



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