

“Community involvement, racial equity, and social justice are essential tenets of sustainability in Dane County.”

**Engaging Community Stakeholders in Developing and Implementing an Equity and Sustainability Framework for the AEC Redevelopment Master Planning Process
(Creating a YIMBY! (Yes in my back yard!) Project)**

This long-term impact initiative would inject a strong equity, sustainability, and community engagement element into the master planning process for the Alliant Energy Center redevelopment. This is a significant county facility infrastructure planning project that is just getting off the ground and that sits in the center of one of the most racially diverse and economically challenged neighborhoods in Dane County and the City of Madison. It is a uniquely exciting opportunity to strengthen our community by fostering greater equity and sustainability both today as in our plans for the future.

To see the demographic profiles for the neighborhoods abutting the AEC, go to this link <http://madison.apl.wisc.edu/profile.php> and select “Burr Oaks Planning District”

THE CONCEPT

Develop and facilitate a robust local community engagement process focused on equity, sustainability, and transparency that will be integrated into the comprehensive master planning process for the AEC redevelopment. This community engagement initiative has the potential to address: equity and sustainability in the AEC facility planning, redevelopment process, and programming; employment, job training, and contracting; facility use and access by all community members; outreach, education, and participation; and ecological restoration, conservation, and education around the facility, among other things.

This initiative envisions working with a consultant hired by the county. Key elements of this community engagement that we would expect to be incorporated into this process include, but are not limited to:

- PLAN — Set the Stage
 - Develop an engagement plan that is clearly defined (What is our “ask” of the community?), with scope, key roles, and milestones identified with local stakeholders. The plan would be shared with key local community leaders and organizations, and their feedback would be incorporated into the final engagement plan.
 - Determine how the community(ies) would *like to be engaged* in the input gathering and the master planning process that will occur in 2017. What would *their* definition of successful community engagement on this planning project look like? Examples of issues to be addressed: Equity and sustainability in community engagement and

- desired level of involvement in master planning process; access to nature/local ecosystem; access to employment connected to AEC planning, redevelopment, and operation; restoration of local ecosystem; connecting sustainability and equity in specific project relating to AEC redevelopment –NEED further community input on this; linkages to existing community efforts
- What is the racial, geographic, and ecological history of the AEC neighborhood area, how does this affect the neighborhood’s feelings about the AEC, and how can it inform planning for the AEC to achieve a more equitable, sustainable, and beneficial outcome for all?
 - Who needs to be engaged and at the master planning table
- ENGAGE — Community Input Gathering
 - Identify existing community resources and mechanisms for most effectively engaging community(ies) where they are. Enlist community members in identification of resources and design of mechanisms.
 - Enlist creative engagement processes to gather input from community members and organizations *E.g.*, <http://www.intermediaarts.org/Creative-CityMaking-2015-Selected-Artists>
 - STRUCTURE — Sharing, Feedback, and Implementation Planning
 - Develop mechanisms for ensuring accountability in sharing results of the community engagement around development of the master plan, including mechanisms for review of early recommendations and mechanisms for identifying opportunities for ongoing engagement by community in plan implementation.
 - Leave this phase with a common understanding and consensus regarding how community members will continue to engage in implementation of the master plan.
 - IMPLEMENTATION — Making it “Stick”
 - Develop mechanisms for involving community members in ongoing implementation of recommendations
 - Develop mechanisms for ensuring accountability for implementation of recommendations

Some timelines for this project:

- **July 25 2016: Grant application for 50% match for this community engagement initiative**
- **July 2016- Feb 2017: Market feasibility study for AEC (parallel track)**
- **January 2017: Award of grant, if selected**
- **May or June 2017: Start of AEC master planning process**

