

UNIVERSITY OF
WISCONSIN
POPULATION
HEALTH INSTITUTE



South Madison
Reinvestment Strategy for Equity

Data Report

2022

Summary: Who we spoke with and what we spoke about

The Re-Investment Strategy for Equity (RiSE) in South Madison aims to use tax increment financing (TIF) from other tax increment districts (TIDs) for improvements in the South Madison area, without displacing members of the community that have called South Madison home for generations. Our goal is to evaluate the impacts of this strategy, including how it affects residents while bridging the distance between resident wants and City actions. This report will be updated annually.

Four data collectors canvassing South Madison knocked on 843 doors, attended 12 community events, and interviewed 221 people (30 in Spanish). Interviewees were given $30.

Residents who participated, hereafter called respondents, were asked about the following topics (See Appendix A-F for recruitment details and data collection tools):

- Displacement pressures
- Community wealth-building strategies
- Affordable housing strategies
- Civic engagement

This report summarizes the community development priorities of:

9%
of all South Madison households participated

- Long-time residents (11+ years) of South Madison
- 90% aged 26 or older
- 71% BIPOC
- 10% sexually diverse
- 32% identify as a person with a disability
- 14% were Spanish Speakers
- 71% were renters
- 74% reported economic distress from housing costs

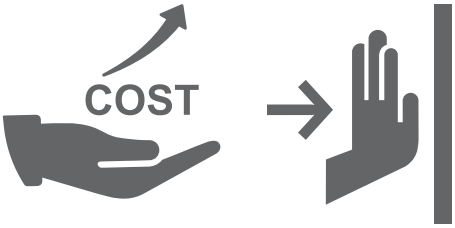
The above proportions closely resemble the diversity of South Madison captured in the 2010 Census. We also met our goal of heavily recruiting Black households, since this group is historically excluded from having a voice and vote in decision-making processes.

The findings of this report mirror the results of the recently adopted South Madison Plan & are likely representative of the priorities and concerns of a larger number of residents in South Madison than we actually spoke with.

Key Finding #1

Residents fear city investments will transform South Madison from a BIPOC-centered community to look more like the rest of Madison





As heard in the neighborhood planning sessions, the top concern residents voicesd in our door-to-door conversations is that development efforts will drive up housing costs and push out the existing community. Most respondents LOVE living in South Madison and have lived there for decades. Many are worried about being pushed out, or displaced, from the neighborhood they have called home because of rising rental costs and the absence of affordable homes to purchase.

Steps the city is taking to preserve the South Madison community

Secured a community Grocery Store: In response to community demands for a local full-service grocery store, the City has invested over $10 million into securing a grocery retailer for the Truman Olsen development project. Maurer's Urban Market on the corner of South Park Street and Cedar Street. The store will be the anchor commercial tenant in the $42 million, six-story redevelopment underway at the site of the former Truman Olson Army Reserve Center.

Dedicated millions in housing stabilization funds to provide the following services:

- Financial assistance to renters facing the threat of eviction
- Allocated over $22 million in funds in the newly created TID 51 to construct new affordable rental housing, help first-time home buyers attain affordable owner occupied units, and to help lower income homeowners finance needed home repairs and renovations.

Allocated over $10 million to buy land in South Madison before private developers do (i.e., Landbanking)

This means as lots go on the market, the City purchases them to ensure the development of the land reflects the neighborhood priorities adopted in the 2022 neighborhood plan.

Key Finding #2

Residents want to focus on building BIPOC community wealth to reduce pushout



Build community wealth to counter rising housing costs in the area. As highlighted by the Neighborhood Plan adopted in 2022, residents voiced a desire to build intergenerational wealth via home ownership. Additionally, residents who participated in this study highlighted a desire for the city to work on removing obstacles on the path to homeownership.

Steps the City is taking to support community wealth building in South Madison

Village on Park Mall Revitalization: City invested $16 million in improvements to support the creation of the Black Business hub and a parking garage at the mall. These investments will help sustain the Village on Park as a central gathering place for the community by attracting and retaining tenants, while also helping the ULGM Black Business Hub succeed.

Small Business Development: City plans to invest $750,000 annually in forgivable loans to small business who want to expand their business or purchase their building via the Business Loan & the Commercial Ownership Assistance programs.

Centro Hispano Land Swap Deal: City partnered with Centro to swap land to help build a new facility for Centro, Madison's cultural and economic hub for the Latinx community.

It is the official policy of the City of Madison that as an overall goal, ten percent (10%) of the City's Public Works funds be expended with certified Small Business Enterprises (SBE), which includes, but is not limited to minority-owned businesses.

Key Finding #3

Residents want affordable single-family home options for moving at different phases of life



Residents want housing options that allow them to up or downsize their living space in the community on the median income. This runs the range of of free-standing houses or condos large enough to fit a growing family, to 1000 sq. ft cottage homes for young professionals or empty nesters, or townhomes for those who don't or can't care for larger properties. And they want to help finding a way to afford these options on the BIPOC median income. The number one priority was for the City to use all available tools to expand the number of affordable homes and increase the ability of lower-income residents to access home ownership. **Focusing on single-family, owner-occupied, freestanding dwellings was especially important to BIPOC participants.**

Steps the City is taking to expand housing options and make homeownership more accessible in South Madison

150 units of permanent, affordable housing will be added to South Madison via the Truman Olson project, thanks to a 99-year land use agreement negotiated by the City. The apartments will include 30 supportive units, the most affordable, and the most accessible apartments designated for people with disabilities or veterans.

South Side Property Purchases (e.g., land banking): The City has purchased multiple properties on S. Park St to create housing opportunities for a range of income levels. In the 2023 budget, $6 million dollars have been committed to land banking to combat gentrification

Zoning changes to increase housing density on rapid transit routes and reduce the development costs that would otherwise be passed on to the renter. Additionally, increasing the number of units of housing available in an area may push landlords to reduce their rents to attract and retain tenants in a more competitive market.

The City will continue to spend **$19 million** over the next six years **to help people purchase and rehabilitate homes, provide property tax relief to seniors, and support homeownership down payment assistance.**

Key Finding #4

Residents want to have more say in how the City uses tax dollars to make changes in South Madison



Respondents want more control over their community, but some don't know how. We heard a strong desire to be informed about city development efforts and influence them. But few know the role of the alder and fewer have heard of city engagement sessions.

Paper mailings were preferred over electronic communications as an outreach strategy and most turned to the local news, although BIPOC respondents and elders were more likely to rely upon organizers and non-profits to keep them informed.

Steps the City is taking to reduce barriers to civic engagement in South Madison

Launch of the Bilingual Community Connector Program. The goal of this program is to build more trust between residents and City government through community engagement and accessibility to services. One of the full-time connectors speaks Spanish, the second Mandarin, and a third that has yet to be hired, will speak Hmong.

The planning department is working on a multi-media communications plan to keep residents informed of progress on implementation of the 2022 South Madison Neighborhood Plan, and of emergent opportunities to influence implementation efforts.



(Above) **The City deployed a mix of in-person and remote community engagement activities in the development of the neighborhood plan during the pandemic.**

Recommendations

1

Educate So.Ma. residents on efforts the city is pursuing to promote permanent affordable housing in the area

- This includes increasing density to drive to rents, supporting community land trusts, land banking, permanent land use agreements in exchange for city land, social housing, and limited equity cooperatives.

2

Improve access to existing programs that help reduce barriers to home ownership, such as credit repair, down payment assistance and wealth building

3

Share information on and pursue less well-known wealth-building and asset-preservation strategies that may be of interest to the community.

- Offer estate planning services to ensure assets remain in the family and worker-owned cooperatives that contract with anchor institutions.

4

Increase the budget for the Housing Forward Fund with a strong preference for proposals that expand the diversity and affordability of housing

- Designate a portion of the TIF funds generated by the district to support permanent affordable housing agreements in the district.

5

Make the limits of the City's ability to implement resident priorities more clear. Highlight how the City is working to implement what they can.

- Increase communication efforts with the community. Budget for physical outreach, such as door hangers, construction signs, and mailing costs.
- Continue to promote city efforts on local news and via nonprofits with a token of appreciation.
- Update the City website to highlight how resident feedback is being addressed.

6

Conduct outreach on how to influence City processes at community events and the public library.

- Mail outreach materials targeting elders and those without internet access to invite citizen participation - see Appendix K for an example.
- Encourage the development of a community development corporation by defraying capital costs of the building to house the staff running the CDC.
- Fund city staff to liaise with residents and nonprofits.

What's Happening with this Data?

Each summer we will repeat this process to monitor the impacts of specific City investments. In 2023 UWPHI will partner with EQT By Design for data collection.

This report is informing decision-making by the City in a variety of departments and offices. It is helping city staff to plan for short term and long term investments in South Madison.

Got concerns or ideas?

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Introduction

South Madison is one of the oldest immigrant, Black, Indigenous, or People of Color (BIPOC) communities in the city. The South Madison Reinvestment Strategy for Equity (RiSE) is an effort to track the City's drive to preserve and invest in this community.

Over the next 10 years, the City of Madison intends to use Tax Increment Financing (TIF) to invest in South Madison's development. How the money will be spent will be determined, in part, by the priorities selected by residents and set in the 15-year Neighborhood Plan approved by the Common Council in 2022. The South Madison Neighborhood plan summarizes the hopes, concerns, and priorities shared by the residents who attended one of a dozen in-person and online community engagement sessions led by the Planning Department between 2018-2020 (see Appendix A to learn more about the City's engagement efforts in developing the plan). The purpose of this study is to examine the impact these investments will have on the residents of South Madison.

This document summarizes the results of the 2022 data collection efforts of the South Madison Reinvestment Strategy for Equity project.

It is organized in the following manner:

- A description of the people who participated as a group
- Key findings: summary of group responses to each question, organized by concept
- Recommendations based on these findings
- Technical appendices containing information about the team, our recruitment strategies, the timeline of data collection, the tools used, and copies of the resources distributed as we canvassed the area, and tables with the counts and percentages of each demographic group

All data were examined for differences between the following racial groupings: white and BIPOC (i.e., Black, Indigenous, or Person of Color). Any group differences found are highlighted throughout the report using **light blue** to indicate white respondents and **dark blue** to indicate BIPOC respondents.

Note. There are limits to every effort to capture and summarize the perspectives of a population.
For example, the questions we ask limit the range of answers. In this case, the strategies cities can use to preserve affordability are limited by the state legislature or not often known by those of us without degrees in planning. After talking with city staff, we agreed to ask residents to prioritize the strategies the City is prepared to move forward, and share if they had other ideas or priorities. As a result, we have a summary of what we asked folks to rank, but we did not offer the full range of possible strategies WI state laws allow.



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Who we are and how we strive to advance health and racial equity

Since 2005, the University of Wisconsin Population Health Institute (UWPHI) has benefited from the occupation of Ho-Chunk Land, a place their nation has called Teejop (Day-JOPE) since time immemorial. In 1832, the Ho-Chunk were forced to surrender this territory. Decades of ethnic cleansing followed when both the federal and state government repeatedly, but unsuccessfully, sought to forcibly remove the Ho-Chunk people from Wisconsin.

This history of colonization informs our shared future of building partnerships that prioritize respect and meaningful engagement.

We work to accelerate the capacity to create equitable conditions for everyone to be healthy by advancing knowledge, practice, policy and systems change across sectors.

The staff of the institute respects the inherent sovereignty of the Ho-Chunk Nation, along with the eleven other Tribal Nations of Wisconsin.

This history informs our work to live into our values by considering the many legacies of violence, erasure, displacement, migration, settlement, and all other negative effects of colonization. **We carry these truths as we work to make positive change.**

We believe that only by working together toward a world in which we value one another and honor our connectedness will we achieve the healthiest possible conditions for all of us.

Our Values

- **Collaboration:** Build and sustain diverse partnerships that prioritize respect, mutual benefit, and meaningful engagement.
- **Integrity:** Ensure that we are honest, accountable, and responsible with the power we have.
- **Excellence:** Aim high, seek feedback and continually improve.
- **Innovation:** Create, test, refine and promote new ideas and approaches at the leading edge.
- **Inclusion:** Ensure work has a wide reach, is meaningful, accessible and impactful.
- **Courage:** Seek diverse perspectives and experiences that challenge our assumptions and worldviews, recognize systemic harms, and commit to making positive change, even when it is uncomfortable.

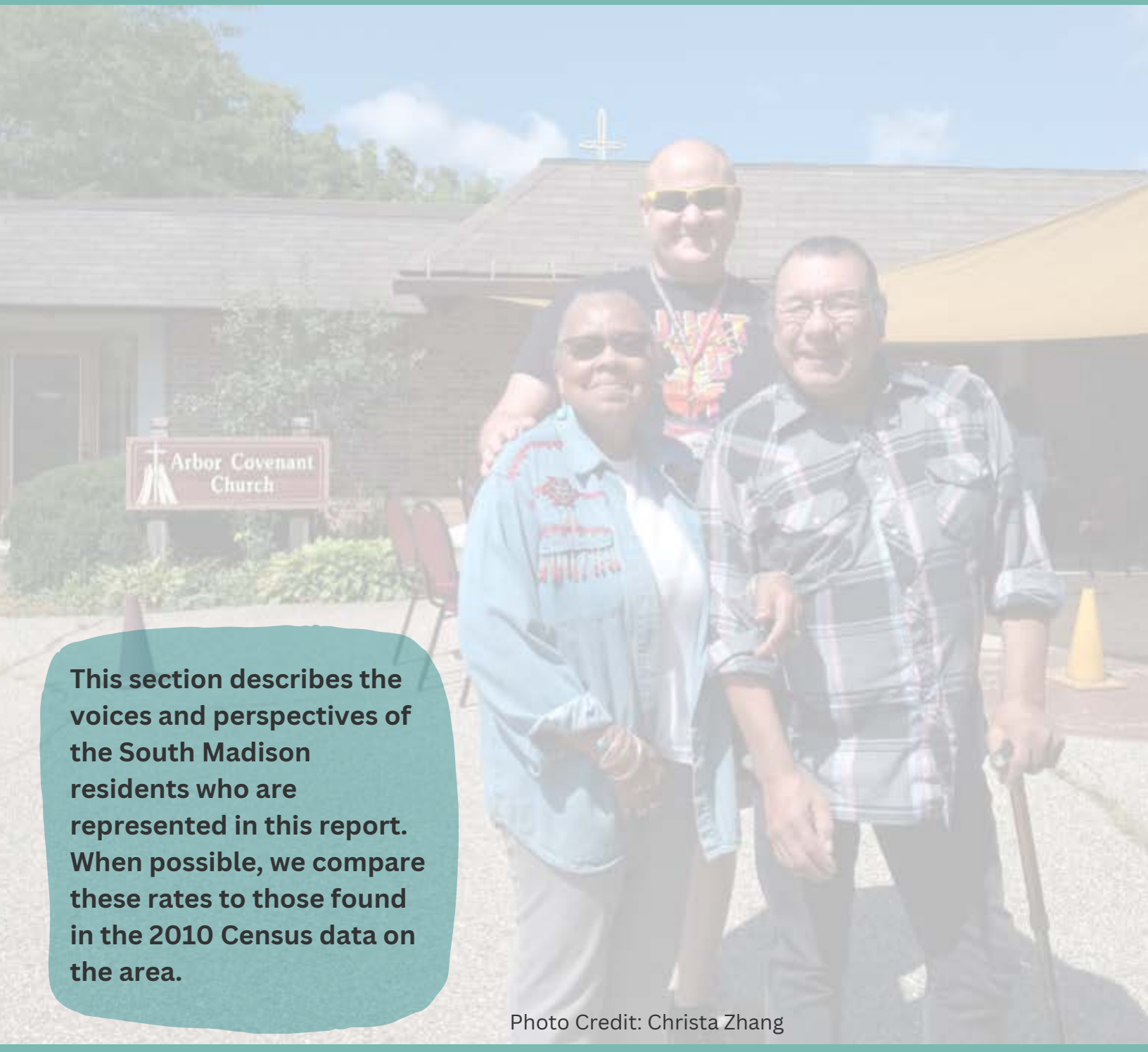
Copy writing by Strong Suit Communications

Putting Values into Practice

In the chart below, we explain the ways in which we have aspired to practice these values in this project.

