

## Catherine (Kate) Madison, AICP

1931 N. Bartlett Avenue

Milwaukee, WI 53202

cmadison@uwm.edu

### OVERVIEW OF QUALIFICATIONS

- Demonstrated proficiency and excellence in economic development and policy research and consultation at the Center for Economic Development at UW-Milwaukee and environmental planning, Smart Growth, and community assistance planning at the Southeastern Wisconsin Regional Planning Commission.
- Strong written and oral communication skills from 9 years of planning and economic development consulting. Able to effectively communicate with a wide audience including local, county, and state officials, municipal personnel, various NGOs and non-profit personnel, and the business community.
- Strong data management and analytical skills focusing on environmental, economic, and demographic data analysis. Over 12 years of experience in GIS and data management, with expertise in Census data products, Bureau of Labor Statistics data, local data sources including environmental data, brownfields, land use and property assessment data, and State of Wisconsin sources.

### EDUCATION

- Masters Degree in Urban Planning, and Certificate in Geographic Information Systems, December, 2005, University of Wisconsin-Milwaukee. Recipient of the Women in Planning Scholarship, University of Wisconsin-Milwaukee, 2004.
- Bachelor's Degree in Anthropology and Minor in Geology from the University of Pittsburgh, December, 1997.

### CURRENT AND RECENT EMPLOYMENT

**June 2008 to Present: Associate Scientist/Policy Analyst, Center for Economic Development at the University of Wisconsin-Milwaukee.** My duties include providing consulting and planning assistance to local and regional governments, local economic development corporations, Business Improvement Districts, and other NGOs. My focus has been on assessing local economic development and planning initiatives and policies and identifying opportunities for economic development within the metro Milwaukee area. Projects have included market analysis, economic and demographic trend analysis and projections, social and economic impact analysis of regional or local planning policies, planning and transportation issues, and long- and short-range changes in various business sectors and industries. Given my background in environmental planning, many of the projects have centered on environmental issues and how they impact the economy; for example this past year, I was hired by the Metropolitan Milwaukee Sewerage District to assess the impact of Green Infrastructure projects on local real estate values. Prior to this, I was hired by the Southeastern Wisconsin Regional Planning Commission to perform a socio-economic impact analysis for a proposed regional housing supply study, based on its impacts on environmental justice communities. Before that, in 2010, I performed a socio-economic impact analysis for a regional water supply plan, also for the Southeastern Wisconsin Regional Planning Commission. These projects, and others that I have authored and acted as principal investigator/manager on, are listed below:

- *Impact of Green Infrastructure on Property Values in Milwaukee*, prepared for the Metropolitan Milwaukee Sewerage District (current; draft is available upon request. A recent article with a link to Powerpoint Presentation is available online at <http://waterbucket.ca/gi/2013/05/16/new-study-green-infrastructure-investments-pay-off-milwaukee-wisconsin/>
- *Socio Economic Impact Analysis of the Regional Housing Plan for Southeastern Wisconsin*,

*prepared for the Southeastern Wisconsin Regional Planning Commission (completed Winter 2013) [www4.uwm.edu/ced/sewrpc/index.cfm](http://www4.uwm.edu/ced/sewrpc/index.cfm)*

- *Market Analysis for the Riverworks Economic Development Corporation (completed Spring 2012) [city.milwaukee.gov/ImageLibrary/Groups/cityDCD/planning/plans/Northeast/pdfs/PROFILE\\_RD\\_C\\_DriveTime\\_FINAL.pdf](http://city.milwaukee.gov/ImageLibrary/Groups/cityDCD/planning/plans/Northeast/pdfs/PROFILE_RD_C_DriveTime_FINAL.pdf)*
- *Socio Economic Impact Analysis of the Regional Water Supply Plan for Southeastern Wisconsin, prepared for the Southeastern Wisconsin Regional Planning Commission (completed Summer 2010) [www4.uwm.edu/ced/publications/seianalysis\\_2010a.pdf](http://www4.uwm.edu/ced/publications/seianalysis_2010a.pdf)*

**June 2004 to June 2008: Planner, Southeastern Wisconsin Regional Planning Commission, Environmental Division and Community Assistance Division.** Primary work included regional plan development, specifically long range environmental plans related to water resource management, and Smart Growth plan development. Additional duties included advising and coordinating with local planners and officials on various planning and development issues, providing information and support to other government agencies and NGOs, delivering public presentations, and providing data analysis and GIS database development and management. Long range plans that I specifically worked on include:

- *A Regional Water Supply Plan For Southeastern Wisconsin, (2009). Available online at [www.sewrpc.org/SEWRPCFiles/Publications/pr/pr-052-regional-water-supply-plan-vol1.pdf](http://www.sewrpc.org/SEWRPCFiles/Publications/pr/pr-052-regional-water-supply-plan-vol1.pdf)*
- *A Regional Water Quality Management Plan Update for the the Greater Milwaukee Watersheds, (2007). Available online at [www.sewrpc.org/SEWRPCFiles/Publications/pr/pr-050\\_part-1\\_water\\_quality\\_plan\\_for\\_greater\\_mke\\_watersheds.pdf](http://www.sewrpc.org/SEWRPCFiles/Publications/pr/pr-050_part-1_water_quality_plan_for_greater_mke_watersheds.pdf)*
- *A Multi-Jurisdictional Comprehensive Plan for Kenosha County: 2035, (2008). (Smart Growth) Available online at [webext1.co.kenosha.wi.us/plandev/smart\\_growth/CompPlan.html](http://webext1.co.kenosha.wi.us/plandev/smart_growth/CompPlan.html)*
- *City of Milwaukee All Hazards Mitigation Plan, (2005).*

**August 2006 to September 2007: Part-time Consultant to the City of Milwaukee, Department of City Development.** I was hired on a very part-time basis to conduct a GIS needs analysis, to work with the City planning manager to determine the capabilities and capacity of their existing GIS staff and develop a new GIS position. Besides the needs analysis, I also did some GIS database development and mapping, to fill in the gap prior to the new hire. My current employer at the time (SEWRPC) gave me permission to do this external work and it was very much part time for the year. Although I enjoyed the challenge of the work and the client was very supportive, I will ever 'moonlight' again.

**1998 to 2003:** Prior to graduate school, I held various jobs in historic preservation and GIS. More information is available upon request.

#### **WORK-RELATED ACTIVITIES:**

- Riverworks Development Corporation (local economic development corporation): Board Member beginning May 2011
- Coalition for Advancing Transit: Steering Committee member, 2008 to present
- American Institute of Certified Planners (AICP) certification, Spring 2007.
- Active member of the American Planning Association since 2003.
- Active member of the International Economic Development Council (IEDC) since 2010. Began working towards economic development certification (CEd) in 2011.

#### **COMPUTER TRAINING, EXPERIENCE, AND PROFICIENCY:**

- GIS and CAD programs: ESRI products including ArcGIS, ArcBusiness Analyst; and AutoCAD, Microstation, and Erdas IMAGINE
- Databases, Spreadsheets, and Statistical Packages: MSAccess, MExcel, SPSS, and SYSTAT.
- Other: MSWord, MSPowerpoint, Photoshop, MSFrontpage, InDesign, and MSPublisher