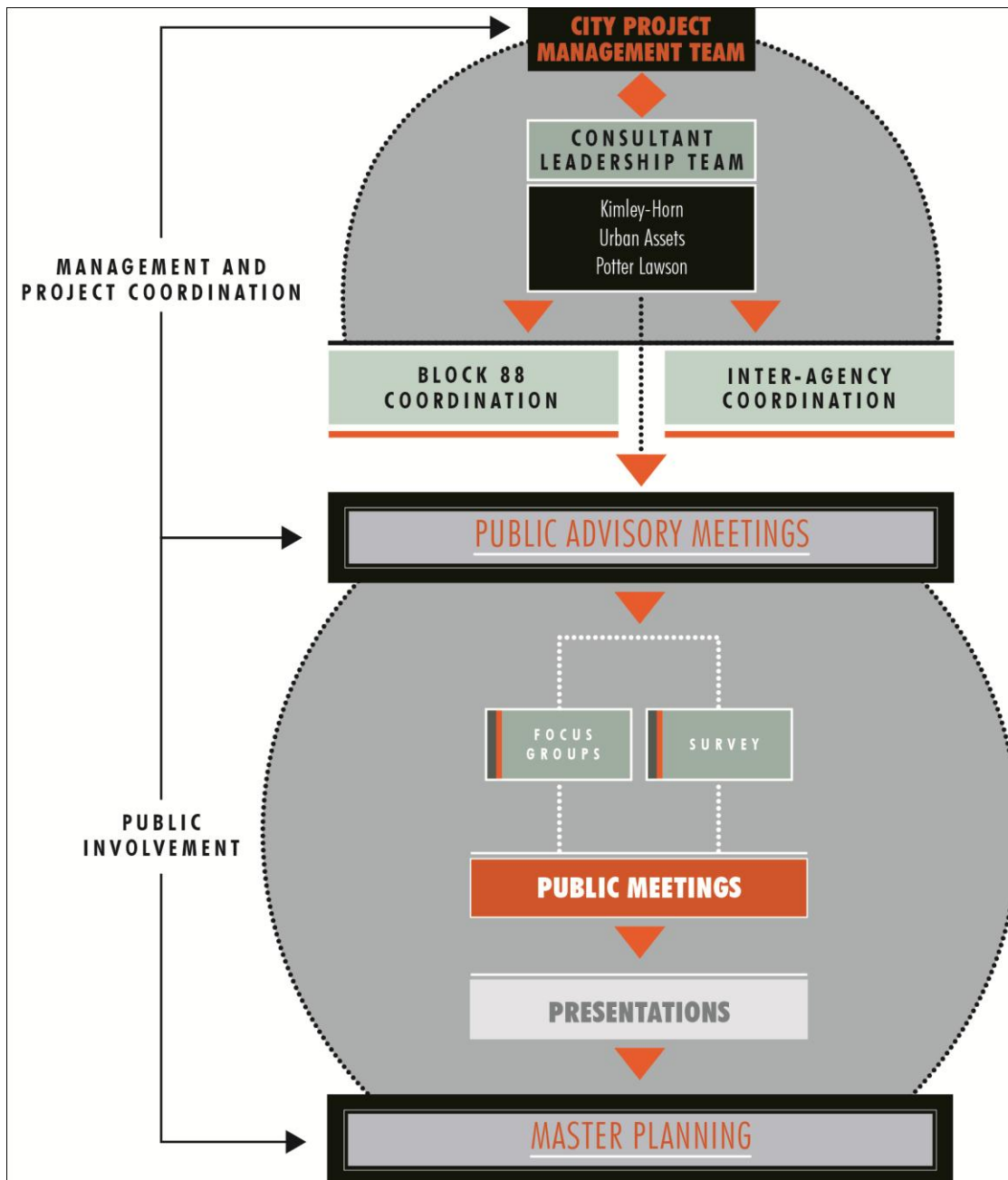


## Block 105 Master Plan – Public Involvement Strategy



Good public involvement includes outreach, information gathering, communicating, educating, testing, and building consensus. A good public involvement process is well thought-out, tailored to the community and the project, and executed.

Public involvement is a central element of the master planning process for Block 105. The Kimley-Horn Team has developed a public involvement strategy that is comprehensive, open, and engaging. The process will provide opportunities for stakeholders to provide input, learn about the project as it progresses, evaluate alternatives, and be part of the decision making. The goal of the public involvement strategy is to develop a final master plan for Block 105 that is right for Madison, feasible, and supported by the community.

The Block 105 public involvement strategy includes the following five elements:

1. Public Involvement Plan
2. Public Advisory Meetings
3. Focus Groups and Survey
4. Public Meetings
5. Presentations

### **Public Involvement Plan and Communication**

A Public Involvement Plan will be developed in consultation with the City Project Management Team. The plan will include the public process goals and objectives, roles and responsibilities, as well as techniques and timing. The plan will be reviewed and revised as required throughout the master planning process. Summaries from events and meetings will be appended to the plan and will provide a record of the public involvement process. In order to facilitate ongoing communication with the community, the City will establish a Project Website. The Public Involvement Plan, including updates, as well as preliminary recommendations and the draft plan, will be posted on the Project Website.

### **Public Advisory Meetings**

The purpose of the Public Advisory Meetings is to gather information, share elements of the project as it progresses, discuss and work through issues as they arise, receive feedback and guidance, educate, and build support for the final recommendations. Advisees will include neighborhood leaders, Downtown stakeholders, adjacent property owners, representatives from the bicycling community, elected officials, and the Mayor's office. The meetings will have a flexible attendee list as determined to be effective by the City Project Management Team. Public Advisory Meetings will occur during the kick off, preliminary alternatives, and draft plan phases of the project. Minutes and hand-outs from the meetings will be posted on the Project Website.

### **Focus Groups and Survey**

The purpose of the focus groups is to gather information from key stakeholders regarding the needs, potential uses, and concerns the redevelopment of this important site may raise. Focus groups will be held with Capitol Neighborhoods Inc., representatives from bicycling community, Madison Trust for Historic Preservation, retailers, the development community, and commercial and residential brokers. In addition to the focus groups, the Kimley-Horn Team will undertake a survey of the bicycling community to determine the needs and wants for the potential bike center. The information gathered during the focus groups and survey, which will be posted on the Project Website, will be used by the Kimley-Horn Team to develop the preliminary alternatives and, ultimately, the final master plan.

### **Public Meetings**

The public involvement strategy includes three public meetings. The purpose of the first public meeting will be to gather information from the community regarding principles to guide the redevelopment, desired uses, issues and concerns, as well as goals and objectives. The purpose of the second and third public meetings will be to present and receive feedback on the preliminary concepts and draft plan, respectively. The public meetings will be properly noticed and the Kimley-Horn Team will make use of available neighborhood and stakeholder resources to disseminate meeting notifications. The information and feedback from the meetings, which will be posted on the Project Website, will be used to direct and shape the master plan recommendations.

### **Presentations**

Presentations will be made to key stakeholder groups in order to garner feedback and guidance on the draft master plan. The purpose of the presentations is identify any outstanding issues, missed opportunities, and to build consensus for the final project. Presentations will be made to Capitol Neighborhoods Inc., Downtown Madison Inc., and the City Development Assistance Team. The presentations will be posted on the Project Website.