

Sustainable Madison Transportation Master Plan

PUBLIC INVOLVEMENT PLAN

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THE PURPOSE OF THE PIP

This document represents a plan of action for communication and public outreach for the Sustainable Madison Transportation Plan project (the Plan). The purpose of the Public Involvement Plan (PIP) is to articulate how the Plan team intends to accomplish the project goals in an open and engaged fashion throughout the planning process; this ultimately leads to a final version of a plan for adoption by the City of Madison, and this includes the following primary components:

- **Land Use and Transportation Vision**
- **Project and Policy Recommendations**
- **Implementation and Financial Plan**

The project team's approach to this study is community-driven. The study team will use industry-standard analytical tools to assure the adequacy and viability of proposed solutions, however, creativity will be fostered through open, public processes that yield consensus-driven solutions based on sound principles. Thus, public involvement will underpin each phase of the study process, with specific activities and emphasis areas tailored to support the needs of particular technical phases.

The centerpiece of this effort is a series of four community workshops held in different areas of the city. These multi-day community workshops are envisioned as open working studios at which technicians, designers, engineers and planners will be actively working while citizens visit and engage in discussions as their schedules and interest permits. This working studio will involve staff testing ideas in real time with computer models; sketching street, transit and development ideas; and discussing and working with key agency stakeholders on policy ideas that can contribute to a stronger community. People will be able to see, contribute to and comment on the work that makes up a significant part of the development of the Plan.

OUTREACH OBJECTIVES

The Plan's outreach component has two principal objectives:

Provide Information – The Team will coordinate with community groups, local businesses and separate sector stakeholders and, as much as practical, have meetings in common with community groups and others. We will develop a variety of communications and public involvement programs that are easily accessible for everyone to participate and learn about the study.

Receive Feedback – The Team will solicit public input from neighborhood associations, and business associations/chambers of commerce and community development organizations (among other stakeholders) on all three elements of the plan whenever possible. We will provide opportunities for the public-at-large and those specific to the Plan components to comment on the study.

AREAS OF RESPONSIBILITY AND PROPOSED COMMUNICATION TIERS

The Plan's outreach process is organized around three principal tiers:

- **The Project Management Team (PMT)**, led by the Nelson\Nygaard team, which will manage the PIP and guide the overall outreach efforts of the plan (with input by the Oversight Committee).
- **The Transportation Master Plan (TMP) Oversight Committee**, which have review and approval of all outreach materials, meeting agendas, and study documents; these will be prepared by the project team and reviewed and approved by City of Madison's designated project manager before transmittal to the Oversight Committee.
- The variety of **technical and general stakeholders** that the Plan efforts will engage in order to gain an overall consensus of the Plan elements and to build a larger public constituency for the effort.

Each of these entities are described in the following sections.

PROJECT MANAGEMENT TEAM

The group is composed of key personnel that are involved in the technical guidance, work tasks, technical assistance and review of the study. In particular, this committee will provide input into all draft technical work products and serve as a conduit for obtaining past studies, plans, data and other information. This committee will provide guidance on interactions with the Oversight Committee. It is anticipated that Project Management Team will meet approximately monthly over the 18-24 month planning process (typically meeting a day or two prior to Oversight Committee meetings). The following list of City agencies are represented on the Project Management Team:

- Department of Planning and Community and Economic Development (DPCED), Planning Division (*lead*)
- Office of the Mayor
- City Engineering
- Traffic Engineering
- Parking Utility
- Metro Transit
- DPCED, Economic Development Division
- Madison Area Transportation Planning Board, an MPO

In addition to those City agencies, special outreach and coordination will be made among various other entities and units of governmental (as appropriate), including, but not limited to:

- Wisconsin Department of Transportation (WisDOT)
- University of Wisconsin-Madison
- Federal Highway Administration (FHWA)
- Federal Transit Administration (FTA)
- Capital Area Regional Planning Commission (CARPC)
- Communities from outside the City of Madison

TRANSPORTATION MASTER PLAN OVERSIGHT COMMITTEE

The TMP Oversight Committee will have a key role in the outreach efforts and serves as the primary source of feedback before these efforts happen with a public audience. These committee members have been tapped for their strong connection to the community and we will rely on those connections to help spread the word and create trust in our process. The Oversight Committee will meet at regular intervals, approximately monthly. If convenience of attendance is an issue for any members, we can utilize tools such as Skype and GoToMeeting to maximize Committee attendance. At least five (5) days before the meeting, materials will be distributed (emailed) to include an agenda, project schedule and other relevant materials for review. Minutes/notes from these meetings will be distributed not more than four (4) business days after each meeting.

