

# BVCP Update Phase 3 Community Engagement Metrics & Summary

## August 2016 – January 2017



### Overview

The purposes of public participation in Phase 3 built on what was heard in earlier phases of the update, and focused on sharing options, analysis and recommendations around key topics and areas of focus for the update. This work will inform final changes to the plan and adoption in Phase 4. The Community Engagement Plan including the Phase 3 attachment can be found [here](#).

This report provides metrics and summaries for community engagement in Phase 3. Sections include:

Overview and Metrics

Outreach Efforts in Phase 3:

- A. Meetings with Community Groups
- B. Events and Targeted Outreach
- C. BVCP Survey #2
- D. Boards and Commissions
- E. Feedback from Planning Board and Planning Commission (*Aug – Dec 2016*)

### Overview and Metrics

Community engagement in the third phase aimed at gauging preferences for choices around key issues in the update including:

- 1) Housing Affordability and Diversity
- 2) Climate Change, Energy and Resilience
- 3) Balance of Future Jobs and Housing
- 4) Urban Design and Community Benefits
- 5) Addressing Local Needs

### BVCP Process Subcommittee

In order to learn from the experiences and feedback gained in all engagement activities, as well as ensure that the goals of the engagement plan are being met, the process committee advised that the planning and communications teams measure aspects of engagement and document qualitative feedback. The BVCP Process Subcommittee has met 19 times over the course of the update process to date and updates to the committee have included metrics as well as qualitative feedback.

Goals from Engagement Plan	Phase 3 Metrics
During Plan Update	
<b>Inform and invite</b> all Boulder Valley people about the project and provide	<ul style="list-style-type: none"> <li>• Emails sent every week August 2015 to present with BVCP info to <b>5,000+</b> recipients of the mailing list</li> <li>• <b>6</b> “pop-up” meetings</li> </ul>

opportunities to interact and get more information.	<ul style="list-style-type: none"> <li>• <b>Frequent use of social media</b> - multiple times per month (e.g., Facebook, Twitter, Next Door, other)</li> </ul>
<b>Engage</b> - provide community members opportunities to influence the project.	<ul style="list-style-type: none"> <li>• Approximately 6 city- and county-hosted events, meetings, opportunities to provide feedback (<i>not including additional meetings for public request land use changes or CU south</i>)</li> <li>• <b>11</b> non-city/county hosted community meetings and events attended by staff</li> <li>• Over <b>600</b> responses to the random sample survey; <b>95</b> to open online survey</li> <li>• Joint Advisory Board meeting / meetings of 4 advisory boards (with more planned through March 2017)</li> </ul>
<b>Inspire</b> - make the project inspiring and informative by using graphics, logos, photos, and positive messaging about the legacy of the plan.	<ul style="list-style-type: none"> <li>• Colorful graphics, photos, logos, and videos used as part of all presentations, survey, and informational displays.</li> <li>• Provided videos and speakers explaining the project and history of the plan.</li> </ul>
<b>Transparency</b> - track all feedback provided throughout the process and make that information transparent and available.	<ul style="list-style-type: none"> <li>• Feedback from each event and online opportunity is compiled and available online (<i>See <a href="#">Get Involved Tab</a> on project website</i>).</li> </ul>
<b>Provide Multiple Ways to be Involved</b>	<ul style="list-style-type: none"> <li>• Event materials and survey have been available in both in-person and online venues.</li> </ul>
<b>Targeted Outreach</b>	
<b>Engage with</b> organizations in Boulder Valley with interest in planning (notify, invite, attend meetings) and unique population segments and targeted outreach groups	<ul style="list-style-type: none"> <li>• <b>11</b> organizations accepted invitation for staff to attend their meetings at this point in the update.</li> <li>• Qualitative input was recorded in meeting summaries</li> <li>• Youth engagement with YOAB and CU Leadership students</li> </ul>
<b>Genuinely communicate</b> with non-English-speaking and immigrant population	<ul style="list-style-type: none"> <li>• Meetings planned in early 2017 with Immigrant Advisory Committee; Focus Group(s) with Latino community; focusing on specific questions on policy and land use direction.</li> </ul>
<b>Survey</b> the community <ul style="list-style-type: none"> <li>• Conduct a statistically valid survey with validity of at least 5%;</li> <li>• Conduct an open web-based survey open to all (with separate results from statistically valid survey).</li> </ul>	<ul style="list-style-type: none"> <li>• Mail to <b>6,000</b> households</li> <li>• <b>623</b> completed statistically-valid surveys</li> <li>• <b>11.8%</b> response rate; +/-3.8% margin of error</li> <li>• ~<b>95</b> responses to open online survey</li> <li>• <b>Survey report of results</b> available <a href="#">online</a></li> </ul>

## Summary of Outreach Efforts in Phase 3:

- A. Key Themes
- B. Meetings with Civic, Businesses, and Community Groups
- C. Events and Targeted Outreach
- D. BVCP Survey #2
- E. Boards and Commissions

In all of the engagement opportunities over the months of Phase 3, community members provided a wide range of feedback on these topics that is documented in each event summary. A key purpose of the questions posed to groups and individuals was to examine trade-offs and consider community-wide goals and future outcomes. A high-level summary of key themes is provided below. The event summaries provide a deeper level of detail.

