

**CITY OF BOULDER  
BOULDER, COLORADO  
BOARDS AND COMMISSIONS MEETING  
MINUTES**

<b>Name of Board/ Commission:</b> Transportation Advisory Board	
<b>Date of Meeting:</b> 11 January, 2016	
<b>Contact Information Preparing Summary:</b> Meredith Schleske 303.441.3204	
<b>Board Members Present:</b> Zane Selvans, Chair; Dom Nozzi, Daniel Stellar, Bill Rigler, Andria Bilich <b>Board Members Absent:</b>	
<b>Staff Present:</b> Michael Gardner-Sweeney, Interim Director of Public Works for Transportation Bill Cowern, Transportation Operations Engineer Kathleen Bracke, GO Boulder Manager Meredith Schleske, Board Secretary	
<b>Type of Meeting:</b> Advisory/ Regular	
<b>Agenda Item 1: Call to Order</b>	<b>[6:01 p.m.]</b>
The meeting was called to order at 6:01 p.m.	
<b>Agenda Item 2: Approval of minutes from December 2015</b>	<b>[6:01 p.m.]</b>
<b>Move to approve 14 December, 2015 minutes as amended.</b>	
<b>Motion: Nozzi Second: Selvans</b>	
<b>5:0:0 Motion Passes</b>	
<b>Agenda Item 3: Public Participation</b>	<b>[6:03 p.m.]</b>
<ul style="list-style-type: none"> <li>• None. Public participation closed.</li> </ul>	
Meredith Schleske was excused at 6:03 p.m.	
<b>Agenda Item 4: Living Lab Debrief</b>	<b>[6:03 p.m.]</b>
<p>Barbara Lewis, Catalyst, facilitated the debrief. The goal was to identify learnings, actionable items, actions performed as a board, and obtain clarity in how to use outcomes to perform better as a board by dissecting Transportation Advisory Board (TAB) projects, what made them successful, identifying useful technical information, internal communications, and community interaction.</p> <p><b>Board discussion and comments included:</b></p> <ul style="list-style-type: none"> <li>• The Transportation Master Plan (TMP) is complex and long-term. Ensure that the public as a whole, not just those who attend meetings, is informed and aware of projects within the TMP in advance of implementation.</li> <li>• TMP success could be applied to other projects. Complex concepts are well illustrated.</li> <li>• Communications with City Council members should be conducted on the front end. Council was open and available to discuss. Timing was difficult, preceding elections. Formal and/or regular communication between TAB and Council is desirable.</li> <li>• Discussion of TAB's stature and reputation with agreement that we need to reestablish credibility.</li> <li>• TAB did a good job gathering public comments via mobile workshops and public engagement and provided direction re communication frequency to staff.</li> <li>• TAB members had some confusion re expectations of them during a crisis scenario. Clarify TAB's mandate.</li> <li>• TAB didn't receive emails from the public timely in their view, but no material was withheld. We need to determine how to handle volume better in the future.</li> <li>• A conduit for community feedback to TAB and staff should be determined, improved, or clearly designated and announced.</li> <li>• The Folsom pilot project was different due to its physical infrastructure and visibility to the public.</li> <li>• Community engagement and feedback resulted in reducing Living Lab Phase II from four to three corridors, implementing in stages, and rescoping Arapahoe to Canyon.</li> <li>• Lesson learned: Slow down, re-engage.</li> <li>• Staff implemented best practices technically, responded professionally to unanticipated objections, kept elected officials and others informed of decisions as made.</li> <li>• Modeling was a success although not described adequately.</li> <li>• Communications are an opportunity for improvement, including with the Daily Camera and use of social</li> </ul>	

- media. Communication and collaboration with supporters was good.
- Take advantage of neighborhoods, especially along Iris. More and sooner is better.
- Attempt to build a relationship with the Daily Camera as a partner rather than an adversary if possible despite some history of resistance.
- Business community reaction had a big impact.
- Messaging – speak to why, how it benefits you. Terminology was not the root issue. Develop messages before project implementation. Leverage the use of photos.
- Determine data to be collected. Statistics lead to policy.
- Boulder residents are highly educated and wealthy. Use Folsom learnings to build relationships and learn from other cities.
- Solicit and educate champion(s) for the cause. .
- Start with a small scope and something on the ground for people to see.
- Going forward, get quick wins to restore credibility.
- Schedule time to discuss what next, potentially during the upcoming retreat.
- Forward staff lessons learned to TAB.

**Agenda Item 5: Matters**

**A. Matters from the Board**

- a. Amend the TAB email address list published on the public website to include all board members and key staff, ensuring that nothing is withheld from the board.
- b. Ice on crosswalks – staff is following up with a new vendor to ensure it is addressed. Please advise staff if not corrected.
- c. Flatirons Flyer update – RTD staff has been onsite to help riders. The City is receiving many comments on reduced stops along Broadway; staff is developing a case to RTD to reinstate other stops. All feedback including surveys is tracked and staff expects to present the case in summer. Other requests continue to be service to Boulder Junction and DIA.

**Agenda Item 6: Adjournment**

**[8:35 p.m.]**

There being no further business to come before the board at this time, by motion regularly adopted, the meeting was adjourned at 8:35 p.m.

**Motion: moved to adjourn; Nozzi, seconded by: Selvans**

**Motion passes 5:0**

**Date, Time, and Location of Next Meeting:**

The next meeting will be a regular meeting on Monday, 8 February, 2016 in the Council Chambers, 2<sup>nd</sup> floor of the Municipal Building, at 6 p.m.; unless otherwise decided by staff and the Board.

APPROVED BY:

ATTESTED:

\_\_\_\_\_  
Board Chair

\_\_\_\_\_  
Board Secretary

\_\_\_\_\_  
Date

\_\_\_\_\_  
Date

An audio recording of the full meeting for which these minutes are a summary is available on the Transportation Advisory Board web page.