PHI Value	Examples of the application of these values
Collaboration	Monetary compensation for participants was a budget priority. Local leaders were asked to share their fears, hopes, and concerns about the project. In exchange, we handed out their materials as we canvassed. Recommendations center the voices of those most impacted by the negative consequences of development in South Madison.
Integrity	Internal and external relationships are grounded in transparency with regular reflection on interpersonal dynamics. Steps to repair harm and restore trust were taken in response to the common ruptures of relationships.
Excellence	Data collection in the field is an ambitious endeavor that requires intensive project management skills and coordination. We chose it because meeting people where they are at is the least burdensome method for participants to have a say in City decision-making. Also, it allowed us to ensure money and resources were redistributed back into the community.
Innovation	In addition to meeting with various community leaders, we also met with faculty across the university with expertise in affordable housing, displacement and TIF funding while planning for this project. With their help we collected new data to help us track these concerns.
Inclusion	We have worked to provide educational materials in plain language and in Spanish as well as English. Our team is composed of BIPOC data collectors with strong backgrounds in community-building. We offered interviews in English and Spanish. We worked nights and weekends and met people where they were at, recruiting at food pantries and canvassing door-to-door to reach residents who tend to be busy during day-time collection efforts. The purpose of this effort is to ensure the wisdom, feedback and guidance of leaders of communities historically excluded from City decision-making processes can influence these processes while being compensated for their time and with minimal burden and barriers to participation.
Courage	The process of relationship building with local leaders and area stakeholders required a steady willingness to confront the harm both the University and the City have caused South Madison. It takes courage to continuously show up with humility, and a strong sense of linked fates, while being held accountable for the impacts the systems we represent have on people. It requires courage to see the ways in which we knowingly and unknowingly support these toxic patterns. As we challenge our partners in these systems to lean into generative patterns, it takes courage to risk their professional rejection and the potential impacts on our livelihoods.

Who We Spoke With



This section describes the voices and perspectives of the South Madison residents who are represented in this report. When possible, we compare these rates to those found in the 2010 Census data on the area.

Photo Credit: Christa Zhang

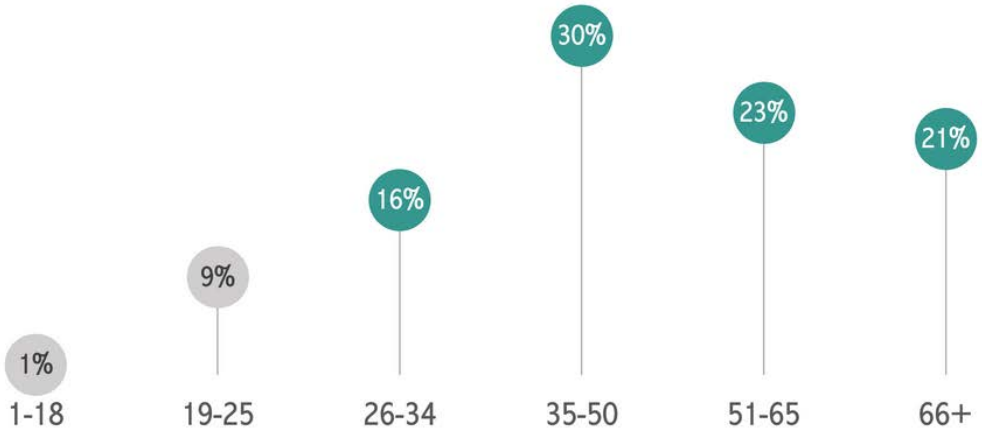
We spoke with 9% of South Madison households, and were able to center the voices of those most impacted by the consequences of development in South Madison.

We interviewed 221 people in South Madison, 215 of whom currently live inside the study area. The remaining six have a family history with South Madison, but currently live outside of the study area. See Appendices B-J for the demographics of South Madison at large, to meet the data collection team, learn more details about recruitment, and review the interview protocol.



90% of the sample was age 26 and older

14%
Spanish Speakers

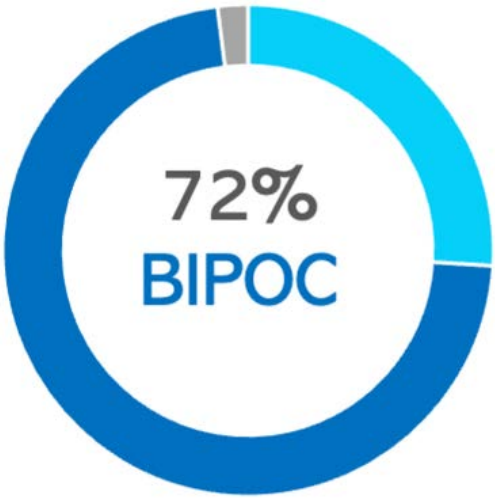


26% of respondents identify as white

We asked respondents to select a racial category and indicate whether other people perceived them as a white person or a person of color.

40% of the respondents identified as Black or African American, 26% identified as white, 18% Latinx, 5% Asian, 5% Biracial, and 1% as Indigenous/Native American, while 5% preferred not to answer. See Appendix J for counts of each demographic group.

According to 2010 Census data **our study successfully oversampled most BIPOC groups of the South Madison area, although we under-sampled LatinX households.**



Our interviewees represent rates of sexuality, gender, and ability in the area

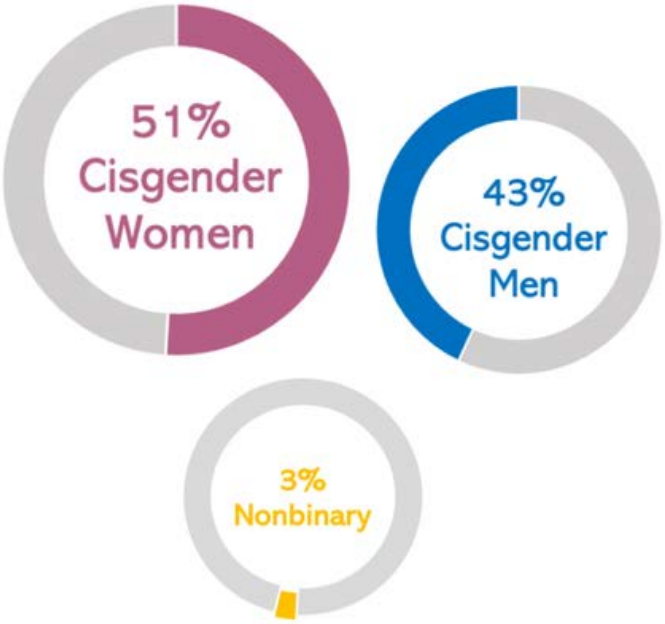


The majority (82%) of respondents identified as heterosexual. Ten percent identified as something other than straight, and 8% preferred not to answer the question about sexuality.

See Appendix I for the wording of questions and the options provided
See Appendix J for exact counts of each demographic group.

We spoke with slightly more **cisgender women** (51%) than **cisgender men** (43%).

A small group of respondents preferred not to share their gender identity (4%), and a smaller group identified as "other" such as **nonbinary**, genderfluid, or agender (3%).

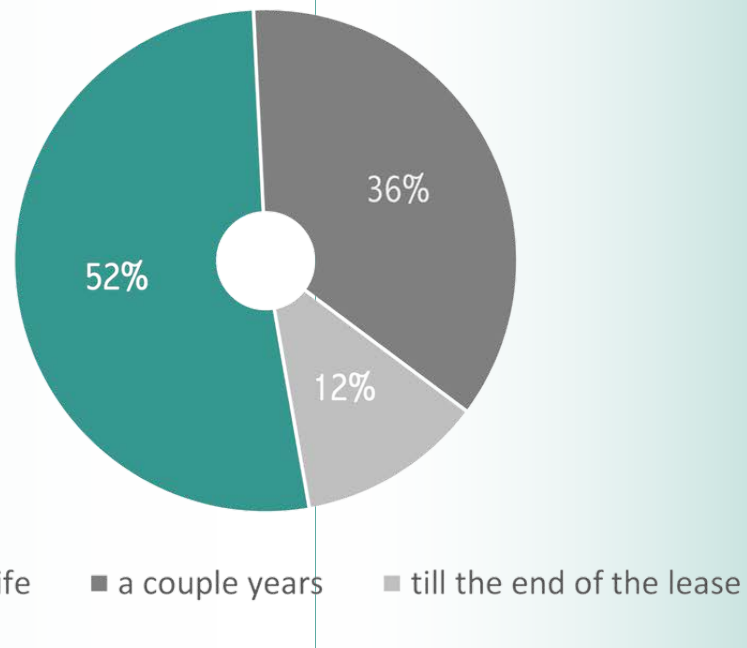




32% IDENTIFIED AS A PERSON WITH A DISABILITY

Most interviewees were long-time residents unsure if they would be able to stay

52% of respondents indicated they hoped to stay in South Madison **for a few decades, if not the rest of their lives**







When asked how likely it was that they would stay in South Madison for as long as they wanted to, **25% felt uncertain.**

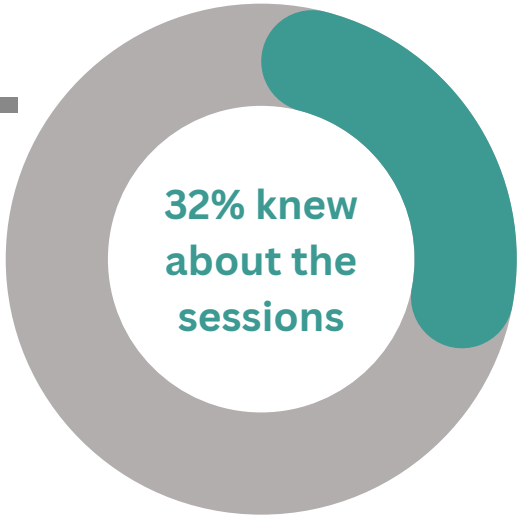
Answer	%
Very likely	75%
Somewhat likely	**16%**
Very unlikely	**7%**
Somewhat unlikely	**2%**

New, previously unheard voices

66% of respondents ***NEVER*** **attended** one of the city's meetings for the South Madison Neighborhood Plan

Respondents shared their reasons for not attending the sessions community engagement sessions for the South Madison plan:

32% knew the city-led neighborhood planning sessions were happening, but didn't go



I was afraid of COVID-19

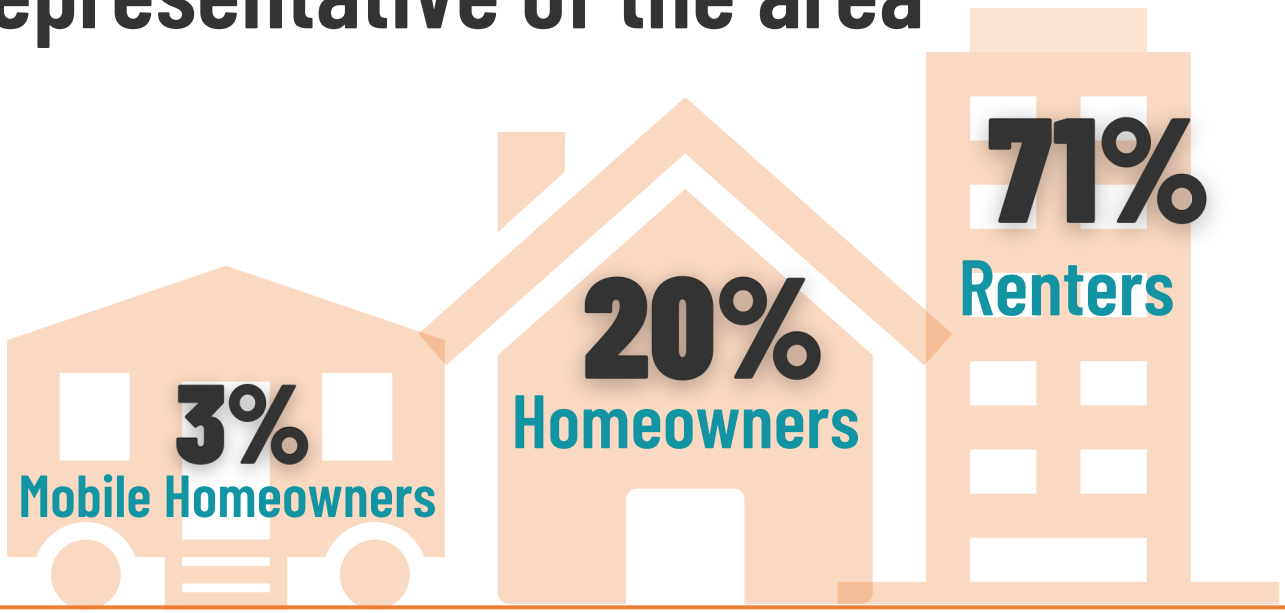
Handicap access issues in Penn Park

I don't hear about the meetings, I don't have social media

I didn't receive information about it

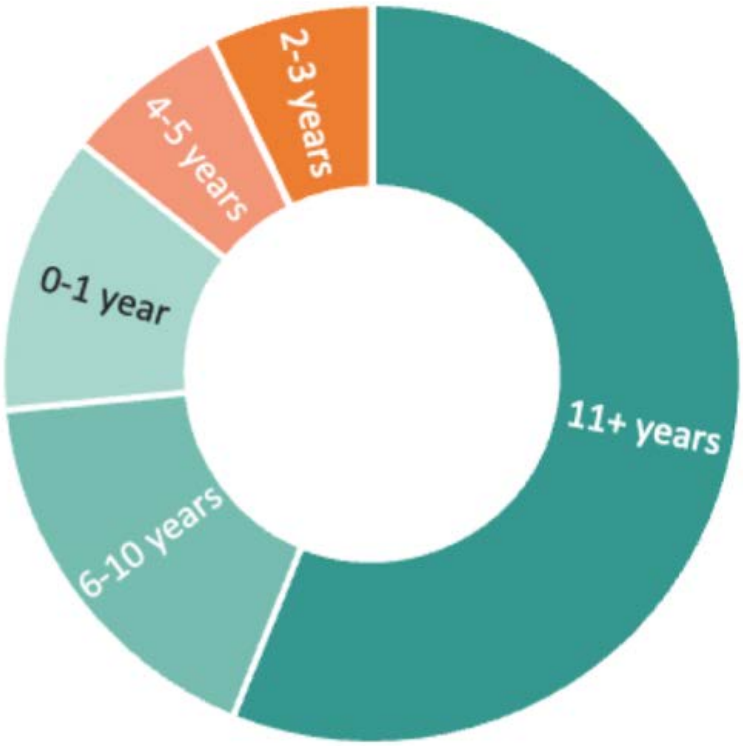
City didn't listen to previous session, didn't feel the need to go again

