



Department of Planning & Community & Economic Development

Economic Development Division

Website: www.cityofmadison.com

- Office of Business Resources
- Office of Economic Revitalization
- Office of Real Estate Services

Madison Municipal Building, Suite 312
215 Martin Luther King, Jr. Boulevard
P.O. Box 2983
Madison, WI 53701-2983

FAX 608 261 6126
PH 608 266 4222

TO: Madison Local Food Committee

FROM: Economic Development Division Staff

SUBJECT: Draft Public Market Community Outreach Plan

DATE: May 22, 2013

The following memo summarizes a Public Market Community Outreach Plan ("Plan") discussed by the Community Outreach Subcommittee ("Subcommittee") of the Madison Local Food Committee at their meeting on April 3, 2013. In attendance at the meeting were Ms. Day-Farnsworth, Mr. Kennelly, Ms. Reynolds, Mr. Wells, Mr. Mikolajewski, and Mr. Olver.

The Subcommittee acknowledged that the City would soon hire a private-sector consultant team ("Consultant Team") to prepare a business plan for the Public Market. The Subcommittee recognized the need for the community outreach component of the project to occur concurrently with the Consultant Team work. The following items would be completed as part of community outreach:

Webpage

A webpage will be created on the City's website for the Public Market project. As discussed further below, social media (Facebook, Twitter, etc.) will likely also be used to engage the community on the project.

Consultant Team Kick-Off Meeting

Upon hiring the Consultant Team, the City will host a community-wide meeting to introduce the Consultant Team to the city. This meeting will likely occur in a central, downtown location.

Neighborhood Meetings

Throughout the early months of the Consultant Team contract, four neighborhood meetings will be held in each of the four general geographic areas of the City (north, south, east, and west). The City will work with neighborhood associations, business associations, neighborhood planning councils, and Alders in these locations to insure the broadest possible neighborhood notice and participation at these meetings.

Under-represented Group Meetings

The Subcommittee recognized that many “groups” of individuals generally do not participate in neighborhood meetings in the City. These “under-represented groups” of individuals can include young people, families with school-aged children, minority individuals, lower-income individuals, and senior citizens. Ideas to increase participation among these “under-represented groups” include targeted invitations to the neighborhood meetings noted above, or even separate meetings with a captive audience of one or more of these groups. Increased use of social media and other web-based formats of outreach were also discussed as a way of reaching individuals unable to attend meetings.

Stakeholder Focus Groups

In addition to broader community outreach, the Subcommittee identified a need to hold focus group meetings with specific stakeholders who may have an interest in the project. These smaller focus group meetings will likely occur throughout the work period of the Consultant Team. These stakeholder groups include, but are not limited to, various food-related organizations, prospective vendors, the Dane County Farmers’ Market, potential market customers, the grocery/food store industry, and restaurant owners.

Media Outreach

The Subcommittee discussed the need for media outreach, and to have materials available for the media. In addition to traditional media, a suggestion was provided that the City reach-out to “food bloggers” as a way of gaining additional input regarding Public Market opportunities.

Farmers’ Market Tables

The Subcommittee identified Farmers Markets as logical locations to engage potential customers and vendors. The Subcommittee discussed having an information/outreach table at Farmers’ Markets, including the Saturday Dane County Farmers’ Market.

Public Market Experience

Likely via a webpage, the Subcommittee suggested that we ask individuals to submit pictures and thoughts about what they did and did not like about other markets they recently visited around the world.

Public Market Survey

In coordination with the meetings and other outreach opportunities identified above, the Subcommittee recognized the importance of developing survey(s) that can be used to capture input that individuals have regarding a Public Market. Possible questions include:

- Do you think the Public Market is a good idea; why or why not?
- What type of Public Market would you like to see? We could perhaps provide individuals with the public market typologies that we previously used to assist with their answers to this question.
- If you are in support of the Public Market concept, would you like to see if within ten (10) blocks of your home?