

MEETING PROCESSING GOAL ENTREPRENEUR
BRAINPOWER CREATIVE
HEART BRAINPOWER PARTICIPATION
STRENGTH
ARCHITECTURE ENGAGE
POWER ORGANIZATION PROJECT



DANE

OUTREACH

GOAL
BUSINESS
ADVERTISING
INVOLVE
EQUITY
PEOPLE

GOAL VISION IDEA SUCCESS PARTNERSHIP
PROFESSIONAL TECHNICAL TEAMWORK
COURAGE Inclusive TECHNIQUES SMART MARKETING

Purpose

To identify outreach strategies based specifically on the neighborhoods and issues concerning the ALLIANT ENERGY CENTER (AEC)

Review current actions and illustrate best practices to apply

SITUATION

1

AEC is an opportunity for redevelopment & community connection

PUBLIC

Community & neighborhoods

DANE COUNTY



Other local GOV, PRIVATE & NPO



blue line=county property

yellow line=jurisdictional boundary

Key Points



STRENGTHS

- Large Space with accessible communities and green space
- Site of world dairy expo = \$50 million in economic impact & brand



WEAKNESSES

- Neighborhood connectivity, stormwater flooding and noise issues
- AEC \$ Reserves depleted and running deficit
- Current conditions need attention



OPPORTUNITIES

- Make this into a gateway into the city
- Town annexes into city in 2022
- Multiuse Business to co-locate through phased planning
- Assessment of Industry Trends and connect people to them



THREATS

- Partnership timeline and getting the right mix of developers/ businesses
- Sufficient outreach into the communities to connect them
- COOPERATION
- COORDINATION

How do we build on what we have?

“A primary aspect of the study is the development of a sense of place. The need for amenities to complement the current function was reviewed. Todd Violante pointed out that this is a theme that is important in the report, and would yield significant development opportunity

How we DO outreach

Reaching people in our neighborhoods

Site Redevelopment

Best Practices to meet the need of people & place

Partners needed

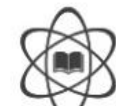
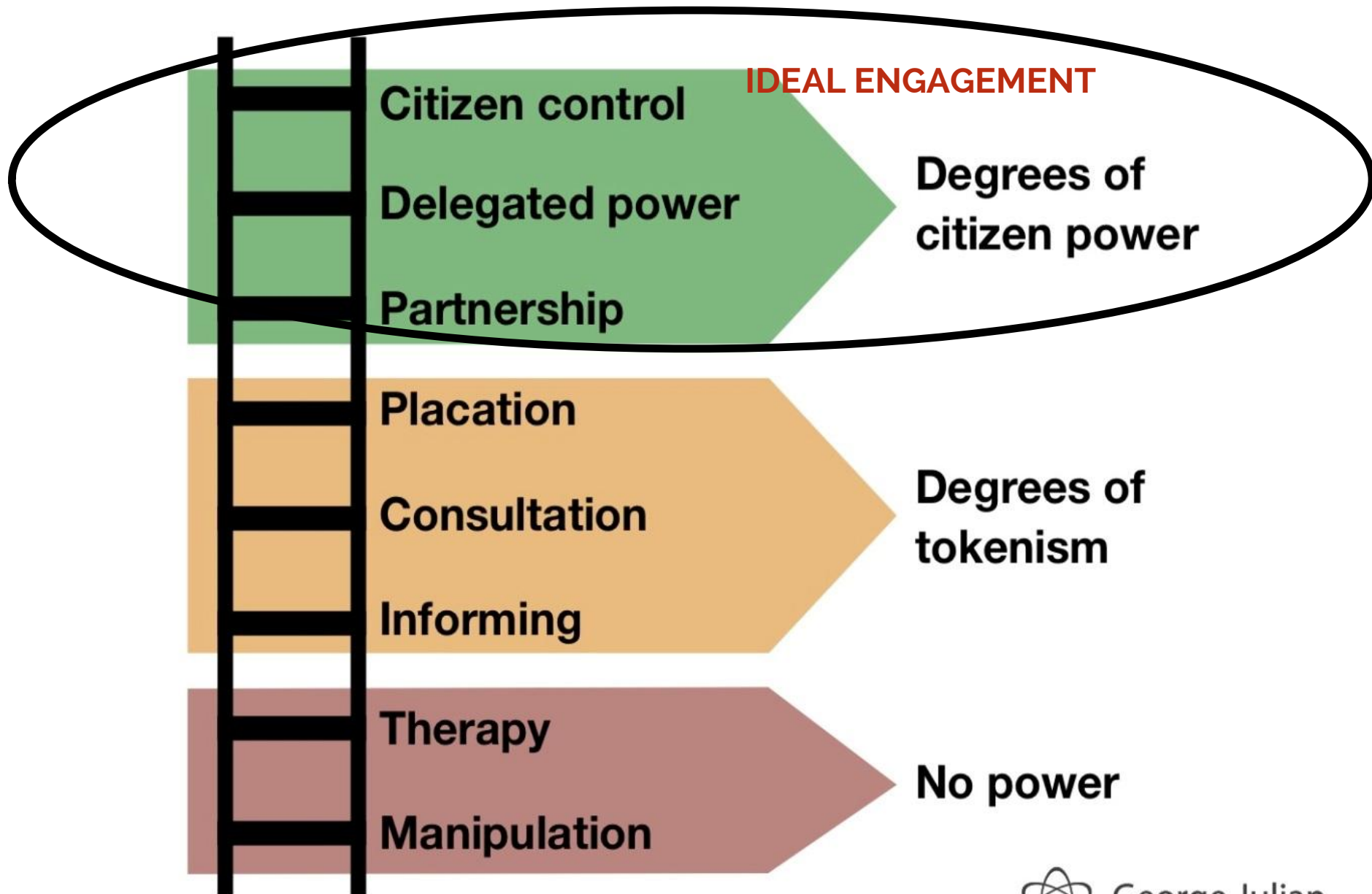
Understanding how we share issues and how we can connect resources

Alliant Energy Center (AEC)

External Relations: Community Outreach

**AEC Strategic Feasibility Study
Additional comments from
stakeholder interviews re:
social/racial equity/public health
October 6, 2014**

Arnstein (1969) Ladder of citizen participation



Equity in the outcomes for redevelopment, not just the “offering to participate” model?



removing barriers isn't enough.

Add community representation,
i.e. youth and senior
representation

Outreach to churches would
increase participation

Hiring in operations and
redevelopment and working with
the trades and AEC to create
internships/ apprenticeships

Neighborhood isn't connected to
site and issues with noise and
flooding

Is there equity in the outcomes for redevelopment use for all audiences?



Increase opportunities and **access**,
to create spaces for indoor/
outdoor recreation, and exercise
for **minorities and community
members**

Are events **economically
available for the surrounding
communities**,

Increase access via **transit** to and
from low income neighborhoods
so they can take advantage of AEC
and the campus

BEST PRACTICES

Community Outreach

3

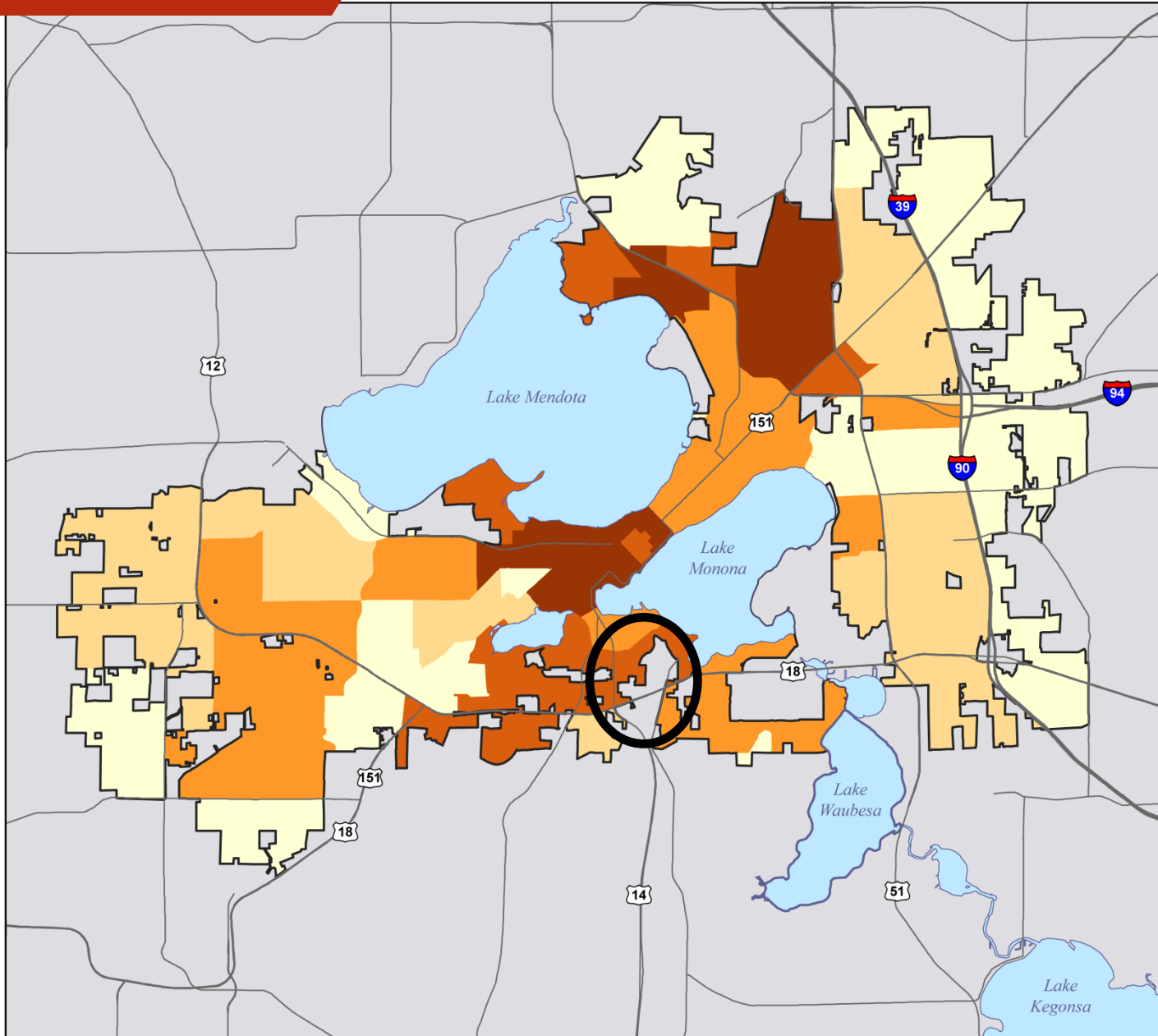
Several Approaches were looked at:

1. Out of the box Partnering with key organizations
2. Barriers to Community Engagement
3. Place making
4. Online Gaming type Applications
5. Train the Trainer – Opinion Leaders
6. Target Marketing and Language
7. Internal Leadership