In addition, the Oversight Committee will provide supplemental input to the goals and objectives from a neighborhood, sector-wide and citywide perspective to begin to build consensus. Specifically, while also reviewing technical work products, the Oversight Committee will provide political and policy direction, decisions on which ideas should be advanced, what the final plan should look like, and what implementation strategies are appropriate.

The Oversight Committee may be expanded to include other key participants as the study progresses. It is anticipated that the Oversight Committee will meet monthly throughout the duration of the 18-24 month planning process. After the initial Oversight Committee meeting, a specific TMP project web site will be developed by the City of Madison, with input and guidance provided by the consultant team. The consultant team will provide complementary media to aid in receiving and disseminating information. The Project Team will communicate details regarding the engagement opportunities that will be flexible enough to accommodate numerous schedules.

The TMP Oversight Committee will feature the following members:

- Maurice S. Cheeks, Common Council Member
- Chris Schmidt, Common Council Member
- John R. Strasser, Common Council Member
- Denise DeMarb, Common Council Member
- Rob Kennedy, UW-Madison
- Gary L. Poulson, Citizen Member
- Lynn Hobbie, Citizen Member
- Kenneth Golden, Citizen Member
- Jay Ferm, Citizen Member
- Craig P. Stanley, Citizen Member
- Michael Rewey, Citizen Member

The Oversight Committee may also utilize subcommittees throughout the planning process, in order to engage specific populations or stakeholders within the community (such as a young adult demographic group, advocates for specific transportation modes, etc.). Such subcommittees would meet only periodically, and may include Oversight Committee representatives as well as citizen members.

OUTREACH TOOLS AND APPROACHES

Plan outreach is based on a broad palette of tools and approaches intended to ensure that awareness of the Plan reaches beyond the conventional audiences and constituencies that engage in similar efforts.

PUBLIC MEETINGS AND WORKSHOPS

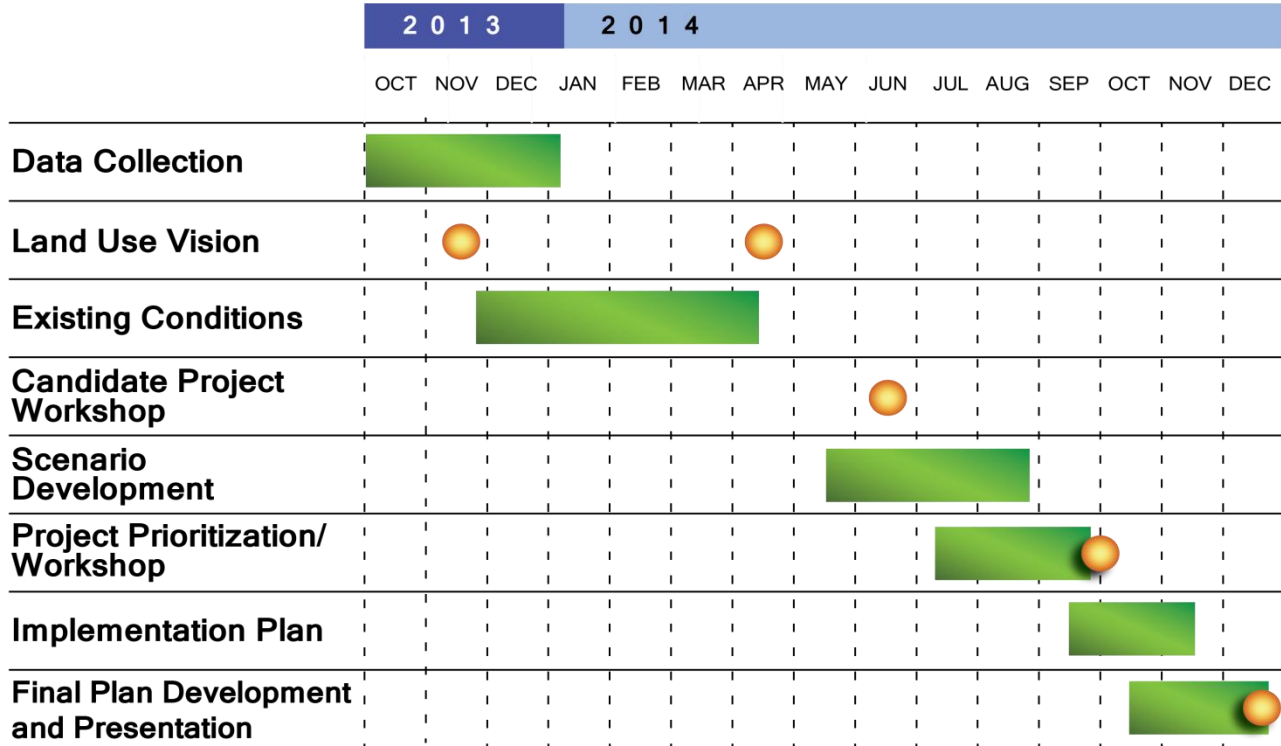
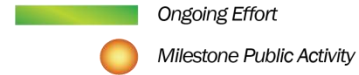
The Project Team will address the primary elements of the Plan (Land Use and Transportation Vision, Project and Policy Recommendations, and Implementation and Financial Plan) in each meeting or workshop, wherever practical. To assist in that objective, the Project Team will conduct a series of public meetings and workshops, as described below.

