/trafficengineering/
- Good Neighborhood Project
 - cityofmadison.com/police/community/good-neighbor-project/
- Fire Prevention and Safety
 - cityofmadison.com/fire/your-safety
- Safe Communities
 - cityofmadison.com/health-safety/safe-communities
- Community Gardens
 - cityofmadison.com/mayor/programs/food/community-gardens
- Find your Alder
 - cityofmadison.com/council/councilmembers/findalderbyaddress.cfm

About the South Madison Community

South Madison is a vibrant and diverse community within the greater Madison area. The area includes established neighborhoods, a variety of local businesses, non-profits, service providers, the Village on Park, the Park Street corridor, the Alliant Energy Center, great green spaces, and many exciting projects are underway.

City of Madison

City-County Building

210 Martin Luther King Jr. Blvd
Madison, WI 53703

Madison Municipal Building

215 Martin Luther King Jr. Blvd
Madison, WI 53703



SOUTH
MADISON
COMMUNITY

Resource Guide

DISCOVER
CONNECT
GET INFORMATION

Food & Health

St. Vincent de Paul Food Pantry | 2033 Fish Hatchery Rd | 257-0919
Mt Zion Baptist Church Food Pantry | 2029 Fisher St | 255-5270
St Mark's Lutheran Church Food Pantry | 605 Spruce St | 256-8463
Catholic Multicultural Center | 1862 Beld St | 661-3512
South Madison Farmers' Market | 358-5834

.....

SSSM Health | 1313 Fish Hatchery Rd | 252-8000
UW Health Arboretum Clinic | 1102 S Park St | 287-5899
Access Community Health - Wingra | 1102 S Park St | 263-3111
Planned Parenthood | 2222 S Park St Suite 210 | 251-6546
UW Extension-Youth Advocates for Community Health
Public Health MDC South | 2230 S Park St | 266-4821

Employment & Business

Urban League of Greater Madison  
2222 S Park St Suite 200 | 729-1200
Centro Hispano 
810 W Badger Rd | 255-3018
South Metropolitan Business Association
210-3110

South Metropolitan Planning Council
2300 S Park St Suite 3 | 819-8549
Latino Chamber of Commerce
2881 Commerce Park Dr Suite E | 722-3266
Madison Black Chamber of Commerce
2222 S Park St Suite 200 | 729-1238
Hmong Institute
628-3901
Dane County Job Center
1819 Aberg Ave | 242-4900
Dane County Human Services-South Madison Office

Joining Forces for Families 
818 W Badger Rd | 261-9764
YWCA Empowerment Center 
2040 S Park St | 257-1436
Literacy Network
701 Dane St | 244-3911
Neighborhood Law Clinic (UW)
2312 S Park St | 890-0678
Madison Labor Temple
1602 S Park St #106 | 332-1886
JustDane
2115 S Park St | 256-0906



 Housing Services  Youth Services  Employment Services

DISCOVER.
CONNECT.
GET
INFORMATION.

SOUTH
MADISON
COMMUNITY

*This is an exhaustive, but incomplete list

Schools & Youth Programs

Wright Middle School
1717 Fish Hatchery Rd | 608-204-1340
One City Schools
2012 Fisher St | 608-268-8004
Omega School
835 W Badger Rd | 256-4650
Nehemiah Center for Urban Leadership Development
655 W Badger Rd | 257-2453
Madison College - South 
2429 Perry St | 243-4200
Lincoln Elementary School
909 Sequoia Trl | 204-4900
Badger Rock Middle School
501 E Badger Rd | 442-1335
MMSD
545 W Dayton St | 663-1879
.....
Urban Triage
2222 S Park St | 520-0741
Boys and Girls Club- Taft
2001 Taft St | 257-2606
Early Childhood Learning Center
833 Hughes Place | 251-8127
South Madison Partnership (UW)
2312 S Park St | 265-4940
Reach Dane
2206 S. Park St. | 441-7680
Briarpatch Youth Services
2720 Rimrock Rd | 251-1126

Housing Assistance

Project Home - Minor Home Repair Grant
246-3737
Movin' Out - Minor Repair Program (Dane County CDBG)
251-4446 x7
Habitat for Humanity of Dane County - Home Repair
608.255.1549 x101; psukenik@habitatdane.org
.....
MGE | 252-7222
Meridian Group, Inc.
2249 Pinehurst Drive | 836-1152
Madison Water Utility
119 E Olin Ave | 266-4651
Madison Area Community Land Trust
2702 International Ln Suite 200 | 285-2691
Tenant Resource Center
1202 Williamson St # 101 | 257-0006