Typical living situation of our sample is representative of the area



Note: According to the South Madison market study of 2020 the housing market in South Madison is 21% homeowners, 70% renters, and 9% vacant units.

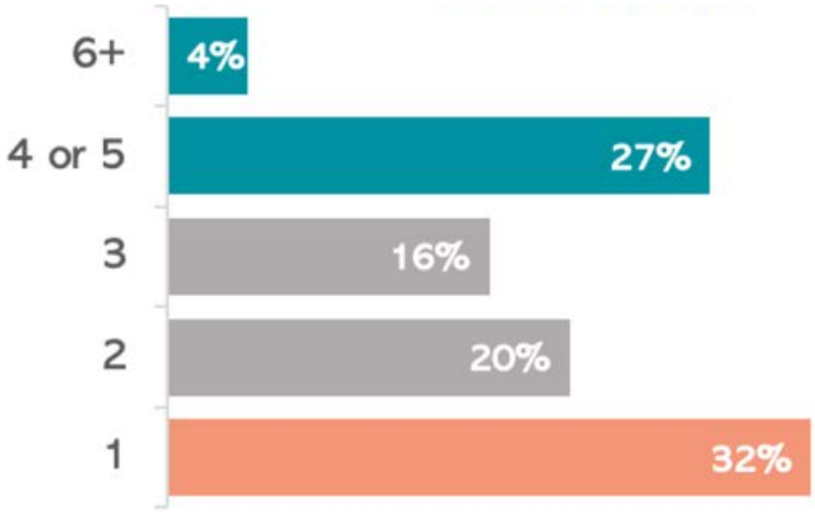
Over half of our sample were **long-time residents of South Madison**



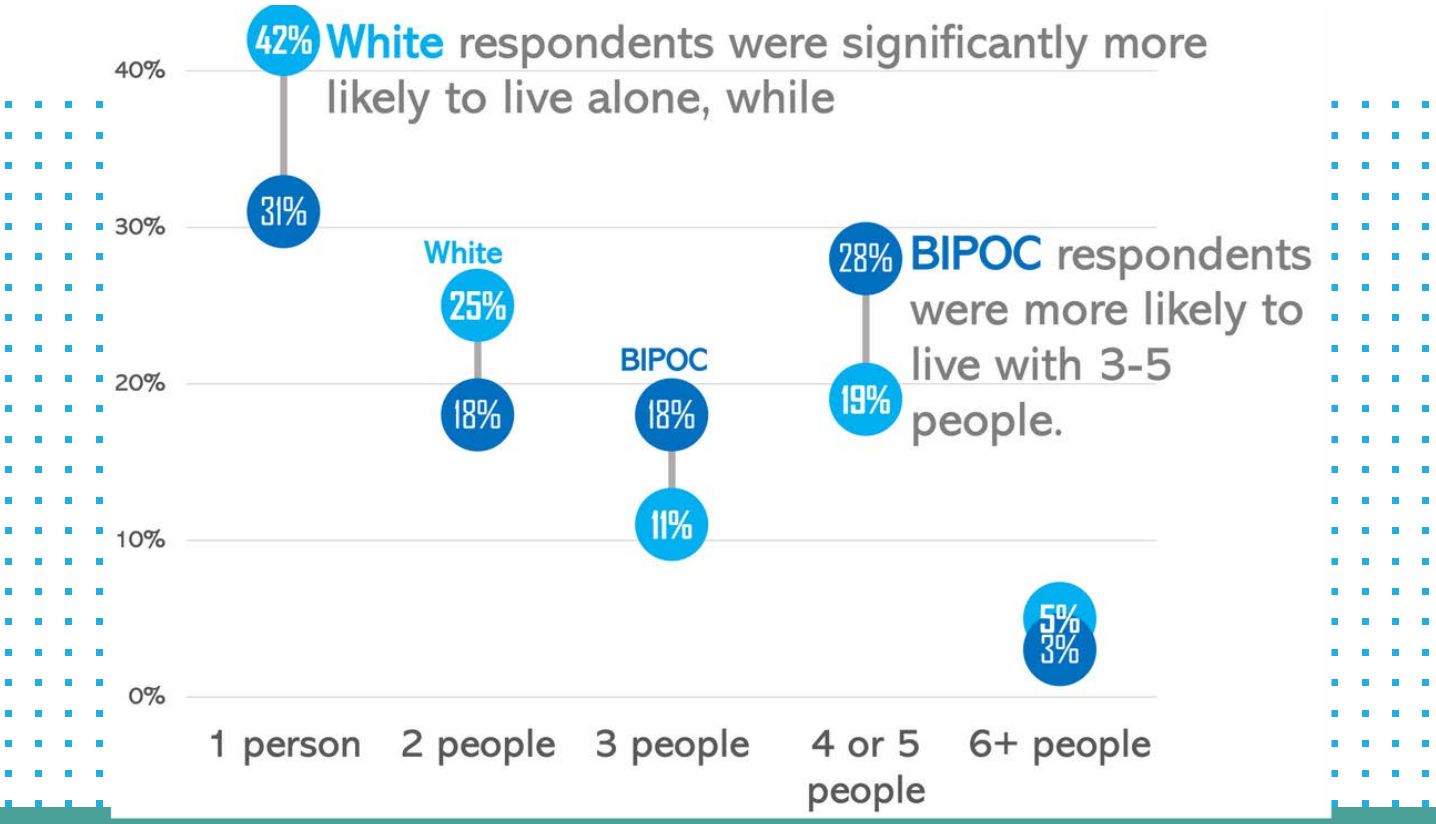
55% of interviewees indicated that they either lived with someone who had resided in South Madison for 11+ years or they themselves had lived in South Madison for 11+ more years.

63% of the sample either lived **alone** or with **4 or more people**

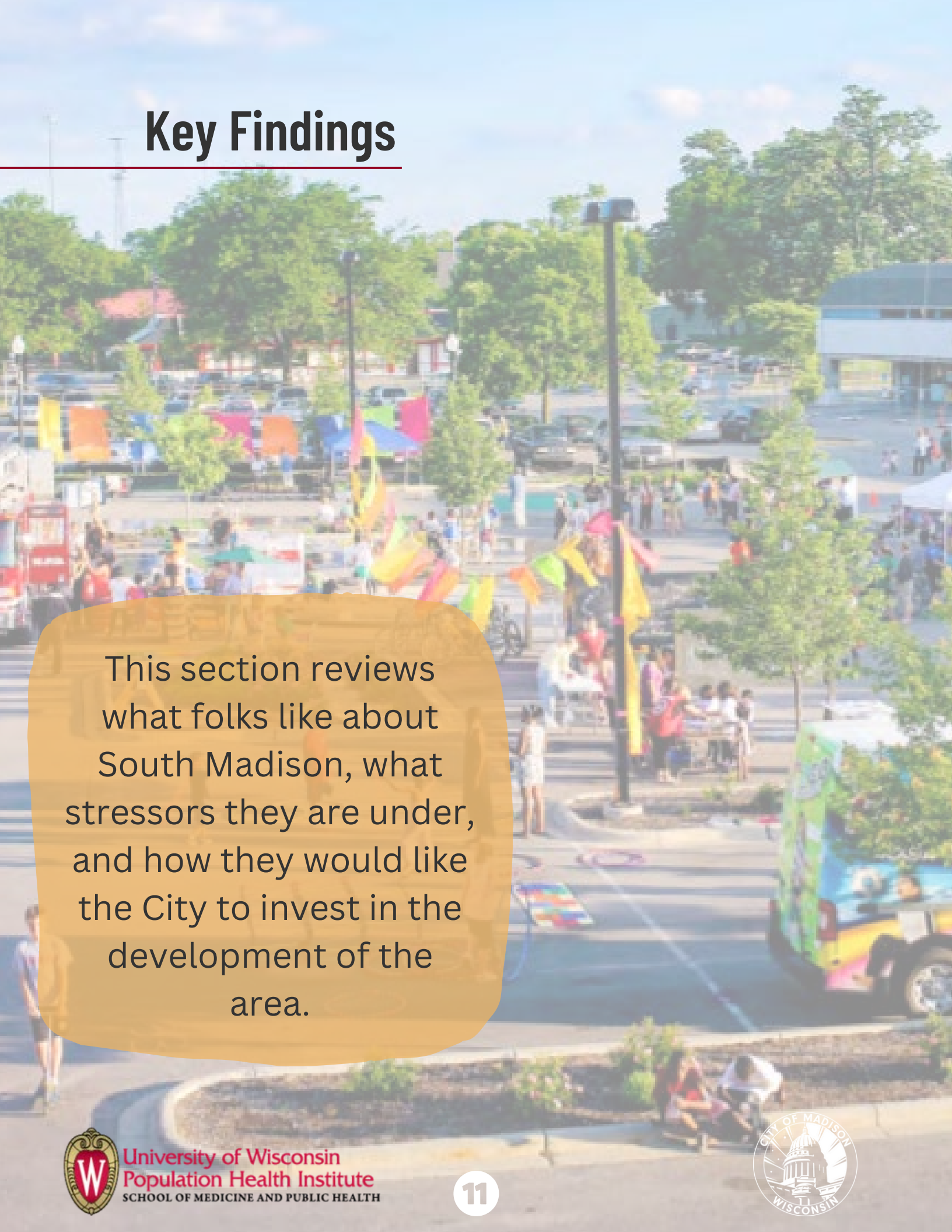




There were significant differences across racial groupings



Key Findings



This section reviews what folks like about South Madison, what stressors they are under, and how they would like the City to invest in the development of the area.

What Residents Like About South Madison

And why they would recommend people move here



Photo credit: Michell Stocker; The CapTimes

> *Homey area, safe community and people help each other*

> *The history of the community, being born and raised here there is a sense of pride, people always come back*

> *Lots within walking distance, festivals and labor temple and stores all close by, playground, library, wildlife on wingra creek*

> *Everyone knows each other, take care of each other, protect from fires and break-ins and take each other to vote*

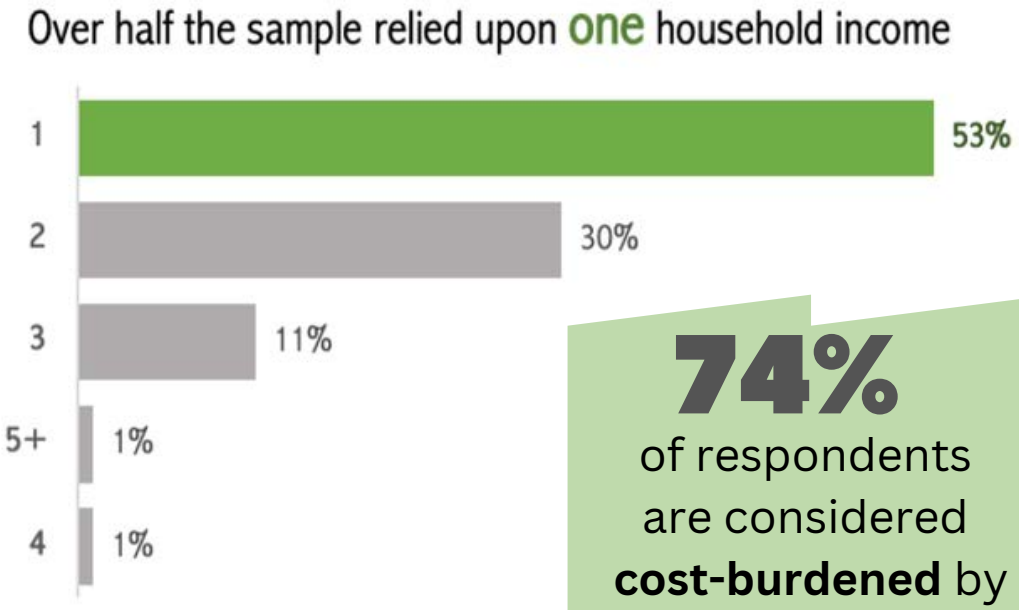
> *Kids here run free, can play wherever, children have fun, people have roots here*

