

City of Boulder
Public Participation Working Group
Monday, May 8, 2017
4:00 pm – 7: 00 pm
MSC Large Conference Room (5050 Pearl St.)
Agenda

Meeting Purpose: To discuss integration of the components of the Report including: 1) the revised Issues/Problem Statements and Case for Change, 2) Revised “58 Tools” 3) Determine Level of Recommendations and 4) Agree on next steps and report drafting.

Time	Agenda Topic
4:00 pm – 4:10 pm	Welcome, Agenda Review (CDR) Timeline Review for Report (Patrick)
4:10 pm – 4:20 pm	Public Comment
4:20 pm – 5:00 pm	Briefing and Discussion: Identified Issues Section in the Report Desired Outcome: PPWG determines next steps to finalize the “Case for Change” / Problem Statement.
5:00 pm – 5:45 pm	Review and Discussion: “58 Tools” as integrated into “Steps” and “Culture Change” Desired Outcome: PPWG reviews and agrees on how the “58 Tools” will be included in the Final Report.
5:45 pm – 6:00 pm	Break
6:00 pm – 6:30 pm	Discussion and Agreement: Level of Recommendations Desired Outcome: PPWG agrees on the level of recommendations to be made and how/where these will be integrated into the report.
6:30 pm – 6:50 pm	Next Steps and Small Group Formation for Report Drafting, Review and Editing
6:50 pm – 7:00 pm	Public Comment

Meeting Summary

Introduction

Taber Ward, CDR Associates, began the meeting by welcoming attendees and reviewing the agenda. The working group agreed upon the agenda and began discussion. Patrick Von Keyserling, City of Boulder, explained the timeline for the working group moving forward and their interactions with the Boulder City Council. The PPWG will present to City Council on July 25th, 2017.

In June, the PPWG will have an opportunity to present the Report to City Staff and receive feedback.

The PPWG will need to consider how to present in front of City Council; e.g. Clarity about who is presenting, what they are presenting, and related questions should be addressed.

The PPWG will also need to consider how to socialize the report with the public post-City Council presentation and how any new comments get incorporated into the Report.

Briefing and Discussion: Identified Issues Section in the Report

Question: Jean's background is sufficient for the report but there needs to be a paragraph around PPWG methodology.

Action: CDR will draft the methodology section for the Introduction.

The working group discussed the problem statements section of the report. The conversation began by exploring the document that DeAnne Butterfield curated from the previously composed "Outline of the Problems" iterations. PPWG discussion included:

- DeAnne's "13 Problem Statement document" is easy to read and will be useful to the audience.
- The format of this document (paragraphs) is a good way to narratively hook in readers.
- This format is not engaging. Prefer the document with the 5 general problems and a couple of specifics.
- Include an orientation paragraph at the beginning of the problems section.

Following these discussions, the group decided to form a subcommittee to form the final Problem Statement document given the original and the document which DeAnne Butterfield compiled. The subcommittee consists of Brady, Ann, Claire and Michael

Review and Discussion: "58 Tools" as Integrated Into "Steps" and "Culture Change"

The working group discussed the integration of the "58 Tools" into "Steps" and "Culture Change." The group discussed how there was not, despite repeated attempts, an easy way to connect the outlined problems with a specific solution.

The working group discussed how the root recommendation can be described in one sentence, "Change the Culture and Use the 9 Steps for Good Decision-Making." The tools that the group outlined are intended to change the behaviors and methods that have been used for a long time, which will eventually lead to a change in culture.

Key discussion points:

- There were no direct prescriptions for specific problems. The Recommendation is to change the entire culture pertaining to public engagement. The 9 outlined steps are to be used to change behavior, thus changing culture.
- Picking and choosing tools for a specific problem, given the context of the problem, is the vision behind using the "58 tools."

- Format could be tweaked – we need consensus on the content.
- The only way culture becomes impacted in the system itself is by what the citizens do to reinforce this culture.

Question: Is anyone else concerned about the group not being able to respond to city council about what they have asked for and give them a specific response?

- **Response:** What the group is giving to city council is a more radical solution to their questions. City Council must change the culture and the way business is done.

The PPWG agreed on the following Report Framework

- Executive Summary
- Introduction
- Orientation Paragraph & Problem Statements/Case for Change
- Principles of Good Public Engagement
- Orientation Paragraph for Recommendations
 - Culture and Systems Change
 - 9 Steps to Decision Making for Specific Projects/Policies
- Conclusion
- Definitions
- Next Steps

Action Items

- **Executive Summary - CDR**
- **Methodology—CDR**
- **Problem Statement—Subcommittee comprised of Ann Cooper, Claire Riley, Brady Robinson, and Michael Caplan**
- **Recommendation/Solution—Kristi Russell, Darvin Arye, and Bill Shrum**
- **Putting it all Together – CDR, Sean Collins, DeAnne Butterfield, Bill Shrum**
- **Definitions – CDR**
- **Next Steps (how should Council use this Report) - CDR**