- ***Vision and Goals Meeting*** will be held to announce the start of this planning effort and to confirm Madison's vision of its future. This meeting shares the team's early understanding of current conditions and trends, focusing on land use and transportation, and uses this understanding as the basis for extended discussion to begin at this meeting and continue throughout the visioning phase of the plan efforts. We will also facilitate discussion of goals and objectives on which the plan can focus and against which all project and policy recommendations will ultimately be evaluated for their effectiveness, their overall utility, and the degree to which they represent public investment that simultaneously addresses multiple community concerns—especially beyond transportation. This meeting features a series of public participation exercises intended to generate discussion and sharing of ideas on key emerging issues, development opportunities and challenges, and mobility opportunities and challenges.
- ***Vision Meeting #2*** After initial data collection and assessment and incorporation of the feedback from the first vision meeting, a second vision meeting will focus in big ideas for Madison. We will begin the meetings with a compelling presentation of existing conditions and emerging challenges for Madison. This focuses on land use and community character, but is intended to provide a broad reach of issues and themes and explore opportunities and challenges beyond those of transportation.
- ***Stakeholder Interviews***, either in the form of one-on-one or small group interviews (such as Focus Groups), will occur early in the process. The project team will identify a broad range of stakeholders with whom to set up one-on-one or small group interviews, especially in groups where multiple stakeholders are focused on a common theme or interest. These may include property owners, neighborhood leaders, business interests, elected officials or any others who might have a financial or social interest in the study's outcomes. Typically, it is in these interviews with stakeholders and partner agencies that many pressing issues for the community emerge and specific project or policy opportunities are first understood—especially as many of these opportunities may not be readily apparent in data-driven study and analysis. Such early identification can help keep the process focused and point up new opportunities, and it frames the later analysis work in the context of a 'reality check'. Examples of potential Focus Group meetings may include, but are not limited to:
 - Business owners (large and small; peripheral vs. central City)
 - Members of low-income and/or transit dependent groups
 - Unique demographic groups (e.g., elderly or young adults)
 - Peripheral, auto-dependent residents
 - Residents/business representatives from outside the City of Madison