> *It's a nice place but the violence is an issue*

Most respondents indicated they were under economic pressure



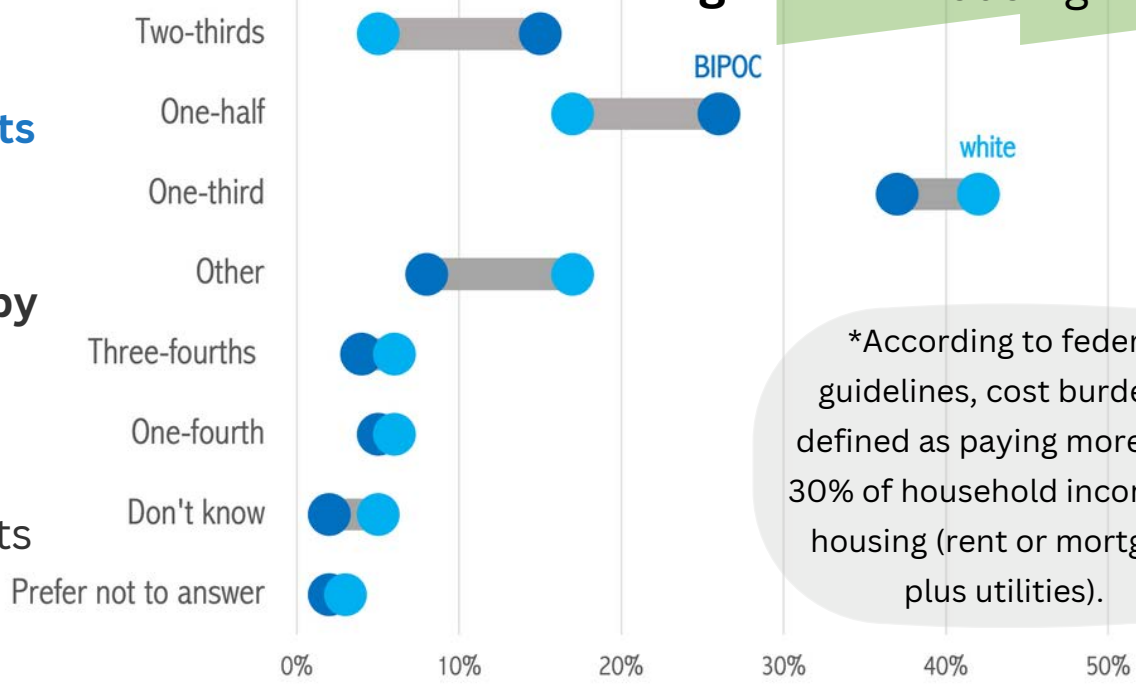
Although most of our respondents LOVE their neighborhood, many report having trouble making ends meet, which may force them to leave the area entirely as rental and house prices continue to rise in South Madison.



74% of respondents are considered **cost-burdened** by housing.*

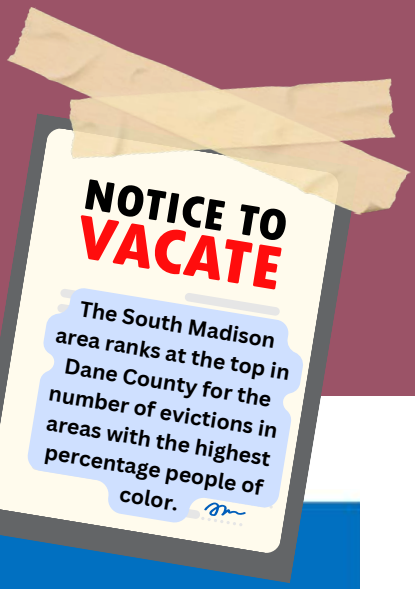
Amount of Income Dedicated to Housing

BIPOC respondents are more severely burdened by housing costs than are white respondents

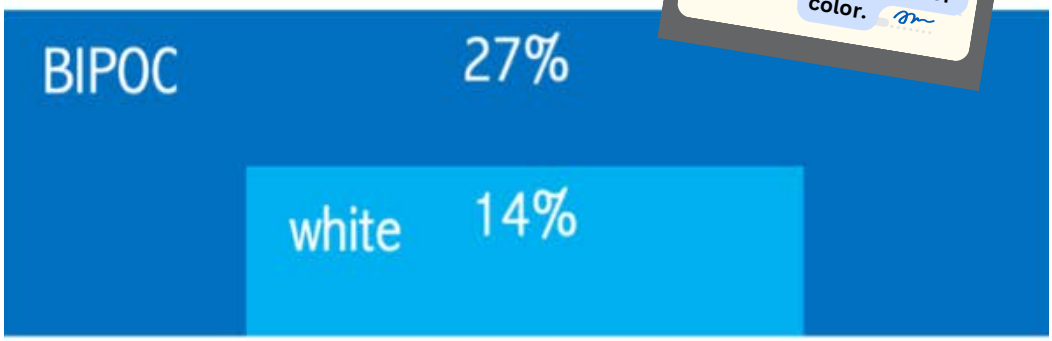


*According to federal guidelines, cost burden is defined as paying more than 30% of household income for housing (rent or mortgage, plus utilities).

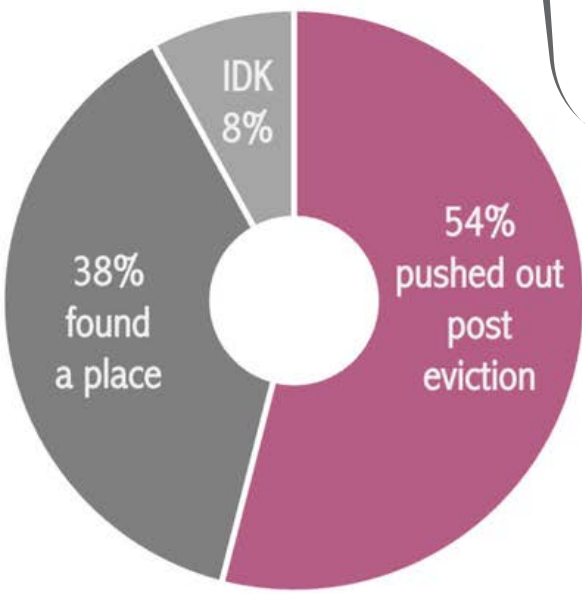
Black neighbors more likely to experience push out



BIPOC respondents were twice as likely as **white respondents** to know a friend or family member who had to move out of the neighborhood when they did not want to move.*



> **Black people** cannot buy homes anywhere besides in South Madison.. .And now we've **been kicked out of our neighborhood because the doctors and all the hospitals**..



Note. IDK= I don't know

54% of respondents who knew someone close to them who was evicted from their South Madison home stated the person was **unable to find another home in South Madison.**

*See Appendix L for outreach materials regarding local stabilizing services distributed at time of interview

Long-term residents cannot transition through life phases in the neighborhood, even among "affordable housing" options

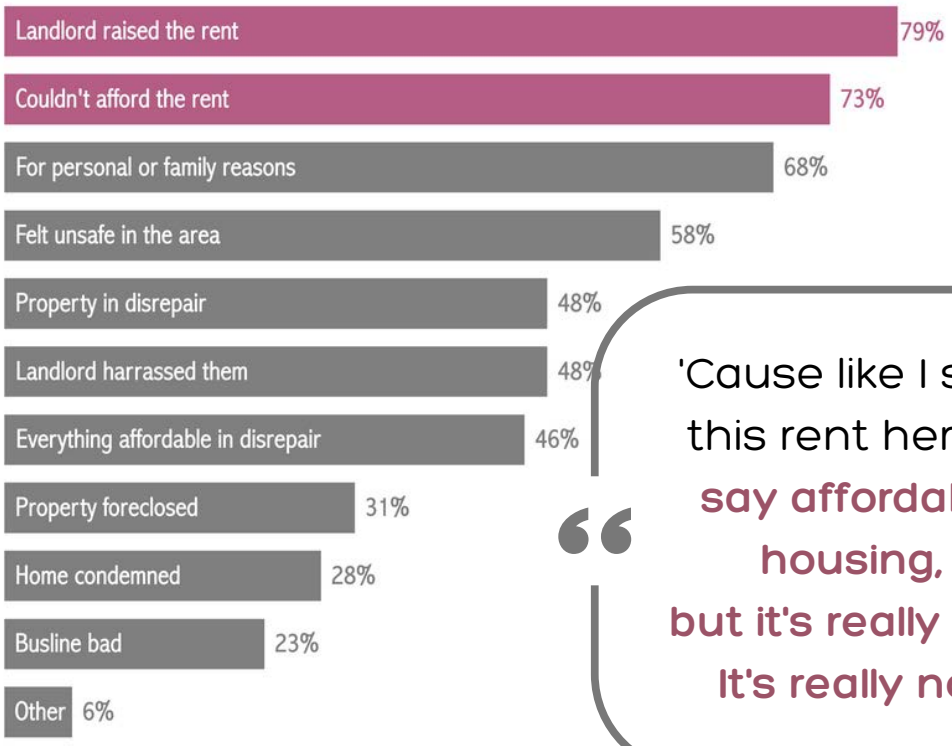


So, for people in my age group, one of the things we struggle with is wanting to stay in the neighborhood, but not having as many housing options to do so. Like as an example,
I raised my five kids here. I live in a four bedroom house. It's just me and my wife. We'd love to find a smaller house or some housing options, even new housing, but it's not enough new housing in South Madison for us to stay in the neighborhood.

"We are 100% being priced out of our neighborhood.. .I am fourth generation... **my nieces and nephews are fifth and six generations... And they can't live in decent housing in this neighborhood... They live in old crap...They can't afford the new stuff...** [the new builds are] for the doctor[s] and people in the hospital...and Epic and stuff... They get to live there...

Low wages won't pay the rent

Just over 22% of respondents reported they know someone who was forced to relocate from South Madison when they didn't want to. **Three-quarters (79%) of these forced relocations related to rising housing costs and stagnant wages that couldn't cover it**



'Cause like I say, this rent here, **it say affordable housing, but it's really not. It's really not.**

What prevented your evicted friends or family from finding another place in South Madison?

...Couldn't afford the application fees on a fixed income

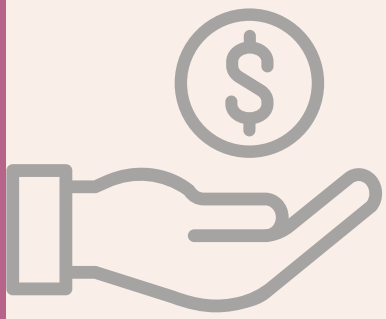
Once you get evicted, it takes you a long time to get that off of your record

I used to see them at church and I asked: What happened? Did you move away and they said yeah we bought a house or we moved to a new house somewhere better. They went to Waunakee, or the other small towns.



The rent, the landlords, minimum wage couldn't cover expenses

The cost of living, living with other families to share rent, looking for owning and can't find affordable properties to purchase



Can't afford all the rental application fees. They want the first month's deposit or double upfront

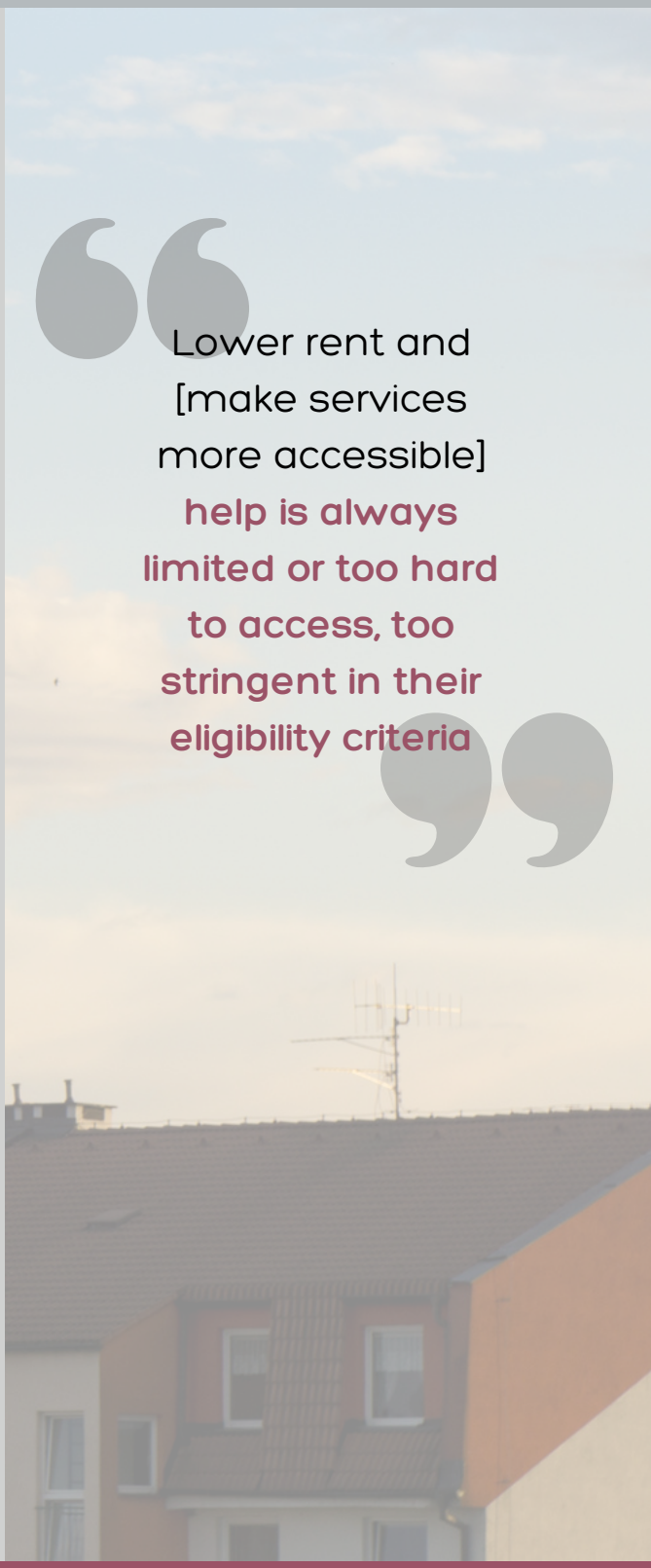
Rent was so high and past background checks prevent them from finding home

Rent too high and low paying jobs near here

What could have helped them stay in the neighborhood?

- More housing options with lower rent, and open to folks with a record of evictions or incarceration
- Better landlord and tenant relationships
- Greater flexibility around rental payment: a wider window and a second chance for late payments
- More community resources that help, like rent assistance
- Better paying jobs in the area and better transportation
- Internet Access & technological support: Some landlords do business online or via apps
- If the area felt safer, more secure

> Lower rent and [make services more accessible] help is always limited or too hard to access, too stringent in their eligibility criteria

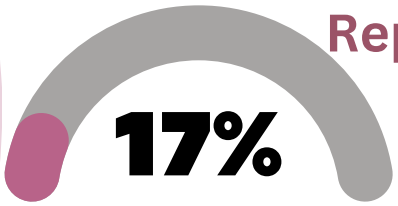


"You take what you can find when you can find it..."

