

Addendum
Participation and Communication Plan:
Additional Participation Strategies

In response to direction from the Zoning Code Rewrite Advisory Committee to pursue additional opportunities for community involvement, the following strategies are being added to the Participation Plan:

1. **Direct meetings with neighborhood and other interest groups:** During consultant visits, additional meetings with groups or individuals can be scheduled as time permits. Meeting requests will need to be submitted the week before the visit.

Responsibility: Consultants; city staff to schedule meetings.

2. **E-mail bulletins to interested parties:** Provide brief targeted e-mails that focus on interesting zoning topics; approximately on a monthly basis. (Advisory Committee members can also send these to their constituencies.)

Responsibility: Consultants to provide content, city staff to distribute.

3. **Targeted materials to neighborhood stakeholders:** Each neighborhood association will receive an information packet, including:
 - Neighborhood map of current zoning
 - Summary of Zoning Analysis Report

Each association is invited to discuss the project at their regular meeting(s) and to share any zoning concerns or ideas with planning staff, consultants and Advisory Committee members. (Staff will generally not attend these neighborhood meetings but are available to answer questions.)

Responsibility: City staff to provide zoning map and distribute; consultants to provide summary. Mailings to occur in July-August.

4. **Additional materials on web site:** Provide a “resources” directory with links to reports and ordinances from other locations that are relevant to Madison’s effort. Create a “comments” section of the web site to document public comments.

Responsibility: City staff to collect comments and post them; consultants and Advisory Committee members will provide most links, but other commenters may also do so.

5. **Additional outreach prior to community meetings:** Ensure that all neighborhood associations, business groups, and other interested organizations are invited to community meetings via e-mail or postcards. Discuss upcoming meeting agendas with the Advisory Committee in advance so they can comment and share information with their constituencies. In between scheduled meetings, the Advisory Committee Chair will act as a central point of contact between the Committee and staff and consultants on any suggested changes to the agenda.

Responsibility: City staff, consultants to provide agendas.