- Bicycle and/or pedestrian advocates

- **Multi day Community Workshop** - This public workshop will be the centerpiece of the development of the transportation plan. We will conduct this multi-day public design workshop located in and organized on key geographic areas and/or issues. This will be a multi-disciplinary, working design session where stakeholders, designers, technical experts, and the public work together to develop, design and plan solutions. We will establish a “design studio” to hold the workshop, the location of which will be easily accessible to the public, large enough to hold public presentations, and allow our Team to set up a working studio over the multi-day event. The working studio, open to the public, will be focused around three major public events: the **workshop kickoff** on the first evening of the week, a **design open house** over multiple days, and a **closing presentation** of the workshop’s results. Over the course of the workshop, the team will work on-site to develop and test various design and planning ideas. This work will focus on developing specific transportation solutions for areas of change and redevelopment, expanding multi-modal choice, developing street typology and complete streets, creating interlinked bike, pedestrian and transit and street networks, protecting areas of no change, expanding connectivity and selectively expanding vehicle capacity. These solutions will take the form of both specific capital projects that will be evaluated, prioritized and summarized later in the plan efforts; they will also take the form of strategic policy approaches that enable the Plan’s vision to be achieved and transportation- and land use-based objectives to be met. The open house will feature technical staff working on site to draw concepts and develop ideas for projects that follow on the Team’s previous data collection and needs assessment efforts, but it will also feature mobile workshops focused on particular transportation themes such as bicycling infrastructure and pedestrian issues (please refer to the Special Outreach Efforts and Meetings section beginning on the next page). These mobile workshops will allow workshop participants and stakeholders to view and comment on current infrastructure first-hand by taking excursions of reasonable length (10 miles or less for bicycle-based workshop excursions; 3 miles or less for pedestrian excursions).
- **Prioritization Workshops** - This series of workshops allow public and stakeholder engagement in defining the criteria for how projects would be assigned priority for capital project funding and implementation. As much a part of forming the project recommendations as the candidate project development that occurs in the community workshops, these workshops allow community and stakeholder participants to understand the implications of the project goals for transportation decision-making and understand how different types of projects are likely to perform relative to each goal. The envisioned format for this workshop has the project team offering a draft set of evaluation criteria to stakeholders and public meeting participants, with discussion focused on ways to refine these criteria to most effectively capture the intent of community goals and objectives.
- **Final Plan Presentation Meeting** - This meeting is the culmination of the public process and is intended not only to share the plan outcomes with the Madison community but also to trace the connections between critical community and stakeholder input throughout the process and how that input was incorporated and addressed.

Schedule



SPECIAL OUTREACH EFFORTS AND MEETINGS

One TMP Oversight Committee meeting may be set up to include or be entirely focused on a bicycling/walking/transit tour. This exercise has proven to be a valuable tool in citywide plan efforts in other metropolitan areas. A community tour will allow the Oversight Committee to gain close-up, first-hand knowledge of the study area and associated issues.

In addition, with the adoption of this Plan, the Project Team will consider the following list of special outreach locations to offer more direct communication opportunities with special sectors of the Madison population. In general, this effort will be geared towards some groups and non-traditional venues to expand public input. For example:

- Recreation centers – To reach both seniors and youth.
- Madison Public Schools and/or other schools - To reach youth and get both parents and students to engage in this planning process.
- Members of the University of Wisconsin faculty, staff and student body.
- Other groups concerned with outdoors and recreation such as Venture Outdoors, Rowing Clubs and users of public amenities such as public parks and ball fields (baseball and soccer clubs)
- Churches and religious organizations
- Coffee shops

COORDINATION WITH OTHER MADISON-AREA PLANNING EFFORTS

The work associated with developing the Plan will be integrated with other major planning and policy endeavors that the City has undertaken, or will soon be underway. Examples of these include (but are not limited to) the following primary endeavors:

- Forthcoming update to City of Madison Comprehensive Plan.
- Capital Area Regional Planning Commission Infill Development Study.
- Forthcoming update to Madison Area Transportation Planning Board Long-Range Regional Land Use and Transportation Plan
- Future Bus Rapid Transit planning activities

WRITTEN AND COLLATERAL MATERIAL

We will use a combination of methods to reach and engage the general public, including stakeholder groups that are focused on a common theme or interest as well as sectors of the population described above. The primary forms of communication that we envision include the following:

- **Electronic/PDF files** for Internet and email-based communication channels.
- **Face-to-face presentations** for both small and large groups, to the extent that scheduling of these events can be accommodated with the other actions and obligations of the Project Team.
- **Online surveys** to obtain feedback on certain aspects of the plan and to supplement presentations to/communications with the Oversight Committee. It is important not to rely too heavily on surveys throughout the process, although we see potential for one early survey as a means of gathering general transportation-related input, and potentially additional surveys focused on refining community goals and expectations, obtaining public reactions to specific project recommendations and/or land used vision recommendations. Simple surveys can be constructed easily through popular online tools such as Survey Monkey, allowing concise and user-friendly sets of questions that can provide valuable feedback at key points in the planning process.

MEDIA STRATEGY

The Project Team's approach to public input will be a bottom-up approach. That is, we will actively seek input from residents, local groups and neighborhoods and fold their input into the Plan and its three primary components. Early communication about the Plan will involve use of television, radio and internet resources in a broad communication strategy intended to raise early awareness of the Plan and its intended outcomes. Subsequent and more focused communications will come from the Oversight Committee to the organizations, common-interest stakeholder groups and core constituencies they represent; these communications will also come via email outreach directed to lists that the Project Team and City Staff compiles and maintains. Included in these communications will be locations for the project web page (and input vehicles), the schedule for various project design and prioritization workshops, open-houses and summaries of meetings, and these will serve as the principal channels for summarizing information collected. This is shown in the flowchart diagram on the following page.

