

BVCP Process Subcommittee Meeting #5

October 14, 2015 – Noon to 1:30

1777 West Conference Room, City of Boulder



Attendees: Macon Cowles, Lieschen Gargano, John Gerstle, Sam Weaver, Elise Jones (had to leave early)

Staff: Susan Richstone, Lesli Ellis, Jean Gatza, Courtland Hyser, Amanda Nagl, Caitlin Zacharias, Nick Grossman, Michael Davidson, Pete Fogg, Steven Giang

Consultant: Dave Belin, RRC attended a portion of the meeting by phone to discuss the BVCP Survey

Public: (2 members)

***Comments by subcommittee** are the bullet points that begin with bold text.

****Staff responses are in italics.**

Agenda and comments

1. Report back on actions recommended at last meeting.

- Update on outreach activities
- Draft Input graphic (*handed out at meeting*)
 - **Difficult to identify the decision points for four bodies.** Be clearer when decision-making bodies will be making decisions. The public would like to know the times when their decisions move on to the next phase.
 - **Add in map requests/changes phase and hearings associated with those**
- Video changes
 - *New videos will incorporate plan history and more balanced reflection of plan issues.*
 - *Contractor will make next version available later this fall, likely November*
- Schedule for public hearings
 - *Topics for public hearings: Initial screening of change requests, focused topics for options and analysis, and survey results*
 - **Could the subcommittee get a summary of those requests?** *Requests will be posted online the week of October 19-23 and staff can e-mail as well*
 - **Will there be public input at these meetings?** *Yes*
 - **Show request process on input graphic as noted above**
 - *In response to a request by one of the committee members, at the next meeting staff will be prepared to discuss options for analyzing the simpler change requests at a faster pace.*
- Final public engagement plan – includes changes to reflect input from process committee and other input as well as the measures of success.
 - *Is posted on BoulderValleyCompPlan.net*

2. Quick update of August / September feedback (5 minutes)

- Numbers from engagement, status of summaries and full responses (*hand out at meeting*)

- *Summaries will include a condensed overview of the feedback, including general topics and issues, in addition to the full original content as well. All summaries and content will be posted on BoulderValleyCompPlan.net.*

3. Survey Update and Discussion of Focus Groups (30 minutes)

a. # of responses, open web version available Oct. 15

i. *The statistically-valid portion closed on Saturday (Oct. 10) with 420 web responses and 255 paper versions, which amounts to an 11% response rate.*

ii. *(Dave B. from RRC comments): These results (from the 6,000 sent) amount to a margin of error +/- 4%. A fairly standard for margin of error is 3-5%.*

1. **The postcard announcement was hard to catch.** Small postcard may have gotten overlooked. The soft green colors and size made them blend into other mail.

The 4,000 mailed postcards and 2,000 letters had similar response rate, however.

2. **The web version of the survey was well done. In the future, there could be two types of announcements.**

iii. *(Dave B., RRC): Preliminary analysis of responses is informative so far. The survey asks respondents if they would like to follow up in a focus group, and roughly 50% are indicating interest and providing contact info. RRC is targeting 5-6 focus groups to ask in more detail about response patterns.*

1. **When will results be ready?** *End of Nov./beginning Dec., which will include some synthesis from focus groups. An information packet will go to City Council (and others) on Dec. 1st. The joint meeting of Planning Board and City is Dec. 15th when there will be time to discuss results*

a. **Would be interested in seeing the raw numbers as well as the synthesized, weighted numbers**

2. *(Dave B.): RRC is looking at demographics of who responded to these results. So far results of survey are skewing toward older demographic, homeowners of single-family homes, and those who have lived in Boulder Valley for over 25 years*

a. **An interesting way to present results:** *raw statistically-valid results, the results with respect to how people responded in the survey, and the results weighted according to socio-demographics of the community*

b. **RRC should provide both the raw data and weighted results**

i. *Will have a comparison to self-selecting group (open online survey)*

c. **It would be good to be explicit as to how the weighting system occurs**

i. *(Dave B.): RRC can apply multiple variables with RIM weighting to represent a more representative response as known from U.S. Census demographics.*

3. **Is there a way improve the response rate for the mailed survey?**

a. *(Dave B.): RRC could do a reminder postcard mailed to the approximately 5,000 households who did not respond (using the same codes), which may yield roughly 200 more responses. The total may then be about 900*

surveys, which is +/- <3.5% margin of error. The cost is undetermined but would be for the mailing primarily. The deadline would be extended to Oct. 31st.

