

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

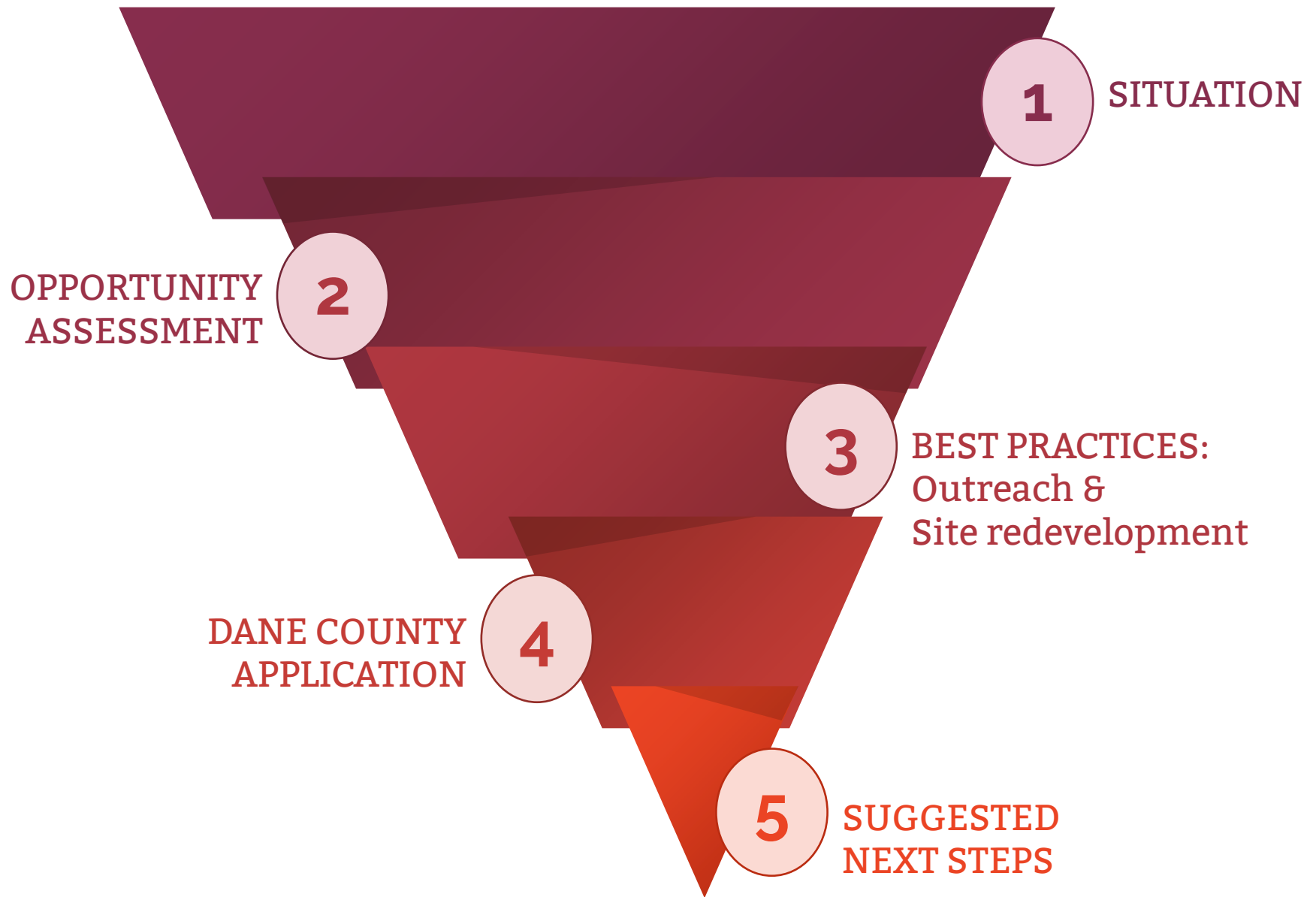
AEC
DANE
GOAL
BUSINESS
ADVERTISING
INVOLVE
EQUITY
PEOPLE
OUTREACH

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

Review current actions and illustrate best practices to apply here



SITUATION

1

AEC is an opportunity for
redevelopment &
community connection

PUBLIC

Community &
neighborhoods

DANE
COUNTY



Other local
GOV,
PRIVATE
& NPO



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

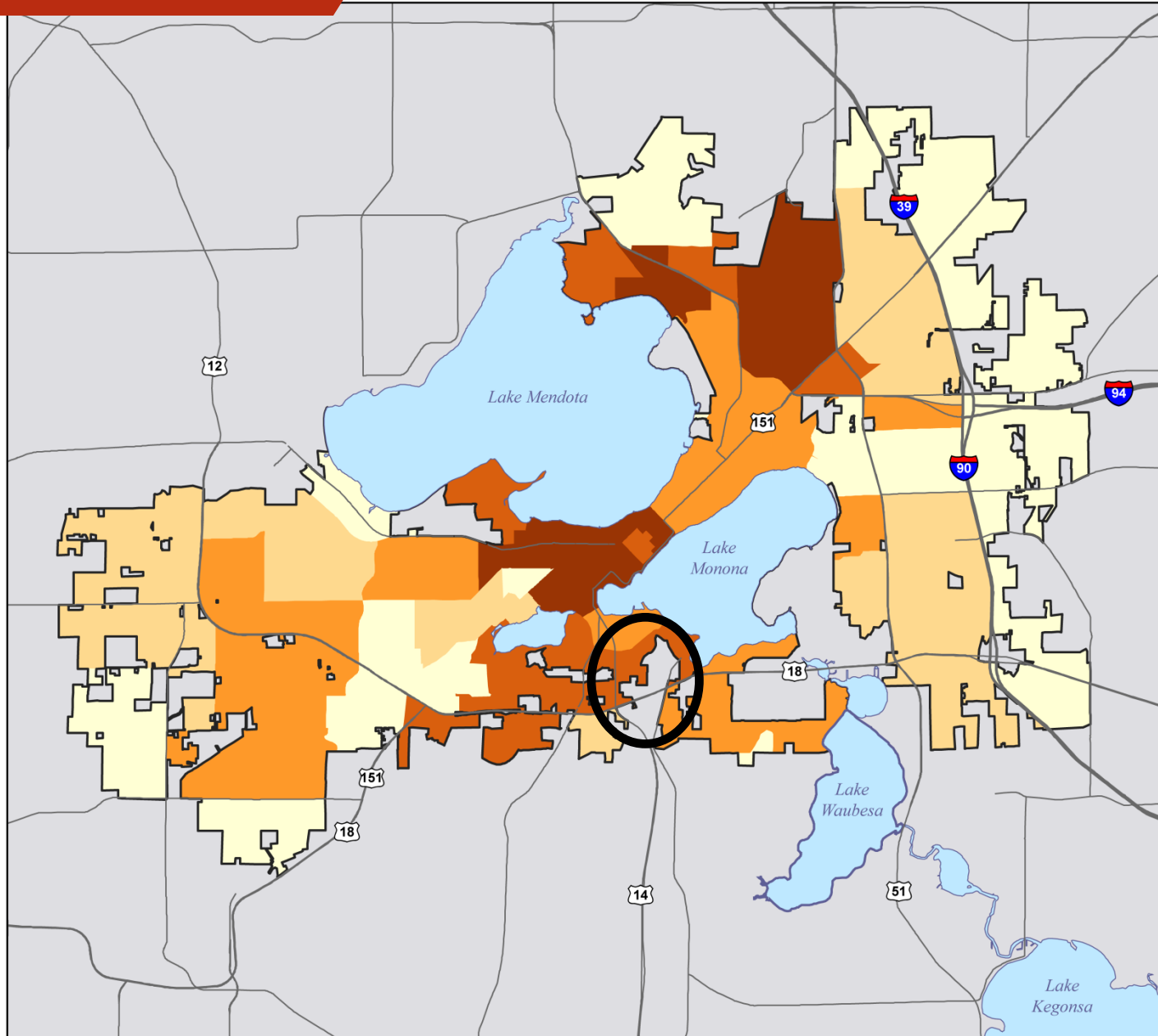
- Make this into a gateway into the city
- Town annexes into city in 2022
- Multiuse Business to co-locate through phased planning
- Assessment of Industry Trends and connect people to them



THREATS

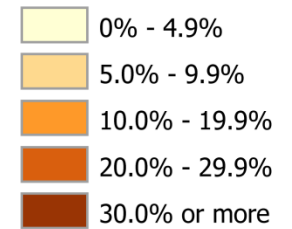
- Partnership timeline and getting the right mix of developers/ businesses
- Sufficient outreach into the communities to connect them
- COOPERATION
- COORDINATION

Poverty in the City of Madison



Total Poverty

By Census Tract



Source: ACS 2006-2010

City of Madison

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.

“It’s driven by concerns over a lack of availability of candidates, as well as uncertainty about a number of more broad policy issues,” Sachse said.

