

METRO NETWORK DESIGN PLAN

Public Engagement Plan

Public Engagement Approach

This project will encompass three phases:

1. Education and Outreach
2. Concrete Alternatives
3. Draft and Final Network Plan

The primary objective of the engagement process (Education and Outreach) is to engage the community with the big picture trade-offs around transit and seek public input around values and priorities. The process is strategically designed to facilitate constructive engagement among a diversity of Madison stakeholders. The engagement process will utilize broad public outreach methods, as well as targeted engagement techniques.

The goal of the engagement process is to educate and engage all members of Madison's diverse community, inclusive of ages, races, cultures, genders, abilities, and socioeconomic backgrounds. Strategic engagement methods included in this process will ensure community voices tangibly aid the development of a network plan that successfully addresses a range of community needs, concerns, priorities, and values. A mix of online, print, and potentially in-person tools and strategies will be used to build broad community awareness and promote equity, and transparency.

Timeline

The Metro Network Design Plan schedule runs from Winter 2020 through Spring 2022, with the first phase occurring December 2020 through approximately April 2021. The work of engaging the public will start as soon as the project begins. To jumpstart the process, a *pre-outreach* component will be used to develop project branding elements, and conduct broad outreach via the project website, neighborhood listservs, social media, and email. The active phase of engagement is to be launched following the release of the Choices Report in the Spring 2021. [See attachment A for full schedule.](#)

Contact List

The project team will develop and maintain a master contact list to support outreach and engagement throughout the community, with particular emphasis on meeting City of Madison Racial Equity and Social Justice (RESJ) goals for reaching traditionally underrepresented populations. The list will be used to inform the community of project updates, organize engagement sessions, as well as other targeted outreach efforts.

Engagement and Outreach Major Deliverables

- Development of a project brand, website (to be hosted and maintained by Metro), and social media presence (Metro, City of Madison, and Urban Assets Community Engagement Ambassadors).
- Development of informational materials, such as fact sheets, brochures, maps, or other documents.
- Online surveys about key trade-offs, values, and priorities for transit.

- Direct outreach to riders, community groups and other members of public. This may involve organizing *virtual* small meetings and/or attending *virtual* meetings and events organized by others.
- Youth workshops, focused on youth residents from disadvantaged areas.
- Initial presentation(s) to the Board about the scope of the study, the types of input we will be seeking from the public, and how those will inform the alternatives process.

Summary of Outreach Strategies (Working List)

Outreach Strategy	Responsibility	Notes
Project Branding	Lead: UA, Metro, JWA	Collaboration with Metro to develop process branding during pre-outreach portion of process
Project Website	Content: JWA, UA, Metro	Website administered by City
Contact List	Lead: UA Support: Metro	Metro to set up listserv, UA to add onto existing list
Social Media	Content: UA, JWA Distribution: Metro	City of Madison: Facebook event page and posts, Twitter, Instagram Contact: socialmedia@cityofmadison.com Metro: Facebook and Twitter Contact: Mick Rusch, MRusch@cityofmadison.com MATPB: Facebook
Email Blasts	Content: UA Distribution: Metro	Announcements, reminders and materials for public meetings, online surveys, and mobile engagement stations
Community Survey	Lead: JWA Support: UA, Metro Distribution: Metro, UA	Survey available near the time of final existing conditions report completion ~ February 2021
Informational Flyer	Lead: UA Support: Metro, JWA Distribution: UA, Metro/City, MATPB	<ul style="list-style-type: none"> • Online distribution through Metro, City staff • For print distribution, see matrix below
Stakeholder Workshop	UA: agenda, PPT, activities JWA: PPT, graphics and other technical content Metro/City: support	<ul style="list-style-type: none"> • Invite to come from Mayor • UA to build upon existing relationships • 30-40 maximum participants per meeting
Public Meetings	Lead: UA Support: JWA, Metro	Meetings to follow workshops Meeting announcements via social media, alder blogs, community and neighborhood listservs
Engagement Summary Report	Lead: UA Support: JWA	Summary reports, reviewed by JWA, to be provided to Metro/City

Translations	Lead: UA Support: Metro	Spanish/Hmong translations as needed
Alder Blogs	Lead: UA	Alders to be updates throughout process; request for them to post project information on district blogs

Project Website

The project website is expected to go live at the beginning of 2021, nearly concurrent to the start of the pre-outreach stage of the project. The website will be maintained throughout the entirety of the planning and engagement process. Proposed website content includes:

- Information about the project background, scope, and schedule/timeline
- Access link to community surveys
- Informational flyers in English, Spanish, and Hmong
- Meeting announcements and materials, including notes, presentations, and exhibits/graphics
- Metro Route Network FAQs and other resources
- Opportunity to sign up for project updates through the email listserv
- Links to MetroForward, Vision Zero, and BRT websites

Community Survey

The engagement process will include an online survey for each phase of the project. The surveys will be designed to help the project team scale public knowledge and identify priorities, concerns, and questions to inform each phase of the project. Links to the surveys will be available on the project website and administered through a third-party service, such as Survey Monkey, which is screen-reader accessible and can be translated into multiple languages. Physical paper versions of the survey will be available at prominent community hubs for community members to obtain, complete, and mail back (specific locations to be determined).

