

Proposed Public Outreach Summary Madison in Motion Draft Document Review

The final phase of public outreach for the Madison in Motion (MiM) draft plan will include a brief review of background data and key issues, summarize community input to-date, and discuss how the plan has addressed the Mission, goals and objectives. The outreach process will also discuss how the community's input has been integrated into the draft plan and recommendations.

In an effort to reach as broad a cross-section of the community as possible, the proposed outreach framework contains a community-wide open house, targeted stakeholder meetings and an enhanced web presence.

Open House:

A single open-house style large community meeting is envisioned. After an introductory presentation, facilitated stations will be available for meeting participants - with boards highlighting major plan sections (bike, ped, transit, etc.). At these stations, individuals will be allowed to ask questions and provide verbal or written feedback. The use of iClicker polling (if equipment is available) could be explored as an interactive way of measuring, displaying and recording audience priorities during the powerpoint presentation then using that information to spur discussion.

Web Presence and Feedback:

The Madison in Motion website will be updated to feature materials presented at the open house. Along with this information, the website will contain (or be linked to) a brief survey or feedback form (exact questions to be determined). Depending on the complexity of the questions, a website such as Survey Monkey (or similar) could be used.

Targeted Stakeholder Outreach:

Staff will schedule and facilitate numerous outreach sessions with various stakeholder groups. Such groups may include (but are not limited to) Madison Area Bus Advocates, Bike Fed/Bike Madison, 100 State, DMI, Greater Madison Chamber of Commerce, MadRep, Urban League, Centro Hispano, individual employers, various neighborhood associations and environmental advocacy groups, etc. These outreach sessions will include a presentation of the key MiM themes and draft recommendations, and include opportunities for group feedback and discussion.

Pop-up Kiosks:

Pop-up kiosks are intended to raise awareness of the draft plan and solicit feedback from those who are unaware or unable to attend a typical night meeting in the City. Using summary boards created from materials prepared for the open house, pop-up kiosks could be staffed at location such as Metro Transfer Points, along key bike path locations, or at special events (such as farmers market and Ride the Drive). The goal of the kiosks is to engage members of the public (especially those unlikely to attend City meetings) in brief conversation about the plan elements and let them know how they can provide feedback on the draft plan and recommendations - either through follow-up meetings or online.