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
neighbor
hoods

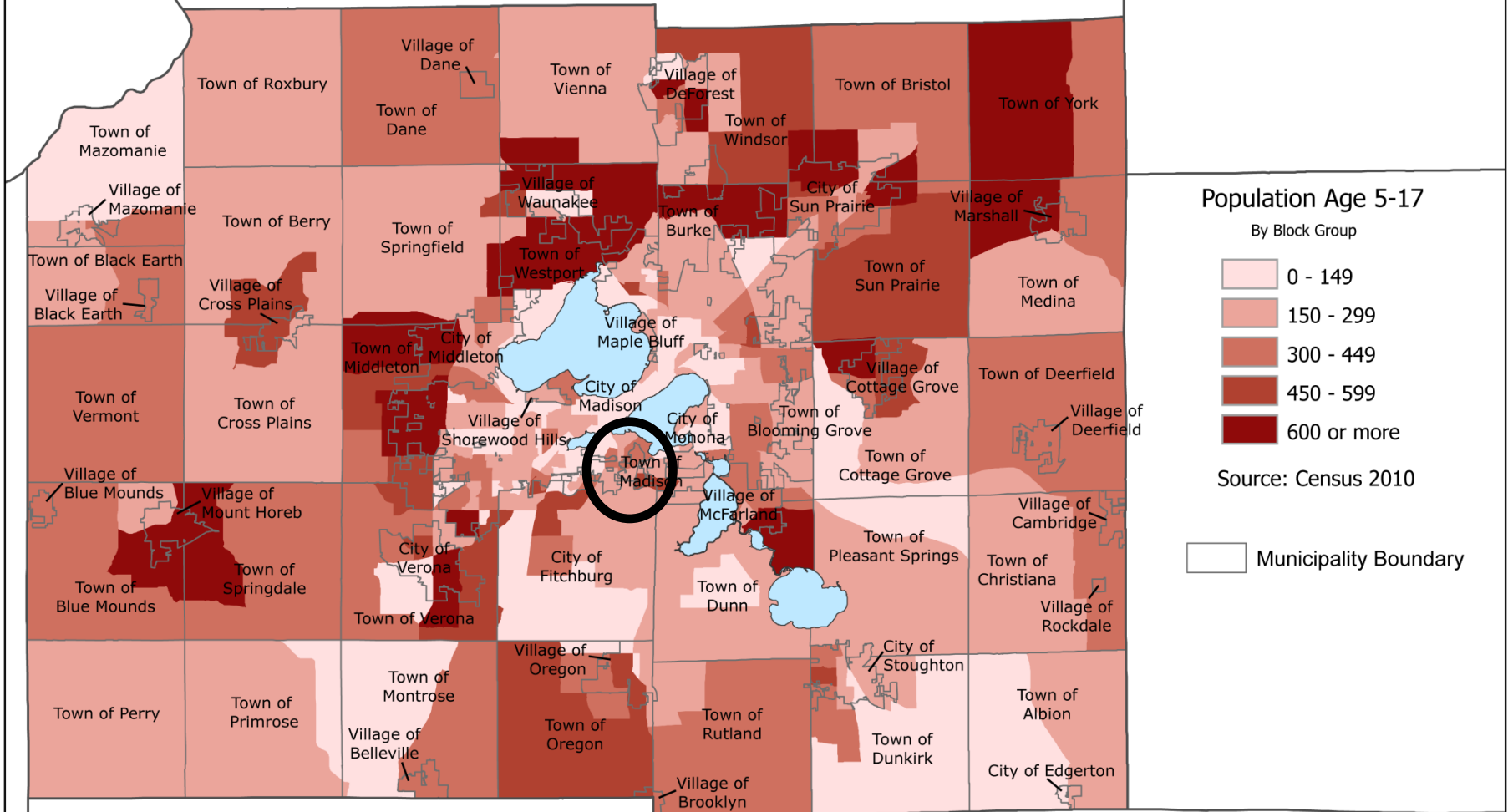
Site Redevelopment

Best
Practices
to meet the
need of
people &
place

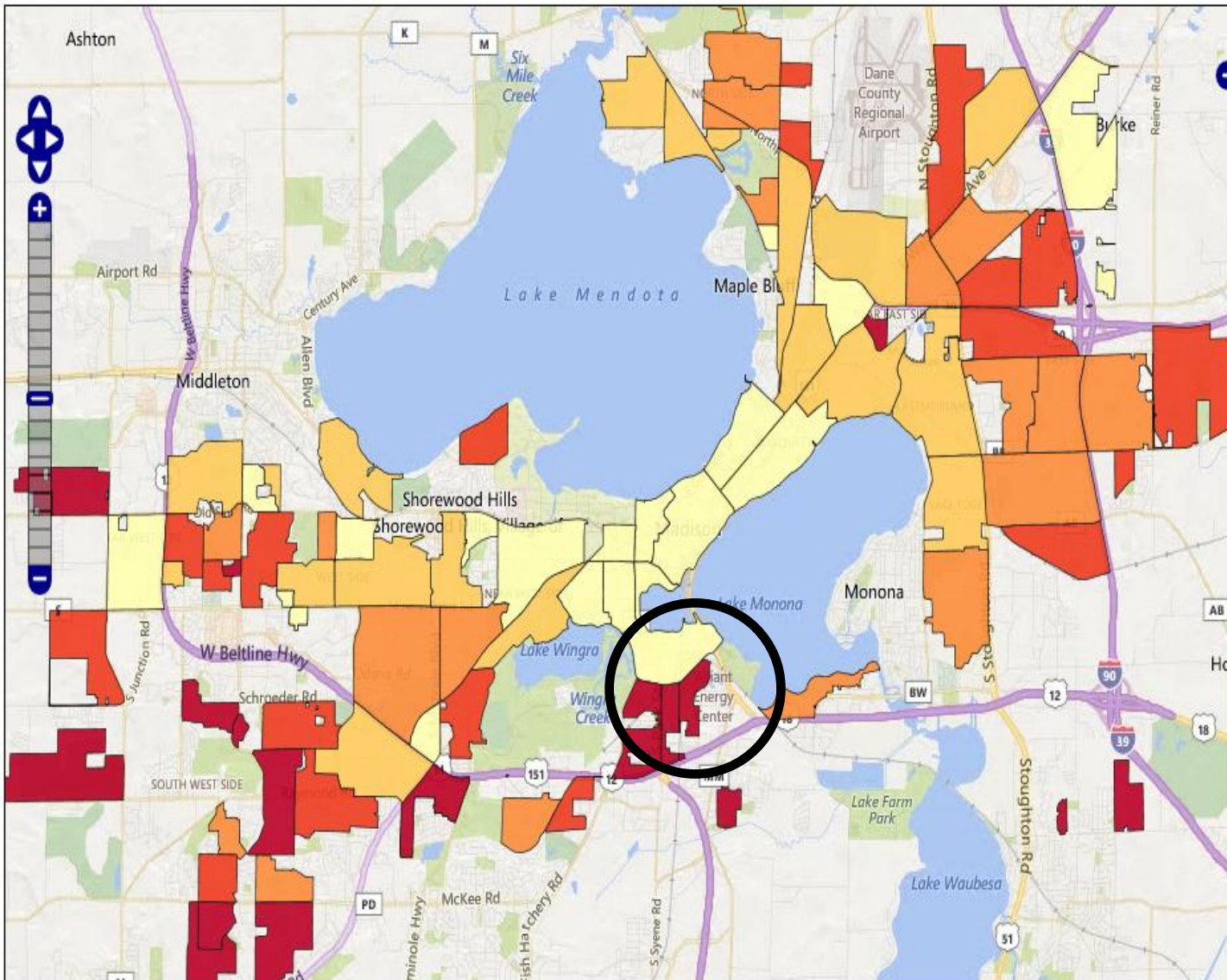
Partners needed

Understanding
how we
share issues
and how we
can connect
resources

Youth Population in Dane County



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 ▼

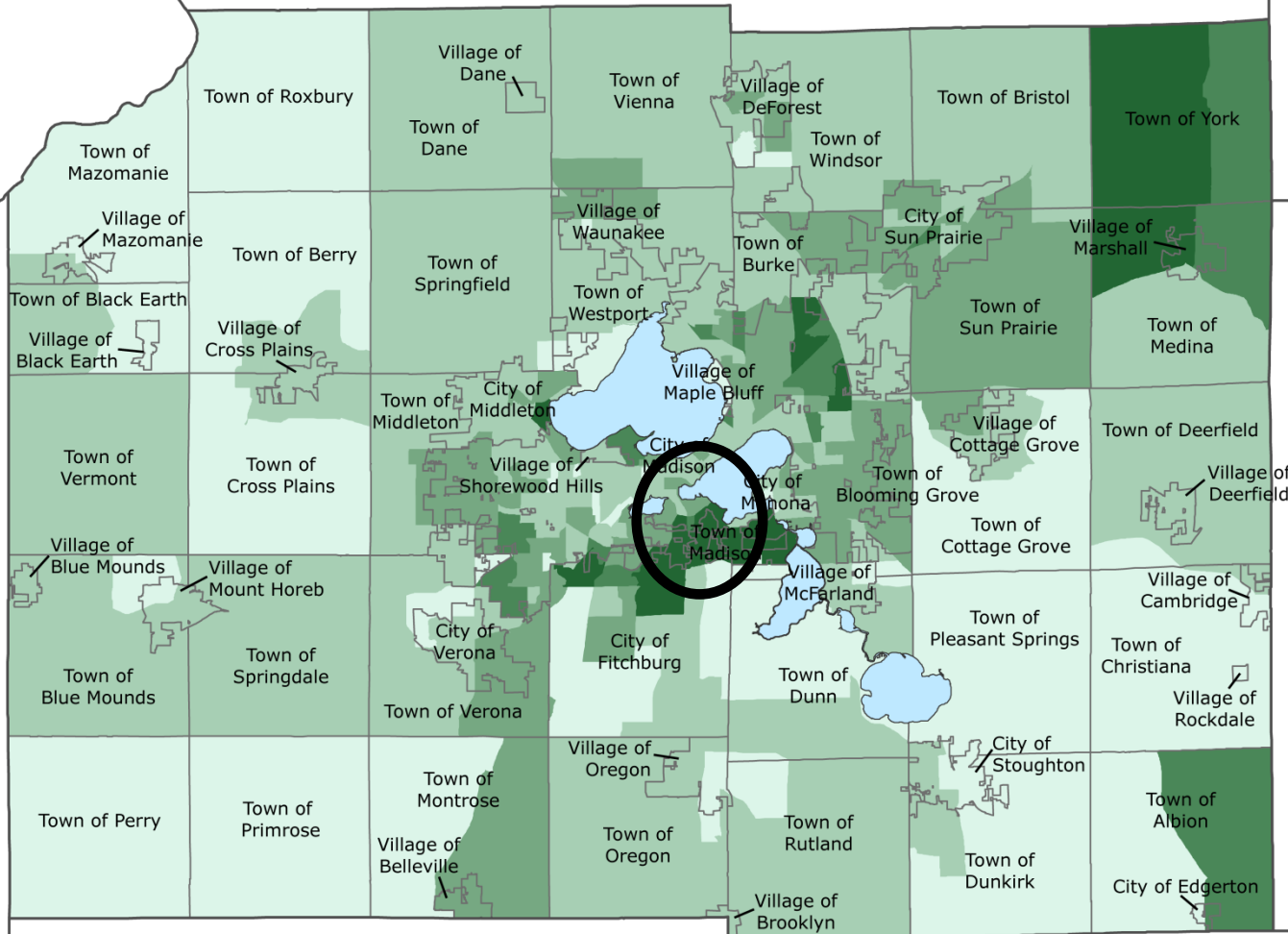
Definition: Estimated percent of persons age 17 and under.

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



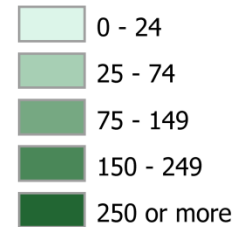
City of Madison

Race & Ethnicity in Dane County



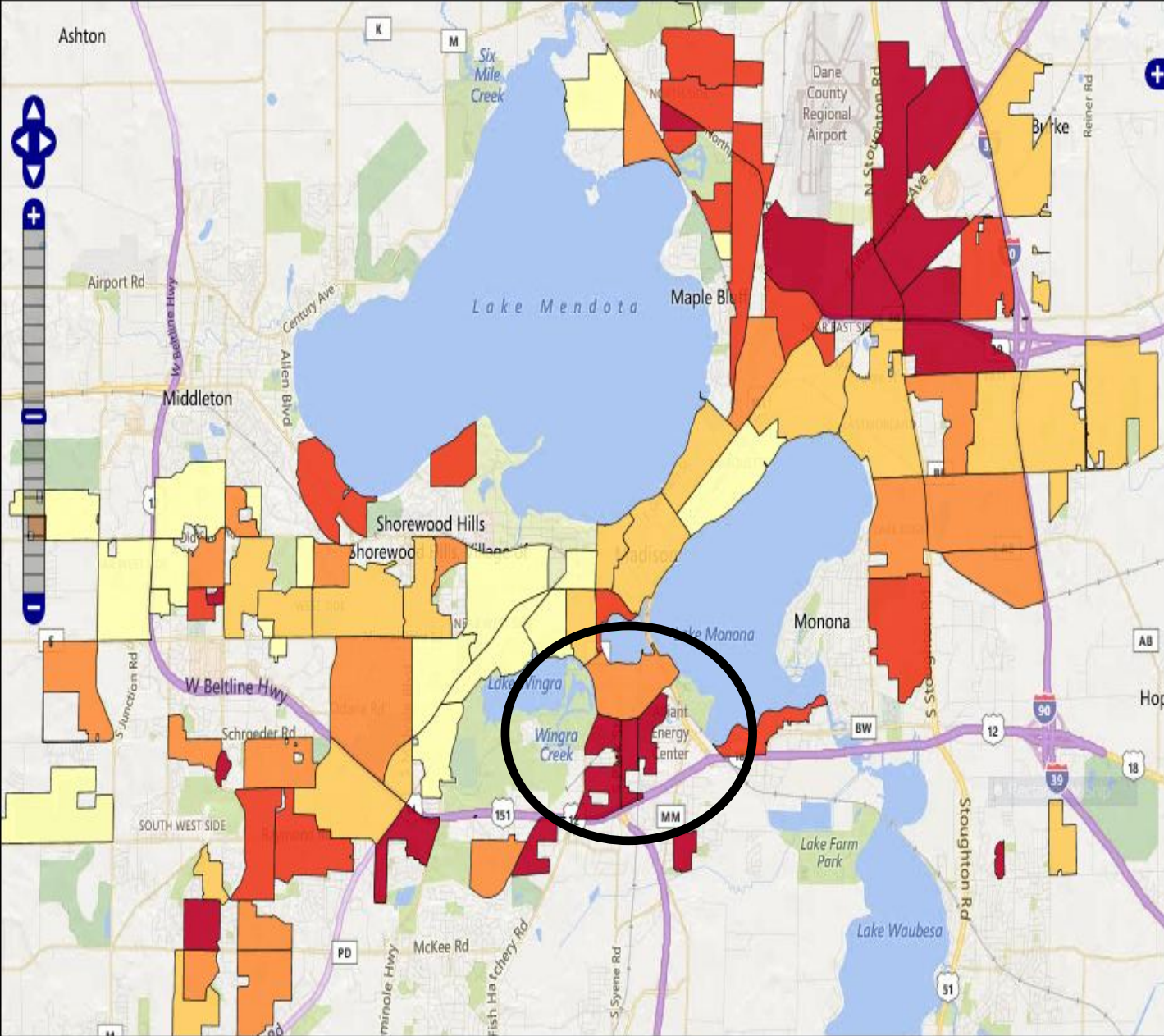
Hispanic Population

By Block Group



Source: Census 2010

 Municipality Boundary



Mapping Help

NI Edition: 2015 ▼

Geography:

