

What was the engagement process for this project?

The public engagement process for the James Madison Park Master Plan is one of the most comprehensive public engagement processes implemented for a City of Madison Park master plan. The process began in May 2017 with the [Racial Equity and Social Justice Initiative](#) (RESJI) toolkit to identify engagement opportunities that could be included in the Request for Proposal for consultant services for the James Madison Park Master Plan. This toolkit was developed in collaboration with a neighborhood representative, parks staff, and staff from the Department of Civil Rights and City of Madison Community Development Division.

Once staff selected the design team, the engagement process was further refined to address both the requirements of the Park Division's Master Plan Policy and recommendations generated through the RESJI process. This effort resulted in one of the most robust engagement efforts of any park mater plan including the following:

- Three public meetings attended by a total of 179 individuals.
- A “pop up” input session in the park where the design team received feedback from 10 park users about the three design concepts presented at the third public meeting.
- Comment cards distributed at public meetings and at 21 high-traffic locations such as businesses and community organizations, completed by 51 individuals.
- Use of the System of Observing Play and Recreation in Communities (SOPARC) tool to perform 12 park observations at various times of day and during various days of the week, from December 2018-June 2019, that observed how over 460 people were using the park.
- Collection of 16 intercept interviews with park users in the park at regular intervals through the year.
- An online survey that collected 213 responses.
- Focus group discussions with members/service recipients from the YWCA, The Beacon, Homeless Service Providers, Urban League of Madison, Foshizzle Family, Ho-Chunk Nation, Access to Independence, the DNR Accessibility Coordinator, and DMI Quality of Life and Safety Committee, which included a total of 62 individuals.
- Five meetings with a 17-member local stakeholder group.
- Direct letters regarding the project and the public meetings mailed out to over 100 community organizations identified through the RESJI process.
- Emails notifying people of project updates and community meetings sent to over 700 individuals, including neighborhood associations, park users, community organizations, and Alders.
- Flyers advertising the public meeting dates and project contact information posted at 41 locations, including in three temporary brochure boxes in the park.
- Three permanent signs installed in the park notifying the public of the community meetings, which included a link and QR code to the project website.

- Information about the project and community meetings advertised through the Madison Parks Facebook and Twitter account, which reaches over 10,000 individuals.
- Postcards mailed to over 8,000 individuals with information on the project and the community meetings.

These efforts totaled ~ 20,000 interactions with the public on the park master plan and shelter design.

The 2018 Public Engagement Benchmark Progress Report includes a detailed summary of comments received.

Additionally, as part of the master planning process, the consultant team gauged the success of the public engagement process through public meeting evaluations.