



DRAFT

COMMUNICATION + PUBLIC ENGAGEMENT STRATEGY

PART 2 – HISTORIC PRESERVATION PLAN

DRAFT February 8, 2018
APPROVED BY THE LANDMARKS ORDINANCE REVIEW COMMITTEE _____, 2018
APPROVED BY THE LANDMARKS COMMISSION _____, 2018
APPROVED BY THE HISTORIC PRESERVATION PLAN ADVISORY COMMITTEE _____, 2018

INTRODUCTION

The Historic Preservation Project consists of two distinct parts: Part 1- Ordinance Revision, and Part 2- Historic Preservation Plan. This Communication + Public Engagement Strategy is specifically tailored to Part 2. Part 1 has a separate Strategy document.

The City of Madison is creating its first ever Historic Preservation Plan. This plan will identify, celebrate and preserve the places that represent our collective histories. The Historic Preservation Plan will provide a framework for future preservation efforts that go beyond the City's current, primarily regulatory, role. It will recommend strategies to more effectively integrate historic preservation into public policy, explore zoning and land use tools, capitalize on economic development and financial incentives, and encourage heritage tourism. This process will employ strategies to engage, educate, and connect with all the groups that make up Madison's unique history, with a particular emphasis on traditionally underrepresented groups.

An important goal of the Preservation Plan is to preserve what is most important to Madison's sense of identity. It is necessary to have an inclusive, complete and accurate inventory of the places that create its unique story. This part of the process will build on current documentation of resources, identify gaps, and develop a strategy to ensure a complete, accurate, and expandable inventory.

PROCESS AND OVERSIGHT

Staff from the City of Madison's Planning Division will lead this effort with support from a team of consultants. The lead commission on this project is the Landmarks Commission. The

Landmarks Commission will make the final recommendations on the final draft of the plan and forward those recommendations to the Common Council for adoption. The Ad Hoc Historic Preservation Plan Advisory Committee consists of a broadly represented group of community members appointed to be the primary oversight body for this effort. This includes providing guidance on public engagement. The Advisory Committee will advise staff, the consultants, and the Landmarks Commission throughout the process and forward its final recommendations on draft of the plan to the Landmarks Commission. The graphic below shows the general process and timeline for this effort.



PRIMARY AUDIENCES

The Historic Preservation Plan will be a resource for the entire community, and as such, this process seeks to engage a wide range of residents and stakeholders. A focus of this effort is on engaging traditionally underrepresented communities, including the following groups: African-American, First Nation, Latinx/Hispanic, LGBTQ+, Women, and Hmong.

RACIAL EQUITY AND SOCIAL JUSTICE

The City of Madison has made a commitment to racial equity and social justice, and this Communication + Public Engagement Strategy was developed with the assistance of the City’s Racial Equity and Social Justice Initiative (RESJI) Team and was evaluated using the City’s RESJI Equity Analysis Tool. An early draft of the public engagement strategy was evaluated using the RESJI Tool, and significantly revised to address questions and concerns raised during that exercise. The contract with the consultant team required that all team members attend an RESJI training so they had the basic understanding of this program to apply it during their work on the project. This was the first time the City has required this of a contractor.

Note: This internal draft was written prior to the RESJI analysis, but assumes it will be completed before this draft is widely distributed.

PRINCIPLES

The following principles provide guidance to the communication and engagement strategies outlined in this document. Instead of starting the project with a pre-determined Communication + Public Engagement Strategy, staff and the consultants wanted to hear from stakeholders early on regarding what they thought would be important. Developing the Historic Preservation Plan is anticipated to be a two-year-long process and it is important that the Communication + Public Engagement Strategy be somewhat open ended to be able to respond to opportunities that arise during the process. A draft set of principles was presented to the public at the kickoff meeting on September 26, 2017 and was available for comment at two meetings focusing on community values held in November, 2017. These principles reflect important aspects of the public process for this effort:

- Provide options to participate a little or a lot
- Explain how input will be used
- Be responsive and flexible
- Keep it simple and clear
- Show trust and respect all perspectives
- Involve stakeholders from the beginning
- Make it personally relevant
- Actively engage underrepresented communities and ask who is not at the table
- Utilize existing groups and networks
- Ask people what services they need to participate and how they want to participate
- Engage stakeholders in developing ideas and not just responding to set questions

MESSAGING

How we communicate about this plan and process is critical. A major goal of this effort is to help all people, including future generations, feel connected to their community. The more places and buildings that people experience in their community that represent their own history, the more they (and others) will feel a sense of belonging. The messaging needs to focus on:

- What we are doing
- Why people should care
- Why this is important
- How it will be implemented

COMMUNICATION/ADVERTISING

An important aspect of this effort is to communicate to stakeholders about the process, engagement opportunities, and project status. Essential printed materials will be available in Hmong and Spanish and any material could be translated upon request. At a minimum, communication/advertising will be accomplished in the following ways:

- 1) Email- Information about meetings and other topics will be emailed to those who subscribe to the email list.
- 2) Project Website- A website (www.cityofmadison.com/historicpreservationplan) has been established to convey the latest information regarding the plan and process, as well as educational resources and reference materials.
- 3) Traditional Media- Information regarding this effort will be pushed, including through press releases, to traditional media (newspapers, TV, radio, etc.) with a particular emphasis on those media outlets that serve underrepresented communities.



