

Northeast Area Plan Public Participation Plan

| Planning Stages & Participation Elements | Stage 1: (Nov - Dec 2022)                                                                                                                                                                                                   | Stage 2: (Jan - Jun 2023)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | Stage 3: (Jul - Dec 2023)                                                                                                                                                                                                  | Stage 4: (Jan - April 2024)                                                                                                                                                                           | Stage 5: (May 2024 +)                                                  | Stage 6: (ongoing)                                                                     |
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|                                          | Background, Scan, & Compile                                                                                                                                                                                                 | Issues and Opportunities                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | Plan Development and Draft Recommendations                                                                                                                                                                                 | Plan Review & Approval                                                                                                                                                                                | Implementation                                                         | Monitoring & Assessment                                                                |
| Goals                                    | Data gathering and analysis of the Northeast area                                                                                                                                                                           | Identify key community issues, challenges, opportunities and desires.                                                                                                                                                                                                                                                                                                                                                                                                                                    | Share process for developing draft plan, link to draft plan, and how people can participate                                                                                                                                | Plan review, adoption and budgetary opportunities.                                                                                                                                                    | Prepare action steps and cost estimates for budget cycle.              | Work with City agencies and other organizations to implement plan and monitor progress |
| Outreach                                 | <ul style="list-style-type: none"><li>Launch website</li><li>Create MyAccount for stakeholders to receive email updates</li><li>Build list of awareness campaign materials such as flyers, postcards, yard signs.</li></ul> | <ul style="list-style-type: none"><li>Hire Community Navigators to do in-person outreach (30 hours per week)</li><li>Create social media posts/ads</li><li>Distribute flyers of the planning process</li><li>Share planning process on Alder blogs</li><li>Send regular newsletters through MyAccount to provide project updates and promote events</li><li>Create and submit content marketing in the Northside News</li><li>Join community events by other organizations in the area</li></ul>         |                                                                                                                                                                                                                            |                                                                                                                                                                                                       | Provide regular implementation updates via website and interactive map |                                                                                        |
| Public Feedback Gathering                | <ul style="list-style-type: none"><li>Identify informational stations such as bus stops, coffee shops, libraries and community centers</li><li>Build interactive map for public comment</li></ul>                           | <ul style="list-style-type: none"><li>Conduct regular community engagement meetings in-person and online.</li><li>Online community surveys</li><li>Online business survey</li><li>Identify resident-based opportunities</li><li>Interactive public comment map</li><li>Conduct pop-up outreach by City staff and Community Navigators</li><li>Host Open Houses with other City agencies in-person</li><li>Make phone calls to businesses, apartment managers and community based organizations</li></ul> | Continue from Stage 2 and target outreach to: <ul style="list-style-type: none"><li>Multi-family residences</li><li>Businesses</li><li>Sandburg and Burke Heights Community Development Block Grant (CDBG) areas</li></ul> | <ul style="list-style-type: none"><li>Public comment via email, interactive Plan review, and at boards, committees and commissions meetings</li></ul>                                                 |                                                                        |                                                                                        |
| Partnerships                             | <ul style="list-style-type: none"><li>Compile stakeholder list</li><li>Compile and curate business list</li><li>Establish clear communication with key stakeholders</li></ul>                                               | <ul style="list-style-type: none"><li>Contact community based organizations</li><li>Contact Madison College, Sandburg Elementary School and other local institutions</li><li>Meet with East Madison Community Center Board</li><li>Reach out to centers of worship and barbershops</li><li>Contact Town of Burke Board</li></ul>                                                                                                                                                                         |                                                                                                                                                                                                                            | <ul style="list-style-type: none"><li>Invite public comment from key stakeholders</li></ul>                                                                                                           | Provide regular implementation updates via website and interactive map |                                                                                        |
| Internal Communication                   | <ul style="list-style-type: none"><li>Introduce project at Mayor's Planning Team meeting</li><li>Establish an interagency staff team to identify issues and potential recommendations</li></ul>                             | <ul style="list-style-type: none"><li>Check-in with interagency staff team</li></ul>                                                                                                                                                                                                                                                                                                                                                                                                                     | <ul style="list-style-type: none"><li>Present to Plan Commission and CDBG Committee</li><li>Check-in at Mayor's Planning Team meeting</li><li>Interagency staff team</li></ul>                                             | <ul style="list-style-type: none"><li>Present at Boards, Committees and Commissions. Public hearing will be noticed in accordance with Comprehensive Plan law (Wis. Stats. Sec. 66.1001(4))</li></ul> | Provide regular implementation updates via website and interactive map |                                                                                        |

Note: accommodations like access for people with disabilities, language interpretation and translation, and food will be made available during this process to ensure that all of those interested will have the opportunity to engage and share feedback.