

IMAGINE REINDAHL

Madison Public Library Board – August 1, 2019

Kevin Englebort, Library Planner



- ▶ The Imagination Center at Reindahl Park is the primary recommendation from *Communities Inspiring Libraries: A Strategic Plan for Eastside Growth*.
- ▶ The strategic plan was adopted by the Library Board and Common Council in 2016.

INTRODUCTION

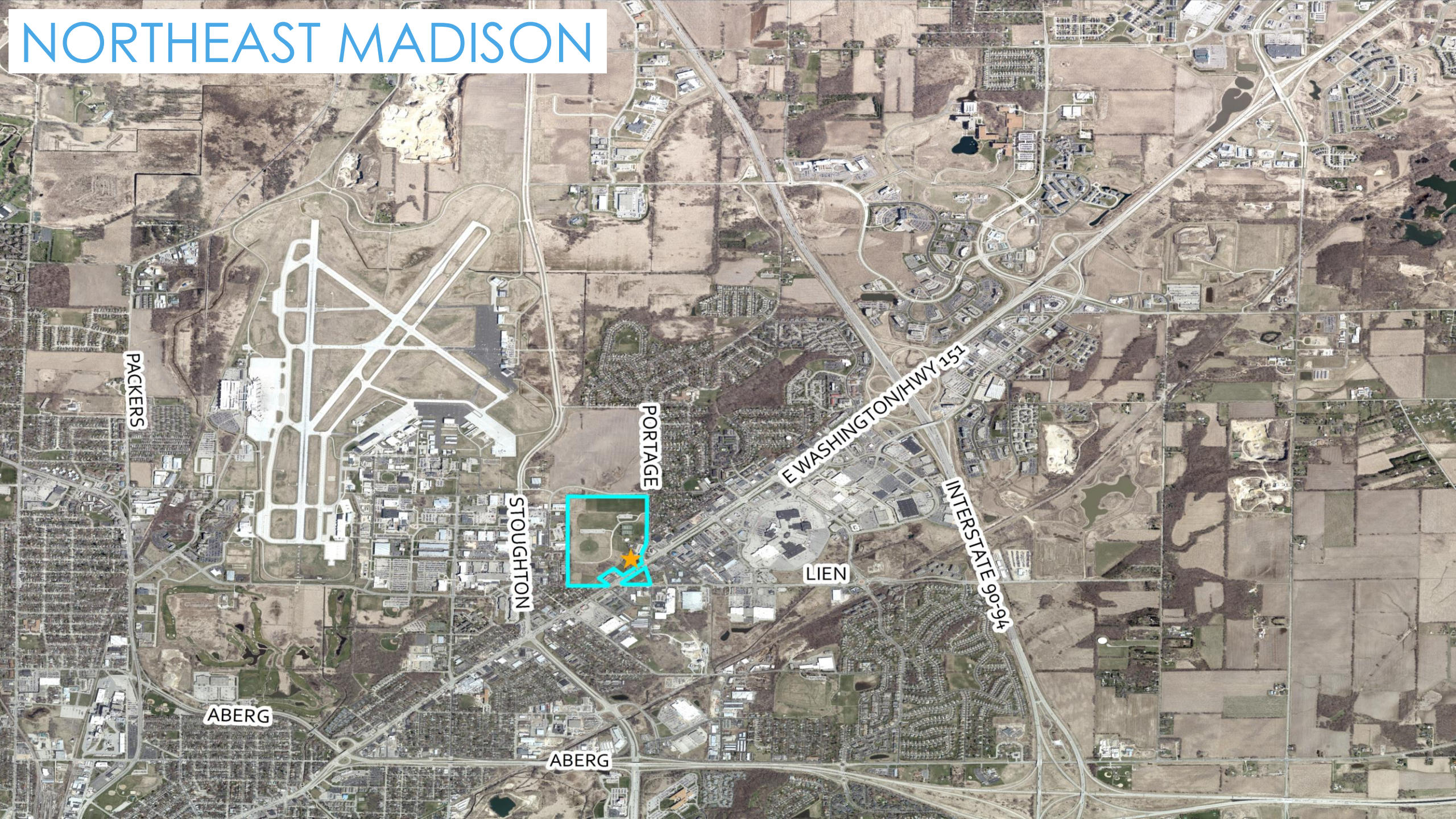


- ▶ The Eastside Strategic Plan examined four sites for a northeast library and used 25 criteria to score each location.
- ▶ Reindahl Park:
 - ▶ Good transit access, adjacency to multiple neighborhoods, generational mix, fiber access, and proximity to non-profits.
 - ▶ Opportunity to locate within greenspace and near Sandburg Elementary School (only MMSD elementary school not within a 5 minute drive of a public library).
 - ▶ Ability to form a unique partnership with Madison Parks.