Neighborhood Association ▼

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](#)

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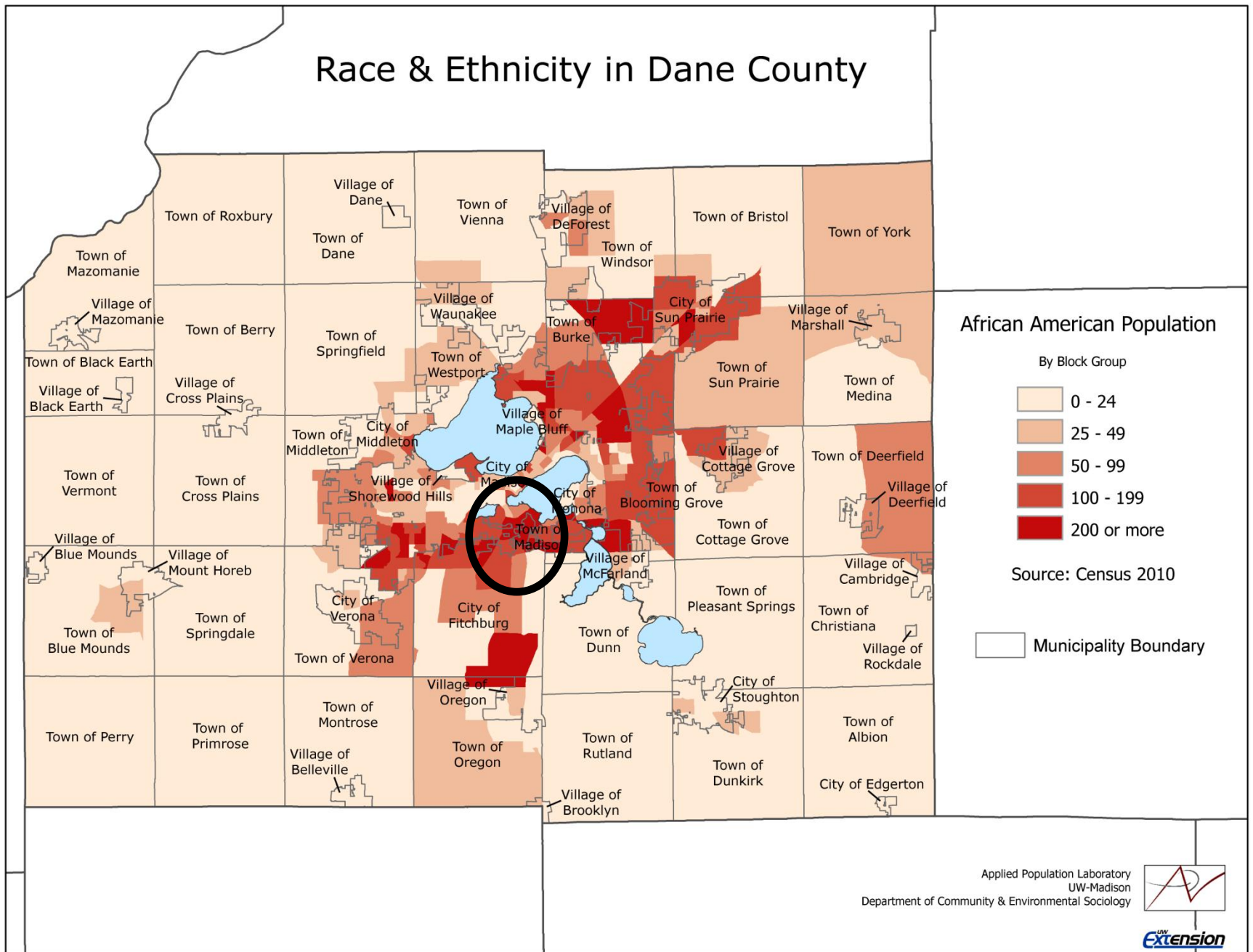
Definition: Estimated percent of the persons of any race who identify as Hispanic or Latino

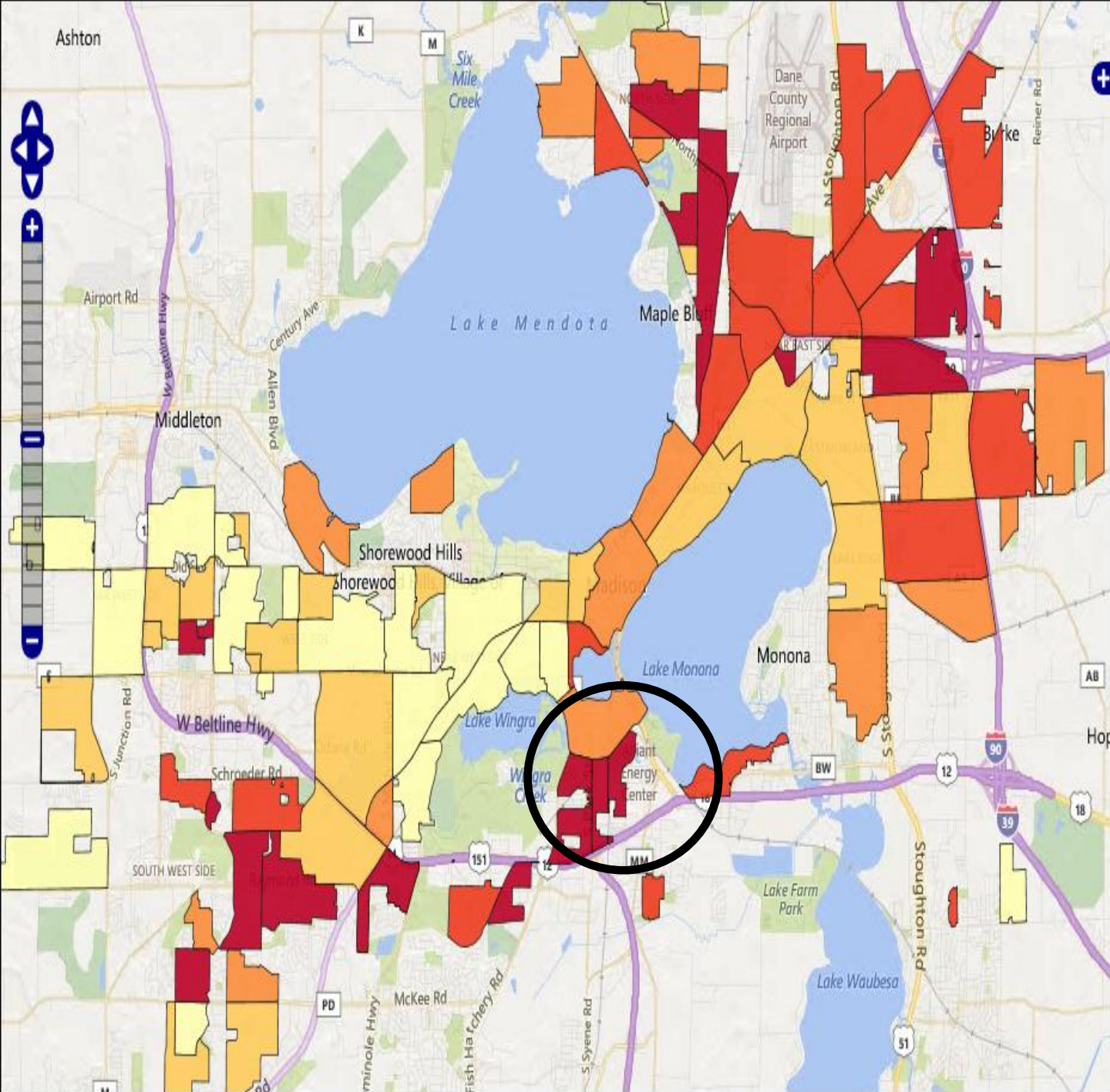
Source: Census 2010 block data, APL interpolation to 2015 tabulation



City of Madison

Race & Ethnicity in Dane County





Mapping Help

NI Edition: 2015 ▾

Geography:

Neighborhood Association ▾

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.

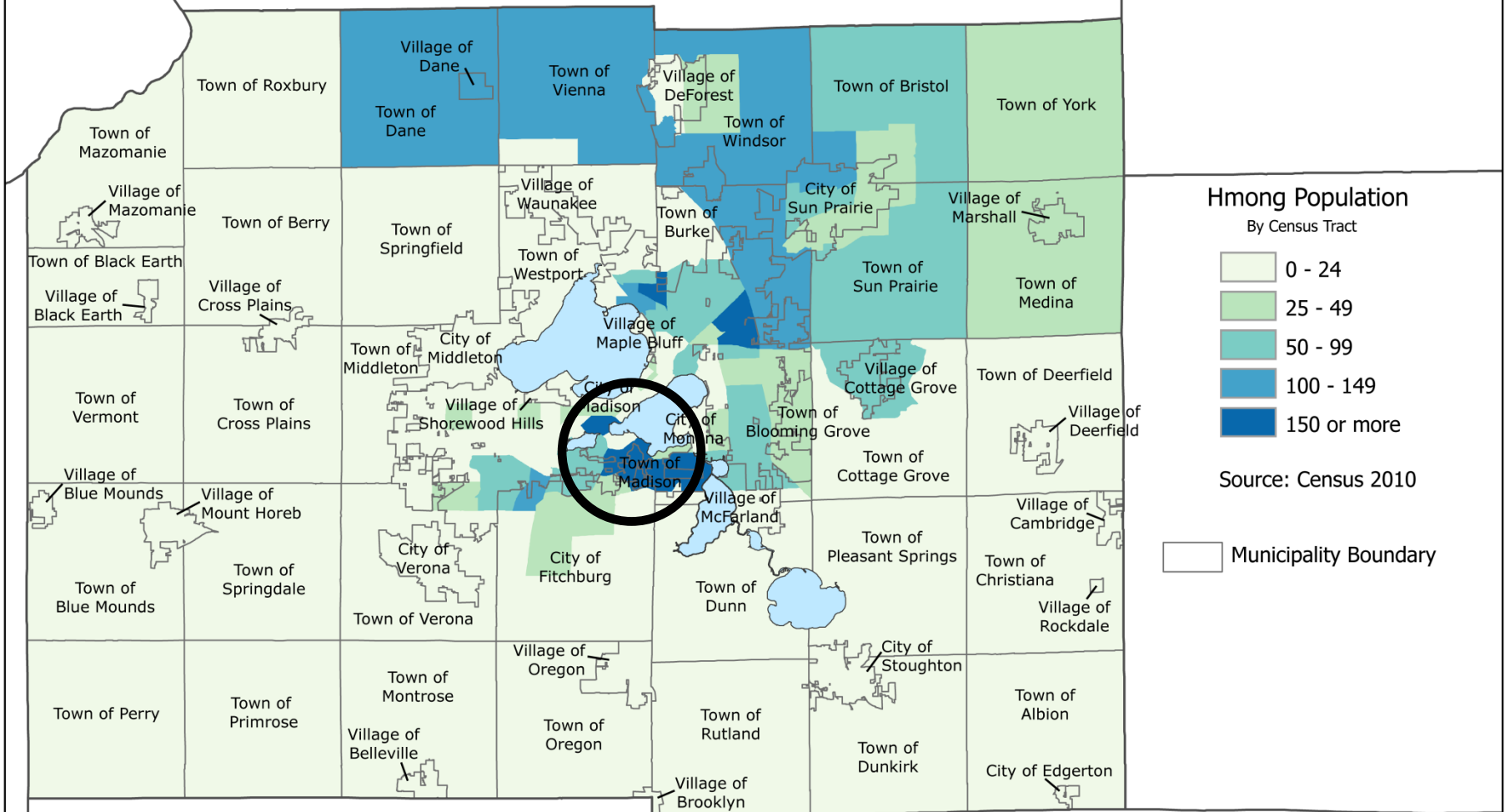
Back to Default Colors

Clear Map

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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



What Story does the Data tell us about Dane County?