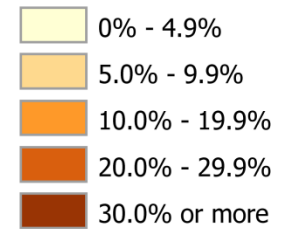
SHARING INFORMATION & BEST PRACTICES



Poverty in the City of Madison



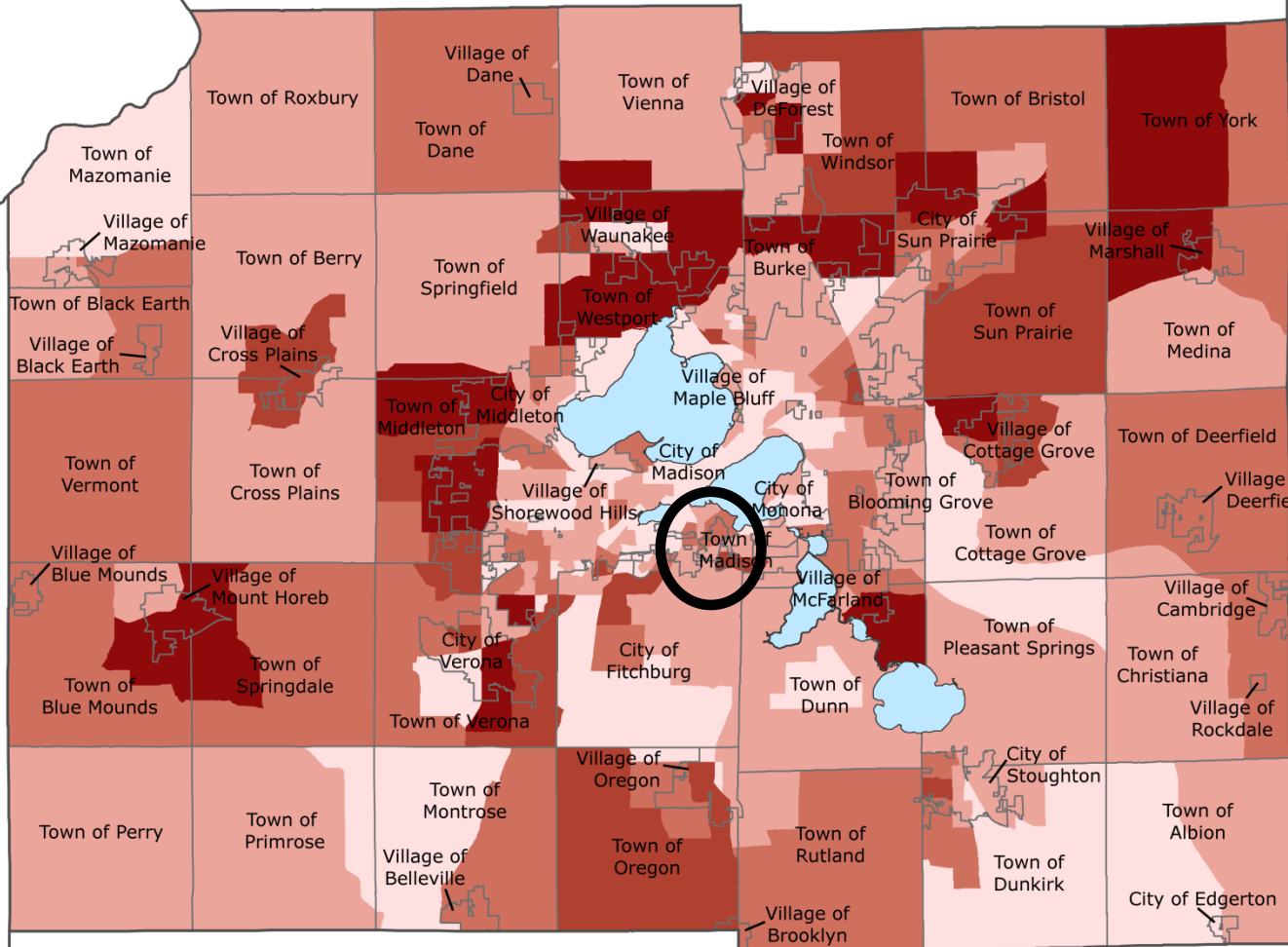
Total Poverty
By Census Tract



Source: ACS 2006-2010

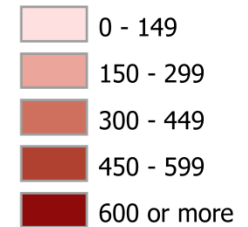
City of Madison

Youth Population in Dane County



Population Age 5-17

By Block Group

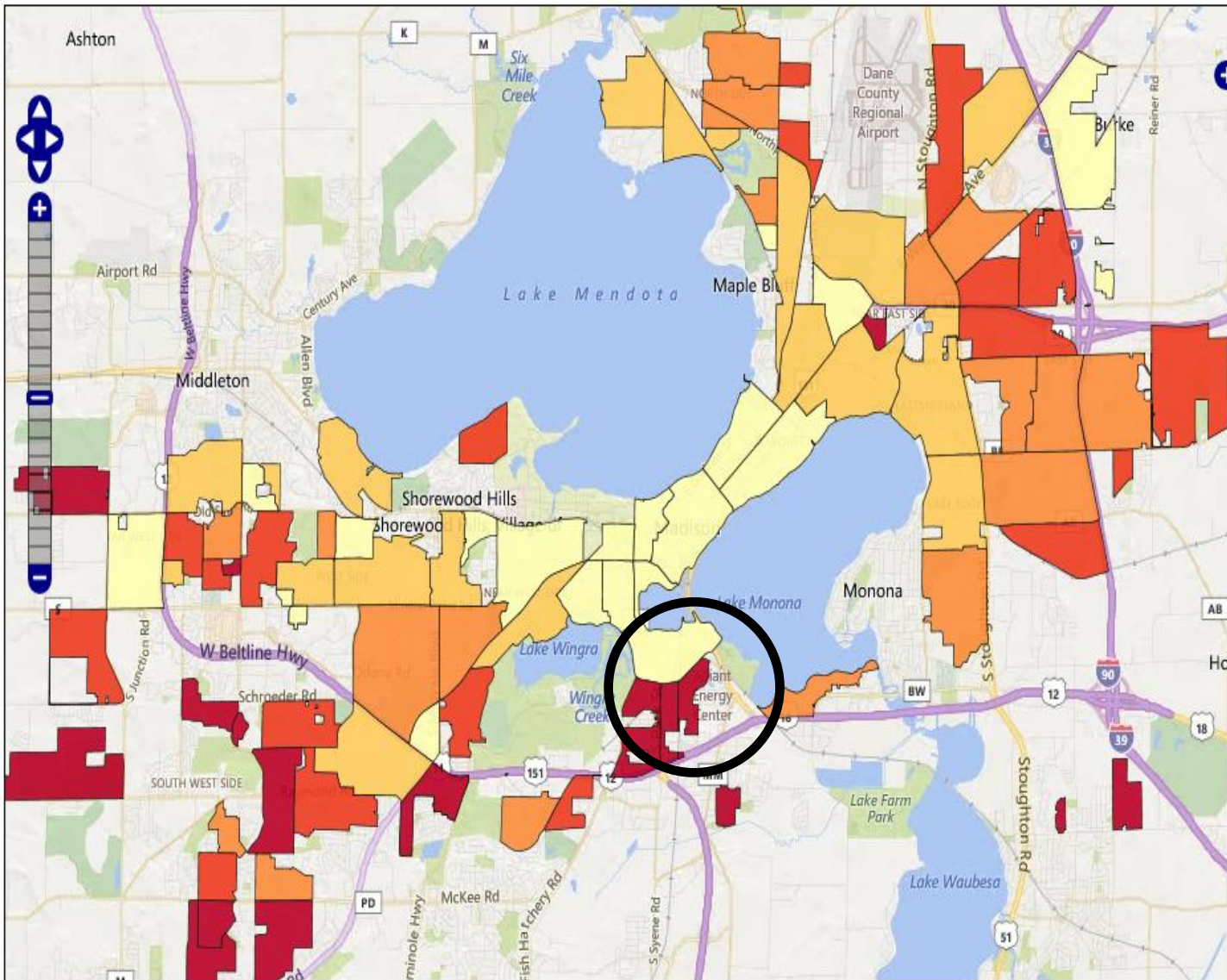


Source: Census 2010

 Municipality Boundary



Youth Population in Madison



Mapping Help

NI Edition: 2015 ▼

Geography:

Neighborhood Association ▼

Age 17 and under

Select Range

0 to 15

15.1 to 20.7

19.8 to 23.3

22.4 to 27.1

27.2 to 42.6

Districts that are a grey color are suppressed.

[Back to Default Colors](#) [Clear Map](#)

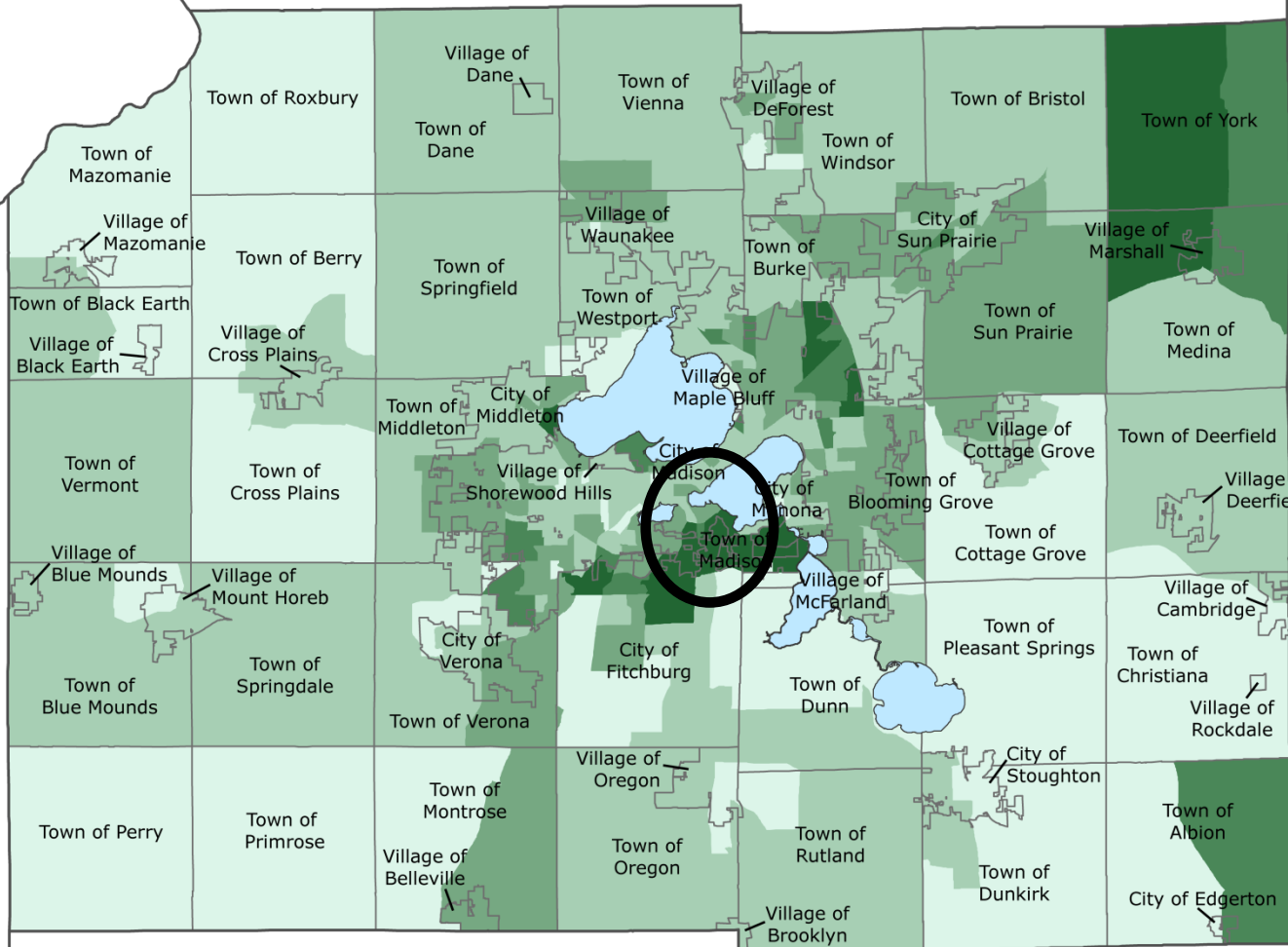
Change Opacity: 10 ▼

Definition: Estimated percent of persons age 17 and under.

Source: Census 2010 block data, APL interpolation to 2015 tabulation geography.