Online Survey Distribution (Running list)			
	Distribution Channel	Lead	Notes
1	Madison Public Libraries	UA	Via email, existing relationships
2	Metro Transit social media	Metro	
3	Project email listserv	UA	
4	City social media	City	
5	Access to Independence	UA	
6	Wisconsin Council of the Blind and Visually Impaired	UA	Promoted through listserv
7	Centro Hispano	UA	Promoted through listserv
8	Urban League	UA	Promoted through social media
9	Alder blogs	UA	
10	Community centers	UA	

Informational Flyer/Poster

During the pre-outreach stage, the project team will develop a flyer with key information about the project scope, website, engagement opportunities, and primary contact information.

The flyer/poster will be distributed by email to prominent community hubs and businesses throughout the city. The below organizations were chosen based on their community presence and level of interaction with diverse residents by age, race, income, ability, and gender. Hard copies of the flyer will be posted where feasible, such as at inherently public locations, as well inside buses and at bus stops/transfer points.

	Organization	Lead
1	Warner Park Community Center	UA
2	Madison College – Truax	UA
3	Princeton Club West	UA
4	Cuna Mutual (Mineral Point)	UA
5	Lussier Community Center	UA
6	UW Memorial Union	UA
	UW Union South	UA
7	Colectivo Coffee (Capitol)	UA
8	St. John's Lutheran Church	UA
9	Cargo Coffee	UA
10	Festival Foods (East Wash)	UA
11	Willy Street Co-ops	UA
12	ACCESS to Independence	UA
13	Goodman Community Center	UA
14	Villager Mall Atrium	UA
15	Centro Hispano	UA
16	Urban League	UA
17	Downtown kiosks (State Street, Capitol)	City
18	City Park kiosks	City
19	City Libraries (9)	Metro
20	Madison Senior Center	City
21	Metro buses	Metro
22	Metro bus stops & Transfer Points	Metro
23	YWCA	UA
24	YMCA	UA
25	Salvation Army	UA
26	The Beacon	UA
27	Asian Midway Foods	UA
28	Wil- Mar Community Center	UA
29	Bayview Community Center	UA
30	Neighborhood House	UA

31	Badger Rock Community Center	UA
32	Bridge Lake Point Waunona Center	UA
33	East Madison Community Center	UA
34	Elver Park Neighborhood Center	UA
35	Meadowood Neighborhood Center	UA
36	Vera Court Neighborhood Center	UA
37	Theresa Terrace Neighborhood Center	UA

Stakeholder Workshops

Interactive Stakeholder Workshops will be conducted throughout the duration of the planning process, in-person or online, as COVID-19 permits. One workshop will be held during each phase of the project (three workshops total), with the goal of this becoming a standing group. The first Stakeholder Workshop will take place following the release of the Choices Report.

The key to the success of the interactive stakeholder workshop is that participants are diverse and representative of the city at large. This might include interested neighborhood associations, transit and active transportation advocacy groups, local and state agencies, public safety, local developers and property owners, schools and youth organizations, faith-based groups, and other community-based organizations.

Early invitations to stakeholders followed by reminders are essential. Invitations shall come from the Mayor through collaboration with the Deputy Mayor. See list of potential Stakeholder Workshop invitees below (list to be updated prior to finalizing the invitations).

Organization	Representative(s)
Access to Independence, Inc	Jason Beloungy, Executive Director
American Family Insurance	David Holman, Chief Strategy Officer
Black Chamber of Commerce	Camille Carter, Board President
Black Women's Wellness Foundation	Lisa Peyton-Caire
Boys & Girls Club	Michael Johnson, CEO
Capital Area Regional Planning Commission	Steve Steinhoff
Catholic Charities	Tom Merfeld, Interim CEO
Centro Hispano	Karen Menendez Collier, Executive Director
Common Wealth Development	Justice Castaneda
CUNA Mutual	Cedric Ellis, Chief Enterprise Services Officer Angela Russell, VP of Diversity & Inclusion
Dane County Housing Initiative	Olivia Parry
Downtown Madison Inc.	Jason Ilstrup, Executive Director Nathan Wautier, Board President Janine Punzel, Transportation Committee Chair

