



---

## DMI 2019 Civic Agenda

---

### Economic Development

- Downtown Madison must provide strong employment opportunities, business growth, education and housing options for all current and future residents and businesses.
  - Retain, encourage, and promote a variety of commercial uses and employment opportunities in downtown Madison.
  - Support greater downtown housing densities and diversity, including affordable and accessible housing to serve all socioeconomic groups.
  - Encourage the creative use of tax increment financing (TIF) and other economic incentives for mixed-use and infill development projects in and around downtown.
  - Help with efforts to sustain UW-Madison as the area's largest economic driver, and support all higher education partners to advance learning, research, and economic growth in the downtown.
  - Advocate for quality downtown childcare and schools, as they are important to the economic well-being of the community.
  - Support Madison's Central Business Improvement District (BID) and any future BIDs in their efforts to promote business in downtown Madison.
- Downtown Madison must provide world-class attractions for visitors, conferences, and conventions that support our area's economy.
  - Work with our partners to maintain and enhance the major downtown destinations.
  - Support efforts to maintain and grow activity at all downtown meeting facilities.
  - Support efforts to attract visitors to downtown Madison.

---

### Inclusiveness

- Downtown Madison must be a place where all people are invited and feel welcome to live, work, shop, learn, and visit.
  - Work to identify, confront, and dismantle the structural and cultural barriers that deprive any individual of meaningful opportunities to fully participate in life downtown.
  - Support and work to attract current and future businesses owned by members of historically underrepresented groups to join DMI and locate in downtown Madison.
  - Encourage the creation and availability of internships and job opportunities available to all youth in Madison.
  - Support more cultural celebrations and diverse entertainment options in the downtown.
  - Develop a commitment among DMI members and the downtown business community to diversity, equity, and inclusion.
  - Create a more accessible downtown to ensure that everyone feels invited and welcome.
  - Actively listen, learn, and leverage to impart positive change and to encourage and invite diversity.
  - Educate our membership on opportunities and best practices in diversity and inclusion.

## **Quality of Life**

- Downtown Madison must offer needed services, amenities, public safety, and an inviting and welcoming physical environment to be an attractive place for all people to live, work, and play.
  - Work to identify and retain amenities and services for an attractive downtown, with an emphasis on childcare, schools, health care, housing, retail, entertainment, and jobs.
  - Participate in efforts to maintain and improve the cleanliness, accessibility, health, and beauty of our parks, public spaces, and lakes.
  - Promote downtown arts and culture by encouraging public art and the use of private galleries, theaters, museums, music venues, and public facilities.
  - Work with our partners to support and encourage the use of downtown sports and recreation venues.
  - Support Madison's Central BID's programming in the greater State Street and Capitol Square areas, especially where they intersect.
  - Support local law enforcement in their efforts to keep downtown Madison safe.
  - Collaborate with community partners to address homelessness in downtown Madison.

---

## **Transportation**

- The Madison area must have transportation policies and sustainable funding that encourage a multi-modal transportation system providing solutions vital to the transportation and parking challenges facing our region, city, and downtown.
  - Actively support the city-wide multi-modal transportation system.
  - Work with our partners to find and encourage sustainable funding for a regional transportation system in the Dane County area.
  - Support and advocate for a Bus Rapid Transit (BRT) System for Madison and the use of TIF to assist with BRT and other multi-modal transportation infrastructure.
  - Encourage the formation of public/private partnerships needed to fund, sustain, and grow Metro Transit.
  - Collaborate with businesses and the City of Madison to identify and promote incentives that encourage employees, customers, and clients to use sustainable multi-modal transportation options.
  - Work with the City of Madison and private sector to complete a bike network that allows people of all ages and abilities to get to their destinations downtown and throughout the city on low-stress routes.
  - Support the City of Madison's efforts to ensure adequate parking downtown and promote new parking technologies and features.