Folks are tolerating poor conditions because they can't find new housing in the area they can afford

Se siente atrapado en su situación actual?

horita sí, porque no hay muchas opciones de renta, no hay viviendas baratas.



Reported feeling trapped in their current housing situation

Do you feel trapped in your living situation?

Now, yes. Because there are not many options for rent, there is no cheap housing

When asked, "How so?" the following themes emerged:

- **Don't want to be there but can't afford to move out of the area where rent is higher**
- **Can't afford a space big enough to fit a family comfortably**
- **Lack the savings to cover the deposit for a better apartment**
- **Discriminated against because of past rental history, credit scores, and/or incarceration**
- **Child care + high rent = outpriced**
- **Afraid the landlord will evict them if they ask for maintenance or safety improvements**

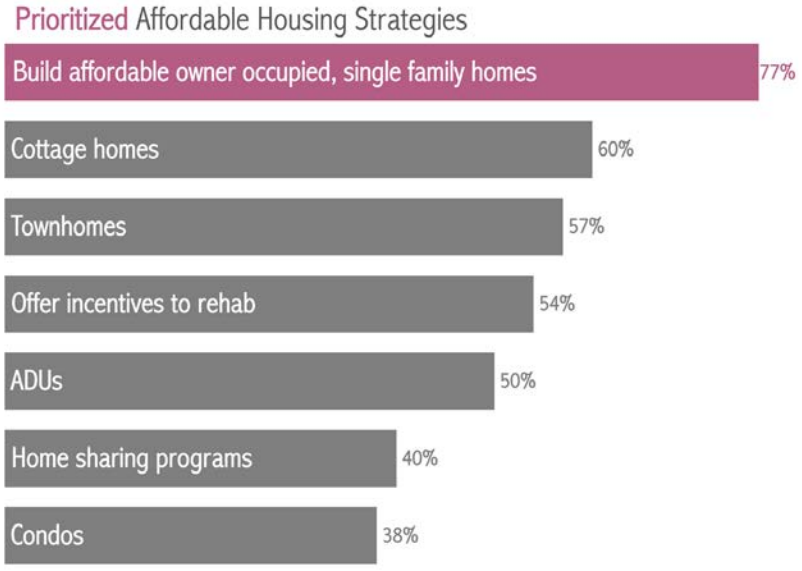
"**It's hard to apply to a different apartment because they look at your past rental history and I mean I have a good one, but it's just like applying, you always get, "Oh well your credit score," or, "Oh, you don't make enough income, you have to make triple."** Well being a single mother, you really can't make triple. So I mean it's definitely hard where it's the income, sometimes I don't meet the qualifications, so it's like you kind of have to take what you can find and where you can find it.



Affordable housing strategies prioritized by residents: Single Family Homes

When asked to identify their top three priorities, 77% stated they would like the city to focus on expanding the number of single-family homes, followed by building cottage homes of 1000 square feet or less (60%) and finally, townhomes (57%).

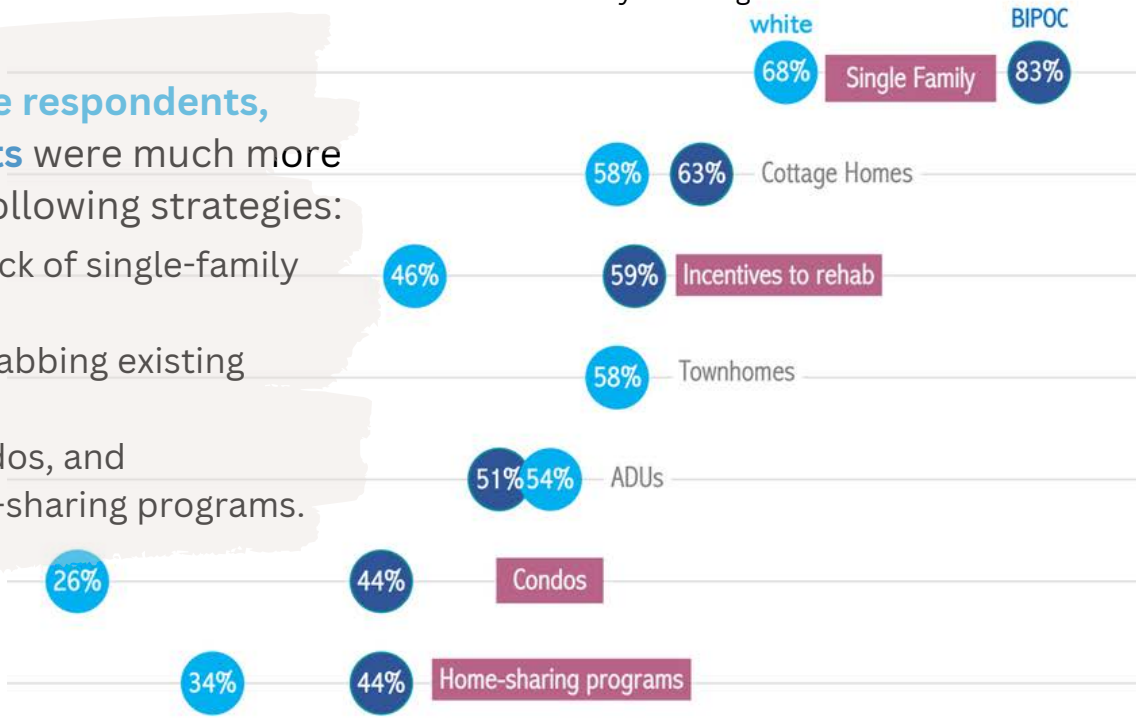
Home-sharing programs and condos were least prioritized among respondents, but of greater interest to BIPOC respondents than to white respondents (see graph below).



Note. ADU= Accessory Dwelling Unit

Compared to **white respondents, BIPOC respondents** were much more interested in the following strategies:

- Increasing the stock of single-family homes,
- Incentives for rehabbing existing housing,
- Building new condos, and
- Sponsoring home-sharing programs.



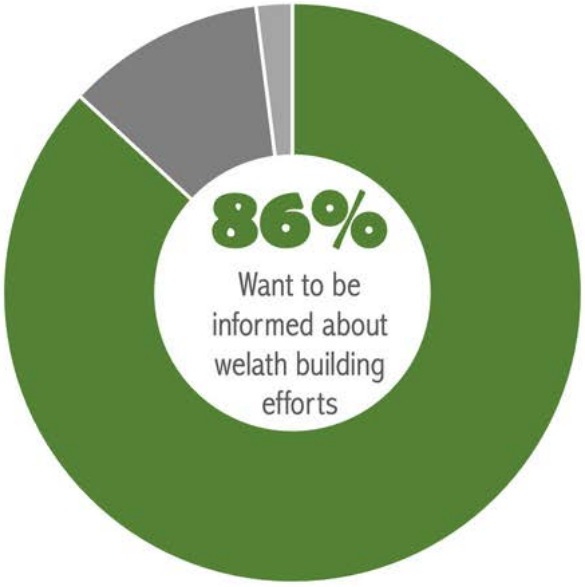


Community wealth building priority: Home ownership

Respondents were asked to rank a number of strategies the City could use to build community wealth in South Madison. Of the choices provided, respondents were most interested in those that would clear the path to homeownership.



There is a strong interest in learning more about city efforts to support wealth-building in South Madison, such as information sessions about saving money, grants and loans to help residents own a home, stay in your home, or start a business.



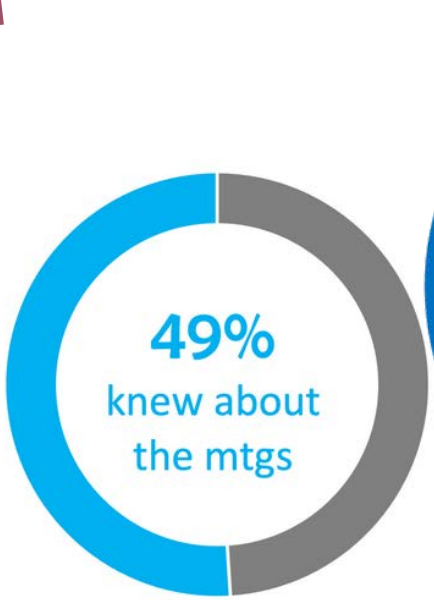
Civic Engagement



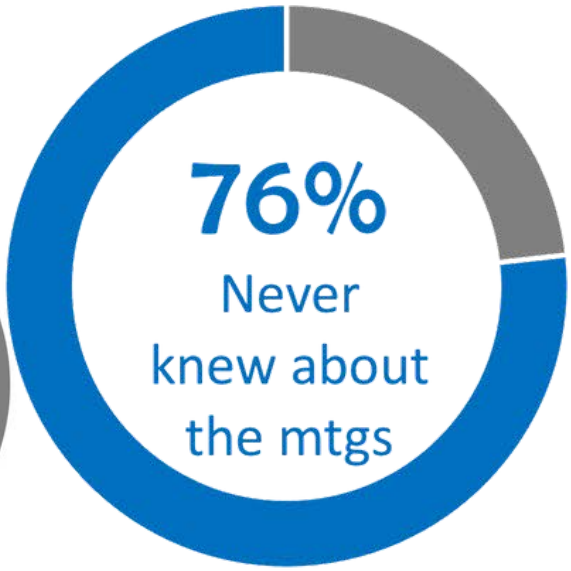


When asked if folks would be interested in having a say in what development looks like in South Madison, the vast majority gave an enthusiastic "yes." However, when we asked if they attended any of the community engagement sessions the city led for developing the neighborhood plan, 66% said they did not. This number was noted in the report's first section detailing whom we spoke with.

While close to half of the **white respondents** who didn't attend a planning session knew they were happening, **just over 3/4 of BIPOC respondents were NOT aware of the opportunity to help shape the plan.**



white



BIPOC



Barriers to civic engagement

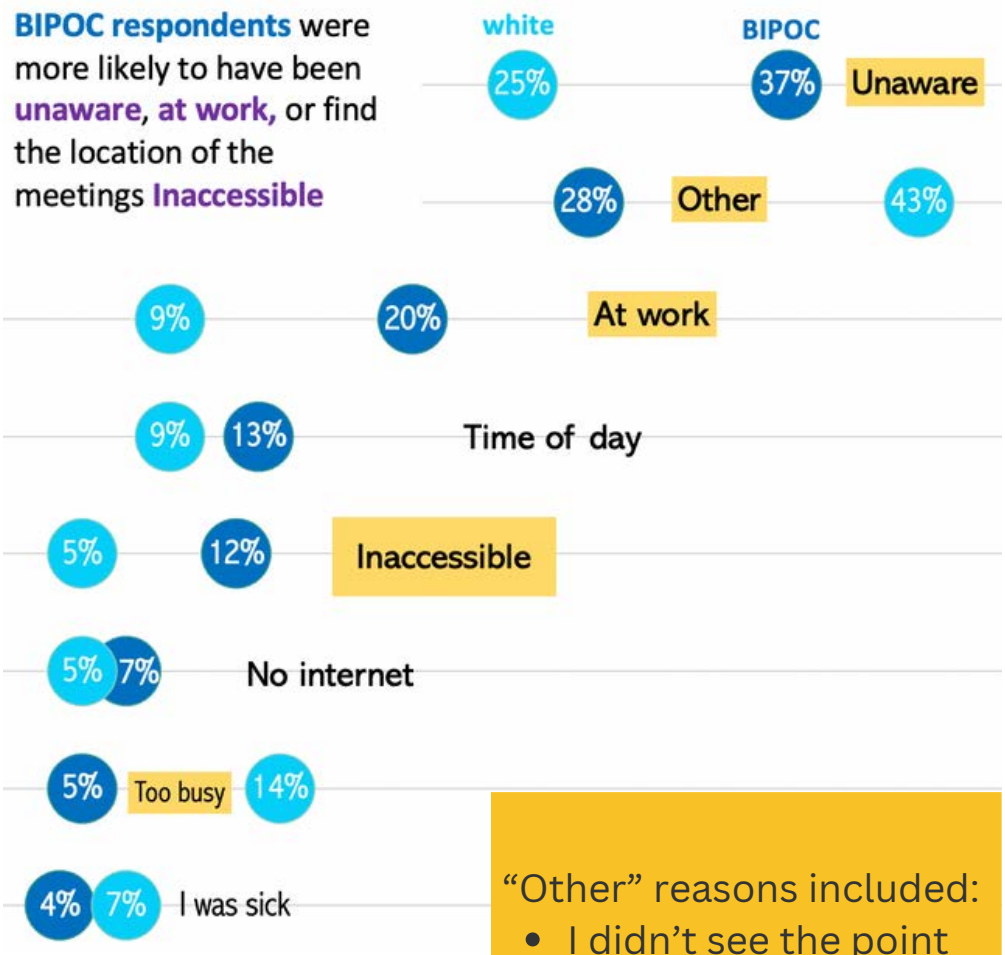
Respondents who indicated they knew about the sessions but didn't go were asked to share their reasons for not embracing the opportunity to shape the neighborhood plan (n= 46) .

White respondents were most likely to state they were too busy to make the meetings.

