

Addendum 2

Participation and Communication Plan: Participation Strategies Update

This addendum is intended to update the participation plan to take into account additional activities that have occurred since the last addendum and to recognize proposed extensions to the project schedule.

Changes to the schedule and process in 2008:

- During 2008, several additional meetings of the Advisory Committee were scheduled to give the Committee more time to discuss issues and review drafts of the new Zoning Code.
- As envisioned in Addendum 1, consultants have met with neighborhood and other interest groups during scheduled visits, allowing these groups to convey their particular concerns and discuss the Rewrite process. Groups have included neighborhood associations, the Arts Commission, Landmarks Commission, Smart Growth Madison, Edgewood College, M G & E, and others. City staff have attended additional neighborhood meetings to discuss the Rewrite.
- The second series of community meetings, held on September 11, 2008, were held in two locations on the same night, rather than three. Attendance was fairly modest, in spite of outreach and publicity. It appears that neighborhoods and other interest groups may prefer more targeted small-group meetings, and these small group meetings may be more effective.

Changes proposed for 2009

It is typical of a complete zoning code rewrite that all participants underestimate the length of time that it will take to prepare, absorb and respond to new material. Furthermore, Madison's neighborhoods and citizens expect to have enough time to discuss and weigh in on the proposed changes. Therefore, staff and consultants have suggested the following changes to the schedule and process, as shown in the accompanying project schedule chart.

- Added monthly meetings for the Advisory Committee through October of 2009. Consultants will attend three of these (January, June and October) and participate in the others by teleconference when feasible.
- Scheduled the next round of community meetings on the draft Zoning Code Text for June 2009.
- Extended the zoning map development phase into 2010.

Community summits and meetings

The Advisory Committee expressed an interest in keeping the community summits on the schedule, especially in relation to the zoning map "roll-out." However, the budget limits the number of trips the consultants can make. Therefore, consultants and staff suggest the following:

- For the Zoning Code text review, hold community summits in conjunction with the community meetings scheduled for June 2009. In other words, scheduled events could include:
 - One citywide summit meeting with an open-house format, to be held from 5 to 8 pm at a central location.
 - Two community meetings on another evening, at east and west side locations.
 - Additional scheduled meetings with Plan Commission, Inter-Agency Work Group and Advisory Committee during the same week.
 - Follow up small group meetings with neighborhoods and others
- For the Zoning Map review, scheduled for February 2010, include both community-wide summits and a variety of meetings, to include:

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- Two community-wide summits with an open house format, to be held on consecutive nights, with staff and consultants in attendance.
- Two community meetings organized by City staff.
- Follow up small group meetings with neighborhoods and others,