

Monroe Street Reconstruction Public Engagement Plan Spring 2016 - Fall 2017

Organizing themes/topics for this project:

- 1) Pedestrian safety and traffic calming
- 2) Green infrastructure
- 3) Bicycle infrastructure
- 4) Transit (Metro)
- 5) Economic development

Broad informational tools (top 3 from public participation meeting):

1. Listserv and project website (Sara/city)
2. Online forums?
3. Information kiosks?

1.0 Public Meeting #1: Interim Pedestrian Enhancements (May 11, HotelRED)

Purpose: Present and discuss interim pedestrian enhancement plans. Provide insight into upcoming planning and engagement process.

Agenda:

- Presentation – David: Walk community through decision-making process: what do we know about Monroe Street, what data did we gather, and what decision was made to maximize benefits based on the data, constraints and opportunities present.
- Presentation – Zia: Sneak peek of upcoming planning and engagement process.

2.0 Public Meeting #2: Monroe Street Reconstruction Kickoff Meeting (June 13, 7-9PM)

Goal: Re-articulate community vision; energize participants.

Agenda:

- Presentation: Orientation to project and process moving forward. Summary of values, goals, issues and opportunities from previous PIMs.
- Activity: Issues and opportunities mapping, followed by small group processing and topic-based goal-setting (sticky wall?).

2.1 Refine Issues and Goals (multiple engagement activities throughout summer 2016)

Goal: Refine topic-based (see top of page) goals and ideas with key stakeholder groups; discuss tradeoffs and priorities.

Activities throughout summer 2016:

- Topic-based focus groups and/or world cafés
- Possible community survey of budgeting priorities and scenarios

Outcome: Outline of the issues, goals and priorities related to each theme.

3.0 Data Collection and Refinement of Alternatives (July – October 2016)

Goal: City collects data necessary to support engineering alternatives; involve community and other subject matter experts when possible; start to develop design alternatives.

Example activities:

- Traffic studies, parking census, walking and biking study, temporary reconfigurations.
- On-site demonstrations and discussions with city engineering as appropriate.

3.1 Public Meeting #3: Cross Section Modeling Workshop (September 2016; school starts 9/1)

Goal: Generate cross section alternatives grounded in the goals, issues, opportunities and data gathered over the summer.

Activities:

- Presentation of goals, issues and opportunities for each project topic area based on focus groups and world cafes held over the summer.
- Presentation of data collected.
- Activity: Small group cross section modeling stations. Use to-scale “playing” pieces that allow participants to experiment with different cross section alternatives and visualize tradeoffs. Small groups explain preferences, thought process, and relationship to identified goals to the large group. Follow with discussion and dot voting.

3.2 Public Meeting #4: Monroe Street Cross Section Open House (October 2016)

Goal: Share and discuss preferred alternative based on community input and data gathered.

Activities:

- Presentation of preferred alternative, including discussion of why chosen. Follow with rotating information stations focused on key segments of Monroe Street.

3.3 Adopt Resolution to Establish Cross Section (November 2016 – January 2017)

4.0 Public Meeting #5: Streetscaping and Green Infrastructure Workshop (March 2017)

Goal: Work with stakeholders to refine the “who/what/why/where/how” of streetscape elements and green infrastructure within the established cross section. Focus on topics such as bike racks, planters, lighting, interpretive signage, communications, bus stops, crossings, etc.

Activities:

- Involve other subject matter experts from the community as appropriate. Use to-scale models to help people visualize opportunities and tradeoffs. Organize by street section and layer together.
- Discuss opportunities for stakeholders to become partners in developing, implementing and/or maintaining infrastructure (e.g., Friends of Lake Wingra, DMNA, MSMA, etc.)

4.1 Public Meeting #6: Placemaking Nodes Workshop (June 2017)

Goal: Generate ideas for the redesign and enhancement of key nodes along Monroe Street (e.g., Crazylegs Triangle, Wingra Park, Keller Building).

Activities:

- Review project goals, issues and opportunities.
- Generate design ideas. Identify those that address multiple stated goals.
- Generate amenity “wish lists” and preferences e.g., lighting, signage, benches, art, etc.
- Discuss opportunities for the neighborhood to partner with the City to accomplish.

5.0 Public Meeting #7: Final Design Open House (September 2017)

Goal: Present final design and next steps, including partnerships and plans for implementation and monitoring moving forward.

Activities:

- Information and discussion stations based on segments of Monroe Street.
- Short presentations from project partners (e.g., Friends of Lake Wingra), on plans to collaborate with the city on implementing and monitoring certain project components.