Fast Growing population

- Senior population expanding as baby boomers age
- Families with children predominant demographic
- Increasing youth population

Changing racial and ethnic makeup of population

- Youth population has been shifting toward greater diversity
- Current demographic of schools is indication of what the adult population will look like in 15-20 years

Vary large disparity by race and ethnicity

- African Americans, Latinos and other populations are measuring significant gaps from whites in all wellness measures



SOLUTIONS TO THE INEQUALITY CRISIS IN DALLAS

Addressing Poverty with Redevelopment



Partnership
for Working
Families &
Communities
United for a
Greater Dallas

Dallas' regional economy is robust and growing, yet there is cause for concern. Our regional economy is facing a crisis of economic inequality, which corresponds with racial inequality. On the one hand Dallas' economy is surging, but on the other many working people struggle to get by. All too often white communities thrive, while communities of color fall behind.

- Nearly 40% of Dallas' children live below the poverty line.
- 35% of African-Americans and 29% of Latino residents of Dallas live in poverty.
- African-American households bring in only 35% of the median income for white households and Latino households' income is only 50% of white households' income.
- African-Americans have almost twice the unemployment rate of white workers.

It may be tempting to dismiss poverty indicators and concede that poverty exists in all cities, but in Dallas inequality is increasing while our middle class is shrinking. That means all communities are in jeopardy of doing worse even as they work harder. The median income in Dallas has declined dramatically over time and now sits below that of San Antonio, Houston and Texas as a whole.¹ In 1970, 57% of Dallas metro region residents lived in middle-income neighborhoods while in 2007, only 27% of Dallas metro region residents lived in middle-income neighborhoods.²

¹ City of Dallas, Neighborhood Plus City Council Briefing, February 15, 2015, at p. 18

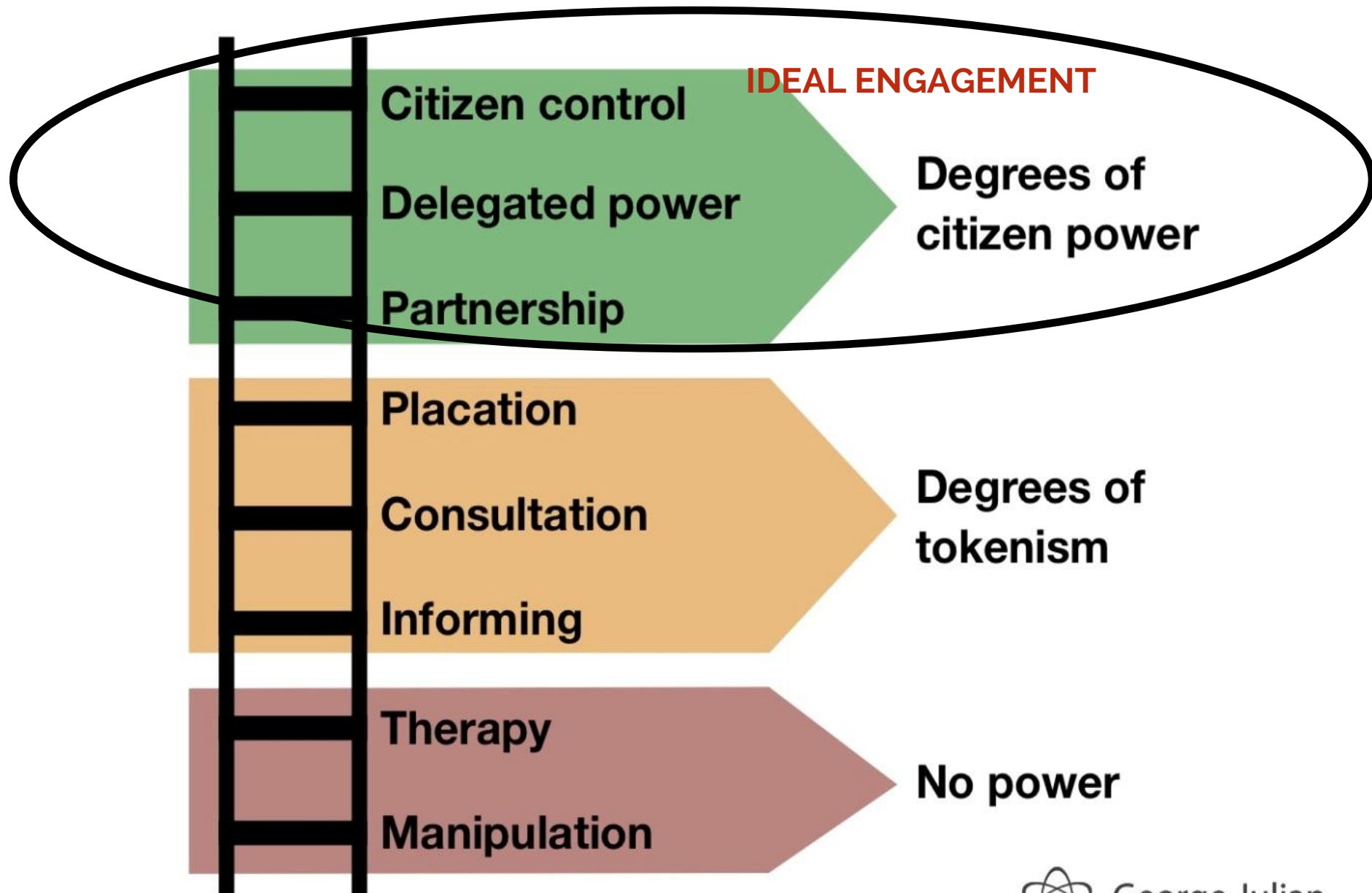
² Stanford Center on Poverty and Inequality, Percentage of Families Living in High-, Middle-, and Low-Income Neighborhoods, Dallas-Plano-Irving, TX 1970-2007, available at: ("middle income neighborhoods" are those in which the neighborhood median income level is between 80 and 125% of metro median) available at <http://web.stanford.edu/group/scs/pl/income-segregation-maps/metros.html#page=3>

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



Is there racial 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

Work with the trades and AEC to
create internships/
apprenticeships

Is there racial 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



Alliant Energy Center (AEC)

Internal Cooperation

**What we do/ are doing within our
government operations**

What is the opportunity for Internal Participation among Agencies

Currently Opportunity to

Participate with:

City of Madison Comp planning efforts

CARPC comp planning efforts

Catholic Charities Expansion

Latin Academy satellite

Huber Center



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?**

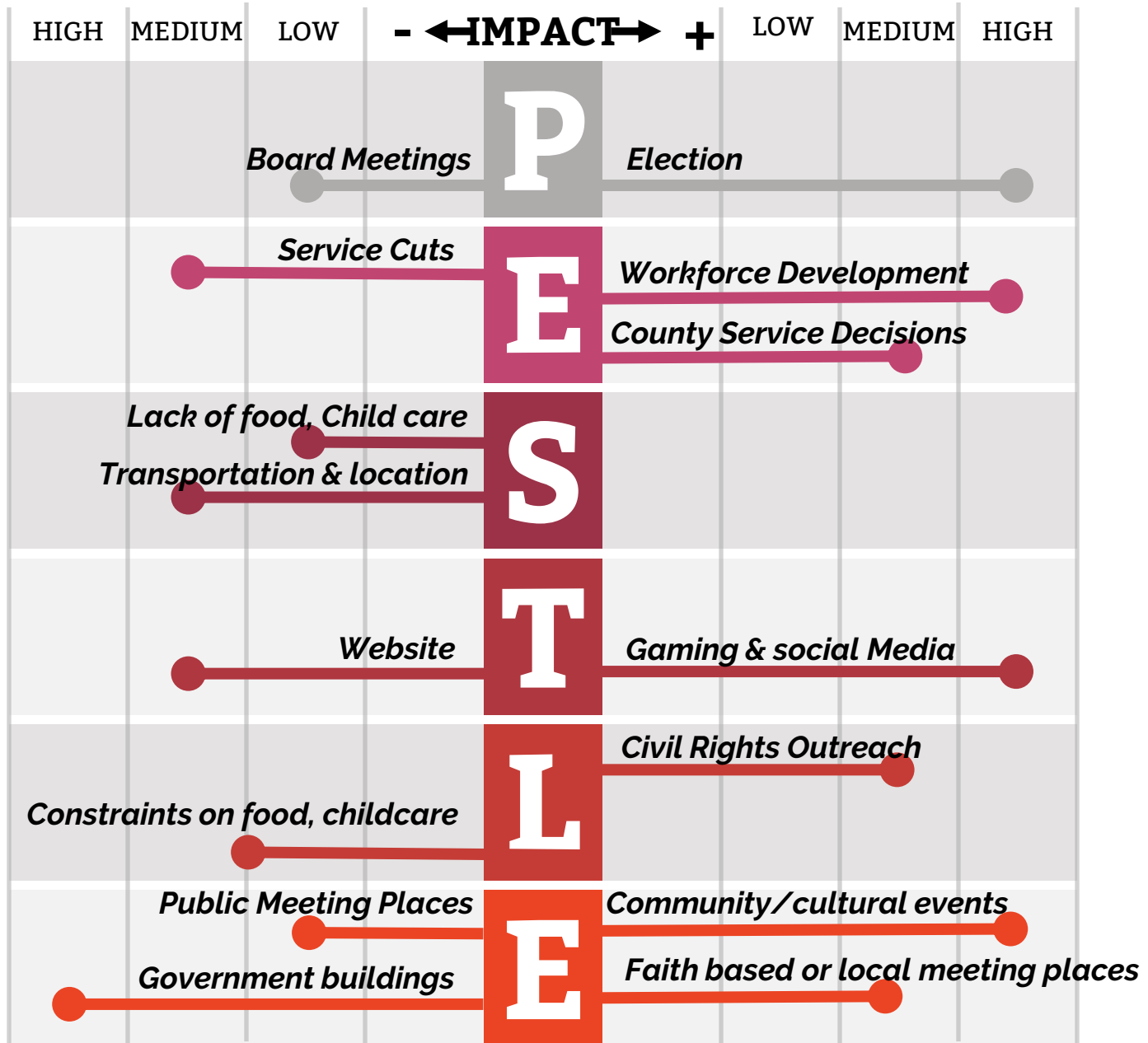
North Dakota State University

**POVERTY
SIMULATION**

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

After a SWOT, time to do a...







*Policy enacted by County Board to focus on reaching all people is a step in the right direction. **Question, how to make policy enabling different types of outreach***

P

Political



How can we assist in meeting the economic needs for our citizens

Do our staff have the necessary understanding of how to interact with the public that is inclusive?

E

Economical



How do we overcome barriers of

- *childcare,*
- *meals,*
- *location*
- *transport*

to enact good participation? Is there money allotted in the budget and what policies may prevent us?

S

Social



Do we have the necessary technological expertise to engage community members on this level?

T

Technological



What legal hurdles might there be in making the kind of outreach the county wishes to do possible?

L

Legal



Are we willing to go to the people in their places of comfort?

Do our staff have the necessary understanding of how to interact with the public that is inclusive?

