

Alliant Energy Center (AEC) Strategic Feasibility Study South Madison Community Outreach Plan updated 12.17.14



I. Purpose of Outreach Plan

1. Communicate the nature and purpose of the AEC Strategic feasibility Study to area residents and stakeholders
2. Provide ongoing access to information about the feasibility study through a variety of media and community outreach events
3. Ensure meaningful opportunities for feedback and input by area residents, neighborhood associations, businesses and South Madison
4. Gauge community preferences and concerns regarding AEC to better understand their perspective and help lay the foundation for this study, and future studies

II. Purpose of AEC Strategic Feasibility Study

1. Evaluate the AEC to identify strategic investment options to upgrade the facilities and expand AEC customer base and market share
2. Evaluate the AEC campus to identify possible redevelopment opportunities

The study will also use a lens of sustainability, social equity and integration with area neighborhoods when considering redevelopment.

III. Target Audience

Community members including area residents, businesses, neighborhood associations, local elected officials, and South Madison. The audience/area will include, but is not limited to:

Arbor Hills	Southdale/Clausen
Arboretum	Waunona Way
Bay Creek – adjacent to AEC	South Metropolitan Planning Council
Bram's Addition – adjacent to AEC	Area businesses
Bridge/Lakepoint	Friends of Olin-Turville Park
Burr Oaks	Town of Madison
Capital View– adjacent to AEC	
Greenbush	
Highland Manor Mobile Home Community	
Indian Springs	
Leopold	
Monona Bay	
Rimrock/Moorland	
Southdale	

IV. Plan Activities

1. Develop information material for outreach and input: Study fact sheet, outreach plan, project calendar, and other information related to planning efforts. Please go to the study website for further information: <http://aecstudy.countyofdane.com> and to sign up for email updates.

2. Input from community: Solicit residents and community members about how best to facilitate communication and engagement for the AEC Strategic Feasibility Study
3. Communication: Identify a variety of media and activities and regularly disseminate study information and updates; and ensure meaningful opportunities for feedback from community

Past and Future Outreach Meetings:

- AEC Stakeholder interviews, July 25, 2014, Alliant Energy Center
- Indian Springs Neighborhood meeting, August 25, 2014, 7:30 pm
- South Metropolitan Planning Council, Urban League, Sept. 9, 2014, 6:00 pm
- AEC Strategic Design Committee Meetings - Wed. Sept. 25, 2014, 5:00 pm; November 5, 3:00 pm AEC, Administrative Offices, 5:00 pm; ~~December 11, 2014, 3:00 pm~~ (postponed, project behind schedule)
- Bay Creek Neighborhood Association Meeting, November 10, 2014 6:30 pm
- South Metropolitan Planning Council, Village Mall, November 17, 2014 6:00 pm
- South Metropolitan Planning Council, Urban League, December 2014 (postponed until January 2015, project behind schedule)

Communication and Feedback Opportunities:

- AEC Study website – Make available study information including project calendar with key dates, public meetings, stakeholder comments, interim study reports, and all relevant findings and materials
- Neighborhood association meetings and newsletters
- South Madison Planning Council meeting in September, November and December (TBD), and their list serv
- Via local elected officials – see contact information below
- Periodic email updates on study progress and findings from Dane County
- AEC Strategic Design Committee Meetings, September 25, 5:00 pm; October 7, November 5, 3:00 pm; ~~and December 11, 3:00 pm~~ postponed until January 2015. All meetings held at the Alliant Energy Center Administrative Building.

V. Communication and Outreach Plan

1. Send updated outreach plan to SMPC and South Madison Community members
2. Send periodic email updates to community email list and SMPC as information becomes available
3. Share draft report at South Metropolitan Planning Council in January 2015 for community feedback
4. Mailing to community members so those without access to the internet can learn about the project and provide feedback, September 2014
5. Invite community members to AEC Strategic Design Committee Meetings, and other public meetings as they are identified

VI. Community Outreach Plan Development

Supervisor Sheila Stubbs & Alder John Strasser 7/24, Indian Springs Neighborhood Association 8/25, Dane County AEC Strategic Design Committee 8/27, AEC Study Project Team, South Metropolitan Planning Council community member meeting 9/9.

The community outreach plan will be updated on an ongoing basis to reflect community input, recommendations and outreach activities. Community outreach plan last updated 11/25/2014.

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