



Framework for Wilson Drive Community Task Force

October 19, 2015

PURPOSE

The Strategic Initiatives Committee (SIC) will convene the Wilson Drive Community Task Force to evaluate options for the reconstruction of Wilson Drive and make recommendations to the Village Board based on that evaluation. This project supports the Village Board's objective(s) to maximize resident and stakeholder engagement and will target construction in 2018.

BACKGROUND

Over 10 years ago the Village identified the Wilson Drive as being in poor condition and in need of reconstruction. At the same time, local architects approached Milwaukee County and the Village to improve connections from Shorewood's neighborhoods into Estabrook Park. Reducing the road width was part of the conversation to improve those connections.

The Village Board adopted a Comprehensive Outdoor Recreation Plan in 2007 and formed the Village Parks Commission in 2008. The Plan identified investments in Estabrook Park as a pro-active way to increase access to the park for Shorewood residents.

Further concentration on the corridor increased as the roadway's condition continued to deteriorate. The Village submitted two grants to the Wisconsin Department of Transportation to reconstruct the corridor. Neither grant was awarded. During the 2010 grant application process, the Village evaluated potential road widths and redevelopment and contemplated the creation of a corridor master plan. All efforts ceased following the two July 2010 flood events.

Discussions about the Wilson Drive corridor were reignited in 2014, during the update of the Central District Master Plan. The corridor was initially identified in the draft plan as a redevelopment opportunity, and then subsequently removed. The decision to form a Wilson Drive Community Task Force was born out of the Central District Master Plan update process.

Wilson Drive continues to deteriorate and earlier in 2015, the Village identified that the roadway will need full reconstruction in 2018.

Since February 2015, the Village Board's Strategic Initiatives Committee has been discussing a plan to evaluate options for the corridor and meet the reconstruction schedule. The framework presented herein is based on Committee meetings in February – June 2015, and includes the task force organization, key tasks and a timeline.

ORGANIZATION

Village Board

- Create charge and gives direction to SIC
- Approve framework and plans
- Approve Wilson Drive Steering Committee members
- Approve budget and contracts (consultants, experts, etc)
- Approve final Wilson Drive alternative

Strategic Initiatives Committee

- Develop Project Framework
- Identify and recruits Steering Committee and Work Group members
- Following established process, recommend Steering Committee members to Village Board for appointment
- Review and approve work group membership
- Monitor civic engagement
- Establish budget, resources and village staff participation needs
- Present all alternatives to Village Board and makes recommendation
- Provide regular updates to the Village Board

Wilson Drive Steering Committee

- Develop and implement communications plan to ensure public participation
- Provide oversight and guidance to work groups
- Review findings/opinions of each work group
- Organize alternative scenarios for public review and comment

Work Groups

- Identify and gather data and information as needed
- Engage subject matter experts as necessary
- Identify priorities, requirements, possibilities, and constraints
- Develop options for development scenarios
 - Keep road as is
 - Reconfigure Road
 - Create new space

Village Staff

- Represent Village Staff on Steering Committee
- Provide technical data and financial data to Steering Committee and Work Groups
- Provide information on best/state-of-the-art practices
- Coordinate with other government agencies and public entities as necessary
- Document process and outputs