BIPOC residents were more likely to indicate structural barriers such as:

- the absence of internet
- the absence of transportation to the location of the meeting, etc.
- Being at work/time of day

A small handful of folks who did not participate in the planning sessions indicated **they had lost faith that their voices would be heard or listened to.**





"Other" reasons included:

- I didn't see the point
- I was afraid of COVID
- I didn't want to
- I didn't live here then
- I was injured

Many are unaware of the exciting City-led or partnered development at The Village on Park

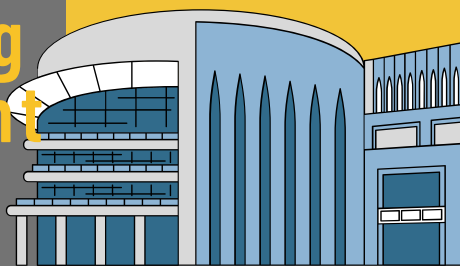


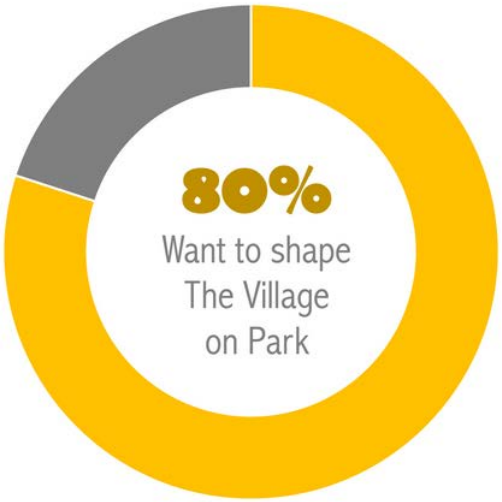


PHOTO BY: CRAIG SCHREINER/STATE JOURNAL

46% of respondents said they were not familar at all with the development happening at The Village on Park, such as the Black Business Hub or the Community Resilience Center



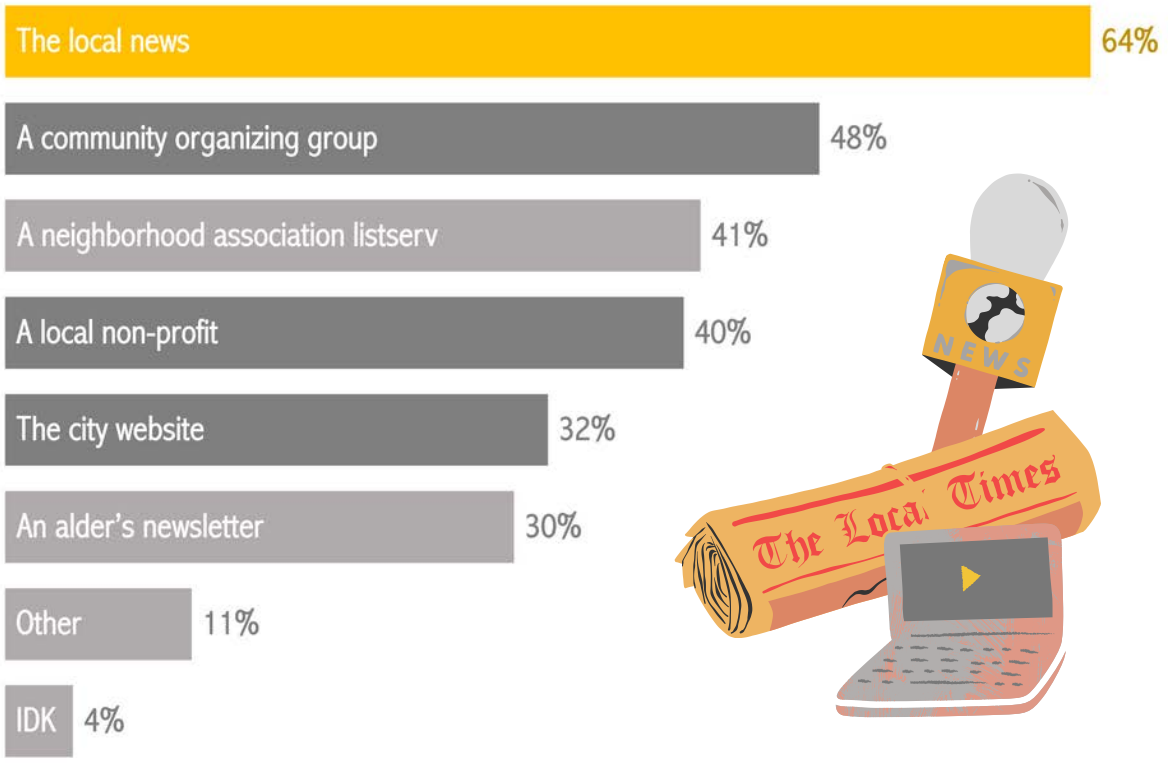
But most are interested in having a say in this key community resource.





When asked how residents stay informed about changes in their community, **the local news was the number one resource** respondents turned to.

However, there were significant racial differences in the reliance on **community organizers, local non-profits and the city website.**

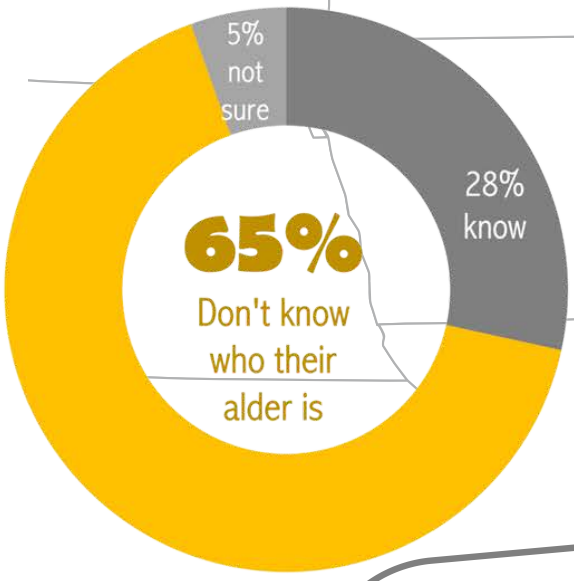


Note. IDK= I don't know.

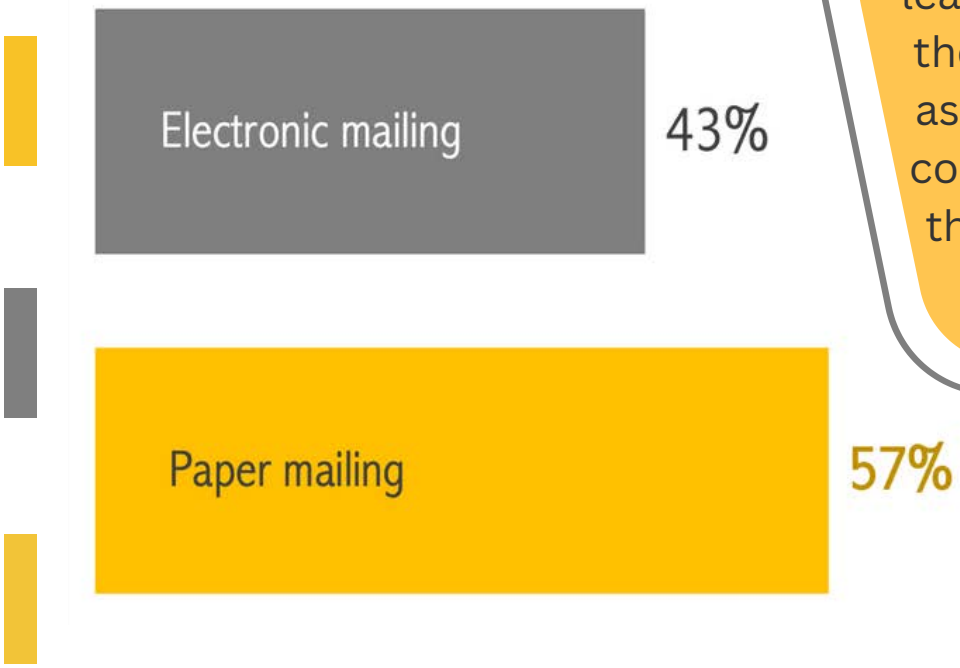


Most respondents don't know their alderperson represents their interests in city processes. More don't know who their alderperson is.





Many are interested in learning about the role of their alderperson. When asked about a preferred communication method, the majority requested paper mailings.





See Appendix K for a copy of the mailing regarding the role of Alders as elected representatives we will be distributing.

Thoughts About the Neighborhood Plan: New Voices, Similar Findings

This section summarizes the hopes and concerns of residents who were interviewed who were not able to access the neighborhood planning sessions.

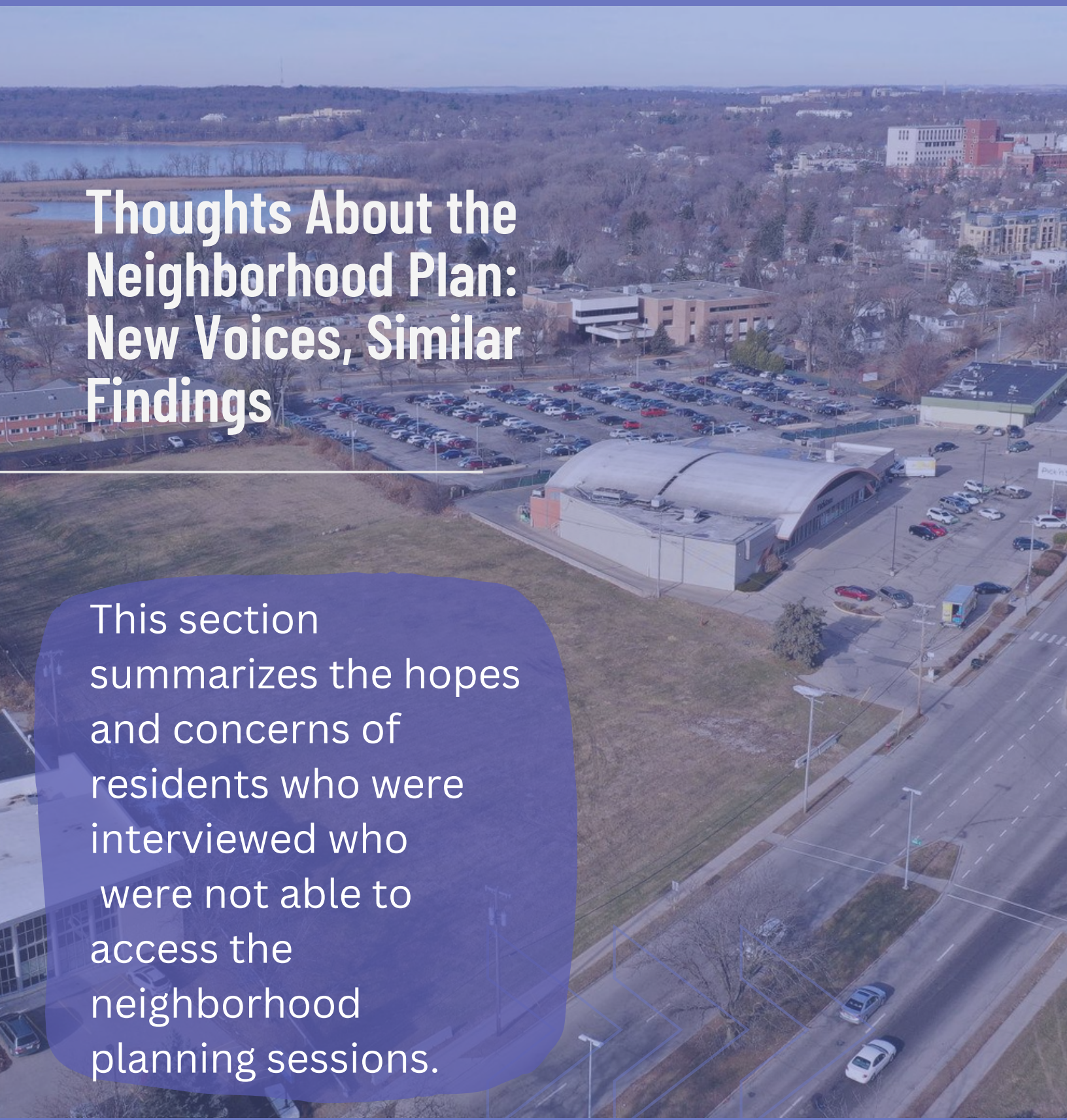
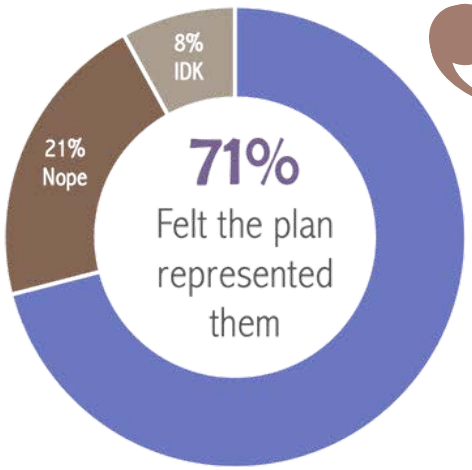


PHOTO CREDIT: PHIL BRINKMAN / STATE JOURNAL ARCHIVES

44%

attended one of the neighborhood planning sessions held by the city in 2019 and 2020.

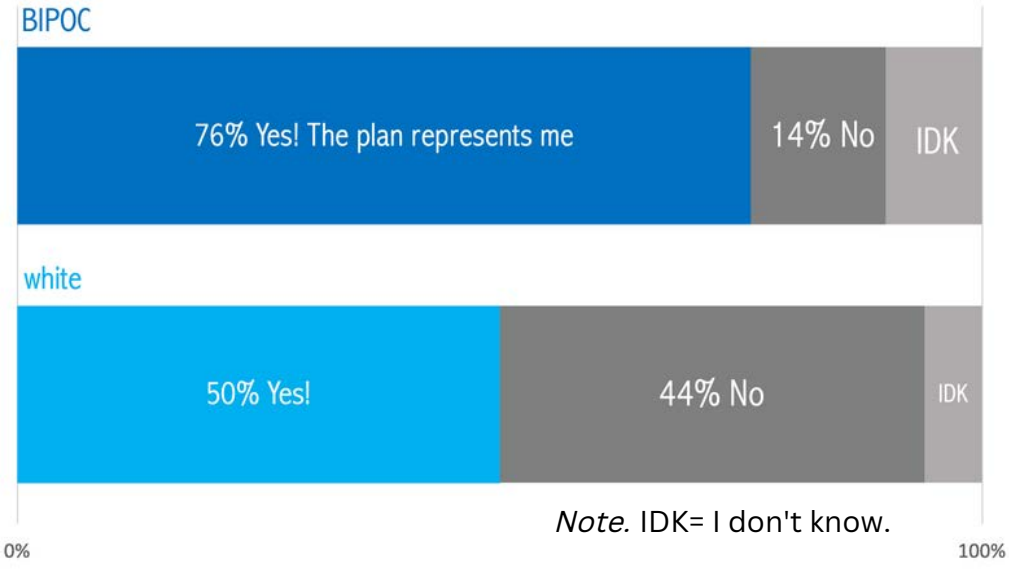
Of those 76 respondents who attended these sessions, close to three quarters (71%), felt the final plan reflected their desires and priorities for South Madison.



Note. IDK= I don't know.

> ***As long as what is being represented is accurate of what is actually happening.***

However, **BIPOC respondents** were more likely than **white respondents** to say the neighborhood plan represented the priorities they shared at the meetings they attended.



Note. IDK= I don't know.

