



# South Madison Plan Update

# Public Participation

## Project Background

The City's Planning Division is leading an effort to update the South Madison Neighborhood Plan adopted in 2005, with adjustments to the geography to focus on the area south of Wingra Creek, including the Town of Madison. The Plan will also include recommendations in the areas of community services, economic development, housing, land use, parks and open space, public infrastructure, redevelopment, safety, and transportation.

Public engagement with area residents, nonprofits, institutions, and property owners will inform all phases

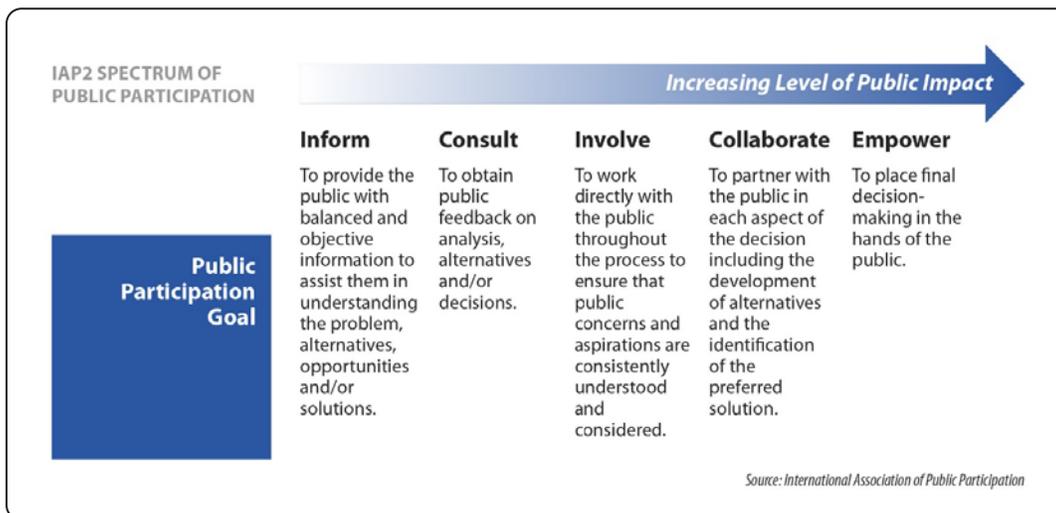
of the planning process. The City will strive to make the planning process accessible and relevant to stakeholders in South Madison, based on the value that those who are affected by a decision have a right to be involved in the decision-making process. The Planning Division will partner with entities to reach southsiders in ways that work for the community. We will use a variety of methods described below, placing special emphasis on reaching people of color and residents living with lower-incomes.

## Timeline

Projected timeline: September 2019 - December 2020.



## IAP2's Spectrum of Public Participation



The planning process will adhere to the IAP2 (International Association of Public Participation) spectrum to select the level of public participation and appropriate tools to gather, consult, involve, and collaborate with the public.

Anticipated Public Participation Methods



- Project website
- Email updates
- Social media posts
- Info stations
- Community event booths (limited)
- Fact sheets
- Articles in local publications (centers of worship bulletins, neighborhood newsletters, nonprofit newsletters)
- Workshop Legislative Sessions: legislative process, work with alder and city staff, and budget process



- Community Impact Sessions and Open Houses
- Online survey
- Interactive Audit: community members providing a lens to city staff on Art, Bike, Brownfields, Park Street, Pedestrian Safety
- Intercept Surveys at bus stops, high pedestrian traffic sites, and apartment offices
- Meetings/conversations with existing groups
- Pop-Up Outreach



- Neighborhood Ambassadors: southside residents working in the area to listen, engage, and communicate relevant issues and perspectives with residents and to the planning team
- Neighborhood Action Teams: 2-3 neighborhood action teams consisting of 8-10 southside residents from underrepresented populations with the role of providing candid input on issues, strategies, and plan recommendations



- Neighborhood Responders: Coalition building of small and larger groups to discuss strategies and ways to implement the Neighborhood Plan



Questions?

City of Madison Planning Division

[www.cityofmadison.com/southmadisonplan](http://www.cityofmadison.com/southmadisonplan)  
[neighborhoods@cityofmadison.com](mailto:neighborhoods@cityofmadison.com)