Miscellaneous

Madison South Rotary | 327-4202
Southside NRT | 266-6352
Safe Communities Coalition
2453 Atwood Ave # 209 | 441-3060
Madison Senior Center
330 W Mifflin St | 266-6581
NewBridge
1625 Northport Dr #125 | 512-0000
Freedom Inc.
2110 Luann Ln | 716-7324

Dane CORE 2.0

Emergency Rental Assistance Program

Have you or anyone in your household been financially impacted by COVID-19?

You may be eligible for assistance to pay utilities, internet, security deposits or rent.

Visit

www.DaneCORE.org



www.DaneCORE.org

Questions about
current application?

Call 608-299-4128

Q?

ASSISTANCE?

-For City of Madison residents-
Need In-Person Assistance?

Locations and times listed on
back of this flyer.



CITY OF MADISON
RESOURCES FOR BUSINESSES

City-Sponsored Financial Assistance Programs for Local Businesses



Madison is committed to growing strong, diverse, and sustainable local enterprises through City-sponsored programs that provide direct financial resources to businesses. For more information, please contact the Office of Business Resources.



City of Madison
Office of Business Resources
(608) 267-8721 obr@cityofmadison.com
www.cityofmadison.com/business



Urban League of
Greater Madison
Building the Road to Economic Success

Home Ownership & Wealth Building Program

Eligibility Guidelines: Housing 2.0

Your income, past rental, credit and behavior history will be verified as part of the application process. If your family meets the eligibility criteria, you will have the opportunity to view and inspect homes that are available and choose one that fits the needs of your family. If no homes fit your criteria, your name will be placed on a waiting list and you will be contacted once something becomes available. If you are not eligible for the program, you will be invited to enroll in ULGM Credit Counseling and Financial Literacy programming that will place you on the list for future housing opportunities. Many approved Housing 2.0 approved applicants completed similar engagements with ULGM in past years.

1. **INCOME REQUIREMENTS:** Local and federal guidelines require that your family meet certain income requirements for eligibility. Depending on your family size, household income must fall within the following ranges in order to qualify for the program.

Income Guidelines (60% to 120% of median income)

2 Person Household: \$49,500 To \$99,000
3 Person Household: \$55,680 To \$111,360
4 Person Household: \$61,860 To \$123,719
5 Person Household: \$66,840 To \$133,730
6 Person Household: \$71,760 To \$143,618
7 Person Household: \$76,740 To \$153,506
8 Person Household: \$81,660 To \$163,393

2. **PRIOR RENTAL HISTORY:** Two years verifiable residence history from a third party landlord is required. ULGM might select applicants based on habits and practices which are not expected to have a detrimental effect on neighbors or on the property's environment. Reasons for denial *may include, but are not limited to:* Insufficient information on your application; Prior eviction or record of legal notices from past landlord; Payment history reflecting unpaid past due rent, property damages not paid for, or NSF checks; Any rental history upon which previous landlord or management refuses to re-rent to applicant or; Negative behavior such as domestic battery, drug charges, or disorderly conduct.
3. **CREDIT HISTORY:** A FREE Credit Report will be run to assess your ability to obtain financing for the eventual purchase of the home. Your Debt to Income Ratio must be 45% or less. If your score needs improvement, the Urban League will provide you with some financial counseling after which you would be eligible to apply again. In addition, all Civil Judgments must be paid/satisfied prior to purchase.

Please be sure your application is filled-out completely and accurately and return it to:

Urban league of Greater Madison
Attn: Homeownership Program Coordinator
2222 S. Park St., Suite 200
Madison, WI 53713

Phone: (608) 729-1221 · Email: ywright@ulgm.org · Web: www.ulgm.org



Urban League of
Greater Madison

www.ulgm.org/opportunity

EMPLOYMENT TRAININGS

August- Sept

Foundations for the Trades
August 8th- September 22nd

Basic Computer Bootcamp
August 2nd- August 11th

Caregiver and CNA Pathways Training
August 29th- September 8th

BMO Harris Bank Training
September 5th- September 22nd

Fatherhood Program
Begins September 6th/8th



CUNA MUTUAL
Foundation



Evjue
FOR A BETTER
FUTURE

Fast Forward
LW Health

EXACT
SCIENCES
University Health
System

Quartz

Spectrum

United Way

WIRE

ACORNPACE
DEVELOPMENT BOARD

Virtual Training
September 12th-29th



Urban League of
Greater Madison

LAUNCH YOUR BANKING CAREER TODAY!

