



VANDEWALLE & ASSOCIATES PROJECT TEAM & ROLES



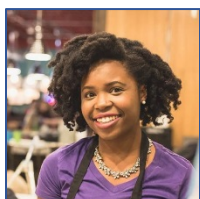
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Master Planning Process Overview

Where are we in the process?

With the Market, Financial, Facility and Impact Analysis recently completed by Hunden Strategic Partners, the Oversight Committee will now guide a 6-month Visioning and community engagement process to identify the core uses and broad goals for the future of the Alliant Energy Center prior to undertaking development of a campus master plan beginning in late 2017.



What is the goal of the Vision Process?

To move from a wide variety of ideas and options to a strategic Vision and Redevelopment Framework that has strong political and community support.

The vision process will be assisted by Vandewalle and Associates. The vision process aims to:

- Raise public awareness of the planning and redevelopment process, timeline, and proposed Vision to create a common base of knowledge prior to decision making.
- Define the most important roles, functions and major facility needs, as well as community objectives that should shape the master plan.
- Gain public and stakeholder input on the objectives for the AEC redevelopment and general concepts to be included in the future master planning.
- Define the long-term Vision for the AEC grounds.
- Identify strategies for integrating the AEC grounds with surrounding properties, neighborhoods, and the downtown while minimizing negative impacts on area residents.
- Provide a redevelopment process framework and timeline for moving forward, including key considerations and milestones.

An initial draft Vision and Redevelopment Framework is expected to be released in early August with a public input session tentatively scheduled for September 11th.

How can I get involved?

There will be several public input opportunities for the Dane County community, surrounding neighborhoods, adjacent property and business owners as well as business and stakeholder leadership over the summer months. To stay apprised of those opportunities, please check the project website at www.alliantenergycenter.com over the next several months or email [person](mailto:person@alliantenergycenter.com) at [email address](mailto:email@alliantenergycenter.com) to be added to the contact list for project updates.



Alliant Energy Center Master Planning Oversight Committee

Visioning Process Progress Report April 3, 2017

Vandewalle & Associates will provide a monthly progress report to the Committee summarizing 1) the work completed over the previous month, 2) the primary purpose and desired outcomes for the next Committee meeting, and 3) the work to be completed over the following month. Given that we just started the project, this first report focuses on only the latter two elements.

April 3rd Committee Meeting

Purpose: To discuss the visioning process work plan components and timeline needed to allow the Committee to begin the campus master planning process by the end of the year and to begin a discussion about the vision elements and objectives.

Desired Outcomes: To receive Committee input and direction on:

- Initial identification of the components to be addressed in the visioning process and where we need to be at the end of the process
- Schedule of future Committee meeting topics that are necessary in order to prepare a comprehensive vision and redevelopment framework within a six-month timeframe
- The individuals and organizations to be included in the Communications Plan and the best/preferred methods of communicating with them
- The individuals and organizations to be included in the Public Engagement Plan and the best/preferred methods of engaging with them

Focus of Work in the Month of April

- Completion of the following for approval by the Committee at the April 24th meeting:
 - Communications Plan
 - Public Engagement Plan
 - Consolidated Vision Process Work Plan
- Development of specific public engagement methods to be used at Brat Fest and potentially other events
- Refinement of vision elements and objectives
- Review of past planning documents and studies
 - Initial identification of inputs/givens to be carried forward from past planning efforts
- Collection and review of planning documents for surrounding areas



Potential Vision Components

Economic and Community Role

- *What future roles/purposes can the AEC fulfill for the broader community?*
- *How do we make the AEC more useful and inviting to residents throughout the county and region?*
- *What regional economies/business sectors should the facility cater to?*
- *How can the AEC be used to foster additional business growth and development?*
- *What types of economic impacts do we hope to achieve?*

Function and Uses

- *What are the core functions and uses going forward?*
- *Which additional uses should be on the campus vs. being adjacent?*
- *What is the order of priority for improvements?*

Form, Experience, and Image

- *What could make the AEC a unique Madison experience?*
- *What image do we want to convey to the community and visitors?*
- *What impressions do we want to make on event organizers and visitors?*

Sustainability

- *What are the most important sustainability objectives?*
- *Which sustainable features should be explored in the campus master planning process?*

Access, Transportation, and Connections

- *What other facilities/destinations do we need to improve connections with?*
- *Which methods/modes of connection need to be investigated?*
- *How do we balance improved accessibility and connectivity with security and neighborhood protection needs?*