E

Environmental

BEST PRACTICES

Community Outreach

3

Several Approaches were looked at:

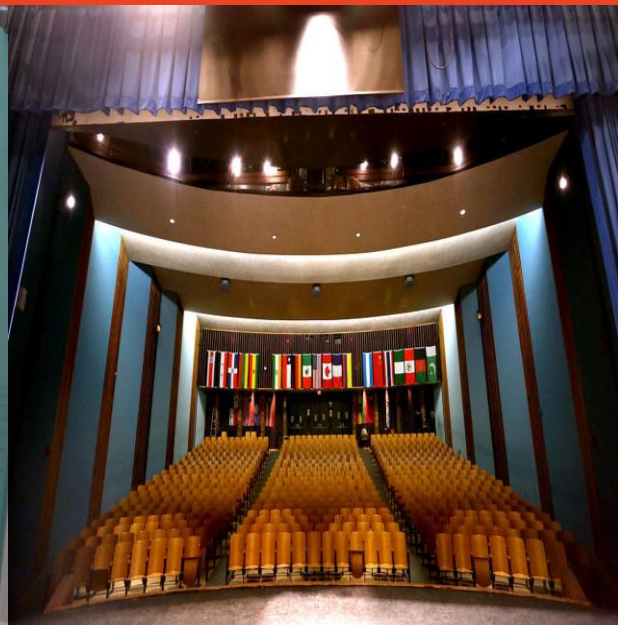
1. Barriers to Community Engagement
2. Out of the box Partnering with key organizations
3. Place making
4. Online Gaming type Applications
5. Train the Trainer – Opinion Leaders
6. Target Marketing and Language
7. Internal Leadership

SHARING INFORMATION & BEST PRACTICES





Informal universal locations





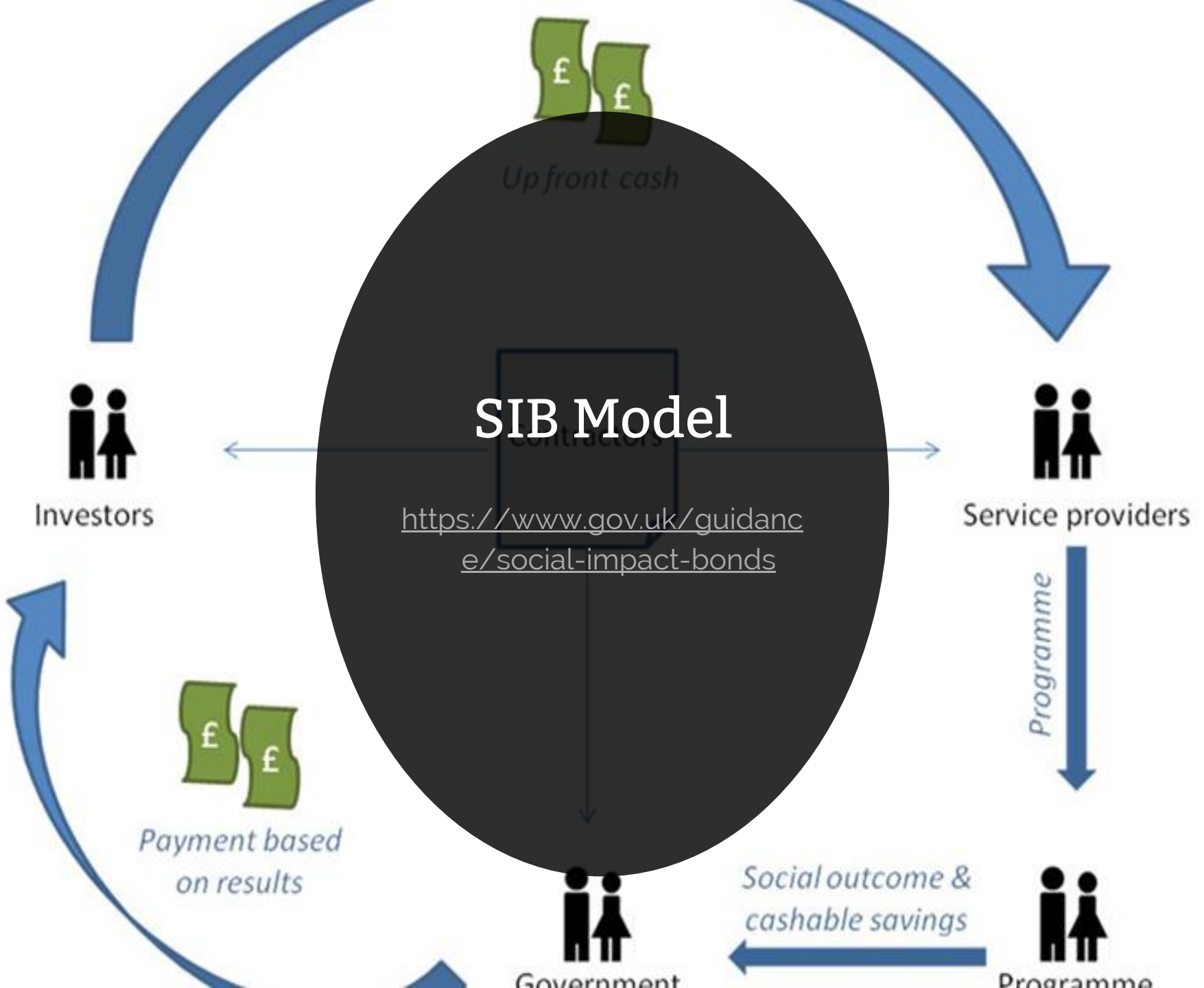
Transportation, Childcare, Food



Community^o Information Fair

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





PLACEMAKING AS PUBLIC PARTICIPATION



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





2011 CELEBRATE DANE COUNTY • 175th ANNIVERSARY

DANE COUNTY CULTURAL AFFAIRS COMMISSION

Generous support for this poster provided by  **AUGUST ENERGY**

daneinfo.org  facebook.com/daneinfo

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

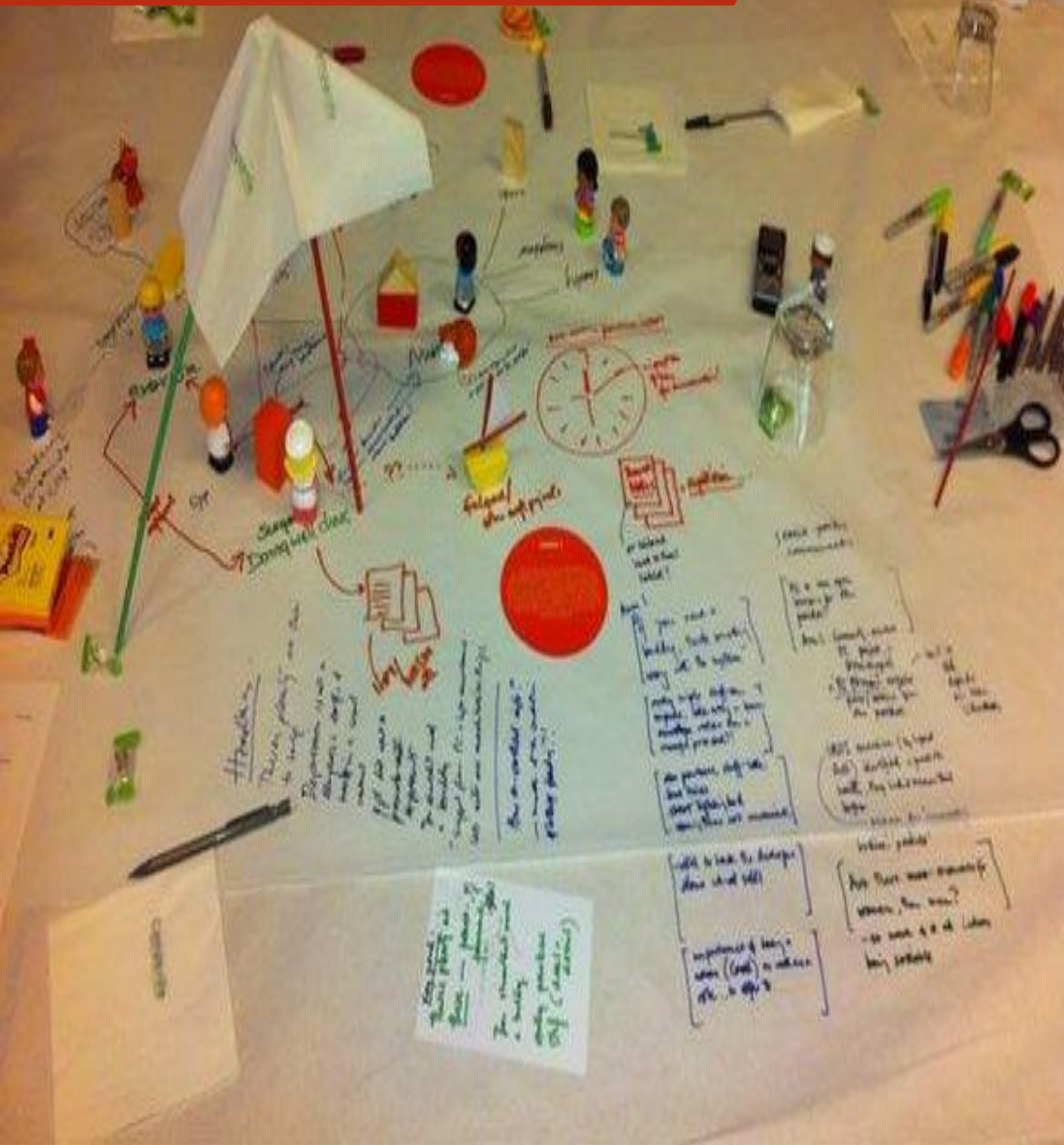
Let's define our neighborhood's creative and cultural strengths, assets, needs, and vulnerabilities through a survey and mapping exercise.

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.



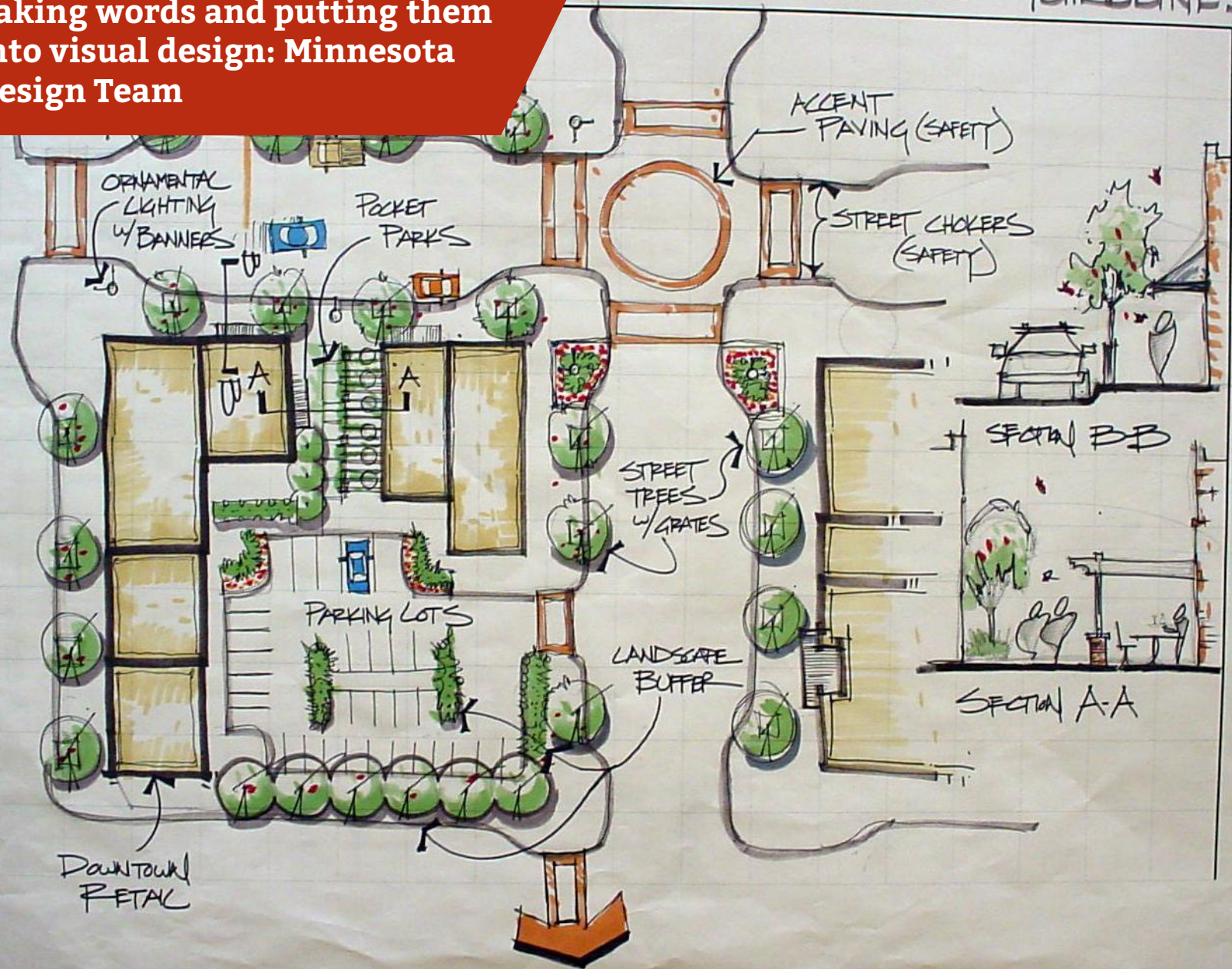
Work with communities to pool what their assets are





