



PHASE I SCHEDULE								
April	May	June	July	August	September	PHASE II		
<b>I</b> Redevelopment Planning Process Work Plan								
<b>1.1</b> Project Start-up								
<b>1.2</b> Communications Plan		<b>II</b> Communications Implementation						
<b>1.3</b> Public Engagement Plan		<b>III</b> Public Engagement						
<b>1.4</b> Vision & Redevelopment Framework Process Plan								
<b>1.5</b> Consolidated Work Plan								
				<b>IV</b> Vision and Redevelopment Framework and Action Plan				
<b>V</b> Project Management						Project Management		
<ul style="list-style-type: none"> <li>Committee Meetings (7)</li> <li>Ongoing Communications with County Staff</li> <li>Project Management/Strategy/Meetings</li> </ul>						<ul style="list-style-type: none"> <li>Committee Meetings</li> <li>Communication Advising</li> <li>Implementation/Strategy</li> <li>Master Plan Guidance</li> </ul>		
<b>COMMITTEE MEETINGS</b>								
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"> <li>Review objectives, scope &amp; work plan</li> <li>Provide direction on:                             <ul style="list-style-type: none"> <li>§ Communication Plan Framework</li> <li>§ Public engagement plan</li> <li>§ Guiding/scoping questions</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>Review &amp; finalize work plan</li> <li>Committee direction on inputs/givens for the vision</li> <li>Input on upcoming public engagement opportunities (i.e., Brat Fest)</li> </ul>	<ul style="list-style-type: none"> <li>Review of analysis of surrounding area:                             <ul style="list-style-type: none"> <li>o e.g. Economic Development;</li> <li>o Land Use/Plans</li> <li>o Transportation</li> </ul> </li> <li>Current &amp; Future uses/functions worksession</li> <li>Idea testing</li> </ul>	<ul style="list-style-type: none"> <li>Master Planning Elements &amp; Surroundings</li> <li>§ Concepts</li> <li>§ Connections</li> <li>§ Sustainability elements</li> <li>§ Transportation</li> <li>§ Experience</li> </ul>	<ul style="list-style-type: none"> <li>No committee meeting in July</li> </ul>	<ul style="list-style-type: none"> <li>Review public engagement results</li> <li>Draft Vision, Framework &amp; Timeline</li> <li>Finance &amp; governing worksession</li> </ul>	<ul style="list-style-type: none"> <li>Evening Meeting (5:30p)</li> <li>Public input session</li> </ul>	<ul style="list-style-type: none"> <li>Action on Final vision</li> </ul>	<ul style="list-style-type: none"> <li>Joint Public Works &amp; Personnel and Finance Committee Meeting</li> </ul>



Communication Plan Items

#	Communication Type and Audience	Purpose
1	Press Release to the General Public	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
2	Press Release to the General Public	To alert the public to upcoming engagement opportunities
3	Flyer to Neighborhood Residents	To publicize the Neighborhood Engagement meetings
4	Flyer to Adjacent Property Owners	To notify recipients of engagement opportunities
5	Flyer to Business/Stakeholder Leadership	To notify recipients of engagement opportunities
6	One-on-One Meetings with Mayor and County Executive	To share updates and garner initial thoughts and objectives to be addressed in the visioning process
7	Email to County Board members and County staff	To invite recipients to the draft Vision presentation at the Aug 7 Committee meeting
8	Press Release to the General Public and Key Stakeholders	To invite the public and stakeholders to review the draft Vision documents and provide input
9	One-on-One Meetings with Mayor and County Executive	To share the draft vision and garner additional input

Engagement Plan Items

#	Engagement Type and Audience	Purpose
A	Roundtable Discussion with Neighborhood Leadership	To engage neighborhood leadership around the process and better understand neighborhood concerns and objectives
B	Participatory Workshops with Neighborhood Residents	To engage neighborhood residents around the process and better understand neighborhood concerns and objectives
C	Focus Group of Property Owners	To understand the property owner's future plans, redevelopment potential, and project concerns and objectives
D	Focus Group of Adjacent Business Owners	To understand the adjacent business owner's future plans, redevelopment potential, and project concerns and objectives
E	Roundtable Discussion with Area Business/Stakeholder Leadership	To understand the business community's current and desired relationship with the AEC Campus
F	Campus Tour for the General Public	To increase the public's understanding of the AEC Campus abilities and constraints
G	Survey for the General Public and Event Participants	To collect feedback from the general public in order to better inform the AEC vision
H	Targeted Events Engagement for Event Participants	To collect feedback from the general public in order to better inform the AEC vision
I	Public Meeting for the General Public	To share the vision process findings with the general public



