Downtown Area Plan – Public Participation Plan Exhibit B Revised: July 28, 2025

Note: In an effort to ensure coordination with Downtown Madison Inc's (DMI) Greater Downtown Economic Investment Strategy (EIS), City staff plans to participate in certain joint public engagement events. Through the City's participation in the EIS, it is anticipated that the findings from engagement efforts facilitated by DMI's consultants will be shared with City staff and will be incorporated into feedback summaries for this plan where relevant. Additionally, City staff will closely coordinate the with DMI EIS? project managers to ensure clarity in public communications about these distinct, but related planning efforts.

Phase 1: Fall 2025 - Winter 2026 **Issues, Opportunities, and Goals**	**Phase 2: Winter 2026 – Fall 2026** **Initial Draft Recommendations**	**Phase 3: Winter 2026- Spring 2027** **Draft Plan, Plan Review/Approval Process**
Plan Authorization Present and review project scope and public participation plan. **Prepare promotional materials** Prepare flyers, posters, press releases, social media posts etc. to raise awareness of the process and how people can participate. Direct people to website to sign up for email list. **Downtown Area Plan Kickoff Meeting** First major public engagement event. Discuss how the Downtown has changed since the 2012 Downtown Plan, successes since 2012, issues facing the Downtown, overarching City policies from the Comprehensive Plan and other City initiatives. Present scope and anticipated timeline. Obtain public perspectives on issues and goals for the Downtown. **Stakeholder Interviews** Meet with downtown stakeholders such as major property owners, employers, cultural institutions, event organizers, businesses, etc. to understand their perspectives. **Neighborhood and Business Groups** Meet and discuss the plan with neighborhood and business associations. **Event Engagement** Create engagement opportunities that maximize accessibility for the community, including participation in events such as the farmers markets, outdoor concerts, bike to work week, etc. **Online Engagement** Following the model of recent successful online engagement like Madison Madness and interactive commenting maps, utilize innovative and interesting methods to support a range of preferences for and as a companion to engagement events. **Resident Surveys** Utilize a survey to gather information from a sample of the population about issues, opportunities, and values. **Feedback Summaries** Publish feedback summaries discussing perspectives heard during engagement events. These are intended to convey common themes emerging from public comment and are not intended to be a comprehensive listing of every comment made. **Coordination with DMI EIS engagement** Review and discuss feedback received in both the Area Plan process and DMI's EIS process.	**Draft Recommendations - Events** A series of meetings and events to convey initial recommendations that will become the framework for the plan. Efforts will be made to include both larger public meetings and smaller pop-up or event engagements to share and discuss recommendations. **Neighborhood and Business Groups** Meet and discuss the draft recommendations with neighborhood and business associations. **Event Engagement** Discuss draft recommendations at existing events as opportunities arise. **Online Engagement** Use tools like online interactive commenting maps to collect comments on and discuss the draft recommendations in a digital environment. Social media may also be used to discuss recommendations. **City Board, Commission, and Committee (BCC) Check-ins** Staff will present draft recommendations to BCCs to understand their perspectives. This may include Plan Commission, Transportation Commission, Board of Park Commissioners, Downtown Coordinating Committee, Economic Development Committee, Landmarks Commission, Urban Design Commission, and others. **Feedback Summaries** Publish feedback summaries of comments on draft recommendations. **Coordination with DMI EIS engagement** Share draft recommendations and discuss feedback to inform coordination between the recommendations of both the Area Plan and EIS processes.	**Draft Downtown Area Plan - Meetings** Meetings to present and discuss the draft plan. Meetings will generally focus on topics that have changed since Draft Recommendations events. **Online Engagement** Post the draft plan online to allow comments directly on the draft. **Feedback Summaries** Publish a feedback summary for comments made on the draft plan. **Final Draft and Introduction** Publish final draft and publicize the BCC review schedule. **City Board, Commission, and Committee Review and Adoption Process** Staff will present the final draft to BCCs. BCCs will make recommendations to the lead Committee. Final draft will be reviewed by the Common Council.

** Note - accommodations for people with disabilities, language interpretation, and translations will be made available during this process to ensure that all of those interested will have the opportunity to engage and share feedback.*