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
AN UNUSUAL PLACE



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
- Has been working in Washington State
- CARPC looking at doing the same for their comp planning



Partner with Identified Community Change Leaders



'The Tipping Point' by Malcolm Gladwell

POWER OF CONTEXT

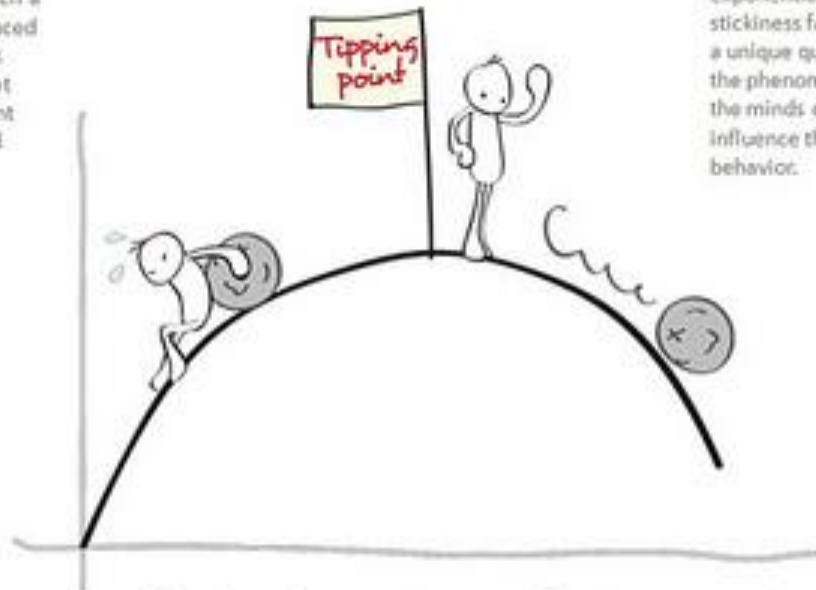
LAW OF 150

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

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

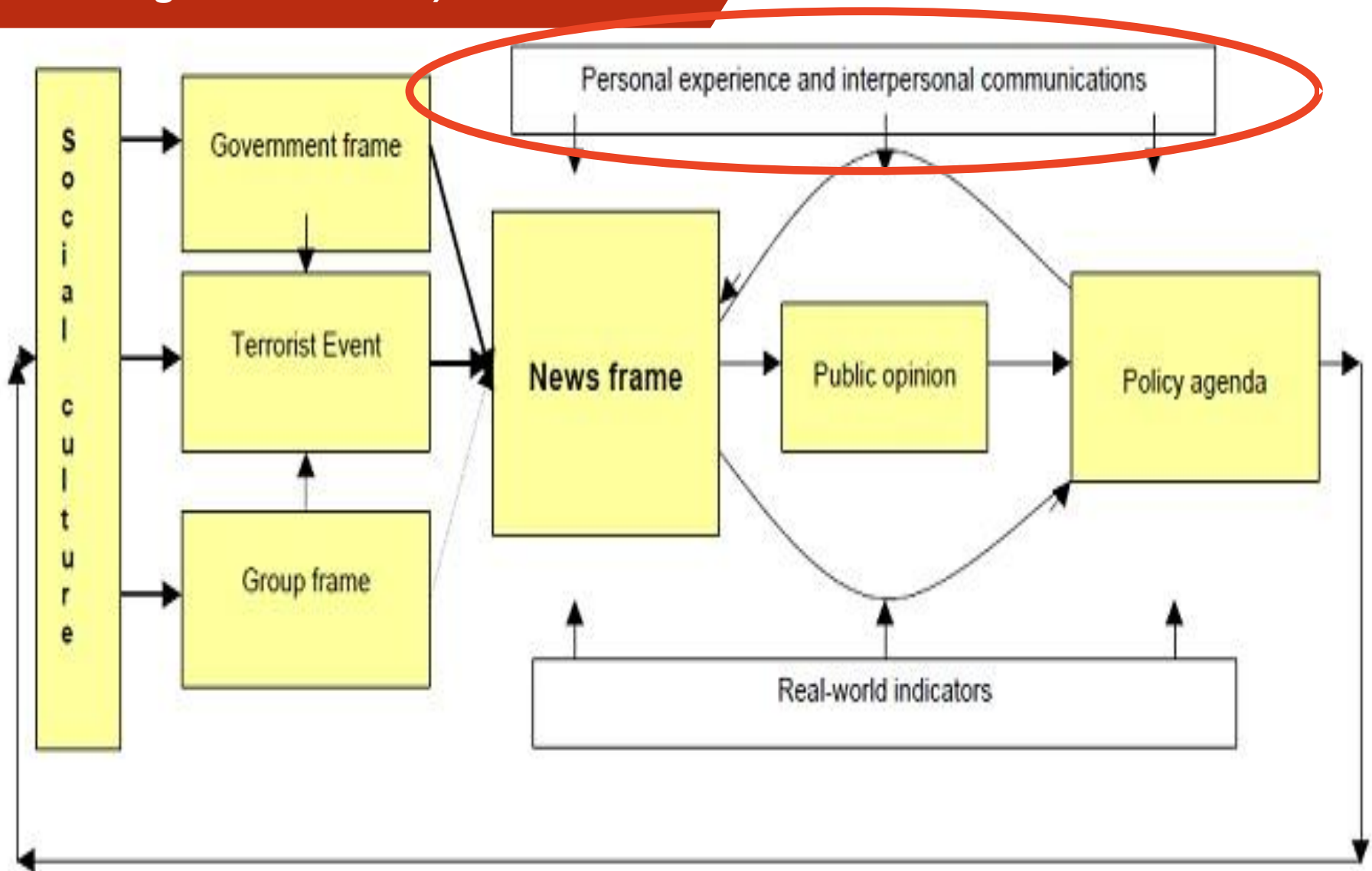
Help others to make informed decisions



SALESMAN

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

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



LANGUAGE & FRAMING:
using the right language
influences participation
outcomes ... i.e.

Bank Bailout vs. Rescue Package
Hispanic vs. LatinX
African American vs. Black
American

B
A B C
1 2 B 1 A

Context Matters



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!



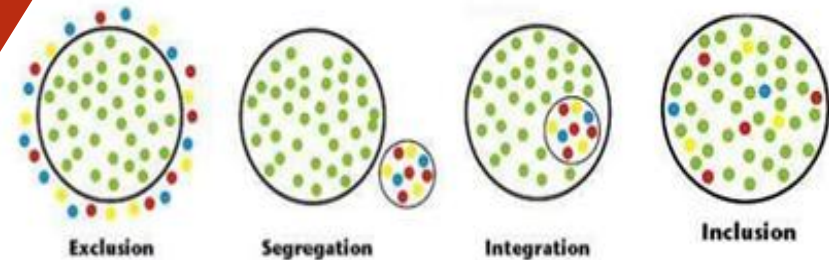
THIS WILL BE
BAD FOR THE
ECONOMY.

WHAT?!

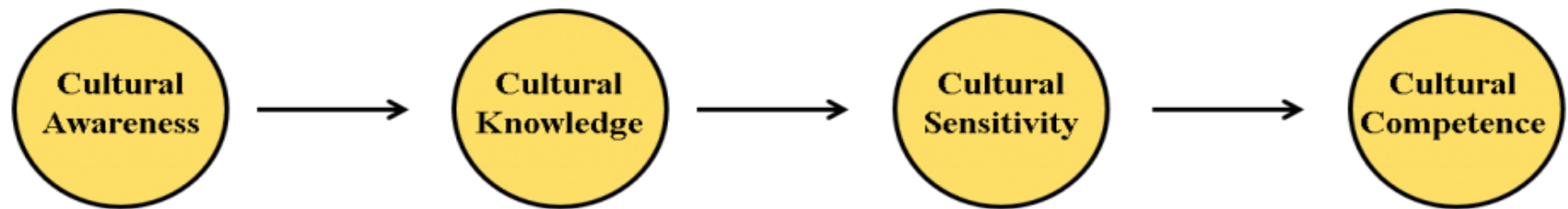


Internal Training and Participation among County Staff concerning outreach measures

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.

BEST PRACTICES

GUIDING Site Redevelopment

3

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. Examples of Expo TOD
3. 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



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



INTERIM/ SHORT TERM PLACE MAKING POTENTIAL FOR AEC PARKING LOTS

OPPORTUNITY

How to use place making and AEC parking lots
as informal and on demand market places

MODULAR MARKETS



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









Rural North Carolina market utilizing pre fab barn sheds

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 seating can be stored inside.