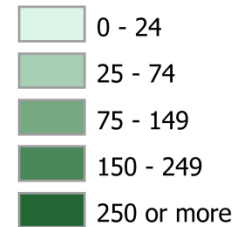


Race & Ethnicity in Dane County



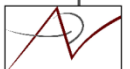
Hispanic Population

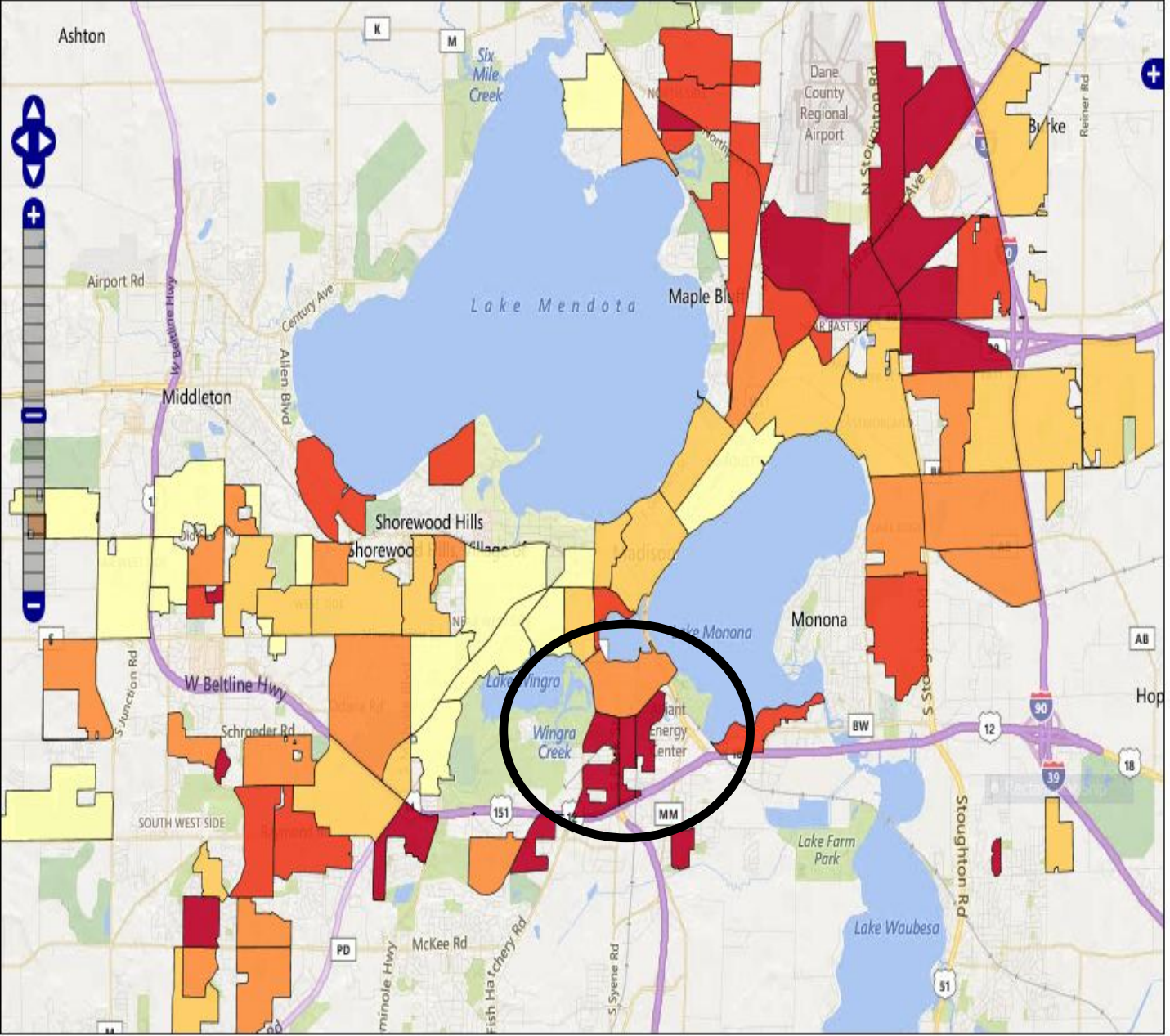
By Block Group



Source: Census 2010

 Municipality Boundary





Mapping Help

NI Edition: 2015 ▼

Geography:

Neighborhood Associati ▼

Hispanic/Latino (of any race)

Select Range

0.3 to 3.3

3.4 to 5.4

4.5 to 7.1

6.2 to 10.4

10.5 to 34.0

Districts that are a grey color are suppressed.

Back to Default Colors

Clear Map

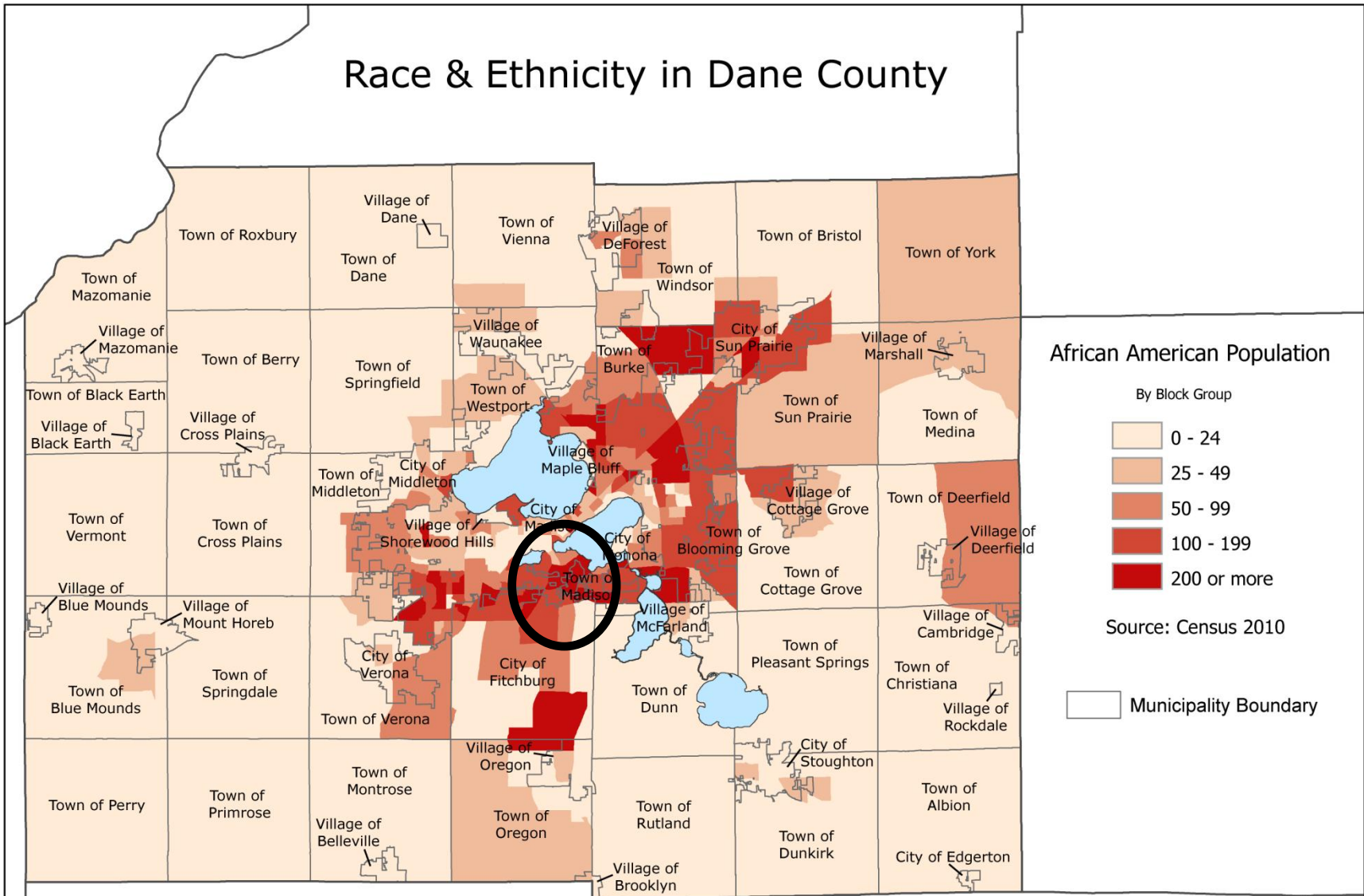
Change Opacity: 10 ▼

Definition: Estimated percent of the persons of any race who identify as Hispanic or Latino

Source: Census 2010 block data, APL interpolation to 2015 tabulation

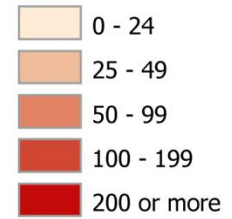


Race & Ethnicity in Dane County



African American Population

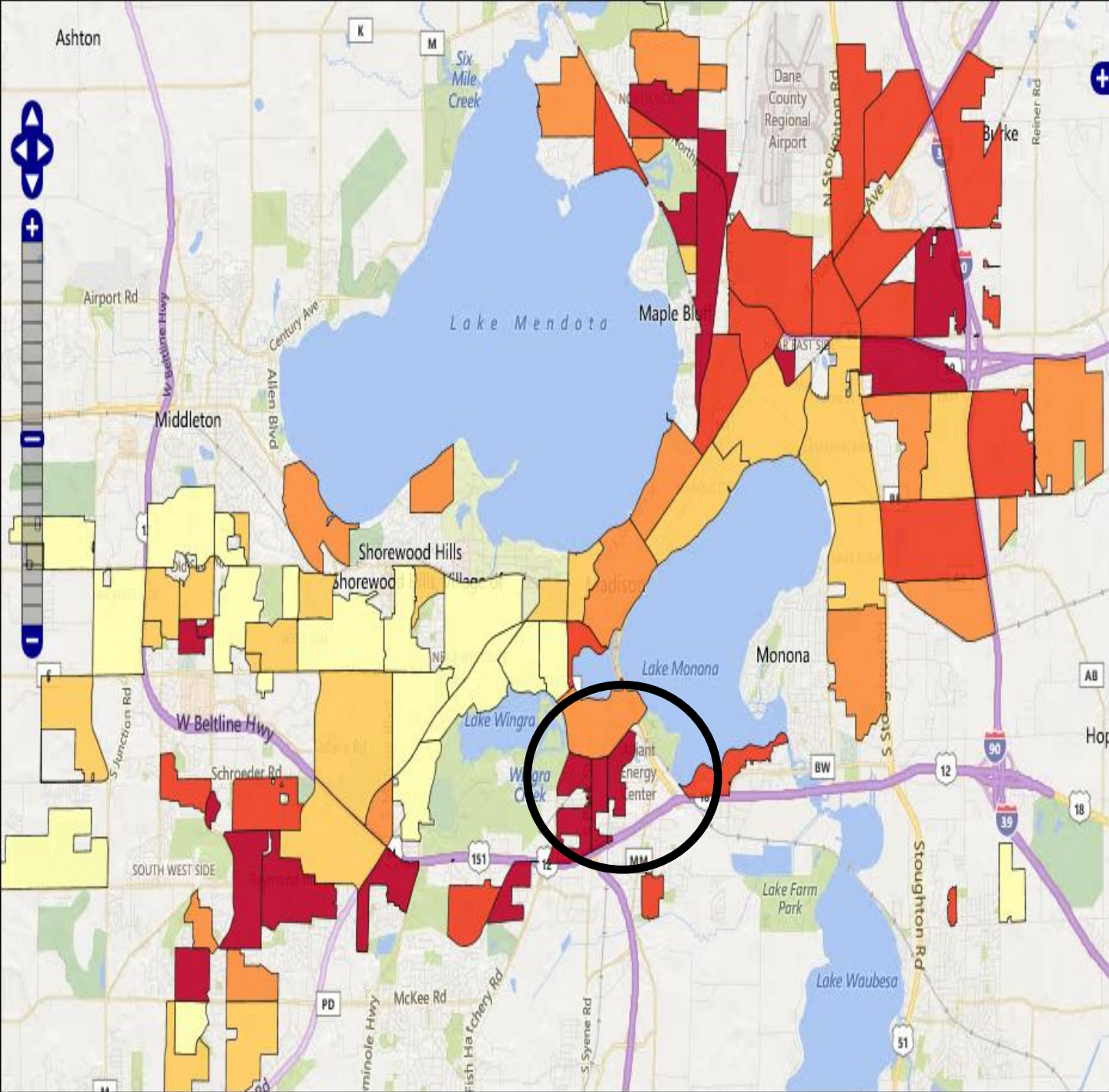
By Block Group



Source: Census 2010

 Municipality Boundary





Mapping Help

NI Edition: 2015 ▾

Geography:

Neighborhood Associati ▾

African American

Select Range

0 to 2.3

2.4 to 4.7

3.8 to 7

6.1 to 12.4

12.5 to 47.0

Districts that are a grey color are suppressed.