Information Input

News Releases

TMP Alternatives & Recommendations

TMP Project News

TMP Public Meetings & Events

Alerts / Updates

Blogs

Output to Citizens

Websites

City of Madison Website

Planning Division Website

Transportation Master Plan Project Website

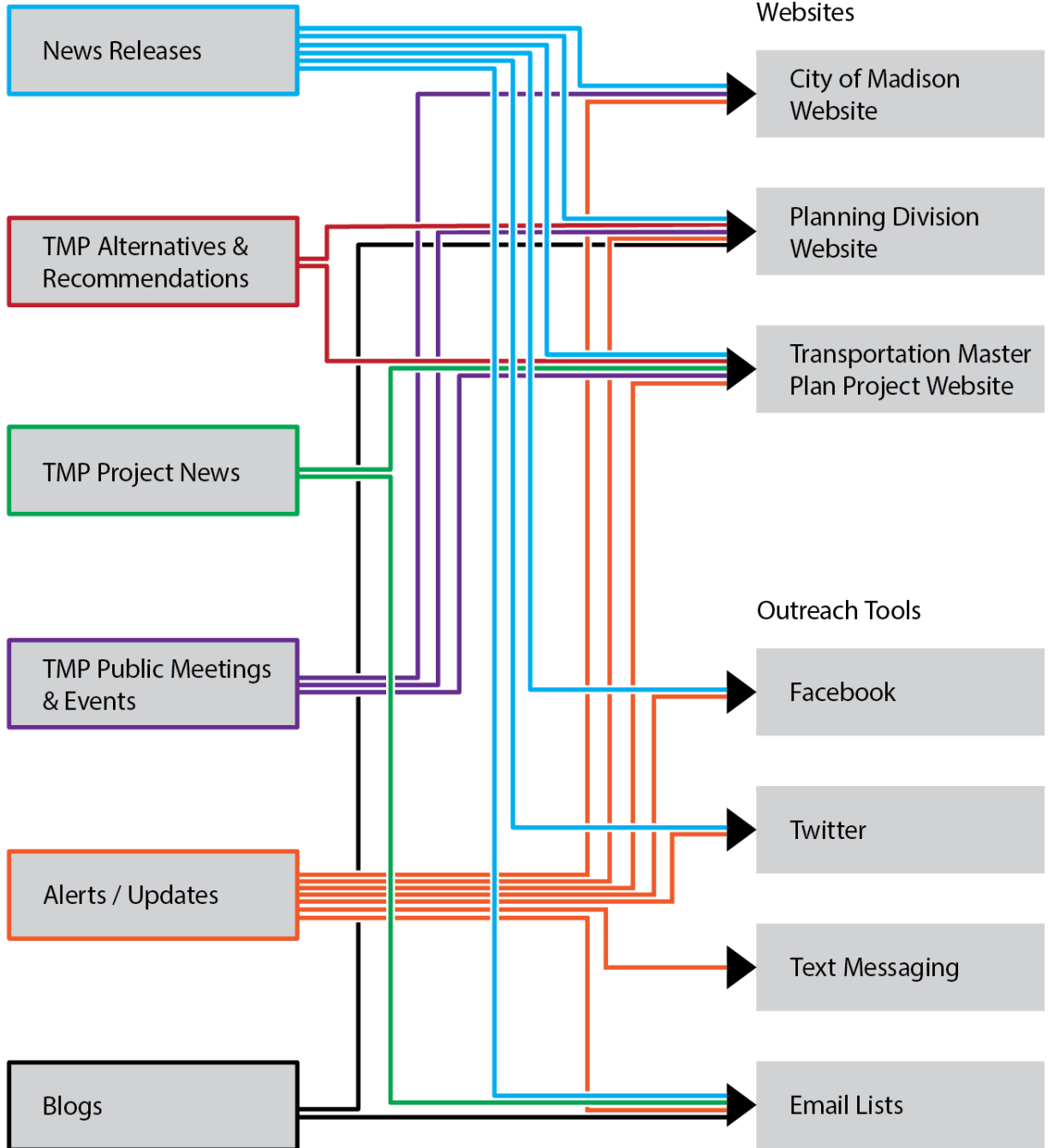
Outreach Tools

Facebook

Twitter

Text Messaging

Email Lists



COMMUNICATION PROTOCOL AND COORDINATION PROCEDURES

- **Nelson\Nygaard Team** – Paul Moore will manage the Nelson\Nygaard Team, coordinating all task activities and approving all work before sending to David Trowbridge (Project Manager for the City of Madison Department of Planning and Community and Economic Development). Joel Mann of Nelson\Nygaard may also assist in management responsibility and may facilitate Plan work and transmit this to the City on behalf of Paul Moore. The only exceptions to this transmittal protocol, such as direct communication and transmittal from other members of the Nelson\Nygaard team, will be granted by the City Project Manager.
- **City of Madison Department of Planning and Community and Economic Development** David Trowbridge of the City of Madison Department of Planning and Community and Economic Development, Planning Division will manage the reviews, comments and direction of the task activities and coordinate with staff in providing data inquires with the Nelson\Nygaard Team.
- **Project Management Team** – Paul Moore, Nelson\Nygaard, will manage the Project Management Team to review draft technical work products and support data collection (past studies, plans and other information), provide guidance on and interaction with the TMP Oversight Committee, and provide other support.
- **TMP Oversight Committee** – Paul Moore and Toole Design Group will coordinate Oversight Committee meetings and prepare meeting agendas/packages and document meeting activities. These will be provided to the City Project Manager at least one week in advance of scheduled meeting dates.
- **Media/Public at Large** – Nelson\Nygaard and Toole Design Group will continue to update the contact list of community leaders, business/neighborhood associations, developers, other corridor stakeholders and individuals to notify them of upcoming engagement opportunities. Toole Design Group will prepare notices and materials for all meetings and coordinate with the City of Madison Department of Planning and Community and Economic Development in identifying meeting sites and meeting material transmittal. Summaries of the meetings will be prepared by either Nelson\Nygaard or Toole Design Group and submitted to the City Project Manager for review/approval. Final meeting summaries will be sent (via electronic copy) to the Oversight Committee for their information.
- **Media** – Toole Design Group will lead the development of a media list. Preparation of all media releases and sending to identified media outlets with approval from Project Management Team will be performed by the City of Madison Department of Planning and Community and Economic Development.