Adjacent Lands and Neighborhoods

- *How can the AEC become more of a neighborhood asset?*
- *What neighborhood impacts need to be reduced or avoided?*
- *How can the site be a catalyst to optimize the redevelopment potential of the entire area?*
- *How can redevelopment in the surrounding area help catalyze improvements to the AEC and enhanced visitor experiences?*

Funding and Governance

- *Which funding sources and mechanisms need to be investigated?*
- *Which governmental structures need to be investigated?*

Alliant Energy Center Comprehensive Master Plan visioning

MEETING SCHEDULE AND TIMELINE



PHASE I SCHEDULE								
April		May	June	July	August	September	PHASE II	
I Redevelopment Planning Process Work Plan								
1.1 Project Start-up								
1.2 Communications Plan		II Communications Implementation						
1.3 Public Engagement Plan		III Public Engagement						
1.4 Vision & Redevelopment Framework Process Plan								
		1.5 Consolidated Work Plan						
				IV Vision and Redevelopment Framework and Action Plan				
V Project Management <ul style="list-style-type: none">Committee Meetings (7)Ongoing Communications with County StaffProject Management/Strategy/Meetings							Project Management <ul style="list-style-type: none">Committee MeetingsCommunication AdvisingImplementation/StrategyMaster Plan Guidance	
COMMITTEE MEETINGS								
Meeting 1 April 3	Meeting 2 April 24	Meeting 3 May 15	Meeting 4 June 19		Meeting 5 August 7	Meeting 6 September 11	Meeting 7 September 18	Meeting 8 October
<ul style="list-style-type: none">Review objectives, scope & work planProvide direction on:<ul style="list-style-type: none">Communication Plan FrameworkPublic engagement planGuiding/scoping questions	<ul style="list-style-type: none">Review & finalize work planCommittee direction on inputs/givens for the visionInput on upcoming public engagement opportunities (i.e., Brat Fest)	<ul style="list-style-type: none">Review of analysis of surrounding area:<ul style="list-style-type: none">e.g. Economic Development;Land Use/PlansTransportationCurrent & Future uses/functions worksessionIdea testing	<ul style="list-style-type: none">Master Planning Elements & Surroundings<ul style="list-style-type: none">ConceptsConnectionsSustainability elementsTransportationExperience	<ul style="list-style-type: none">No committee meeting in July	<ul style="list-style-type: none">Review public engagement resultsDraft Vision, Framework & TimelineFinance & governing worksession	<ul style="list-style-type: none">Evening Meeting (5:30p)Public input session	<ul style="list-style-type: none">Action on Final vision	<ul style="list-style-type: none">Joint Public Works & Personnel and Finance Committee Meeting



	DATE	PURPOSE	PRIMARY AUDIENCE	CONTENT	FORMAT	DISTRIBUTION METHOD	RELATED MEETINGS/EVENTS
ONGOING COMMUNICATIONS							
	Monthly	To provide notice of upcoming Committee meeting	<ul style="list-style-type: none">General public	<ul style="list-style-type: none">Date, time, and location of meetingMeeting agendaLink to meeting packet on Legistar	Standard County notice	Standard County distribution	
	Monthly	To capture and synthesize input by the Committee, stakeholders, and public	<ul style="list-style-type: none">CommitteeAll other interested parties	<ul style="list-style-type: none">Monthly progress reportsDocuments and presentations prepared for discussion at Committee meetingsCommittee meeting summariesSummaries of public engagement eventsDraft and final work products	Text documents, graphics, presentations, etc.	Legistar and project webpage	Committee Meetings
INDIVIDUAL COMMUNICATIONS							
1	April	To communicate where the committee is in the overall master planning process, what will be accomplished over the 6-month vision development, and the importance of public involvement throughout the entire process	<ul style="list-style-type: none">General publicStakeholders	<ul style="list-style-type: none">Where we are in the overall master planning processWhat the visioning process will consist of/issues to be addressesGeneral Vision process timelineEncouragement of public involvement	Graphic and one-page text	Press Release, Media Outreach, Listserv, Social Media, Email List, Website	n/a
2	May	To alert the public to upcoming engagement opportunities	<ul style="list-style-type: none">General public	<ul style="list-style-type: none">Where we are in the overall master planning processGeneral purpose of the Hunden study and how it's being usedWhat the visioning process will consist of/issues to be addressesVision process timelineEncouragement of public involvement	One-page text document	Press Release, Public Service Announcements, Social Media, Listserv, Website	All Public Engagement Events
3	May/June	To publicize the Neighborhood Engagement Meetings	<ul style="list-style-type: none">Residents in surrounding neighborhoods and the community organizations and institutions within them	<ul style="list-style-type: none">Purpose and format of meetingsImportance of participatingSupport services to be providedMeeting dates, times, and locations	One-page flyer; Meeting with neighborhood leadership	Direct Mailer, Flyer, Neighborhood Listserv, Website, Press Release	Neighborhood Meetings
4	June/July	To notify recipients of engagement opportunities	<ul style="list-style-type: none">Nearby commercial property owners/businesses	<ul style="list-style-type: none">Purpose and format of meetingImportance of participatingMeeting date, time, and location	One-page text/flyer	Direct Mail, Phone Calls, Email Invites	Commercial Property Owners/Businesses Roundtable and Key Site Owner Interviews
5	June/July	To notify recipients of engagement opportunities	<ul style="list-style-type: none">Business/Stakeholder Leadership	<ul style="list-style-type: none">Purpose and format of meetingImportance of participatingMeeting date, time, and location	One-page text/flyer	Direct Mail, Phone Calls, Email Invites	Business/Stakeholder Leadership Roundtable