	DATE	PURPOSE	PRIMARY AUDIENCE	CONTENT	FORMAT	DISTRIBUTION METHOD	RELATED MEETINGS/EVENTS	Lead Entity	Cost
<b>ONGOING COMMUNICATIONS</b>									
	Monthly	To provide notice of upcoming Committee meeting	Y General public	Y Date, time, and location of meeting Y Meeting agenda Y Link to meeting packet on Legistar	Standard County notice	Standard County distribution		County Staff	\$ -
	Monthly	To capture and synthesize input by the Committee, stakeholders, and public	Y Committee Y All other interested parties	Y Monthly progress reports Y Documents and presentations prepared for discussion at Committee meetings Y Committee meeting summaries Y Summaries of public engagement events Y Draft and final work products	Text documents, graphics, presentations, etc.	Legistar and project webpage	Committee Meetings	V&A	TBD -On Web Hosting
<b>INDIVIDUAL COMMUNICATIONS</b>									
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	Y General public Y Stakeholders	Y Where we are in the overall master planning process Y What the visioning process will consist of/issues to be addresses Y General Vision process timeline Y Encouragement of public involvement	Graphic and one-page text	Press Release, Media Outreach, Listserv, Social Media, Email List, Website	n/a	V&A	\$ 1,125
2	May	To alert the public to upcoming engagement opportunities	Y General public	Y Where we are in the overall master planning process Y General purpose of the Hunden study and how it's being used Y What the visioning process will consist of/issues to be addresses Y Vision process timeline Y Encouragement of public involvement	One-page text document	Press Release, Public Service Announcements, Social Media, Listserv, Website	All Public Engagement Events	V&A	\$ 1,400
3	May/June	To publicize the Neighborhood Engagement Meetings	Y Residents in surrounding neighborhoods and the community organizations and institutions within them	Y Purpose and format of meetings Y Importance of participating Y Support services to be provided Y Meeting dates, times, and locations	One-page flyer; Meeting with neighborhood leadership	Direct Mailer, Flyer, Neighborhood Listserv, Website, Press Release	Neighborhood Meetings	V&A	\$ 2,100
4	June/July	To notify recipients of engagement opportunities	Y Nearby commercial property owners/businesses	Y Purpose and format of meeting Y Importance of participating Y Meeting date, time, and location	One-page text/flyer	Direct Mail, Phone Calls, Email Invites	Commercial Property Owners/Businesses Roundtable and Key Site Owner Interviews	V&A	\$ 350
5	June/July	To notify recipients of engagement opportunities	Y Business/Stakeholder Leadership	Y Purpose and format of meeting Y Importance of participating Y Meeting date, time, and location	One-page text/flyer	Direct Mail, Phone Calls, Email Invites	Business/Stakeholder Leadership Roundtable	V&A	\$ 350
6	May	To share updates and garner initial thoughts and objectives to be addressed in the visioning process	Y Mayor Y County Executive	Y Where we are in the overall master planning process Y What the visioning process will consist of Y Vision process timeline Y Public engagement plan and events Y Primary issues of concern to leaders Y Preferred method of ongoing communication with leaders	Individual Meetings	n/a	n/a	V&A	\$ 900
7	Late July	To invite recipients to the draft Vision presentation at the Aug 7 Committee meeting	Y County Board members Y Interested county staff	Y Meeting date, time, and location Y Benefits of attending	Email message	Email	August 7 Committee Meeting	V&A	\$ 100
8	Mid-August	To invite the public and stakeholders to review the draft Vision documents and provide input	Y General public Y Stakeholders	Y Where draft documents can be accessed Y Committee's desire for public input Y Date, time, and location of public input meeting Y 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	V&A	\$ 1,400
9	Late August/ Early September	To share the draft vision and garner additional input	Y Mayor Y County Executive	Y Review the draft Vision and Redevelopment Framework Y Gather feedback on Vision components Y Identify areas of concern/additional issues to be addressed	Individual meetings	n/a	n/a	V&A	\$ 900

