

# Monroe Street Reconstruction Public Engagement Process

The 2016-2017 public engagement process for the Monroe Street Reconstruction was reestablished in May 2016 and will run through fall 2017. To-date, over 200 individuals have attended six public meetings and 2,779 community members from throughout Madison responded to the community survey. This robust process was propelled by a resolution adopted in November 2015 that directed the City Engineering Division to work inclusively with a broad range of stakeholders to incorporate the principles of sustainability and placemaking into the final design of Monroe Street.

Public engagement consultant Urban Assets has worked with an inter-departmental team of City staff and an Engagement Resource Team, organized by Alder Eskrich, to facilitate a variety of opportunities for community input and engagement in 2016. The results of this input were used to develop a recommended cross section that incorporates and balances many community priorities while proposing major pedestrian safety improvements.

Still to come are workshops in spring-summer 2017 that will invite community participation in developing the details of the cross section, including the placement and design of enhancements for walkability, bicycle access, placemaking and green infrastructure such as raised intersections, pedestrian islands and side street rain gardens (see below).

## 2016 Public Engagement Activities

- + **Project Kickoff Meeting** (June 13): 89+ participants
- + **Community Survey** (July 2 – August 9): 2,779 responses
- + **Business Focus Group** (July 18): 27+ participants
- + **Pedestrian, Bike, & Transit Infrastructure World Café** (August 11): 58+ participants
- + **Green Infrastructure World Café** (September 1): 30+ participants
- + **Cross Section Workshop** (September 29): 45+ participants
- + **Cross Section Open House** (October 27): 65+ participants

## 2017 Public Engagement Activities

- + **Green Infrastructure Focus Group:** February
- + **Placemaking & Green Infrastructure Workshops:** April-May
- + **Full Design Open House:** July

### Engagement Resource Team

An Engagement Resource Team composed of organizational and institutional stakeholders has met monthly since May 2016 to help the City refine and implement the public engagement plan. Members include:

1. Alder Sara Eskrich, District 13
2. Peter Armstrong, Dudgeon-Monroe Neighborhood Association
3. Ben Yahr, Friends of Lake Wingra
4. Robbie Webber, Madison Bikes
5. Aaron Williams, UW-Madison
6. Mary Campbell, Wingra School
7. Hiam Garner, Monroe Street Merchants Association & Vilas Neighborhood Assoc.
8. John Imes, Monroe Street Merchants Association
9. Christy Bachmann, City Engineering
10. Susan VanderSanden, Edgewood College

## Decisions that will be made in 2017

After the dimensions of the cross section are established, public engagement activities in 2017 will gather stakeholder input on specific placemaking and pedestrian design enhancement opportunities along Monroe Street, including:

- + Locations for pedestrian islands, raised intersections and other crossing enhancements
- + Landscape design and placemaking features at CrazyLegs Triangle and Wingra Park
- + Streetscape design in the three business districts, including lighting, seating, signage, plantings and art
- + Unifying design elements to create a sense of cohesion along Monroe Street
- + Locations for bicycle wayfinding signage, bike parking and green infrastructure, including on side streets