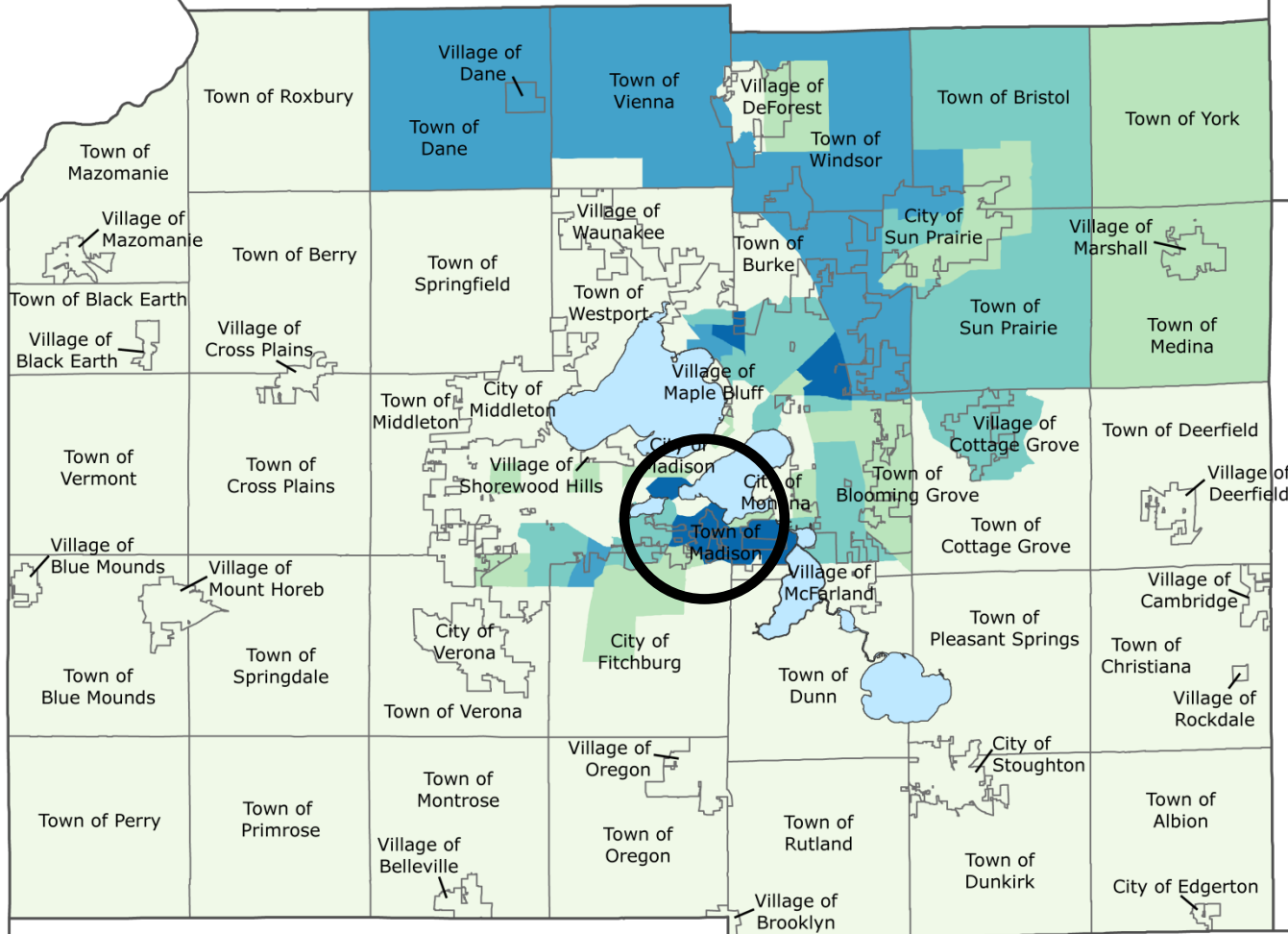
Back to Default Colors

Clear Map

Change Opacity: 10 ▾

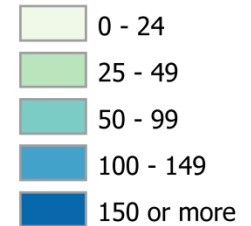
Definition: Estimated percent of persons in the Black or African American alone race category. Black or African American alone category population shown for non-Hispanics only; Hispanic population of all races shown separately.

Race & Ethnicity in Dane County



Hmong Population

By Census Tract



Source: Census 2010

 Municipality Boundary




Workforce: Dane County 2.7% unemployment... means

The problem in Wisconsin these days is finding workers to fill the tens of thousands of job openings, employers and workforce experts say.

Wisconsin Department of Workforce Development senior economist Jeff Sachse told Wisconsin Public Radio last month that hiring continues to rise, but some sectors, particularly health care, are struggling to find qualified workers.

***Yet Minority populations experience anywhere between a 12-26% unemployment rate – is this an opportunity to connect and grow our economy?**

An aerial photograph of a city, likely Madison, Wisconsin, showing a large lake in the background and a large stadium in the foreground. The city is built on a hillside overlooking the water. The stadium is a large, circular structure with a white roof and red accents. The city buildings are a mix of brick and modern architecture. The lake is a deep blue color, and the sky is a clear, light blue.

Recommendation: Partner with Businesses looking to network and connect with potential employees. Dane County is at a 2.7% unemployment but minority unemployment ranges from 12-26% representing an opportunity. By partnering with the Technical Colleges, Universities, and nonprofits to offer services at the same time of OUTREACH events – Becomes a one stop shop

PROCESS: Reach out to economic development organizations, workforce development, and technical colleges to connect with interested businesses looking for additional workforce. See if they will sponsor these events.

COST: Staff time 10% weekly – 4 hours



Transportation, Childcare, Food





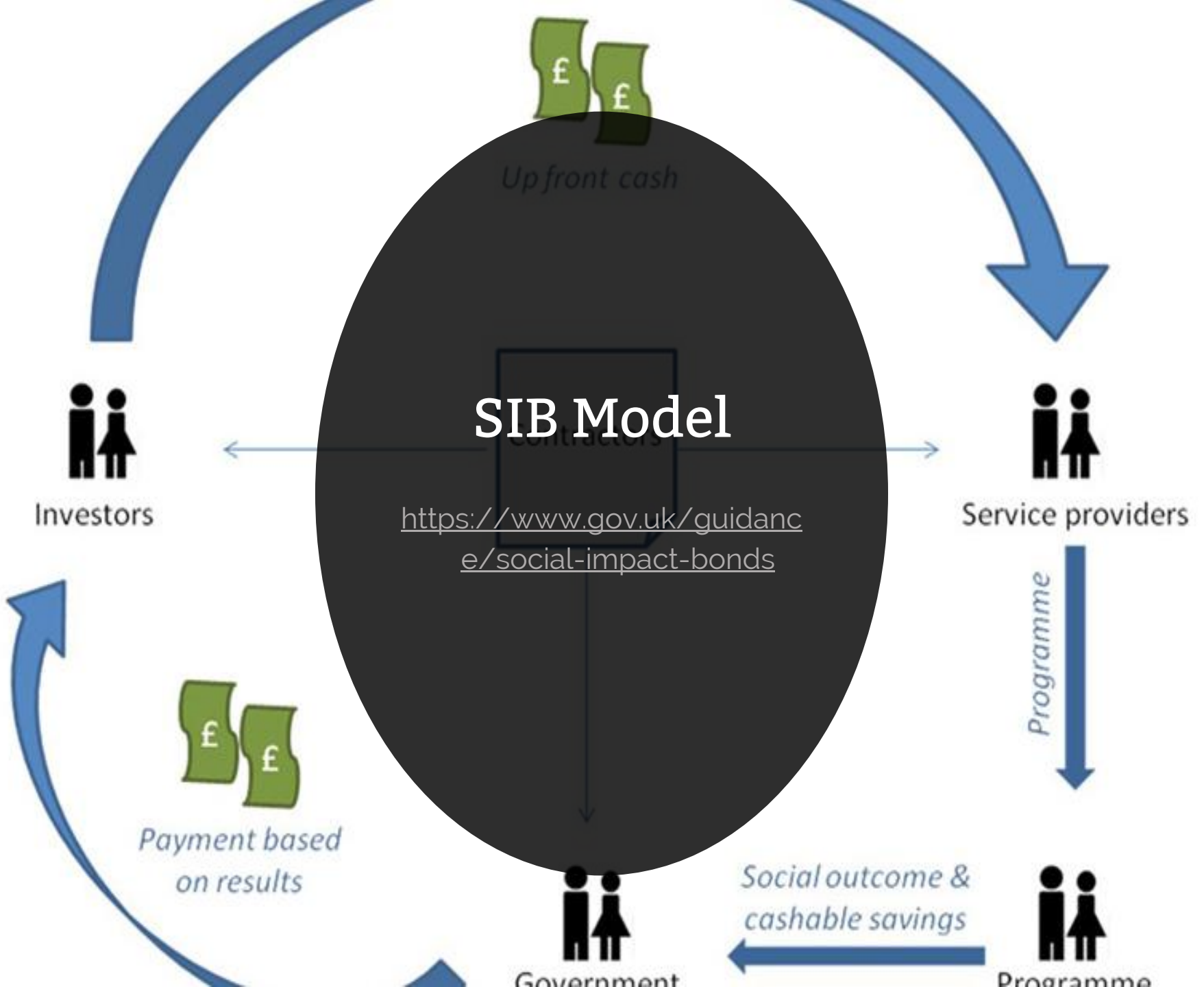
Informal universal locations



Community Information Fair

Opportunity to bring all service agencies, businesses, NPOS together in conjunction public outreach initiatives along with childcare, meals and transportation





Place Based Organizations looking to partner – providing services

In order to achieve the food, childcare, location, and perhaps transportation, partnering with other agencies and contracting out their services.

PROCESS: Reach out to community organizations, social service agencies and faith based organizations to lead organization of these events?

COST: Staff time to coordinate 10-15% or 4-6 hours and cost of the contract as set by the organization for the services rendered

Use the SIB model in order to make to pay for these services

PLACEMAKING AS PUBLIC PARTICIPATION



Place It! Workshop w/ James Rojas
4/24 at 6pm



How Can We Improve Our Community?

LIVABLE NEIGHBORHOODS PROGRAM

Saturday, April 9

12:00PM – 4:00PM

@Flushing Town Hall

135-32 38th Ave, Flushing, NY 11354

GAIN THE TOOLS TO IMPROVE OUR COMMUNITY

Mapping Our Cultural & Creative Assets

Let's define our neighborhood's creative and cultural strengths, assets, needs, and vulnerabilities through a survey and mapping exercise.

FLUSHING 2050 COMMUNITY BUILDING INITIATIVE

This workshop is part of the Flushing 2050 Community Building Initiative, which seeks to ensure all people have the opportunity to shape the future of our community by providing local residents and business owners with the tools and knowledge to fully participate in New York City's community planning and development process. This workshop is sponsored and organized by Flushing Partners in Progress (PIP), a grassroots collaborative launched by Asian Americans for Equality (AAFE), the Greater Flushing Chamber of Commerce, the Municipal Art Society (MAS), and the NYC Department of Small Business Services (SBS). For details, contact John@FlushingChamber.NYC or 646-783-8985.



2011 CELEBRATE DANE COUNTY • 175th ANNIVERSARY

DANE COUNTY CULTURAL AFFAIRS COMMISSION

Generous support for this poster provided by ALUMNI TRUST

www.dane.gov www.daneculturalaffairs.com

Recommendation: Partner on Existing Cultural Events for outreach Place making can be a fun interactive experience that lends itself well to a table at events. Instead of a static information table, a dynamic place making similar to James Rojas “Place it” activities to get people interacting. This goes and in hand with cultural events as it becomes a participating activity

PROCESS: Working with Cultural Affairs commission, Technical colleges and universities along with other organizations to coordinate events calendar. Staff could administer along with other key organizations and student groups – if allowable