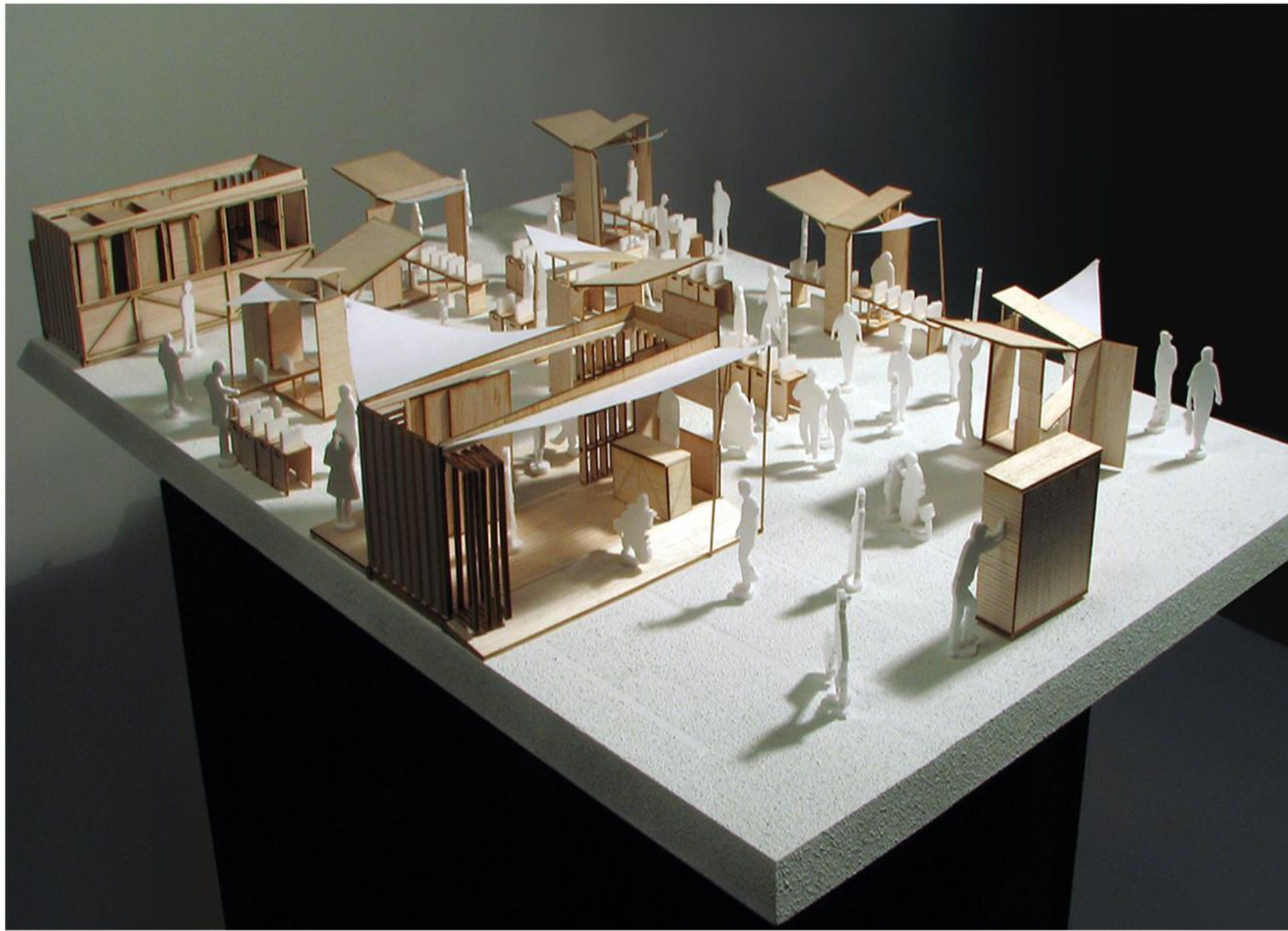
Flexible Installation

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

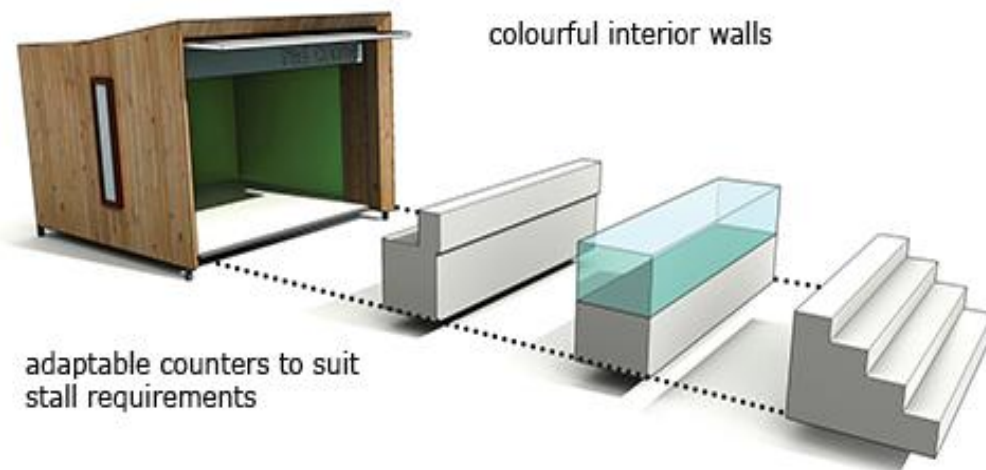
The stalls can be constructed from whatever materials are available locally. Each unit is wheeled and easily pushed into.







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.



**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

THE PARKING LOT AS A CANVAS

PARKING

HANDICAPPED  PARKING

HANDICAPPED

PEOPLE WHO THINK WE NEED "STRAIGHT PRIDE PARADES" OR A "WHITE HISTORY MONTH" ARE KINDA LIKE PEOPLE WHO LOOK AT HANDICAPPED PARKING SPACES AND SAY "WHY DON'T I GET SOMETHING LIKE THAT, HUH?" ... THEY DON'T CARE WHY IT EXISTS, THEY DON'T CARE THAT THEY GET THE WHOLE PARKING LOT, THEY'RE JUST MAD THAT THERE'S 4 SPACES IN FRONT OF THE WAL MART THAT AREN'T JUST FOR THEM.

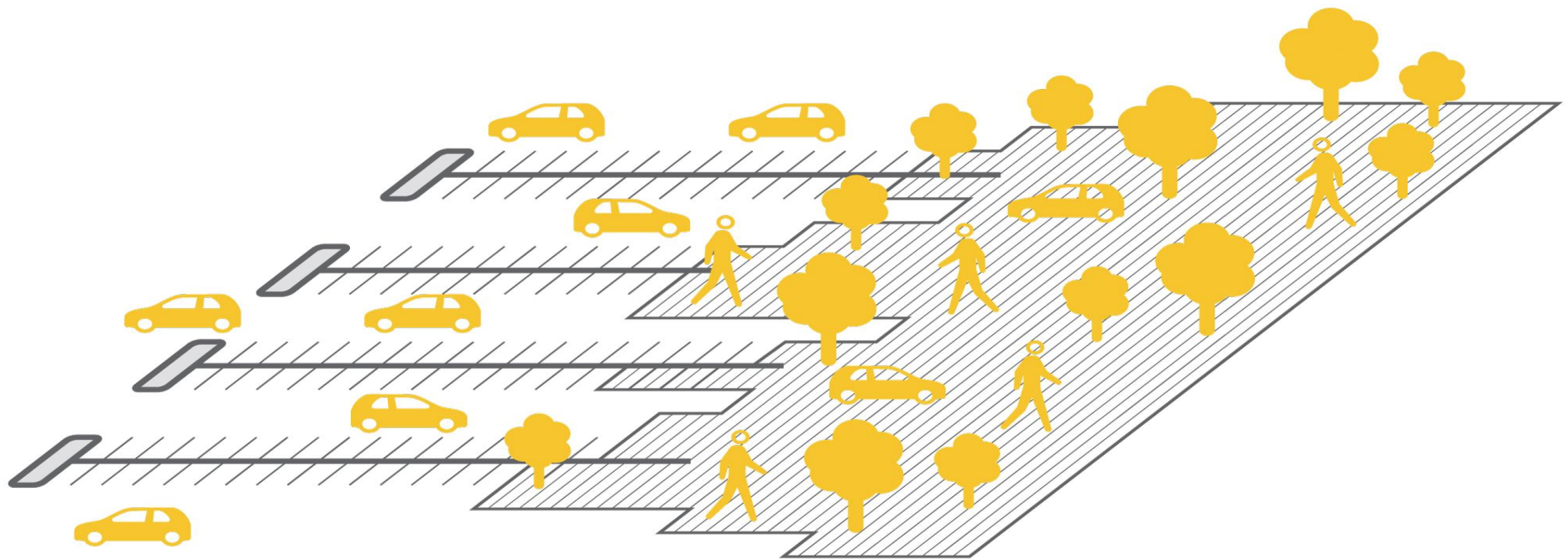
CHRISTOPHER WALKER



STORMWATER MANAGEMENT

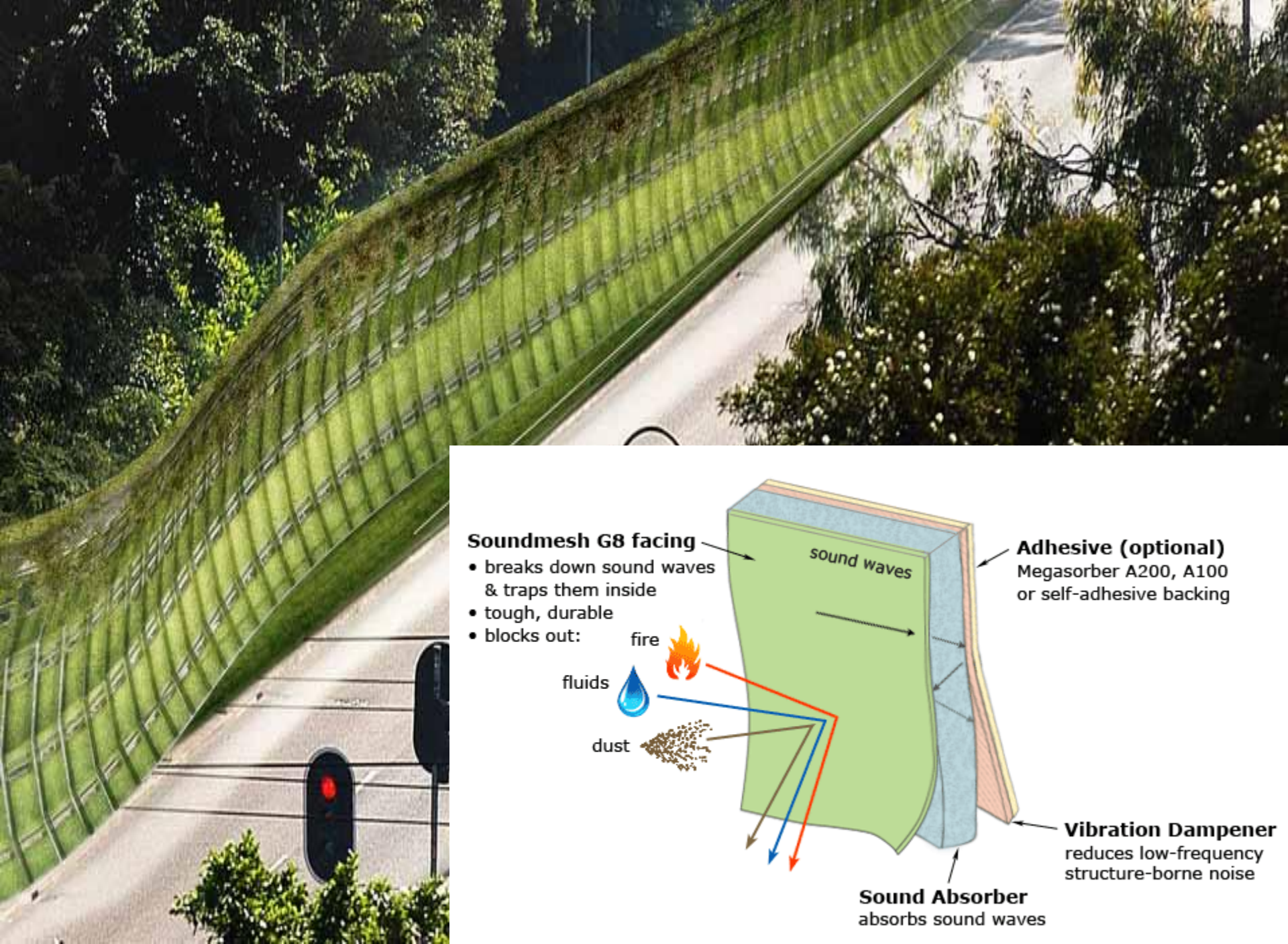






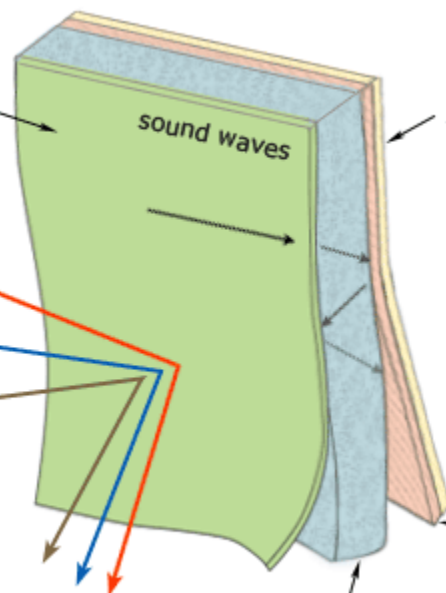
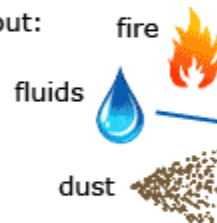
NOISE BARRIERS