COMMUNICATION TOOLS
PROPOSED
<ul style="list-style-type: none">Unique project webpage with buttons from County and AEC homepagesProject email list- grows as engagement increases and people add their addressesProject listserv (Yahoo Group, etc.)Project Facebook pagePress releasesDirect media contactsPublic Service AnnouncementsLegistarMeeting flyers (can be mailed, emailed and/or posted)Postings on Neighbor Nextdoor, neighborhood association websites, and listservsDocuments and presentation materials Committee members can use with their constituents
OTHER OPTIONS
<ul style="list-style-type: none">Multi-lingual materialsAsk local elected officials to make announcements during their public meetingsNeighborhood signsSigns at libraries directing people to take the surveySignage at AEC events and other events around the countyNotices on Community Access ChannelsPaid advertising (newspaper, radio, TV, internet, etc.)

	DATE	PURPOSE	PRIMARY AUDIENCE	CONTENT	FORMAT	DISTRIBUTION METHOD	RELATED MEETINGS/EVENTS
6	May	To share updates and garner initial thoughts and objectives to be addressed in the visioning process	<ul style="list-style-type: none">• Mayor• County Executive	<ul style="list-style-type: none">• Where we are in the overall master planning process• What the visioning process will consist of• Vision process timeline• Public engagement plan and events• Primary issues of concern to leaders• Preferred method of ongoing communication with leaders	Individual Meetings	n/a	n/a
7	Late July	To invite recipients to the draft Vision presentation at the Aug 7 Committee meeting	<ul style="list-style-type: none">• County Board members• Interested county staff	<ul style="list-style-type: none">• Meeting date, time, and location• Benefits of attending	Email message	Email	August 7 Committee Meeting
8	Mid-August	To invite the public and stakeholders to review the draft Vision documents and provide input	<ul style="list-style-type: none">• General public• Stakeholders	<ul style="list-style-type: none">• Where draft documents can be accessed• Committee's desire for public input• Date, time, and location of public input meeting• Other methods to provide input	One-page text/flyer	Press Release, Media Outreach/Editorial Boards, Listserv, Social Media, Email List, Website	September 11 Committee Meeting
9	Late August/ Early September	To share updates and receive feedback on draft Vision	<ul style="list-style-type: none">• Mayor• County Executive	<ul style="list-style-type: none">• Review the draft Vision and Redevelopment Framework• Gather feedback on Vision components• Identify areas of concern/additional issues to be addressed	Individual meetings	n/a	n/a

ALLIANT ENERGY CENTER MASTER PLAN **VISIONING**

COMMUNICATIONS LIST

March 31, 2017



Decision Makers	Direct Stakeholders	Neighbors	Other Influencers/ Interested Parties	Corporate Sponsors	State
<ul style="list-style-type: none"> • Master Planning Committee • Public Works Committee • Finance & Personnel Committee • County Executive • Mayor • City Council 	<ul style="list-style-type: none"> • CVB & Sports Com. • Hoteliers • Restaurants & Bars • Other Local Attractions • Construction Trades • Town • Fitchburg • City Parks • Event Coordinators & • Repeat Users • SMG • Primary/Repeat Event Organizers 	<ul style="list-style-type: none"> • Neighborhood Associations • South Metropolitan Planning Council • South Metro Business Association • Commercial Property Owners • Community Orgs and Institutions 	<ul style="list-style-type: none"> • Press • Local Elected Officials throughout County • Monona Terrace • DMI • Chamber • UW Madison • Taxpayers At-large • Business Leadership 	<ul style="list-style-type: none"> • Alliant Energy • New Holland 	<ul style="list-style-type: none"> • Tourism • DATCP • Area Legislators

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