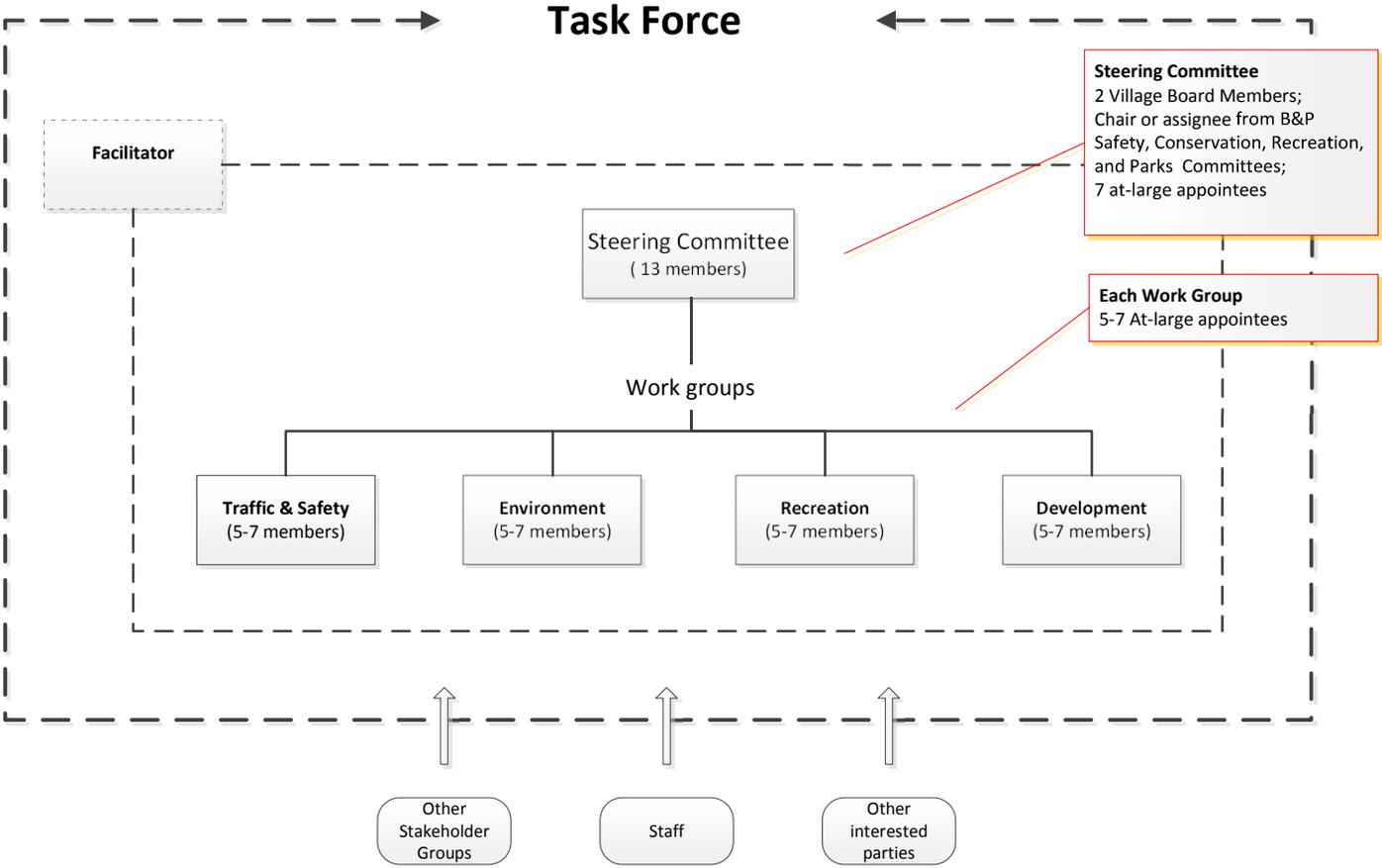
WORKING PRINCIPLES

- Role of Task Force is not problem solving
- Every effort will be made to ensure anyone wishing to be heard is heard
- Development encompasses a wide spectrum of opportunities, actions and outcomes and will be addressed within each work group

Wilson Drive Community Task Force

Board of Village Trustees

Strategic Initiatives Committee



SCHEDULE

Develop project framework	Feb - June	2015
Board approval of framework	June	2015
Selection and approval of Steering Committee members	July- Sept	2015
Public outreach		
Vetting		
Board approval		
Establish project plan	Sept-Oct	2015
Schedule		
Budget		
Staff resources		
Develop Communications Plan	Oct-Nov	2015
Outreach (mailings, presentations, email, social media, etc)		
Surveys		
Access		
Updates		
Identification and appointment of Work Groups	Nov - Dec	2015
Work groups work	Jan - Sept	2016
Public review of scenarios	Oct - Dec	2016
Task Force (via Strategic Initiatives Committee) recommendations	Dec	2016
Board consideration		2017
Design and Construction Documents		2017
Budget		2017
Bid		2018
Construction		2018

PUBLIC AWARENESS

Throughout the project, various outreach methods will be utilized, tailored for each event or meeting. All public meetings will be posted on the Village website, at key public buildings and sent to the news organizations who have requested notices. Additional methods will be used for public workshops, open house events and public hearings.

Outreach methods may include, but shall not be limited to:

- **PROJECT WEBSITE PAGE.** A special project webpage is created on the Village of Shorewood website www.villageofshorewood.org, used to provide general information, meeting minutes, ongoing updates and materials.
- **E-NOTIFICATIONS.** Notifications for public meeting notices or project updates by email and text messaging are sent to those who have signed up via the village website, located on the homepage and labeled Notify Me.
- **PUBLIC MEETINGS NOTICES.** All Task Force agendas and meeting minutes are posted on the village website and posted at Village Hall, the Village Center, the Police Department and Department of Public Works. They are also sent to the CNI paper, Milwaukee Journal-Sentinel paper and Time Warner Cable.
- **WEEKLY VILLAGE MANAGER'S MEMO.** The Village Manager's Memo contains upcoming meetings, events and general summaries. The Memo is available on the village website and electronically distributed to persons who have requested.
- **NEWS RELEASES.** Local media are updated and informed of upcoming meetings and other participation opportunities, completed by the Village Marketing team, or Steering Committee.
- **SOCIAL MEDIA.** The village utilizes social media platforms to disseminate project information. Platforms used include Facebook, Twitter, and a civic engagement platform available via the village webpage.
- **WRITTEN AND ELECTRONIC COMMENTS.** Written and electronic (email or via social media citizen engagement platform) comments from the public may be submitted to a designated project staff person.
- **DIRECT MAIL.** Post cards may be mailed to residents to solicit participation and for any major open house or workshop events.
- **POSTERS.** Posters may be placed in Library, throughout the commercial district, at key public events, meetings or hearings.
- **PUBLIC HEARING.** The Village Board by public hearing will consider the Task Force and Vision Group alternatives. Public Hearing notices are published in the official local area paper.
- **Other Outlets:** Presentations at Senior center, school groups, etc; articles in Shorewood Today, Shorewood/Northshore Now; notices in garbage carts, etc

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2015

2016

2017

Community

Involvement → *Engagement* → *Excitement*

Village Board

Approve Framework

Approve Steering Committee

Approval

Strat Initiatives Committee

Develop Framework

Identify Steering Group Members

Regular Updates

Public meetings

Recommend Alternative

Steering Group

Develop Communications Plan

Organize Work Groups

Regular Updates

More Work

Work Groups

Identify Information/ Data Needs

Work, Work, Work

Identify Alternatives

Village Staff

DATA

Best practices etc

Other Inputs

Consultant(s)

Facilitate Discussions, Provide Subject Matter Expertise, Other