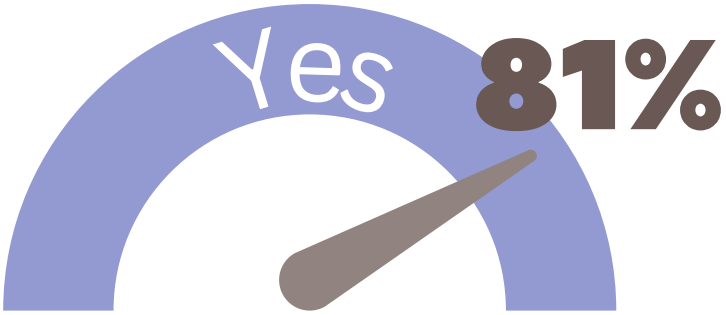
New perspectives, similar findings:

South Madison has changed

Similar to what residents uplifted during the city-led planning sessions, our respondents had mixed feelings about the changes seen in the area.

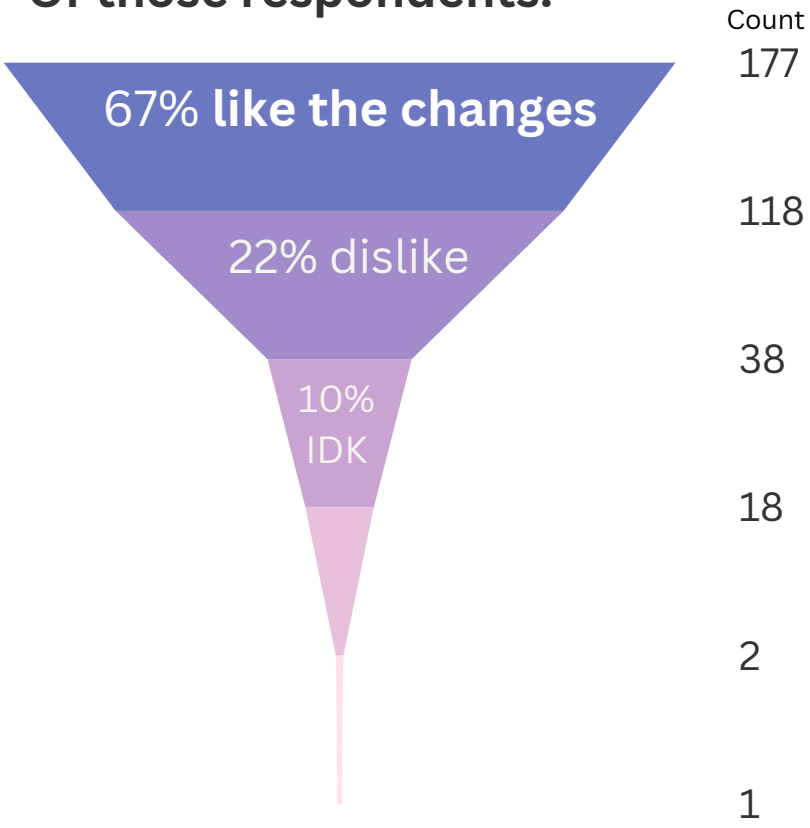
Most felt the changes were necessary, while others worried about who was being pushed out because of these changes.





177 respondents said the **look and feel of South Madison has changed over the last 20 years**, both in terms of businesses and people.

Of those respondents:



80% feel the physical changes observed have been necessary.



[the difference is] night and day since I moved here 30 years ago. In the positive, yes



Respondents noted a mix of positive and negative changes in South Madison

POSITIVE +

- Infrastructure improvement and more modernization and commercialization
  - Roads have changed and parking is better
  - Parks are cleaner
  - More buildings and opportunities
- More diversity and neighborhood growth
- Police station added and feels safer
- The sense of community has increased
- New apartments and shops

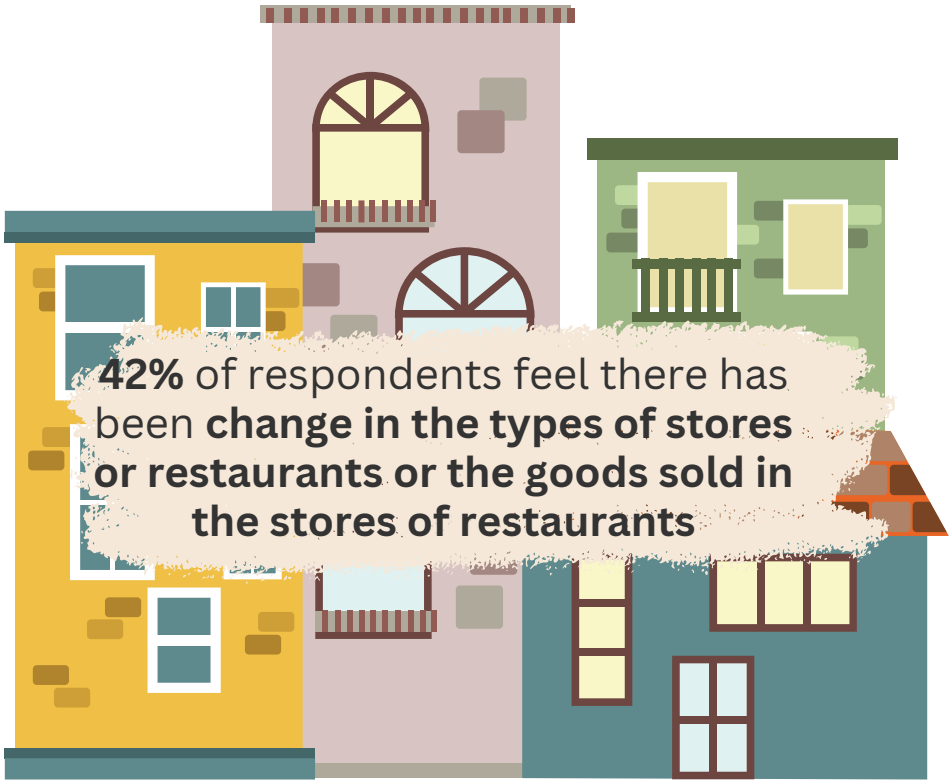
Well, its not as much violence as there used to be, but it could be better.....the water runoff system has been improved.....it looks nicer too, all the upgrades and stuff that they've done with the parks..more medical facilities...

NEGATIVE —

- Rent has increased a lot
- Crime has gone up
- Consumption of drugs
- Poverty has increased
- Losing the small city identity
- Fewer resources specifically the South Side
- No resources to help the homeless
- Residents don't know about events happening in the community
- Fear of gentrification

Urbanized everything. Took the love out of everything. Used to be a community and now it's kind of all separated with different kind of people here that don't understand how the Southside operates and they're not okay with it. But Southside's been this way for years.

Respondents noted changes in the neighborhood and businesses



42% of respondents feel there has been **change in the types of stores or restaurants or the goods sold in the stores of restaurants**

We had the ... forget the name of it, but it was the courtesy chain where you get your money orders and cash checks and all that. ***They just left. So we don't have that no more.*** *And money orders were free. So* ***people here used to go there and get their money orders to pay their bills free. Now they got to go somewhere and pay.***

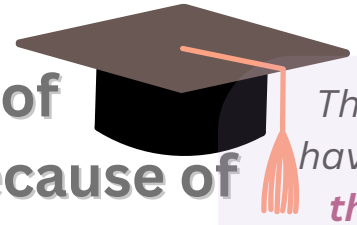
think in the past there were more homeowners of color in this area... *and that's something that I have noticed...*

There's definitely some gentrification coming, *so new people coming.*



39% of respondents feel there has been a **change in the age, race or background of the people who live in South Madison**

While there was some disagreement, respondents noted improvements in a sense of community and the loss of important businesses



Greater sense of community because of events and anchor institutions

There's more events. It's not like you have to go far. I think ***even having just the south campus next door, like a college and more stores and more community things. I think that it's just given it that community feeling that it was missing.***



Local businesses lost because of a perceived uptick in crime

Taco Bell used to be there. It closed and now something else is there. They just used to have a JJ Fish right over there. They closed that down. ***Everything that's here that we like, they're closing it down, and it's because of the crime. Walgreens up here has been robbed by gunpoint two times.***

[businesses] They're scared and they're leaving for better areas. *I don't know where that's at because Madison is getting bad. I don't care what area they live in, it's really nowhere you can go to be 100% safe anymore.*

Hopes for South Madison over the next 10 years*

*shared by respondents who did not participate in any of the neighborhood plan meetings

Similar to the feedback provided by residents who contributed to the neighborhood plan, the respondents we interviewed who had not participated in the planning meetings highlighted a desire to see more affordable housing that preserves the diversity of South Madison, as well as better-paying jobs nearby, an expansion of businesses, and programming for young people, including childcare and job training.

like I said we need daycare first we need the facilities and stuff . . . I'm a single mom of 2 and I still live with my parents because I can't afford housing.



Resources for Youth, Elders

- Childcare access
- After-school programs
- Job training
- The weekly lunch program for elders relaunched
- Parks are more accessible for elders

Me gustaría como ver más actividades para niños. ***Mas opciones para los niños más poner los niños más ocupados. Por lo menos más que nada durante el invierno,*** *no hay mucho que hacer.* ***A mi quiero ver más naturaleza. Mas espacio.***

I would like to see more activities for children. ***More activities,*** *or* ***activities to keep kids more occupied. If nothing else at least something during the winter*** *as there is not much to do.* ***I want to see more nature, more space.***

Green Spaces Enhanced

- Better quality of parks and restaurants
- Preserved green areas
- Creek cleaned and banks rebuilt



Hopes for South Madison over the next 10 years*

*shared by respondents who did not participate in any of the neighborhood plan meetings

Diverse Community Retained

- Houses keep their value and are maintained
- Preserve the intimate feel of a neighborhood
- Families in the mobile homes protected from push-out and threats posed by climate change.
- More housing resources beyond the Tenant Resource Center
- Less eviction with more affordable housing

> ***just the continuation of valuing it history... uhm... especially it is the main Black neighborhood in Madison for a very longtime...****and then... uhm... this set is like a really sweet {inaudible}...part of the city that is close everything. It is like to have to have quiet local life...*

> ***Maybe a little better of uptake of... of like Penn Park...*** *I think they are trying to do the best they can...And... You know...* ***Keep all the businesses as far as they can...family business...***

Local Businesses Flourishing

- More, small family-owned businesses that represent people who live in this area,
- Resources for starting businesses
- More black-owned businesses

More Economic Security for Legacy Residents

- More jobs, or better-paying jobs
- Improved transportation infrastructure
- Array of affordable housing options for every stage of life
- New rentals are affordable to the people who have lived here the longest
- More groceries stores at an affordable cost



Recommendations



image: Yolanda Liman & Drawing Change

Recommendations for moving *FORWARD*

Although there are conflicting responses describing changes in the neighborhood, there are many consistent themes. Below are some recommendations based on these themes.

Keep in mind that findings are based on the questions asked and answer options provided. The civic engagement recommendations below aim to remove the bias of interpretation via evaluators and connect citizens more directly with representative democracy.

1 AFFORDABLE HOUSING

Respondents want more, affordable, single family, owner-occupied homes, especially BIPOC respondents

- Pursue land banking and development proposals that prioritize building more single family homes of various sizes.
- Expand eligibility for no and low-cost down-payment loans for mortgages.
- Educate residents on the tools available to increase affordability in the area: community land trusts to create permanent affordable housing, the Homestead Tax Credit to offset the burden of property taxes or rent; rehabilitation programs to preserve current housing; incentives to build accessory dwelling units or homesharing.

2 COMMUNITY WEALTH

Respondents want to build wealth via property ownership & entrepreneurship

- Provide no or low-cost loans for folks with bad credit. Expand existing credit repair programs.
- Offer estate planning services to ensure assets remain in the family.
- Budget outreach and mailing costs to adequately inform the community of the opportunities the City provides.
- Educate on the less well-known wealth-building strategies (e.g., worker-owned cooperatives that contract with anchor institutions).

3 CIVIC ENGAGEMENT

Respondents are eager to be more involved and would like to learn more about how they can be.

- Create a position at the City to act as a full-time liaison between the City and residents.
- Promote city efforts on local news and via nonprofits with a token of appreciation for their help.
- Conduct educational outreach on how to influence City processes at community events and the public library.
- Develop & mail out outreach materials targeting elders and those without internet access to invite citizen participation- see Appendix K for an example.
- Encourage the development of a community development corporation by defraying capitol costs.

What's Next?



First, we will be sharing these findings with a variety of groups, including residents of South Madison, to ensure the findings feel accurate and true.



Second, these findings will be shared with City of Madison staff to support decision-making in South Madison investments.



Third, the findings will be used to inform the next round of data collection lead by EQT by Design, a Black & woman owned business in the summer of 2023.

