IMAGINE REINDAHL

Madison Public Library Board – August 1, 2019
Kevin Englebert, 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.
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.
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.
**PRELIMINARY ENGAGEMENT RESULTS**

- **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
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