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



Future Biz possibilities: DRONE HUB



Providing Visuals & Examples from around the world





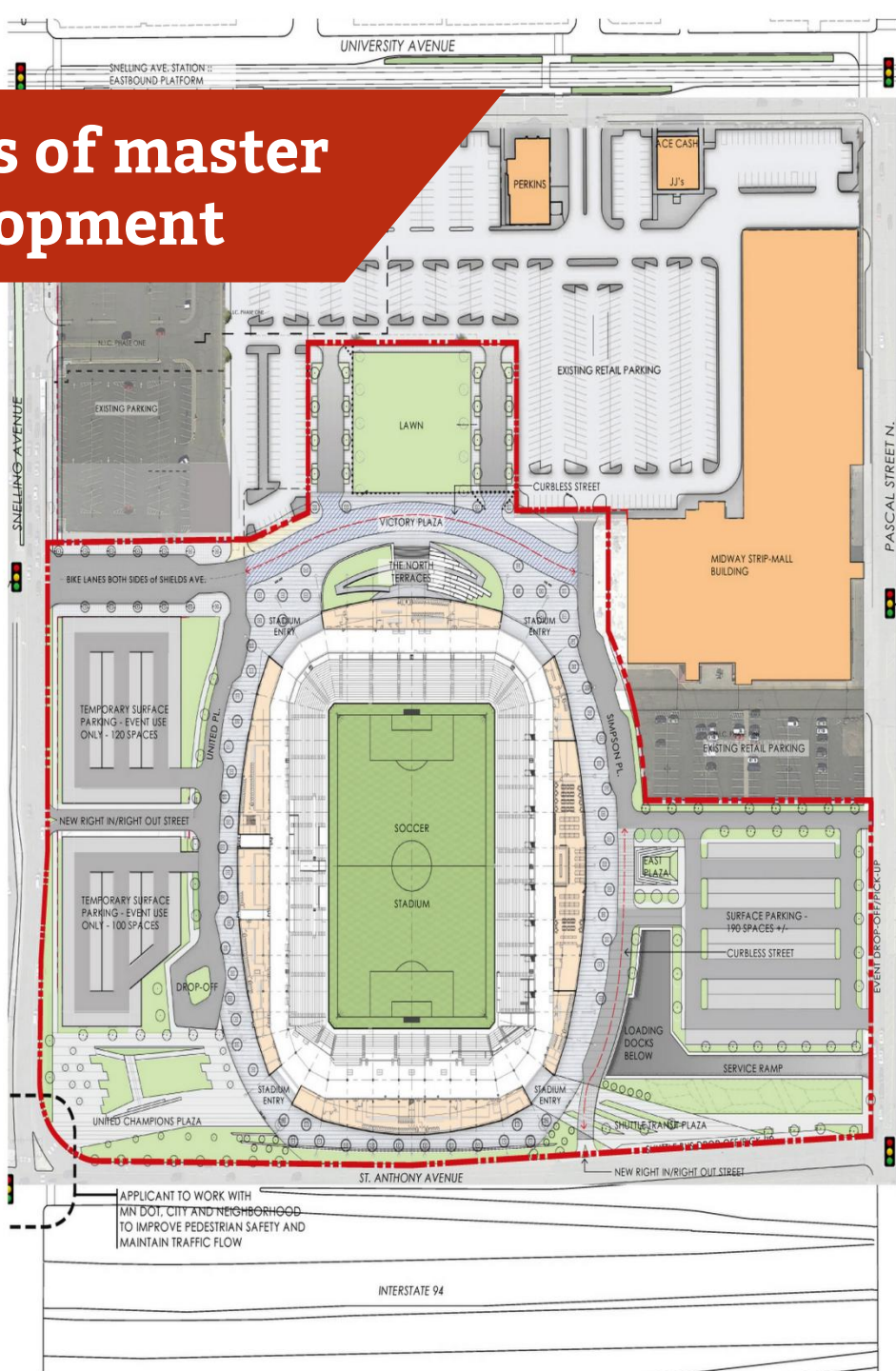
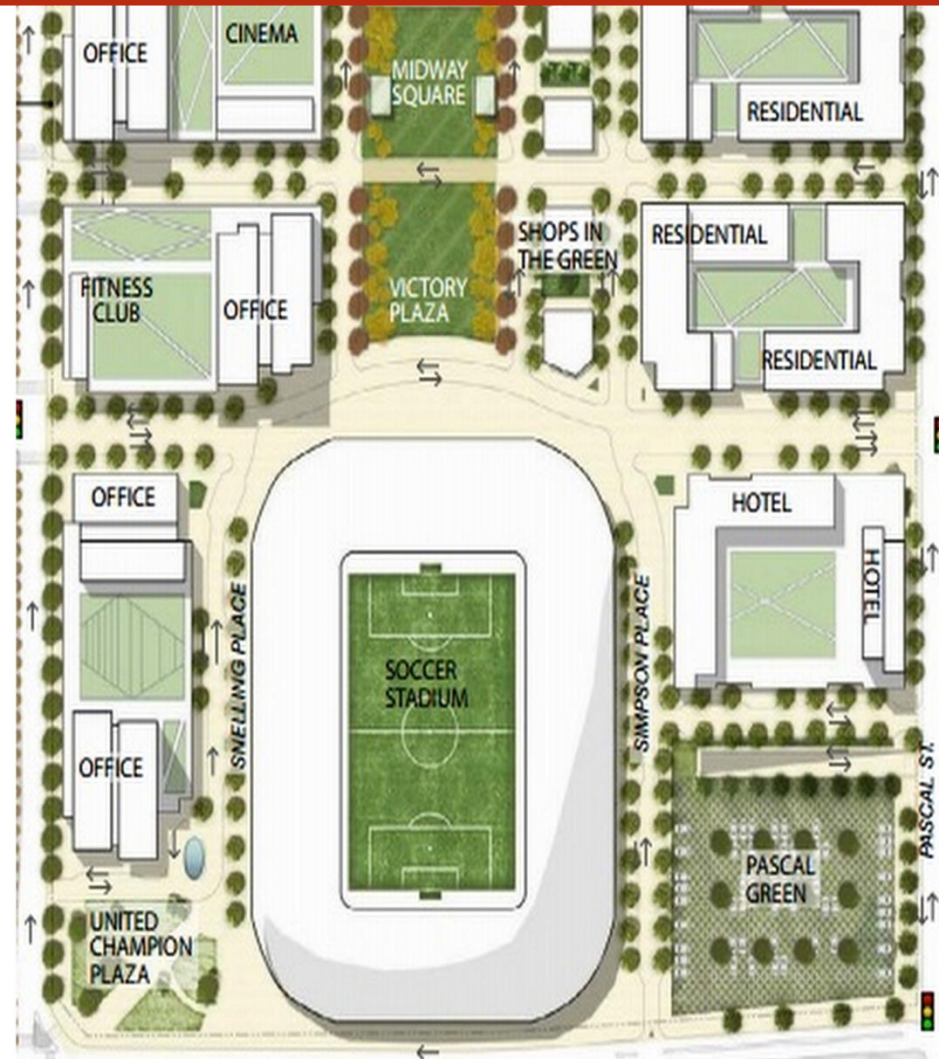








Explaining the slow process of master planning and phased development



Mixed-Use PUD Concept

Draft intended as an example only

Roadway network allows for future connections to surrounding properties

Network of trails links uses and open spaces

Modified grid of streets enhances connectivity for both pedestrian and vehicular traffic

R1-7.5

Centralized "Village Green"

Existing wooded area integrated into plan as an open space / park

Small plaza spaces and widened sidewalks integrated into all non-residential developments

R-18

Coordinated access

R-12

Wooded area and wetlands preserved as an amenity

Existing drainage retained and enhanced as a greenway & trail corridor

Village "Main Street"

Focal Plaza

Phase 4

Phase 1

Phase 2

Phase 3

NE 179th ST

CONCEPTUAL MAP LEGEND

Percentages refer to % of total developable land

- Retail/restaurant (20%)
(may include some mixed-use)
- Office (6%)
- Lowrise / walk-up apartments (8%)
- Townhouses (49%)
- Single Family (17%)

- Roads
- Parks
- Natural areas
- Pathways



0' 50' 100' 200'

MAKERS
architecture + urban design

APPLICATION

4



TARGET

Communities and their social places of meeting: hair salons, libraries, faith based centers, schools, and special events. We need to go to the where the people are.

BUSINESS & WORKFORCE

Existing Businesses are looking for workforce. Centralized meetings mean an opportunity to connect to parents and possible employees. This means possible sponsorship of events

SERVICE PARTNERS

Let's partner with other NPOS to source childcare and transportation services along with their connections. To the community. This may require a train the trainer program

NETWORKS

Tapping into existing leaders who have the ear and trust of the community. Also tapping into the social networks of connectors to get the idea to a "tipping point."

METRICS

WE will know who we are reaching based on the socio-demographic data of people that participate and # of unique establishments participating



Neighborhood Block Parties: 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 be trained along with other key organizations and student groups – allowable?

COST: Staff time 5% weekly – 2 hours

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: 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 5-10% weekly – 2-4 hours

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

Place Based Organizations & Businesses looking to partner -- Sponsorships

Businesses paying to sponsor events for the opportunity to network and connect with potential employees – Dane County: 2.7% unemployment. Minority population unemployment 12-26% unemployment = OPPORTUNITY

Partnering with the Technical Colleges, Universities, and nonprofits to offer services at the same time of OUTREACH events – Becomes a one stop shop

I.E. MIDDLE COLLEGE: <http://wdbscw.org/middle-college/>

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 10% weekly – 4 hours

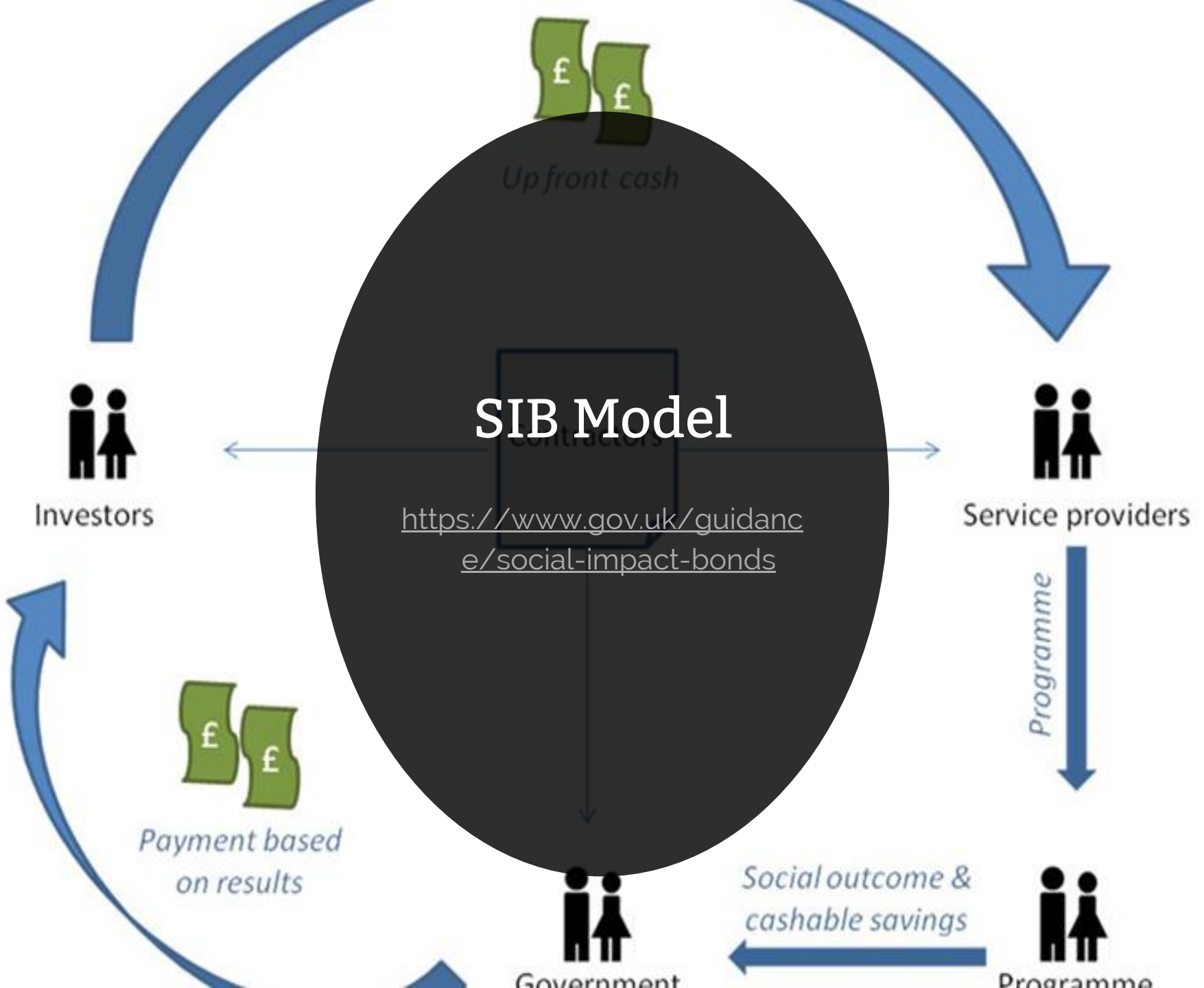
Place Based Organizations looking to partner – providing services

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



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/>

Current AEC Parking as potential market space -- Spur short terms Entrepreneurship

- Given the size of the AEC space and the parking lots, doing pop-up markets in the non use of the parking lots presents an opportunity to spur entrepreneurship. 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 and UW Madison Department of Business Sustainability offers an opportunity to cultivate not just the space but people and business. Additionally as some service organizations are looking to expand, together they might be willing to set up a campus for these kind of services – i.e. Park Street.
- Process: Outreach to these organizations to see willingness and interest in sponsoring or partnering with other agencies
- Cost: 5% of staff time

ENGAGE

5

1. Choose which strategies to focus on and which partners to include
2. Construct a roadmap in tandem with the county board's timeline to issue an RFP so this may inform the outreach path.
3. Building relationships will take TIME and should also be a multi- phased