WHY REINDAHL PARK?



NORTHEAST MADISON



PACKERS

PORTAGE

E WASHINGTON/HWY 151

INTERSTATE 90-94

STOUGHTON

LIEN

ABERG

ABERG

- ▶ Population: 25,972 (10.4% of City of Madison)
- ▶ Age:
 - ▶ Under 5: Reindahl = 8.0%, City of Madison = 5.2%
 - ▶ Under 18: Reindahl = 24.8%, City of Madison = 16.7%
- ▶ Foreign Born: Reindahl = 13.1%, City of Madison 11.7%
- ▶ Without Internet Access (including mobile data plan):
 - ▶ Reindahl = 13.7%, City of Madison = 14.6%
- ▶ Also examined race, poverty, housing costs, transportation and educational attainment

SELECTED REINDAHL PARK AREA DEMOGRAPHICS

- ▶ Community Conversations
 - ▶ 93 conversations with 356 people, 116 hours of conversation
- ▶ Events in the neighborhood
 - ▶ 18 events attended (Hawthorne Elementary School Community Resource Fair, MATC Student Senate, etc.)
- ▶ Visits to Reindahl Park including Wild Rumpus/Dream Bus
- ▶ Planning exercises in middle and high school classrooms
- ▶ Local Voices Network Conversations – Planned start in August 2019

IMAGINE REINDAHL PLANNING PROCESS



- ▶ **Social Forum** – Madison Public Library is a social hub for the community and should work to become a more intentionally inclusive space for social interaction.
- ▶ **Civic Innovator** – Madison Public Library should encourage participation in public life and provide a space for civic engagement and connection.
- ▶ **Holistic Health Advocate** – Madison Public Library should promote access to health care opportunities and should prioritize health literacy.
- ▶ **Cultural Platform** – Madison Public Library should provide a platform for expression, education, and celebration. The library must increase culturally diverse and relevant educational and recreational opportunities.
- ▶ **Economic Engine** – Madison Public Library should provide resources and tools to enhance workforce development and otherwise support library visitors.

EASTSIDE STRATEGIC PLAN FRAMEWORK

▶ **Social Forum**

- ▶ After school care/3rd place for kids
- ▶ Meeting rooms and park shelter

▶ **Civic Innovator**

- ▶ Voter registration and polling place
- ▶ Immigration and legal services

▶ **Holistic Health Advocate**

- ▶ Mental health services – peer-support and counseling
- ▶ Recreation activities and playground. Programming at the park
- ▶ Environmental literacy
- ▶ Community kitchen (could be outdoor) or garden processing area

PRELIMINARY ENGAGEMENT RESULTS

▶ Cultural Platform

- ▶ Music center or performance area
- ▶ Art gallery or display area
- ▶ Outdoor reading garden
- ▶ Makerspace and art studio
- ▶ Children's theater

▶ Economic Engine

- ▶ Literacy classes
- ▶ Homework help and tutoring
- ▶ Credit/financial literacy
- ▶ Resources for job training

PRELIMINARY ENGAGEMENT RESULTS

- ▶ September 2018 - December 2018 - Introductions and Community Engagement Launch
- ▶ January 2019 - December 2019 - Community Engagement and Conversations
- ▶ January 2020 - March 2020 - Develop Draft Imagine Reindahl Plan
- ▶ March 2020 - June 2020 - Finish Imagine Reindahl Plan
- ▶ January 2020 - December 2020 - Establish Partnerships and Begin Design
- ▶ January 2021 - December 2021 - Continue Design, Prepare, and Bid Project
- ▶ April 2022 - Begin Imagination Center Construction

IMAGINATION CENTER TIMELINE