COST: Staff time 5% weekly – 2 hours

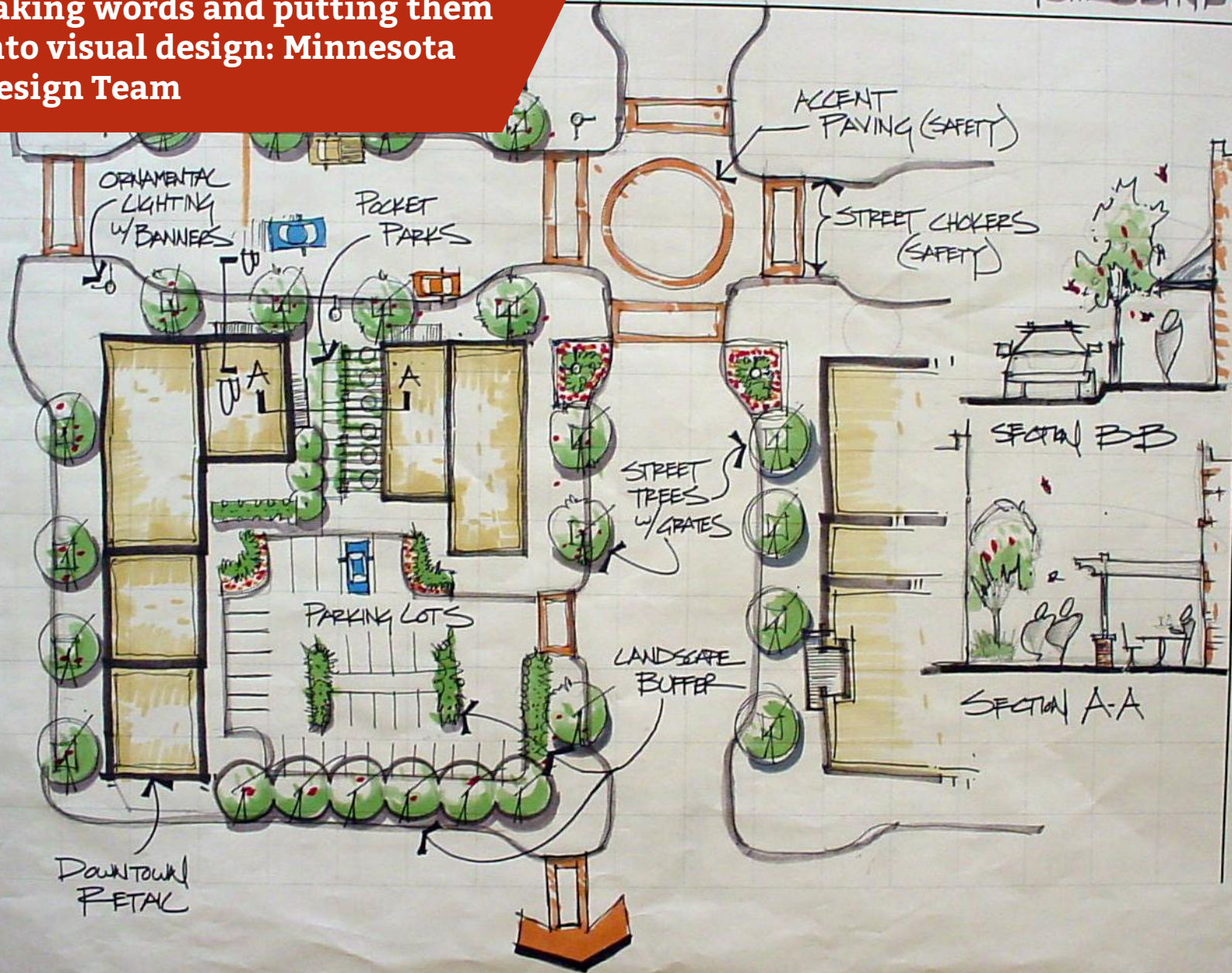


Work with communities to pool what their assets are



STREETSCAPE VISUAL & AMENITIES GUIDELINES

Taking words and putting them into visual design: Minnesota Design Team



COLD SPRING

C
O
L
D

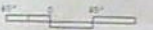
S
P
R
I
N
G

Minnesota Design Team
June 15-17, 2014

LIONS' PARK BOARDWALK / NEW HWY 23 BRIDGE



COLD
SPRING
MINNESOTA



C
O
L
D

S
P
R
I
N
G

Minnesota
Design
Team

June 15-18, 2004



Community Education of Best Practices and how they work; what they cost and who has to get involved



Gaming to get younger and online audiences

- Place making in the cloud so younger audience to participate --information to be catalogued
- CARPC looking at doing the same for their comp planning



Utilizing UW Madison Graduate Classes

- Finding out who the change leaders and locations are for particular neighborhoods
- On the ground canvassing at events, social service agencies, neighborhoods doing survey work for the AEC – designing a survey to prioritize preferences
- Identifying what trends in language, communication, location, social activities resonate with different audiences

PROCESS: Reaching out to specific classes that would work in these areas

COST: Staff time 5-10% weekly – 2-4 hours



MADISON
AREA | TECHNICAL
COLLEGE

Partner with Identified Community Change Leaders



 **Latino**
Academy
of Workforce Development

'The Tipping Point' by Malcolm Gladwell

POWER OF CONTEXT

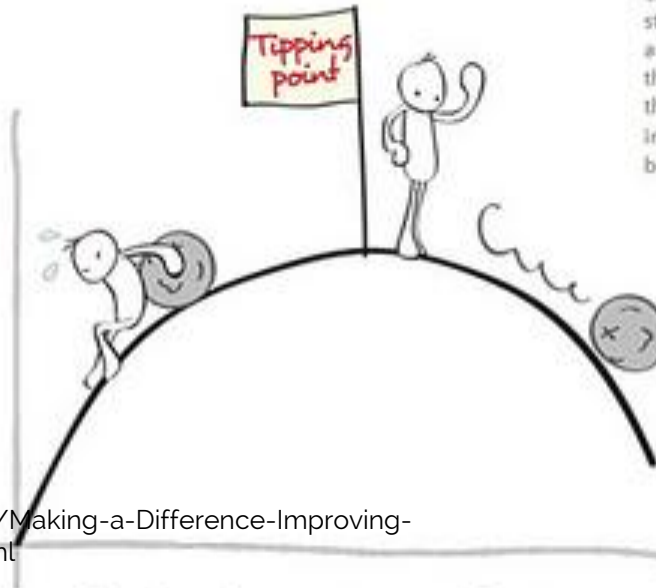
LAW OF 150

Groups of less than 150 members usually display a level of intimacy, interdependency, and efficiency that begins to dissipate markedly as soon as the group's size increases over 150.



Environment

If the environment or historical moment in which a trend is introduced is not right, it is not as likely that the tipping point will be attained.



STICKYNESS FACTOR

A crucial factor that plays a key role in determining whether a trend will attain exponential popularity is "the stickiness factor." This refers to a unique quality that compels the phenomenon to "stick" in the minds of the public and influence their future behavior.



- a) Hair salons and barber shops
- b) Certain Group Behaviors

<http://www.nbc15.com/content/news/Making-a-Difference-Improving-health-for-men-of-color-399526481.html>

LAW OF THE FEW

The attainment of the tipping point that transforms a phenomenon into an influential trend usually requires the intervention of a number of influential types of people.



CONNECTOR

Connects people to each other



MAVEN

Help others to make informed decisions



SALESMAN

Is extremely persuasive in inducing others' buying decisions and behaviors through his unusual charisma

The Tipping Point: Train the Trainers who are change leaders in specific communities

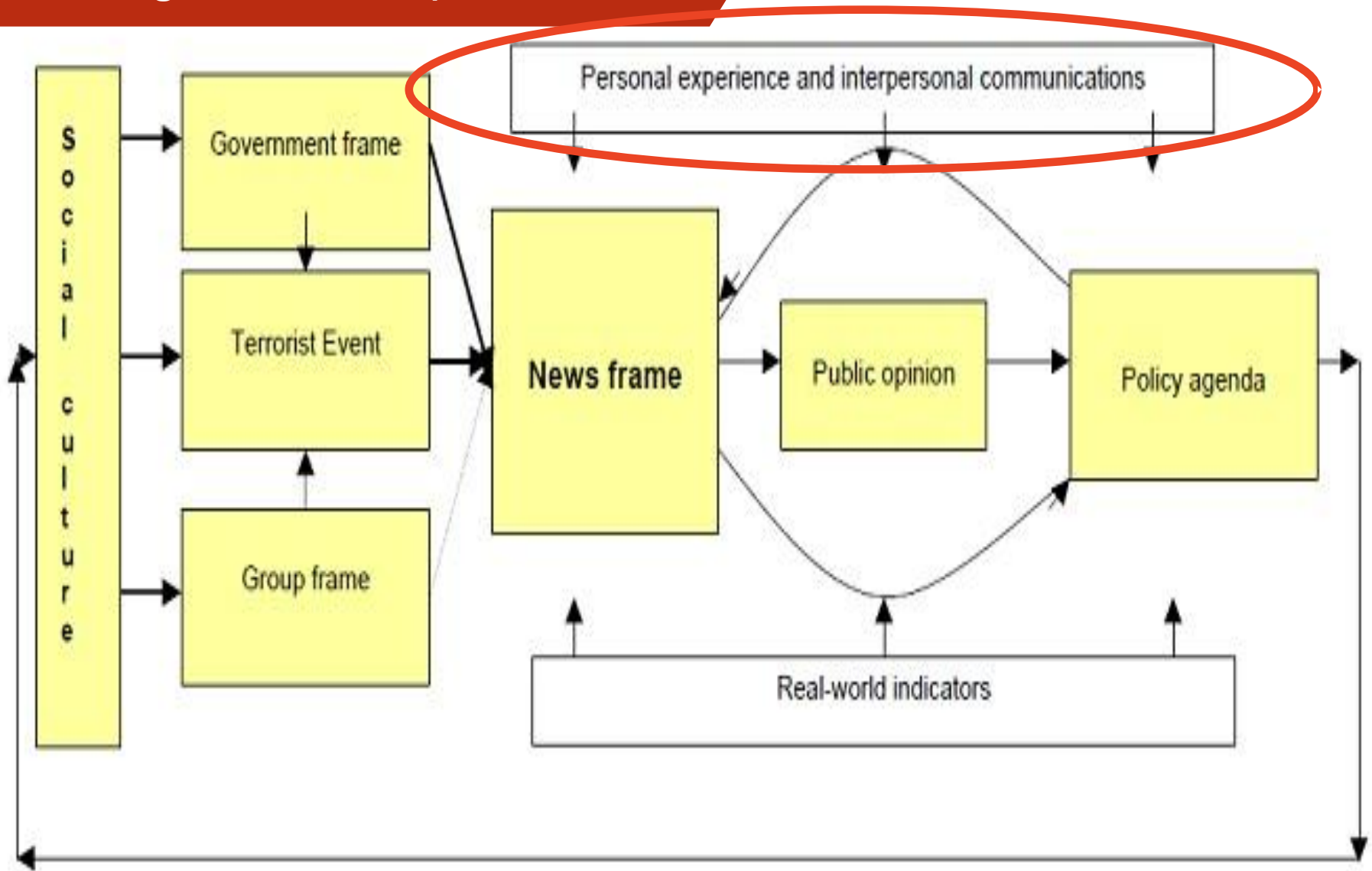
- Connecting with Key Leaders and Connectors i.e. hair salons, barber shops, teachers, popular eating establishments to see if they would be willing to get the word out. Also be able to help inform who are the opinion leaders and what kinds of trends are currently going on.
- Potentially training and facilitating dialogue – perhaps eligible for credit?

PROCESS: Reach out to economic development organizations, workforce development, and technical colleges to reach out to businesses looking for additional workforce. See if they will sponsor these events?

COST: Staff time 5% weekly – 2 hours

Could use the facilitators from the Interactivity Foundation to tailor their program to include this as part of the place making. <https://www.interactivityfoundation.org/resources-downloads/discussion-reports/>

Learning and Using target specific language with key audiences (and knowing what not to use)



THE CORPORATE STATE'S REFUSAL TO ADDRESS THE CLIMATE CRISIS WILL WORSEN THE LOOMING FAILURE OF MAJOR COUNTRIES TO FEED THEIR POPULATIONS!



MORE THAN HALF THE WORLD'S PEOPLE LIVE IN COUNTRIES WITH FOOD BUBBLES THAT WILL SOON BURST THANKS TO FALLING WATER TABLES AND SOIL EROSION!



THIS WILL BE BAD FOR THE ECONOMY.

WHAT?!



What is the current level of understanding of social equity and partnership practiced within Dane County



**Understanding
Diversity**

*We Don't Know What
We Don't Know*

**WHAT IS IT LIKE
LIVING IN POVERTY?**

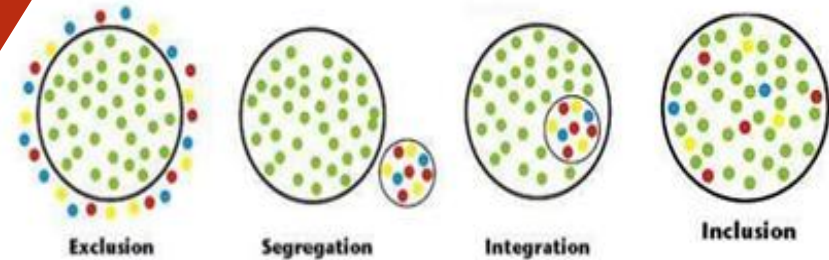
North Dakota State University

**POVERTY
SIMULATION**

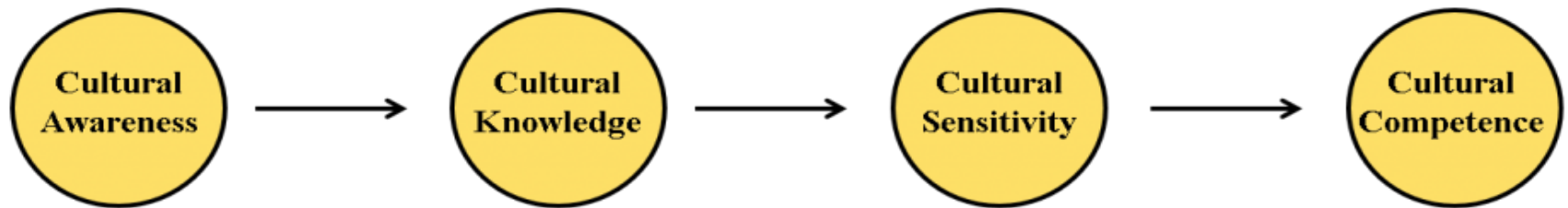
The privilege walk is an activity designed to help people understand the effects of societal privileges.