EQT by design
EQTbydesign.com

Appendices



Photo credit: Jeremy McLain

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









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*

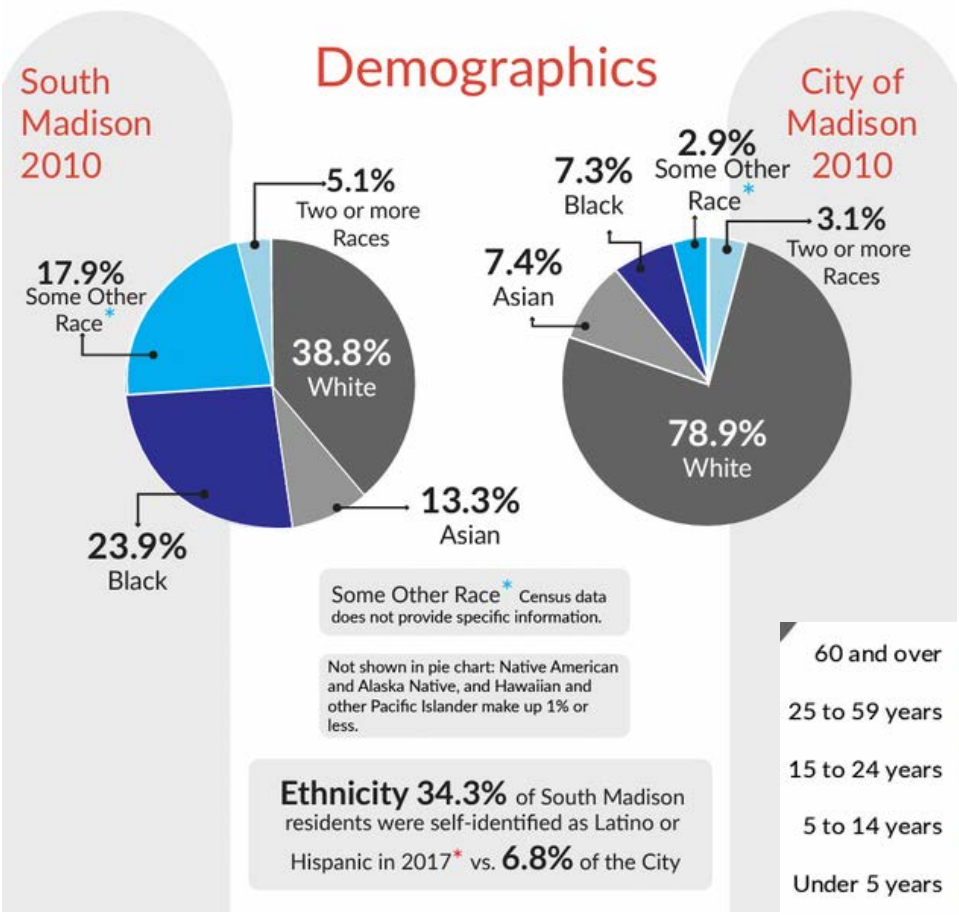
Opportunities to Thrive

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

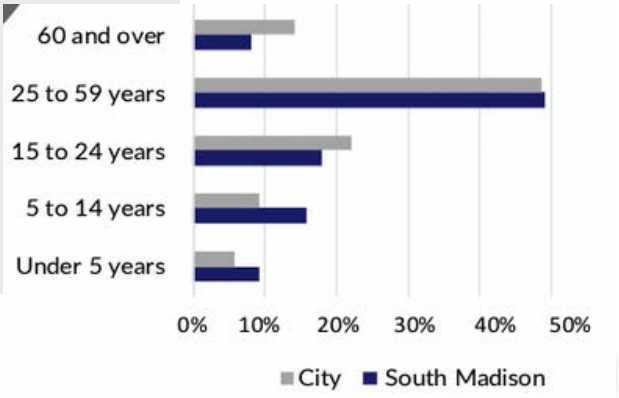
- *Provide a portion of funding for Center for Black Excellence*

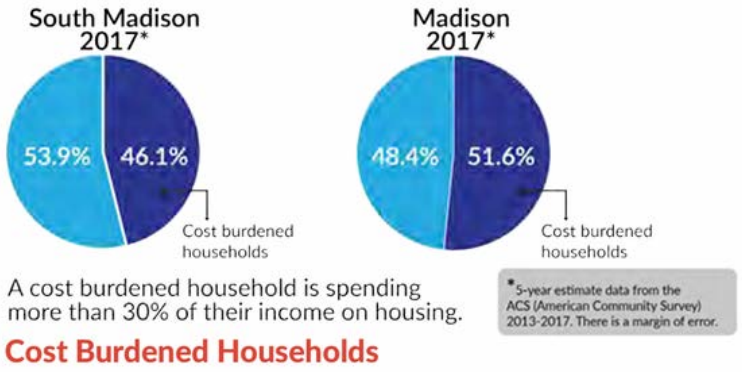
Appendix B: South Madison Demographics

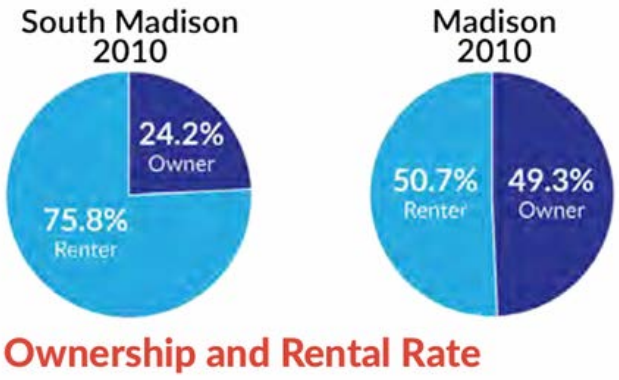
The sample recruited to participate in this study is impressively representative of the South Madison area, and has overrepresentation of some historically excluded populations less likely to attend city planning sessions.



There are approximately 2,345 total households in the neighborhood. this report summarizes the perspectives of 221 (9%) of them.







Data source: South Madison Neighborhood Plan found at: www.cityofmadison.com/dpced/planning/documents/SMP_Plan_PDF_Version_FINAL.pdf



Appendix C: Meet the Team

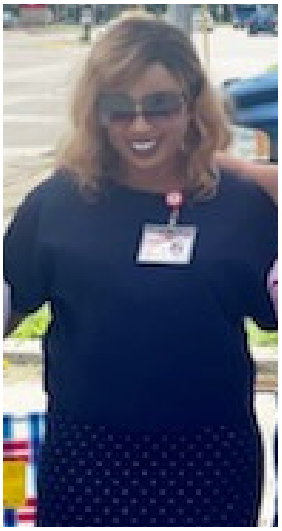
University of Wisconsin

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.





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.

Christa Zhang
Team Member

Vanessa Hernandez
Bilingual Team Member



Abra Vigna
Priniciple 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

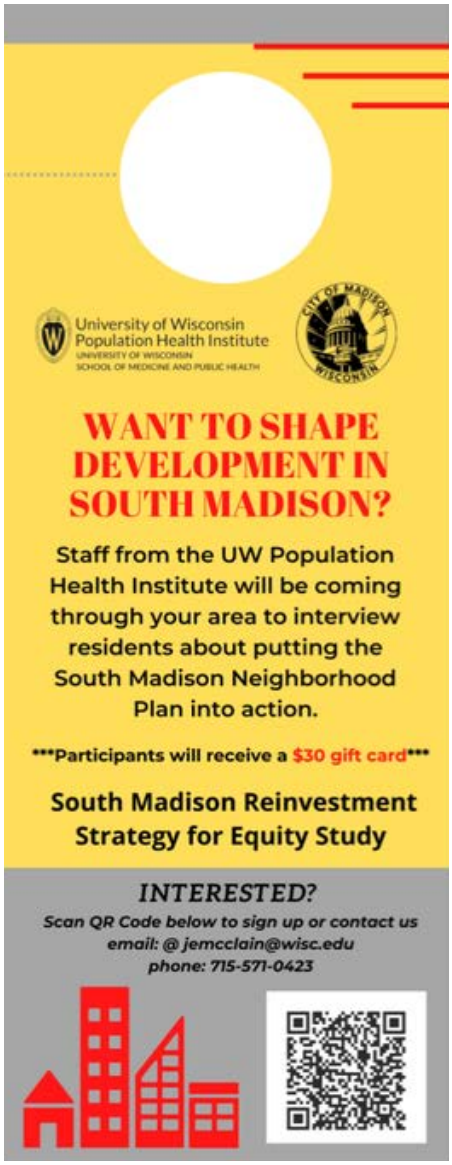


95 in-person interviews were conducted in English and 26 were conducted in Spanish. A total of 221 people were interviewed.

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.



SOUTH MADISON REINVESTMENT STRATEGY FOR EQUITY

Appendix E: Recruitment Pamphlets

Distributed in both English and Spanish







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

APPENDIX G: 2022 TIMELINE



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

Four data collectors hired and onboarded to the UW

Time of Data Collection

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

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

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

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



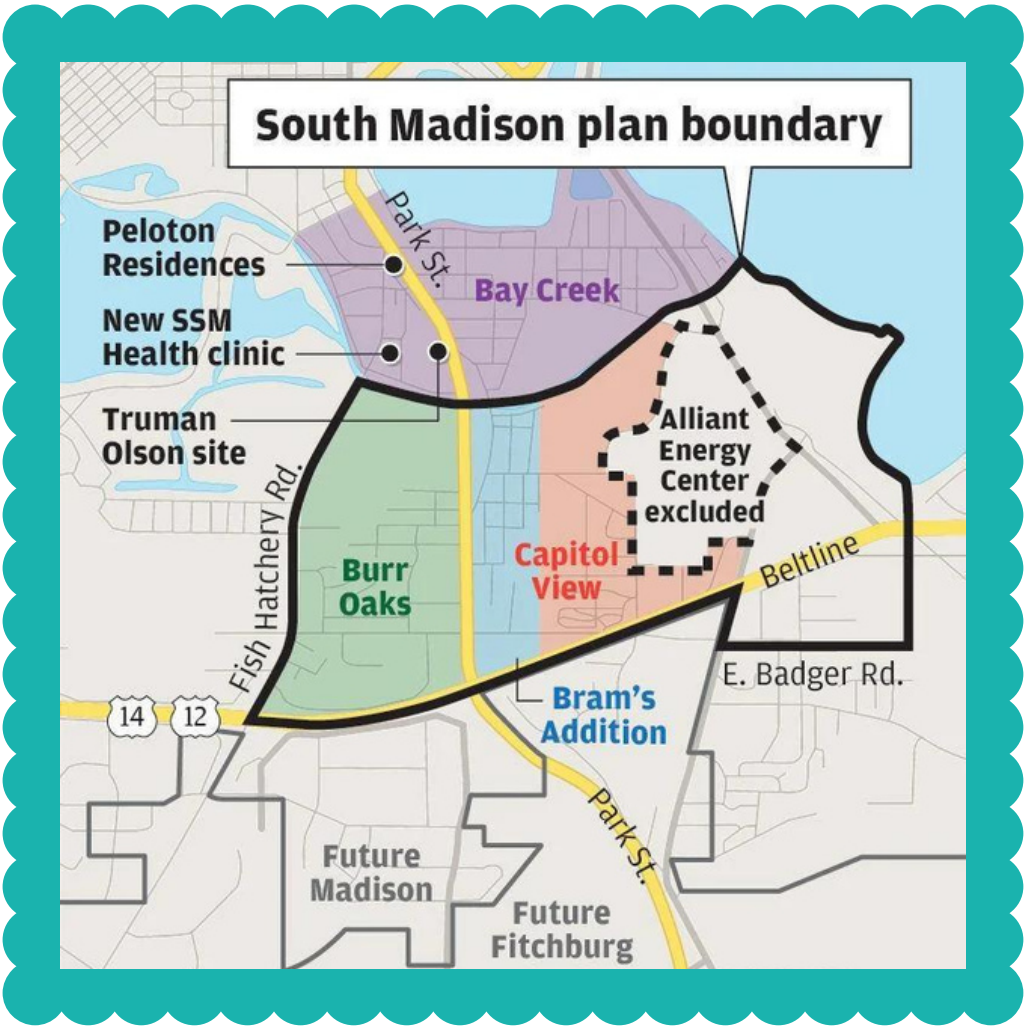
843
Doors knocked

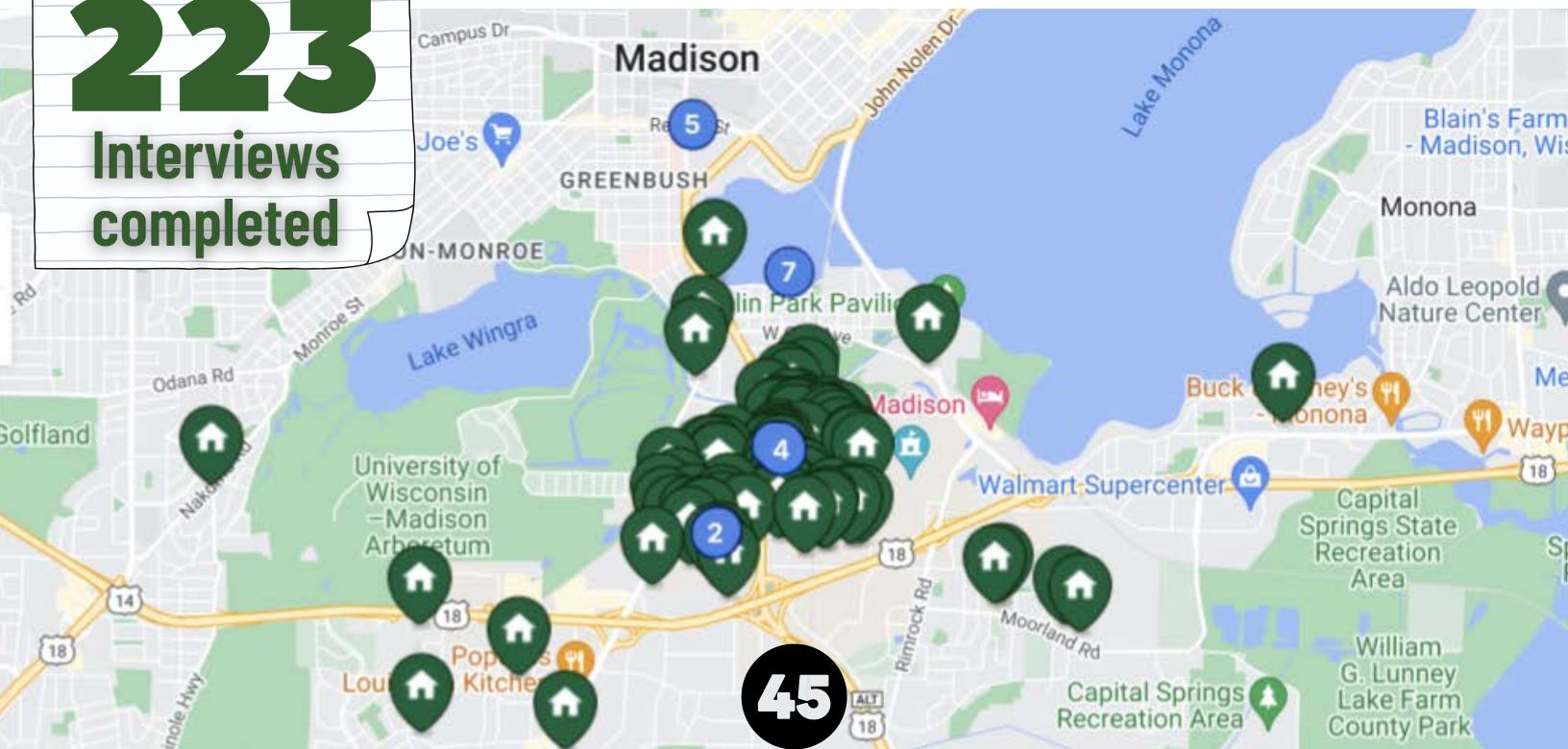


12
Community events tabled

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;
      - 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?
  - 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

Next, 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 you 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 join 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/

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 opento 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.

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

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

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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