COMMUNICATION TOOLS
<b>PROPOSED</b>
Y Unique project webpage with buttons from County and AEC homepages Y Project email list- grows as engagement increases and people add their addresses Y Project listserv (Yahoo Group, etc.) Y Project Facebook page Y Press releases Y Direct media contacts Y Public Service Announcements Y Legistar Y Meeting flyers (can be mailed, emailed and/or posted) Y Postings on Neighbor Nextdoor, neighborhood association websites, and listservs Y Documents and presentation materials Committee members can use with their constituents
<b>OTHER OPTIONS</b>
Y Multi-lingual materials Y Ask local elected officials to make announcements during their public meetings and link to municipal webpages Y Neighborhood signs Y Signs at libraries directing people to take the survey Y Signage at AEC events and other events around the county Y Notices on Community Access Channels Y Paid advertising (newspaper, radio, TV, internet, etc.) Work w/CVB communications consultant, Wood Communications YBookmark/Postcard leave behind correspondence



	Surrounding Neighborhoods		Adjacent Commercial Property Owners and Businesses		Business/Stakeholder Leadership	Broader Community			
	A. Leadership Meeting (SMPC)	B. Neighborhood Meeting	C. Property Owners Meeting	D. Businesses Meeting	E. Business/ Stakeholder Leadership Meeting	F. AEC Campus Tour	G. Survey	H. Event Engagement	I. Input Session
<b>What's the purpose of this engagement?</b>	<ul style="list-style-type: none"> <li>To understanding the physical relationship between the neighborhoods and Alliant-existing and desired.</li> <li>To identify what type of uses/amenities neighborhoods would like to see on the Alliant Energy Center Campus</li> <li>To identify what types of events neighborhoods would like to see held at the Alliant Energy Center Campus</li> </ul>	All Leadership Meeting feedback, plus: <ul style="list-style-type: none"> <li>To understand what facilities, amenities, or events would make neighbors more likely to use/visit the space?</li> <li>To identify what kind of jobs would neighbors like to see generated on the site?</li> <li>To identify what types of businesses neighbors would like to see on/near the campus?</li> </ul>	<ul style="list-style-type: none"> <li>To understand the property owners plans?</li> <li>To gauge the property owners interest in redeveloping their sites</li> <li>To understand their financial capacity for redevelopment</li> <li>To identify what amenities/uses/ events they see as complementing or threatening their businesses</li> </ul>	<ul style="list-style-type: none"> <li>To understand the property owners plans?</li> <li>To gauge the property owners interest in redeveloping their sites</li> <li>To understand their financial capacity for redevelopment</li> <li>To identify what amenities/uses/ events they see as complementing or threatening their businesses</li> </ul>	<ul style="list-style-type: none"> <li>To understand how stakeholders and leadership currently relate to the site</li> <li>To understand what would make them use the campus more and what facilities and events they would like to see</li> <li>To gauge the importance of the AEC to quality of life in Dane County?</li> <li>To understand the benefits local leadership receive from the AEC</li> </ul>	<ul style="list-style-type: none"> <li>To actively engage and educate the community with the entire campus</li> <li>To generate a better understanding of the roles and capacities of each facility</li> <li>To jumpstart conversation around the AEC vision and opportunity</li> </ul>	<ul style="list-style-type: none"> <li>To understand how the broader community is using the campus</li> <li>To understand what uses/amenities/ events/facilities would make them use the campus more</li> <li>To gauge how important the AEC to their quality of life in Dane County?</li> <li>To identify the benefits the AEC provides to the broader community</li> </ul>	<ul style="list-style-type: none"> <li>To understand how the broader community is using the campus</li> <li>To understand what uses/amenities/ events/facilities would make them use the campus more</li> <li>To gauge how important the AEC to their quality of life in Dane County?</li> <li>To identify the benefits the AEC provides to the broader community</li> </ul>	<ul style="list-style-type: none"> <li>To communicate engagement findings</li> <li>To showcase and receive feedback on the draft vision documents</li> <li>To communicate next steps in the overall Master Planning process</li> </ul>