**Internal Training and Participation
among County Staff concerning
outreach measures**

What is Inclusion?



Cultural Competence Model™



**“Me-Centered”
Analysis**

What are my values, beliefs, norms, customs, traditions, styles, biases, stereotypes, and behaviors? (Who am I?)

**“Other-Centered”
Analysis**

What are other’s values, beliefs, norms, customs, traditions, styles, biases, stereotypes, and behaviors

Knowledge Analysis

How are my values, beliefs, norms, customs, traditions, styles, biases, stereotypes, and behaviors the same or different from others ?

What additional cultural knowledge, awareness, and/understanding do I need?

Sensitivity Analysis

Am I open to accepting and respecting differences? Why or why not? What are the benefits? What are the challenges for me?

Can I avoid assigning judgments, be better or worse, right or wrong, to cultural differences? Why or why not?

Competence Analysis

What adjustments both in the way I think and behave do I need to make in order to effectively operate in a different cultural context?

This four-part cycle is a continuous developmental process.

Internal Equity Understanding

- Educating the County participants on outreach methods and styles of communication
- Assessing the staff cultural competency. It is one thing to know academically, another to have an experience with folks examples.

PROCESS: Working with UWEX, existing organizations. Having Staff go through a poverty or re-entry simulations – 4 scheduled in Dubuque..

COST: Staff time 5% weekly – 2 hours

BEST PRACTICES

3

Discussing Site Redevelopment

Visual approaches to guiding community connections in site redevelopment:

(*not included in consultant reports but identified as neighborhood key concerns)

1. PARKING LOTS: Adaptive shared multi-use/ multipurpose spaces
 - a) Modular markets = Entrepreneurship
 - b) Artistic Embellishments
 - c) Stormwater management thru landscaping
 - d) Energy generating
2. Supporting Business Uses
3. Examples of Expo TOD
4. Phased site redevelopment

* To be done after community engagement around placemaking, opportunity to create different examples of Phased development based on development scenarios

SHARING INFORMATION & BEST PRACTICES



ALLIANT ENERGY CENTER PARKING

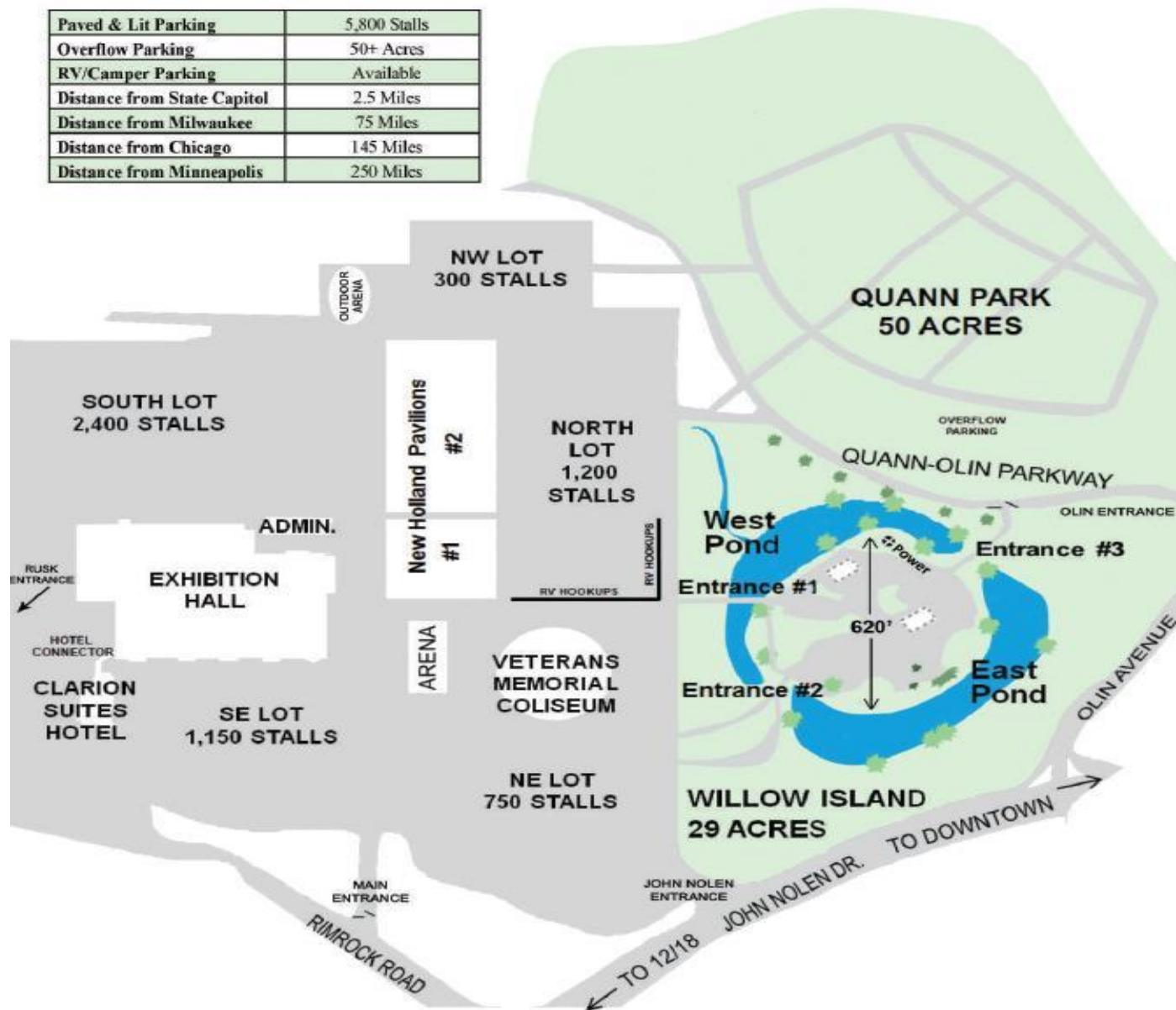


WWW.ALLIANTENERGYCENTER.COM

Key issues were:

1. BUSINESS OPPORTUNITIES FOR YOUTH, UNDEREMPLOYED & MINORITY
2. NOISE,
3. DRAINAGE & MAJOR FLOODING,
4. LACK OF ALTERNATIVE TRANSIT CONNECTION,
5. PARKS ARE AN IMPORTANT AMENITY,
6. MORE NEIGHBORHOOD CONNECTION TO THE SITE

Paved & Lit Parking	5,800 Stalls
Overflow Parking	50+ Acres
RV/Camper Parking	Available
Distance from State Capitol	2.5 Miles
Distance from Milwaukee	75 Miles
Distance from Chicago	145 Miles
Distance from Minneapolis	250 Miles



New Zealand

Simple Transport

The storage containers are constructed from shipping container frames, allowing easy transportation and relocation.

Easy Setup

Stalls can be packed and unpacked by one person, thanks to the lightweight and gas-strut supported construction.

Custom Layouts

Each stall comes with extra tables for customised layouts, displays and counters. The bent plywood construction is durable, easily cleaned and efficient at stacking.

Cafes, Stages, Stalls

The storage containers can convert into cafes, performance stages and wholesale stalls. Equipment and testing can be stored inside.

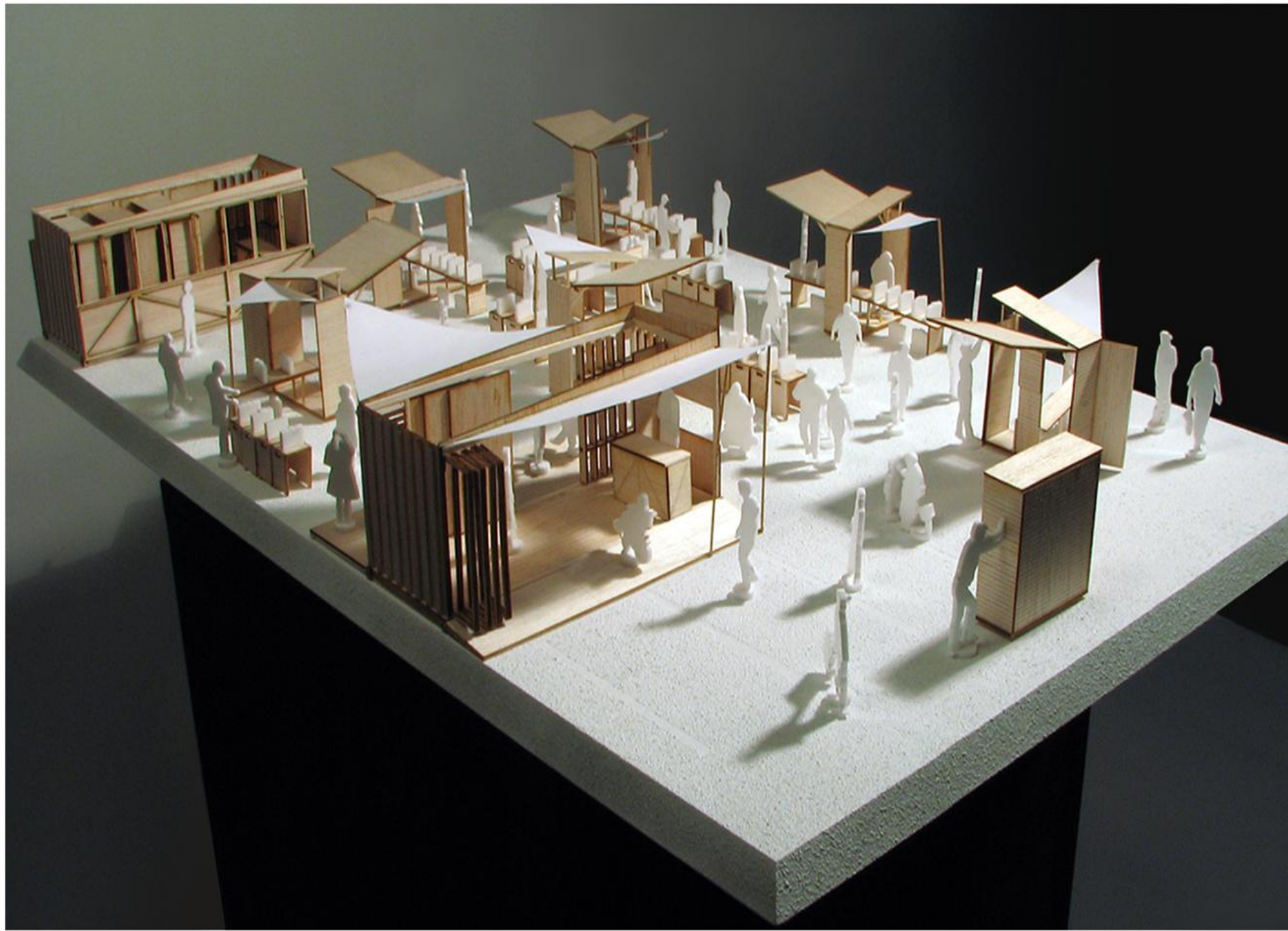
Flexible Installation

These markets are suitable for semi-permanent installation in car parks and similar spaces. Five stalls securely stow in each container, ready for unpacking for each market.