Edgewood College	Andrew Manion, President
EQT By Design	Annette Miller
Exact Sciences	Kevin Conroy, CEO
Freedom Inc	M. Adams, Executive Director
Gorman and Company	Ted Matkom
Hmong Chamber of Commerce	Phil Yang, President
Ho Chunk Gaming Madison	Dan Brown, General Manager Missy Tracy, Director Community Relations
Hovde Development	Vic Villacrez
Latino Workforce Academy	Baltazar De Anda Santana
Latino Chamber of Commerce	Jessica Cavazos, Executive Director
Madison Chamber of Commerce	Zach Brandon, President Kevin Little, VP Adam Barr, Public Policy Manager
Madison College	Dr. Jack Daniels, III Tim Casper, VP Lucia Nunez, VP Equity & Inclusion
Madison Development Corporation	Lorrie Heinemann
Madison Metropolitan School District	Dr Carlton Jenkins, Superintendent
Madison MPO	Bill Schaefer, Transportation Manager Ben Lyman, Transportation Planner
MGE	Jeffrey Keebler, CEO Pam Christenson, Director of Economic Development
Movin' Out	Kathryne Auerback
NAACP	Greg Brown, Board President
Nehemiah Development Corporation	Rev. Alex Gee
Northside Planning Council	Abha Thakkar
Salvation Army	Major Greg Voeller
Smart Growth Greater Madison	Bill Connors, Executive Director
South Metropolitan Planning Council	Isadore Knox
SSM Health	Damond Boatwright, President
Stonehouse Development	Rich Arneson
United Way	Renee Moe, CEO
Urban League	Ruben Anthony, President Ed Lee, COO
Urban Triage	Brandi Greyson
UW Madison	Chancellor Rebecca Blank Brenda Gonzalez, Director Community Relations Patrick Kass, Director Transportation Services
UWHealth/UnityPoint Health-Meriter/Quartz	Dr. Alan Kaplan, CEO Shiva Bidar-Sielaff, Chief Diversity Officer Juli Aulik, Director Community Relations
Wisconsin Bike Fed	Dave Schlabowske, Executive Director
WPS Health Solutions	Mike Hamerlik, CEO
YMCA	Mark Westover, CEO
YWCA	Vanessa McDowell, CEO
1000 Friends	Gregg May, Transportation Policy Analyst

Public Meetings

A public meeting will be held in each of the three phases. In general, each public hearing will occur shortly after the stakeholder workshop. The purpose of the public meetings will be share information and progress on the plan, gather the community's input, and answer any questions. Public meetings will be publicized on Alders' blogs, Metro and City social media, and through community organization and neighborhood listservs. Public meetings will be recorded and the link as well as meeting presentations and notes will be posted on the project website. The public meetings will also provide an opportunity to publicize and distribute the surveys for each phase.

Focus Groups & Small Group Meetings

Focus groups and other small group meetings will be held with organizations, advocacy groups and underserved populations to better understand the unique questions, concerns, needs and preferences of a diverse range of Madison residents.

Small group meetings will take place following the pre-outreach phase and release of the Existing Conditions and Choices Report. Not only will small group meetings promote awareness, but participants will also help identify concerns, priorities, and values associated with the Metro Transit route network. Some of the small group meetings will be area-specific conversations with key stakeholders and community leaders.

Meeting summaries will be provided to the City and incorporated into public engagement reports. Participants will also remain updated throughout the process through the website and social media updates.

Specific small group meeting participants will be identified by the organization's primary contact and invited by joint invitation from the City and the contact organization.

The types of groups and organizations to be included in this outreach are:

1. Community-based organizations, service providers, and individuals connected with underserved, transit-dependent, low-income and minority populations
2. Community and neighborhood centers
3. Neighborhood Associations
4. Faith-based organizations
5. Community advocacy organizations

Organization	Contact
Access to Independence, Inc	Jason Beloungy, Executive Director
Downtown Madison Inc.	Jason Ilstrup, Executive Director Doug Poland, Board President Janine Punzel, Transportation Committee Chair
Madison Chamber of Commerce	Zach Brandon, President Kevin Little, VP Adam Barr, Public Policy Manager
Madison College	Tim Casper, VP Lucia Nunez, VP Equity & Inclusion
Madison Metropolitan School District	Dr Carlton Jenkins, Superintendent
Madison School and Community Recreation	

Smart Growth Greater Madison	Bill Connors, Executive Director
UW Madison	Brenda Gonzalez, Director Community Relations Patrick Kass, Director Transportation Services
UWHealth/UnityPoint Health-Meriter/Quartz	Juli Aulik, Director Community Relations
Wisconsin Bike Fed	Dave Schlabowske, Executive Director
1000 Friends	Gregg May, Transportation Policy Analyst
100 State	Claudia Seidenberg, ED, Claudia@100state.com ; (608)-268-9384 (main office)
National Federation of the Blind, Dane County Chapter	Carissa Mallmann, President
Homeless Services Consortium of Dane County	Torrie Kopp Mueller, City of Madison
DMI Transportation Committee	Jason Ilstrup, Janine Punzel
Center for Resilient Cities	Hedi Rudd, Badger Rock Neighborhood Center Director, 608-960-4615, hedi.rudd@resilientcities.org
Village of Shorewood Hills	Karl Frantz, Village Admin, 267-2680, kfrantz@shorewood-hills.org ;
UW Madison Transportation and Associated Students of Madison (ASM)	Dar Ward, Margaret Bergamini
Boys and Girls Club of Dane County	