### A. Key Themes

Topic	Themes
<p>Jobs: housing balance</p> <p>Scenarios for changes to commercial and industrial areas</p>	<ul style="list-style-type: none"> <li>• Concern that changes in land use may restrict creative, start-up economy.</li> <li>• Concern about rate and amount of growth and view that Boulder should slow or stop additional job growth.</li> <li>• Range of support for changes in land use or policies to add housing in regional, neighborhood centers and light industrial areas.</li> <li>• Support for adding housing with attention to character, transportation impacts, parking, open space, design and affordability.</li> <li>• Concern about loss of small and local businesses and support for ways to preserve and protect them.</li> <li>• Emphasis on public realm and need for gathering spaces as areas redevelop (inclusive and creative).</li> <li>• Range of comments about further analysis and attention to concerns such as: service provision, impact fees, impacts to natural environment (water, groundwater, urban forest), etc.</li> </ul>
<p>Transportation Impacts / Opportunities</p>	<ul style="list-style-type: none"> <li>• This is one of the biggest areas of concern with current conditions and options for the future. Support for increased walkability in all areas especially if adding housing.</li> <li>• Significant desire for improved transit access especially in commercial and industrial areas.</li> </ul>
<p>Neighborhood planning</p>	<ul style="list-style-type: none"> <li>• Significant interest in planning and involvement by neighborhoods regarding what may be allowed or how areas may change.</li> <li>• Significant interest in “15 min neighborhood” and more walkability and changes in neighborhood centers to add neighborhood-serving retail and services.</li> </ul>

Affordable Housing	Significant concern for loss of middle-income housing and need for new housing to provide affordable options.
Residential Infill	<ul style="list-style-type: none"> <li>• Range of viewpoints about appropriateness and location.</li> <li>• Careful consideration around lot size, owner-occupancy, parking, design.</li> </ul>
Regional Solutions	Solutions to key issues of housing, transportation and employment should be considered on a regional level and in partnership with other communities and agencies.
Local Area Specific Feedback	Wide range of feedback specific to local areas (e.g. creative community in North Boulder, desire for improvements to neighborhood centers in SE Boulder; urgency for flood improvements in S. Boulder).

**B. Outreach with Civic, Businesses, and Community Groups**

Staff reached out to civic, business, and neighborhood organizations to get input about scenarios and policy choices, and met with 11 groups and approximately 260 people. Groups include:

- Urban Land Institute
- North Boulder Creative Community
- Better Boulder
- PLAN Boulder Board
- Community Foundation
- Boulder Chamber (Community Affairs, Young Professionals)
- Boulder Neighborhood Alliance
- Livable Boulder
- Boulder Housing Partners and Affordable Housing Alliance
- East Side Industrial Businesses

Summaries of feedback from each group is available [here](#). Summaries include those written comments submitted by the groups.

**C. Events and Targeted Outreach**

- Open House and Joint Advisory Board meeting - Aug. 29, 2016  
Staff providing a brief presentation describing preliminary information about land use options and policies. Members of the public joined advisory board members in facilitated discussions about the land use and policy options. The summary is [here](#).
- Future Choices Forums – November 2016 – January 2017
  - Southern Boulder – Nov. 16
  - Central Boulder – Nov. 30
  - Northern Boulder – Dec. 7
  - Gunbarrel – Jan. 9



Following a similar format from the listening sessions, the city and county hosted meetings in the community to share land use scenarios and policy choices and facilitate discussions to

gather feedback around more local issues. While the participation was lower than fall 2015, input and ideas have been useful. Summaries of events are available [here](#).

- Pop-up meetings – December 2016 – January 2017  
“Pop up” meetings and discussions at the library and other locations around town occurred in the months of December and January to ask people about key topics for potential policy changes around built environment and housing. The meetings are continuing into early January and a summary of feedback will be available on the website.
- Youth Engagement (YOAB and CU)
  - A team of YOAB students completed five workshops with their peers in Boulder high schools to gather input about retail centers and their vision for these areas in the future. The participants represented their visions in a Lego exercise. Key themes and ideas include: interest in preserving retail, adding affordable housing, ensuring open and green spaces, pedestrian safety, and transit stop improvements. Students will be presenting results to staff and a summary posted to the website.
  - Students in a CU Leadership class studying engagement between CU and city conducted surveys with peers about key planning issues and presented results to staff. Key themes include: affordability of housing and services, importance of walkability and transit, recommendations for quality gathering spaces.



#### D. BVCP Survey

The city and county issued a second survey about the BVCP land use and policy topics to help guide and inform changes to the plan, focusing on topics of non-residential land use, options for future housing, building heights, neighborhood improvements, and other related topics.

For this second survey, 623 people responded to invitations mailed to 6,000 households within city limits and in Area II, resulting in an 11.1 percent net response rate. Key themes are outlined in the main memo and full survey results can be found [here](#).

#### E. Boards and Commissions

The following advisory boards held discussions and provided feedback on policy integration changes and key topics.

- Open Space Board of Trustees (multiple meetings)- *feedback and recommendations on natural environment and trails policies, trails map*
- Transportation Advisory Board – *feedback on transportation policies*
- Design Advisory Board – *feedback on principles and potential changes in commercial and industrial areas*
- County Parks and Open Space Board – *feedback on natural environment and trails policies*

- Landmarks Board – *provided written feedback on historic preservation in the context of built environment, economy, environmental sustainability and housing.*

In addition to the meetings and events listed here, other community meetings and events were held during these months for additional tracks of the BVCP update (e.g. public request land use changes and CU South).