Local Construction

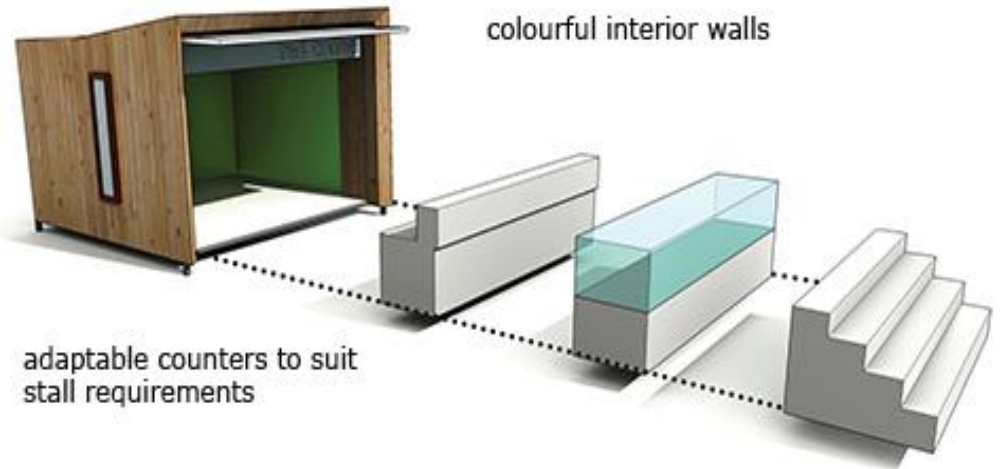
The stalls can be constructed from whatever materials are available locally. Each unit is wheeled and easily pushed into.







Market Stalls:



The stalls are designed as temporary pre-fab units made of interlocking insulation panels and timber cladding. All the units can be relocated, or recycled.

MODULAR MARKETS



Dekalb Market in Brooklyn designed from shipping containers. Results from citizen place-making , for more info see <http://dekalbmarket.com/about/>







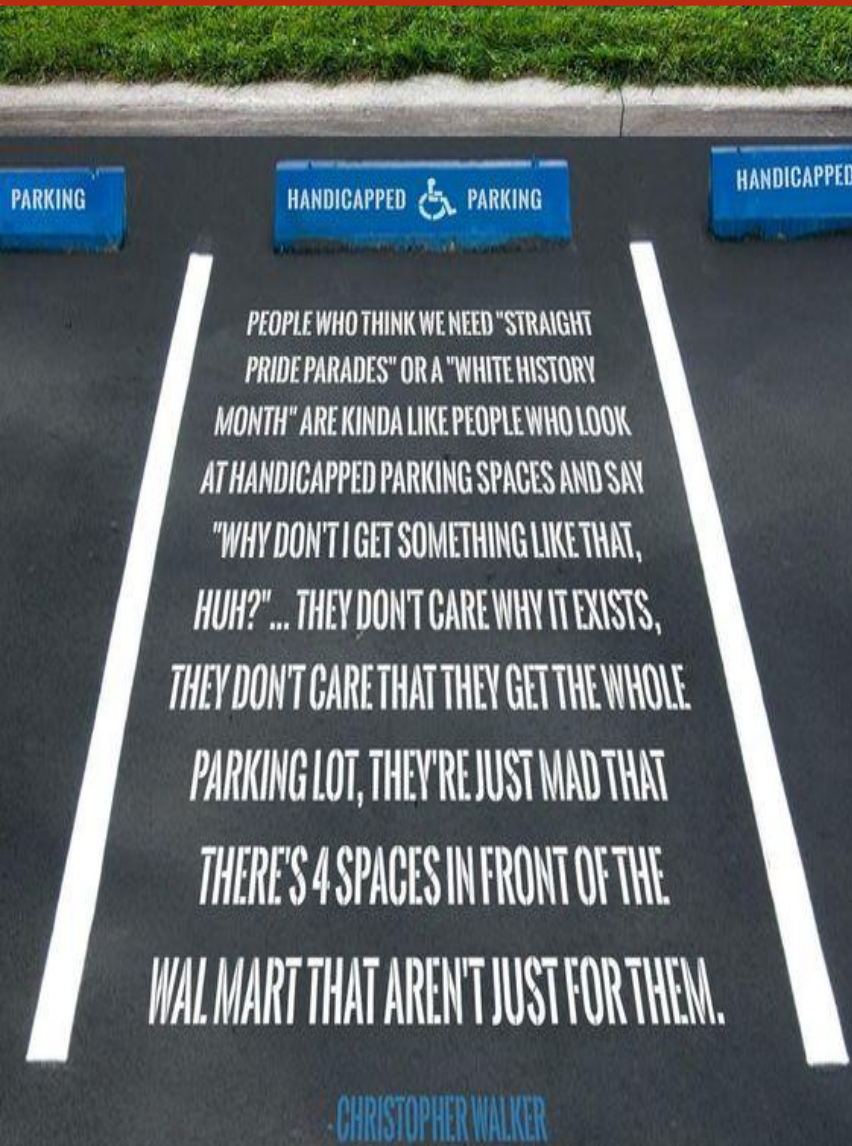


Recommendation: Current AEC Parking as potential market space -- Spur short terms Entrepreneurship By doing pop-up markets during non use. That way parking lot is retained but now with a complimenting use.

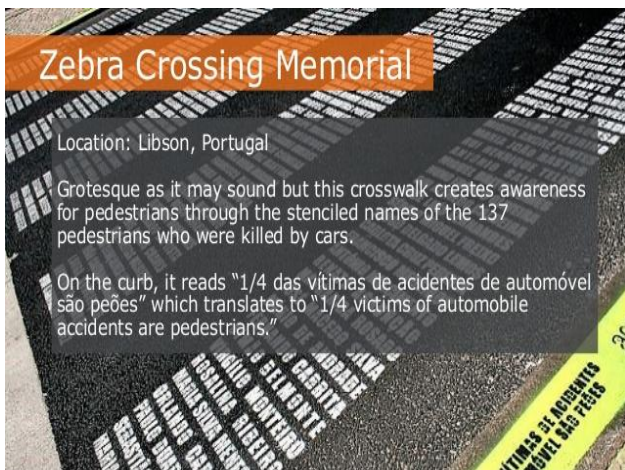
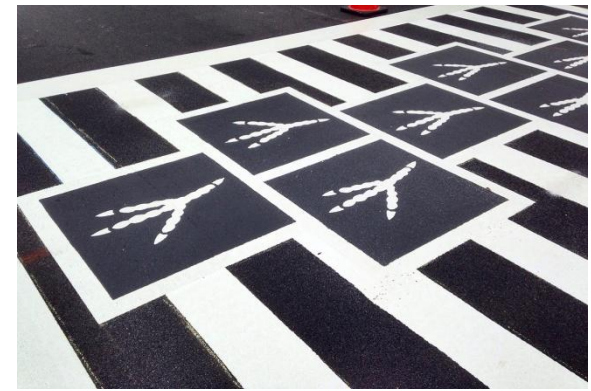
One in four Immigrants and non whites are likely to start their own business compared to one in ten Caucasians. Partnering with MATC school of entrepreneurship, Small Business Development Centers, and other partners offers an opportunity to cultivate not just the space but people and business.

**Process: Outreach to these organizations to see willingness and interest in sponsoring or partnering with other agencies
Cost: 5% of weekly staff time**

THE PARKING LOT AS A CANVAS

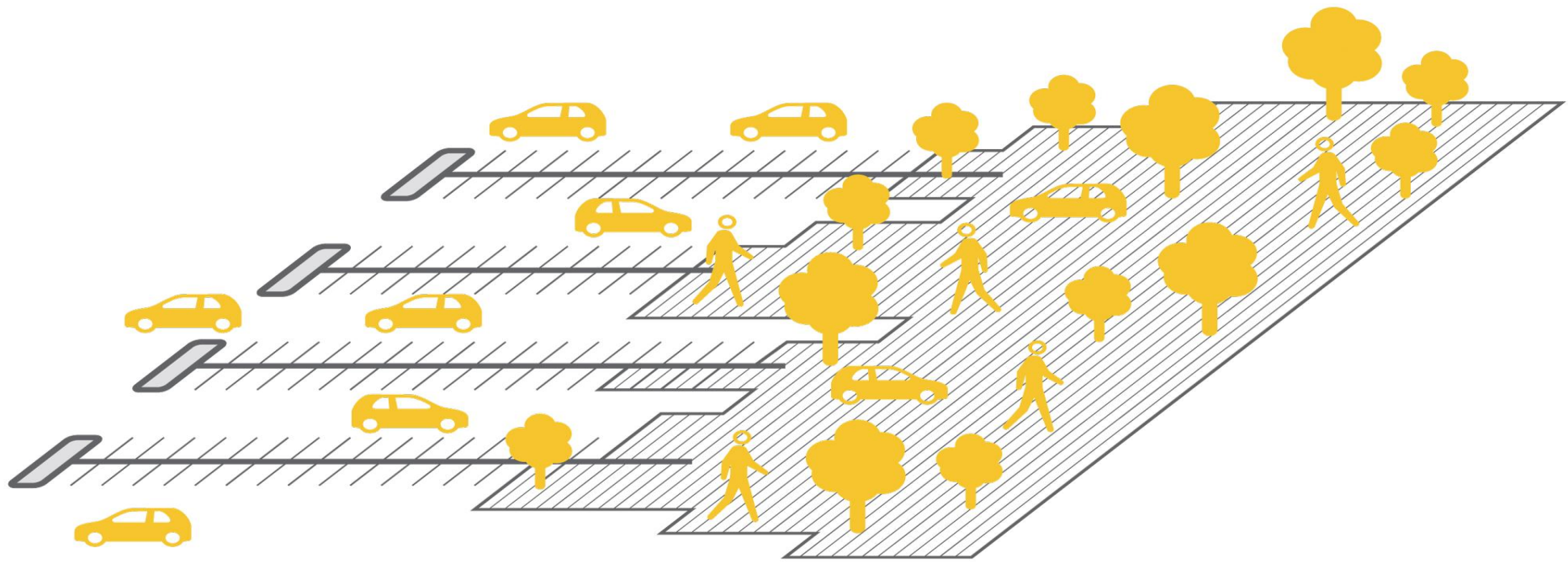


Creative Crosswalks designed by the community for pedestrian connections offer low cost place making opportunities to bring a personalized sense of ownership to local spaces – they enliven the pedestrian experience. Applications to AEC include putting crosswalks that can brand the crossings around the New Holland Pavilions to the World Dairy Expo and offer sponsorship possibilities for promoting major industries as seen in the McDonald's crosswalk¹. Additionally providing more colorful crosswalks have shown to slow down car traffic speeds as drivers pay more attention to the nonconforming color schemes not associated with typical crosswalks². While the Federal Highway Administration frowns on using bright colors in high level of service traffic areas, using creative crosswalks in the AEC environs is doable due to low speed streets and parking lots³.