BIPOC-Focused Small Group Meetings

The Engagement team will lead a series of small group meetings focused on engaging traditionally underrepresented voices. This method of engagement will be constructive in gathering input from constituencies that might not otherwise participate in an engagement process such as this.

Underrepresented voices are often drowned out in larger group engagement settings and what these groups are looking for are likely different – their experiences are different, and their desires are different. These meetings will provide a comfortable, inclusive space for individuals from racial minority backgrounds to provide input regarding their values and concerns. Participants will feel that their voice is actually heard, and their input will be directly applied to planning decisions.

The engagement team is committed to conducting multiple meetings throughout the process. BIPOC-Focused Small Group Meeting participants will be identified by the organization’s primary contact.

Organization	Contact
Black Chamber of Commerce	Camille Carter, Board President
Black Women’s Wellness Foundation	Lisa Peyton-Caire
Boys & Girls Club	Michael Johnson, CEO
Centro Hispano	Karen Menendez Collier, Executive Director
Christ the Solid Rock Baptist Church	Pastor Everett Mitchell
Freedom Inc	M. Adams, Executive Director
Hmong Chamber of Commerce	Phil Yang, President
Ho Chunk Gaming Madison	Missy Tracy, Director Community Relations

Latino Chamber of Commerce	Jessica Cavazos, Executive Director
Latino Workforce Academy	Baltazar De Anda Santana
Latino health Council	
Mount Zion Church	Pastor Marcus Allen
Madison Network of Black Professionals	
NAACP	Greg Brown, Board President
Nehemiah Development Corporation	Rev. Alex Gee
Neighborhood Resource Teams	Tariq Saqqaf
Urban League	Ruben Anthony, President Ed Lee, COO
Urban Triage	Brandi Greyson
YMCA	Mark Westover, CEO
YWCA	Vanessa McDowell, CEO

Event Tabling (COVID-19 permitting)

The engagement team will attend multiple community events to conduct engagement. At these events, the engagement team will facilitate various activities to engage community members, provide project materials, capture valuable input from individuals via intercept interview questionnaires, and record names for the project contact list. This engagement method of “meeting people where they are at” is effective at engaging a diverse cross-section of users by age, race, gender, ability, and ridership level.

The below events will be attended during the spring/summer of 2021. However, outreach to event organizers will be conducted during the first phase of the project.

Event Tabling (events subject to change based on availability; tentative May events to be added)	
Location	Timeframe/Date
McPike Central Park Sessions	Summer
Northside Farmers Market	Summer
Dane County Farmers Market	Summer
Elver Park Farmers Market	Summer
Juneteenth	June
Shake the Lake	June
Downtown Wild Rumpus	June/July
Willy Street Coop Celebration	July
Warner Park Family Fun Night	July
La Fete de Marquette	July
Unity Picnic	July
Disability Pride Festival	July

Youth Workshop (COVID-19 permitting)

Youth are heavy users of Madison’s transit system, but typically underrepresented in City planning processes. To combat this, the engagement team will conduct a Youth Workshop to engage Madison’s youth community. The workshop will be a fun, worthwhile learning experience for youth members, as well as an

opportunity for the City to gather valuable youth input, which will ultimately be used to inform the final network plan. This workshop will also provide a great opportunity to collaborate with community parents.

Urban Assets' mission is to engage all members of the community, especially those from historically underrepresented groups that have traditionally low levels of participation, such as racial minorities and youth. Cognizant of this, Urban Assets' staff includes a group of Madison high school students of color. This group of Community Engagement Ambassadors (CEAs) aid outreach and coordination for a variety of projects and will be helpful in outreach efforts to Madison youth*.

The Youth Workshop will likely be held at a public park or at a prominent youth community hub, such as the Boys and Girls Club of Dane County. The engagement team will follow-up with youth participants at a later date to explain how their input was applied to the final network plan.

*Community Engagement Ambassadors will not bill client and are not included in the project budget.

Public Engagement Summary Reports

Urban Assets will develop a summary engagement reports for decision-makers, including the Project Lead, Jarrett Walker and Associates. The reports will be delivered in a concise, synthesized document that clearly illustrates how input from the process will influence the development of the alternatives. Content included in the report will include a summary of the public engagement process, input-to-date, and key takeaways.