- **Social Media** – The City of Madison will lead in the development of a TMP project web site, which will be directly linked to the City of Madison's web page and Facebook page. The Nelson\Nygaard team will provide materials to the City for posting at these media locations, including materials necessary to answer specific questions and input received from the public via these sites.

OUTREACH COLLATERAL INFORMATION MATERIALS

DEVELOPMENT OF STUDY BRANDING/IDENTITY PROGRAM

The City of Madison has determined that the Plan will be referred to publicly as the Sustainable Madison Transportation Master Plan. The City of Madison will lead development of a logo and other branding materials for the Plan.

This study logo will be used on the website, all publications and media releases to increase public awareness of this study, in conjunction with the official City of Madison municipal logo.

WEB-BASED RESOURCES

The City of Madison will lead in the development of a TMP project web site, which will be directly linked to the City of Madison's web page and Facebook page. The Nelson\Nygaard Team will, throughout the duration of the planning process, maintain content to be used on the project website. This information will be regularly updated and linked to other organizations and planning processes, as appropriate. The website should include and prominently feature information on the study status, newsletters, and press releases. It should also include an orientation to the basic organization of the Plan and the three primary components that it comprises. In addition, it should also include information pertaining to the following:

- Contact information of key City of Madison and Nelson\Nygaard Team members
- A search function to allow users to easily locate plan documents and information
- A comment and suggestion form so visitors can comment directly on any subject.

A "Get Involved" component to encourage people to participate by signing up to receive newsletters, attend meetings, , copies of plans, reports or other information; this would serve as a primary means of collecting contact information for updating the contacts database.

MEDIA RELEASES/ADVERTISEMENTS

Nelson\Nygaard and/or Toole Design Group will coordinate with the City of Madison Department of Planning and Community and Economic Development for media contacts and protocols to routinely send press releases to local daily and weekly newspapers, TV stations and radio stations. Public notice for the meetings may be advertised through a variety of medias and continue for all other public meetings/workshops.

MEETING AND WORKSHOP HANDOUTS

The City of Madison, in collaboration with the Nelson\Nygaard team, will develop all meeting agendas and facilitate all required public notice for TMP meetings. The Nelson\Nygaard and/or Toole Design Group will prepare all other meeting materials/handouts for the Project Management Team to review and approve. For TMP Oversight Committee meetings, agenda packages will be sent five (5) days prior to meeting date.