BMO  **Harris Bank**

ulgm.org/opportunity



If you have any questions contact **Jacinta Sanders**
(608)571-7738 jsanders@ulgm.org



CUNA MUTUAL
Foundation



Evjue
FOUNDATION
#CAPTIMES

Fast Forward
SCIENCE

Fast Forward
SCIENCE
Health

UnityPoint Health
Madison

RENNERBOHM
INSTITUTION

Quartz

Spectrum

United Way
United Way
of Greater Madison

HIRE
Initiative

WORKFORCE
DEVELOPMENT BOARD



Urban League of
Greater Madison

FATHERHOOD SUPPORT GROUP

REGISTER TODAY!

WWW.ULGM.ORG/OPPORTUNITY



TUESDAYS

1-3PM

STARTS SEPT 6TH

THURSDAYS

1-3PM

STARTS SEPT 8TH

Questions? Contact Leatha Stanley lstanley@ulgm.org



CHINA MUTUAL



EXTRA
#OPTIMES

WHealth

E-ACT
SCIENCES

Quartz

Spectrum



HIRE



Scan QR code to visit our website for more information!

SCAN ME



HOW YOU CAN HELP

- Donate
- Include OFS in your will or estate
- Tutor or mentor a young adult
- Volunteer: storytelling or grant research

Operation Fresh Start

2670 Milwaukee St.
Madison, WI 53704

Contact Us

(608) 244-4721
www.operationfreshstart.org



AmeriCorps



The CorpsNetwork



www.operationfreshstart.org



PROUDLY BRINGS YOU

OUR ANNUAL SUMMER KICK BACK 90's vs 2000's

Come out and learn how
we can support you
while kicking back with
your family!

FREE food, Music,
raffles, gift cards, gift
bags, and
inflatables



Contact: info@urbantriage.org

SATURDAY, JULY 30TH, 2022 FROM 3-7PM
PENN PARK, 2101 FISHER ST, MADISON, WI 53713

We're doing what we do best--Providing services that support the healing and well-being of those most vulnerable.

Join us for some fun on Saturday, July 30th at Penn Park, 3-7PM!

We will be hosting our **Annual Summer Kick Back- 90's vs 2000's!** This is a **FREE** Community event! **FREE** food, music, raffles, gift cards, and inflatables! For questions, hit us up at info@urbantriage.org. To volunteer and/or donate raffle items, sign up [HERE!](#)

And in addition to all that greatness, we are hosting a community event and accepting applications for our workgroups.

- Co-Conspirators Cohort 6 is now enrolling. The

What's a Doula?

the Roots4Change
cooperative

Contact Us

Tel: (904)-385-8151

soporte@roots4change.coop

[Https://Roots4change.coop](https://Roots4change.coop)



***Support before, during, and
after delivery***



ROOTS4CHANGE
Raíces para el Cambio CO-OP

ACKNOWLEDGEMENTS

Thank you to all the residents who shared their hopes, fears, and time with us. We hope this study helps to bring about your vision for South Madison.

Thanks to the City of Madison Community Development Division for their patience and collaboration, especially Dan Rolfs, Angela Puerta, and Jeff Greger

Thank you for Simone Alhagri for her brilliant design contributions to this report.

Thank you to all of our partners for sharing recruitment materials for hiring data collectors and inviting participation in this study.

Thanks to our data collectors for pounding the pavement with a smile and working tirelessly to bring resident voices into city processes.

*Finally, we thank all the members
of the South Madison community,
past and present,
human and nonhuman,
for growing something worth preserving.*

CONTACT

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Action Researcher and Evaluator
avigna@wisc.edu



UNIVERSITY OF
WISCONSIN
POPULATION
HEALTH INSTITUTE

Suggested citation:

Vigna, A., McClain, J., Zeba, L., Zhang, C., Hernandez, V. South Madison RiSE 2022 Technical Appendices. Madison, WI: University of Wisconsin Population Health Institute, 2023 March.