STORMWATER MANAGEMENT





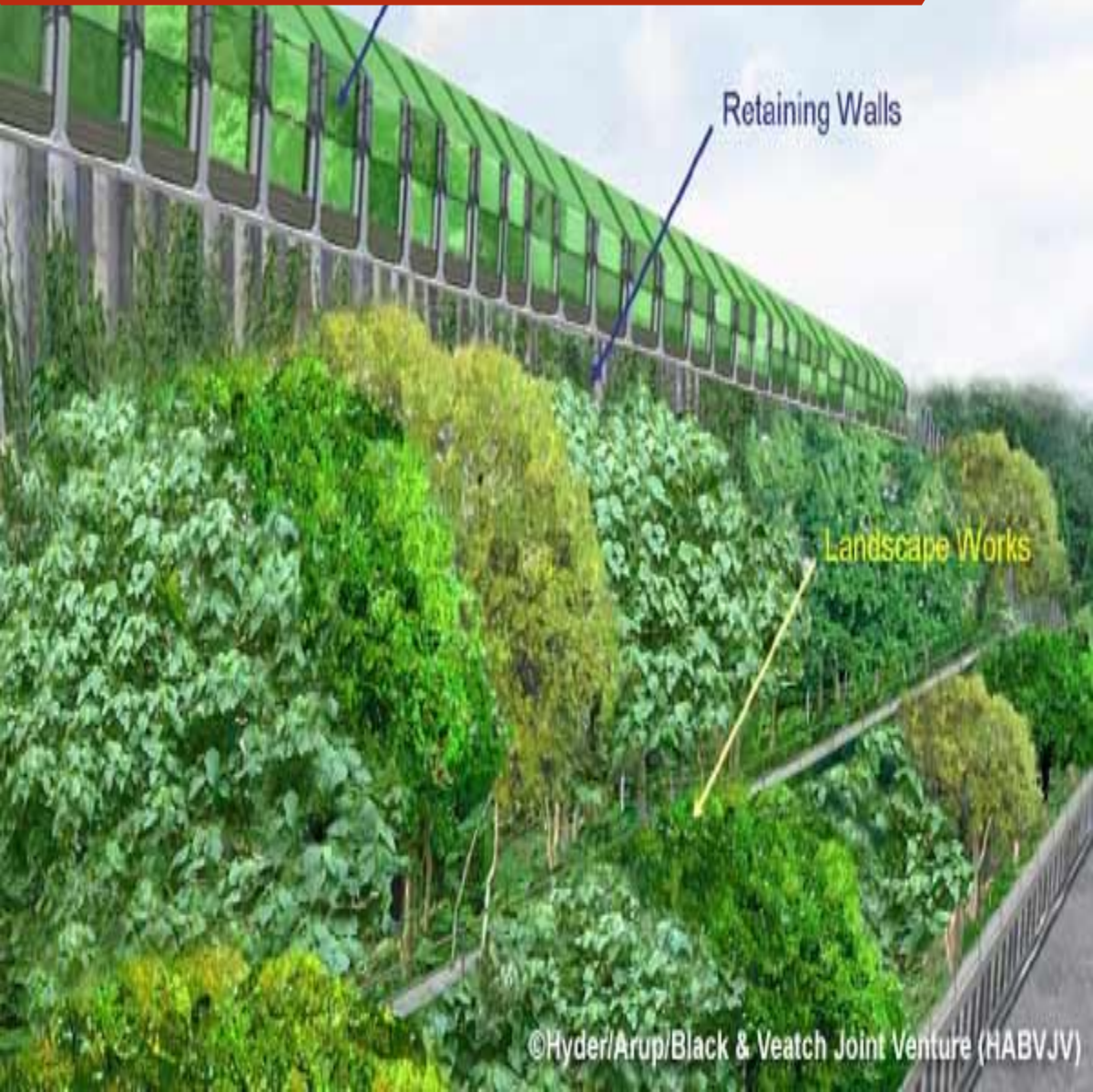


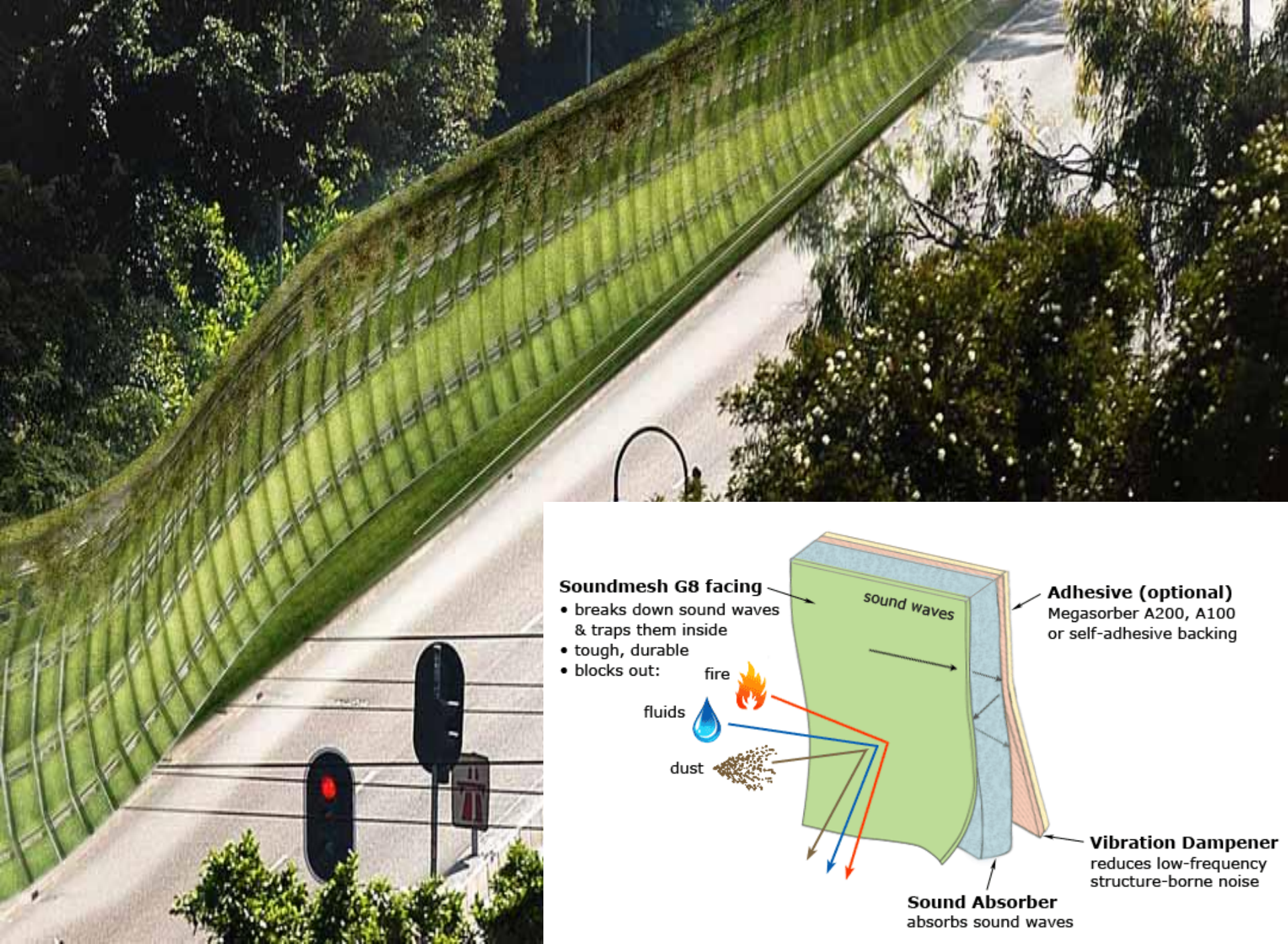
DRIVABLE GRASS®

A Soil Retention Product



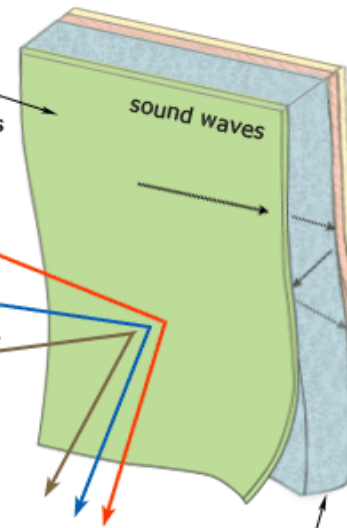
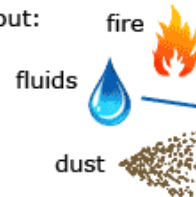
NOISE BARRIERS





Soundmesh G8 facing

- breaks down sound waves & traps them inside
- tough, durable
- blocks out:



Adhesive (optional)
Megasorber A200, A100
or self-adhesive backing

Vibration Dampener
reduces low-frequency
structure-borne noise

Sound Absorber
absorbs sound waves

Solar Parking Roof

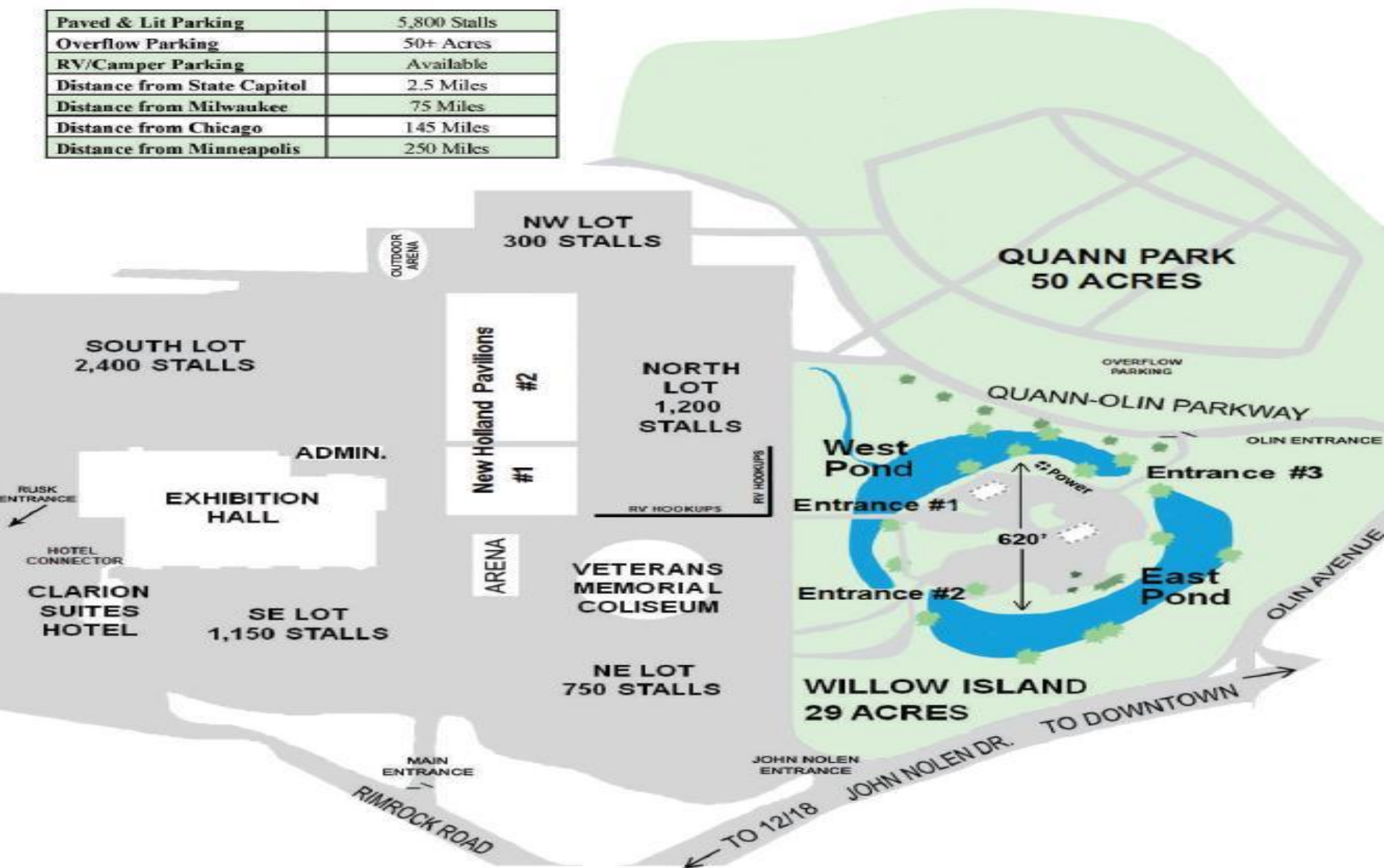


ALLIANT ENERGY CENTER PARKING

WWW.ALLIANTENERGYCENTER.COM



Paved & Lit Parking	5,800 Stalls
Overflow Parking	50+ Acres
RV/Camper Parking	Available
Distance from State Capitol	2.5 Miles
Distance from Milwaukee	75 Miles
Distance from Chicago	145 Miles
Distance from Minneapolis	250 Miles



**Support from Community Crowd
Funding**

Business Crowdfunding

**Hyper-Local Funding Allows Everyone in Williamson
County to Fund Your Business**

Start Raising Funds

Williamson County, Texas

Future Biz possibilities: DRONE HUB



How will drones impact business?

Predicted commercial applications and market value by industry



Infrastructure

Investment monitoring,
maintenance,
asset inventory

\$45.2bn



Agriculture

Analysis of soils
and drainage, crop
health assessment

\$32.4bn



Transport

Delivery of goods,
medical logistics

\$13.0bn



Security

Monitoring lines
and sites, proactive
response

\$10.5bn



Entertainment & Media

Advertising, entertainment,
aerial photography, shows
and special effects

\$8.8bn



Insurance

Support in claims
settlement process,
fraud detection

\$6.8bn



Telecommunication

Tower maintenance,
signal broadcasting

\$6.3bn



Mining

Planning, exploration,
environmental impact
assessment

\$4.3bn

Reimagine Drone Incubator



An architect studying at the Institute for Advanced Architecture of Catalonia in Barcelona, Spain, has just released details of a design for the drone transportation hub of the future.

This project is unique for two reasons:

- first is that the design repurposes a disused bullfighting ring from the early 1900s, and
- second is that he has released the design and associated models to the community for comment, modification and sharing as a way to stimulate discussion about the role that drones will play in our lives.

“I wanted to make people feel part of the conversation...drones are such an incredible thing that we sometimes feel afraid of, or don’t understand, and yet these days they are well within our reach.”

- Frederick Ajjoub, Architect

Teaming up with Rowland Marshall, an Australian drone consultant based in Paris, Frederick Ajjoub took great pains to infuse the function of the future whilst preserving the existing structure.

Providing Visuals & Examples from around the world







TOD Expo Center



Explaining the slow process of master planning and phased development