- 4) Social Media- Information regarding this effort will be posted on a variety of social media outlets, such as My Account, Facebook, Instagram, podcasts, YouTube, Mayor’s blog, etc.
- 5) Partner Networks- Local partners will be sought to distribute information through their communication networks (email groups, social media groups, newsletters, gatherings, etc.).
- 6) Project Updates- Regular updates, possibly in the form of a blast or short bulletin, will be distributed. These may include a “Did You Know?” feature to educate people on various historic aspects of the city.
- 7) Video- Opportunities for short video clips to educate and promote events will be explored.
- 8) Other City Efforts- Information about this effort will be promoted at other City events and activities, such as Imagine Madison, Living History @ Madison Public Library, Mayor’s Neighborhood Roundtable, etc.



ENGAGEMENT

A critical component of this effort is getting input and engaging the entire community in identifying, learning about, discussing, and planning for the preservation of buildings and places that are important representations of the histories of all groups in Madison. At a minimum, this will be accomplished in the following ways:

- 1) Public Meetings- A citywide kick off meeting was held to describe the project, identify important places in the community, receive input on public engagement principles, and to learn about ways to connect with underrepresented communities. Future meetings will be held at various locations throughout the City to make it convenient for more residents to attend. Spanish and Hmong interpreters will be available for those who need their services. Food will be served at some meetings and childcare will be available when requested. “Influencers” within specific communities will be personally invited to attend certain meetings and asked to help spread the word.

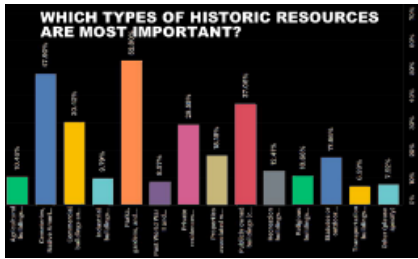


- 2) Historic Preservation Plan Advisory Committee Meetings- The Historic Preservation Plan Advisory Committee was created by the Common Council specifically to “advise staff, the consultants, and the Landmarks Commission on the development of the Plan and related public engagement, and serve as a forum for public testimony and comments regarding the Historic Preservation Plan process and its desired contents during Plan development”. The resolution creating the Committee specified that it shall be comprised of “broadly representative members, including members of underrepresented groups”. An extensive recruitment effort was made to solicit candidates with historic preservation-related knowledge from a wide range of backgrounds, with a particular emphasis on under-represented communities. All meetings of the Advisory Committee are public meetings and the agendas and minutes for each will be posted on the City’s website. Each meeting will provide opportunity for the public to provide verbal and written comments. It will also provide a regular review of the content, status, and recommendations throughout the process.



- 3) Landmarks Commission Meetings- All meetings of the Landmarks Commission are public meetings and the agendas and minutes for each will be posted on the City’s website. At meetings where the plan is discussed, there will be opportunity for the public to provide verbal and written comments. It will also provide a regular review of the content, status, and recommendations throughout the process.
- 4) Dedicated Email- A dedicated email account has been established to facilitate people providing input or asking questions directly to project staff.
(historicpreservation@cityofmadison.com)
- 5) Project Website- A website for this project has been launched and provides opportunities for submitting comments and getting updates. Staff is exploring the possibility of integrating an interactive mapping component.
(www.cityofmadison.com/historicpreservationplan)
- 6) Other Stakeholder Meetings- City staff and/or members of the consultant team will also be available to meet with neighborhood or other interested groups regarding this process.

- 7) Surveys- An online survey was created to allow people to share their preservation priorities to provide guidance for future areas of focus. The survey was available online and in print, was open for approximately three months, and was completed by 755 respondents. The survey provided a means to reach a broad base of people and opinions and establish a baseline of perspectives. Notification about the survey was



emailed to the full database multiple times, posted on the project website, and announced at all public meetings for both Part 1 and Part 2 of the Historic Preservation Project. Short survey blasts of a question or two may also be utilized throughout the process as a means of gaining quick input on current topics of discussion.

- 8) Living History @ Madison Public Library- The Planning Division is partnering with the Madison Public Library in an effort to discover the stories of Madisonians through oral histories. Interviews with individuals will be recorded and photographs and other source materials will be captured for use in the collection website. The project focuses on different community themes, such as: Neighborhoods and Places, People and Groups, and Moments and Events. It is made up of several parts: oral histories and story shares, community archiving events, and online access to stories, photos, publications, and ephemera. The Living History @ Madison Public Library will have its own online portal, launching in 2018, with free, public access to digitized photos, postcards, interviews, and other items.

- 9) Festivals and Events- Staff will look for opportunities to attend community festivals and events to learn about histories, share progress, get input on the plan, and advertise upcoming opportunities for involvement. This effort will focus on those events primarily attended by underrepresented communities.



- 10) Other Opportunities- The staff and consultant team will be seeking out additional ideas and opportunities to engage underrepresented communities as they arise throughout this two-year-long process. These may include discovery nights, panel discussions, enlisting trusted advocates, and other means that staff feel are actionable and beneficial.