<b>When would we meet with them?</b>	<ul style="list-style-type: none"> <li>May-June 2017</li> </ul>	<ul style="list-style-type: none"> <li>June -July 2017</li> </ul>	<ul style="list-style-type: none"> <li>May-June 2017 (sooner if need be)</li> </ul>	<ul style="list-style-type: none"> <li>May-June 2017 (sooner if need be)</li> </ul>	<ul style="list-style-type: none"> <li>Summer 2017 (All June-July)</li> </ul>	<ul style="list-style-type: none"> <li>Summer 2017 (All June-July)</li> </ul>	<ul style="list-style-type: none"> <li>Summer 2017 (All June-July)</li> </ul>	<ul style="list-style-type: none"> <li>Summer 2017 (All June-July)</li> </ul>	<ul style="list-style-type: none"> <li>September 11th</li> </ul>
<b>How would we engage?</b>	<ul style="list-style-type: none"> <li>Roundtable Discussion</li> </ul>	Participatory Workshop: <ul style="list-style-type: none"> <li>Facilitated Charrette with breakout tables (1.5-2 hrs)</li> <li>Worksheets with division of topics to be discussed</li> <li>POLCO</li> </ul>	<ul style="list-style-type: none"> <li>Focus groups</li> <li>Roundtable discussion</li> <li>Interviews with key site owners</li> </ul>	<ul style="list-style-type: none"> <li>Focus groups</li> <li>Roundtable discussion</li> <li>Interviews with key site and business owners</li> </ul>	<ul style="list-style-type: none"> <li>Roundtable Discussion</li> </ul>	<ul style="list-style-type: none"> <li>Public Open House/ Walking Tour of AEC Campus</li> </ul>	Deployed at Major Events: <ul style="list-style-type: none"> <li>See "Event Engagement"</li> </ul> Available Online: <ul style="list-style-type: none"> <li>POLCO</li> </ul>	<b>MAJOR EVENTS</b> <ul style="list-style-type: none"> <li>Brat Fest</li> <li>Ask CARPC or City of Madison to include some questions about our process in their outreach</li> <li>Art Fair on the Square</li> <li>County Fair</li> <li>Concert on the Square</li> <li>Ethnic Festivals in town</li> <li>Crash Community events</li> <li>Fete du Marquette</li> <li>Farmer's Market</li> <li>Neighborhood Events</li> <li>Forward Fest</li> <li>Nexpo</li> </ul> <b>TOOLS</b> <ul style="list-style-type: none"> <li>Online Survey in coordination with library system</li> <li>Blackboard</li> </ul>	<ul style="list-style-type: none"> <li>Public Meeting</li> </ul>
<b>Who/ Where?</b>	<ul style="list-style-type: none"> <li>V&amp;A</li> <li>Where: The Village on Park (2300 S Park St)</li> </ul>	<ul style="list-style-type: none"> <li>V&amp;A</li> <li>Where: TBD</li> </ul>	<ul style="list-style-type: none"> <li>V&amp;A</li> <li>Where: AEC and possibly by phone</li> </ul>	<ul style="list-style-type: none"> <li>V&amp;A</li> <li>Where: AEC and possibly by phone</li> </ul>	<ul style="list-style-type: none"> <li>V&amp;A w/Chamber support</li> </ul>	<ul style="list-style-type: none"> <li>Alliant Energy Center Staff w/V&amp;A</li> <li>Where: AEC Campus</li> </ul>	<ul style="list-style-type: none"> <li>Events Squad to staff booths and collect input</li> <li>V&amp;A to create survey</li> </ul>	<ul style="list-style-type: none"> <li>Events Squad to staff booths and take input</li> </ul>	<ul style="list-style-type: none"> <li>V&amp;A</li> <li>Where: TBD</li> </ul>
<b>Cost?</b>	\$ 700	\$ 5,000	\$ 1,600	\$ 1,600	\$ 1,600	\$ 1,500	\$ 2,000	\$ 3,000	\$ 1,800

# ALLIANT ENERGY CENTER MASTER PLAN VISIONING COMMUNICATIONS LIST



April 19, 2017

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