- b. **Do a reminder postcard.** RRC can still proceed with the focus groups in the meantime. Make sure the postcard “pops out” with brighter colors or bigger size.

b. Focus Group Options (*attachment*)

- i. *(Dave B.): RRC will use demographics to balance focus groups and also assemble the focus groups based on responses themselves. It is a challenge to create a perfectly balanced focus group.*

- 1. **We have to be careful to strike a balance and not hand-select groups.**

- 2. **Blend of participants** should be weighted to the middle but not exclude opinions on the margins

- a. *It’s important to remember the purpose of focus groups: probe areas of ambiguity, divergence, uncertainty.*

- ii. *(Dave B.): RRC is first calling people on the phone to ask them about some of the issues addressed in the survey to ensure the potential focus group participant is receptive to an open discussion and not combative.*

- 1. **Perhaps RRC can organize these groups to better understand certain topics**

4. Proposed Local Listening Sessions (30 minutes)

- Review purpose/desired outcomes; format; participant selection (*attachment*)
 - *Timing: Nov./Dec. Confirming specific times and venues. Draft format & agenda: still finalizing.*
 - **Could shorten open house segment to 30 minutes.** The sessions could address certain issues that are specific to the different subcommunities (e.g., bears in Whittier/Hillcrest or flooding in South Boulder). Each one of these sessions could then include a presentation on this topic. This might also encourage attendance.
 - *Original concept was to have staff present and listen. Could however be more focused on presentations on a handful of topics of interest in specific locations*
 - **However, this could be a diversion from the comp plan.** Could sidetrack the meeting. What about just getting right to it and not having 45 minutes before discussions?
 - *Sessions should be a balance of staff receiving the information needed to better understand public feedback results and an opportunity for residents to voice their thoughts, concerns, and ideas*
 - *Sessions should be open in terms of direction of discussion but also provide some guidance.*
 - **What about asking people to speak out in one large group (rather than small groups)?**
 - *There are pros and cons to each approach, but generally one large group can be time-consuming and may exclude those who aren’t as comfortable voicing their thoughts in this type of setting. Harder to ensure everyone gets a chance to speak.*

- **Small groups are more effective than one large group. The report out is still an opportunity** for people to ensure they are heard by a broader audience
- *The sessions could have two rounds of discussions: 30 minutes to establish issues and 30 minutes to discuss them (e.g., solutions or ideas)*
 - **Could consider flipping the order where discussions come first, then open house.**
- *Facilitation: could have professional facilitation for some of these. Could use trained staff who are facilitators (non-planning staff)*
 - **Preference for city facilitators.** Could have floating facilitators too.
- **Questions for second round of discussions:** staff could have a potential list of discussion themes to help start the roundtable sessions if needed (e.g., how would you provide affordable housing in your subcommunity? What are the locations and types?) *This may be more specific than ready for this first round of listening sessions where the objective is to listen but could be very relevant for sessions in the spring.*

5. Public Comment (10 min)

- a. Donna George: There are other areas [in Gunbarrel] where affordable housing can be located. It seems like a lot of things are pre-decided and not taking public opinion into account. Make sure the comp plan team listens. Definitely send out postcard reminder for the survey. Didn't feel she had a chance to be heard at August 13 Gunbarrel Community Meeting (sponsored by the Boulder County Housing Authority). Weighting of survey is confusing; she would like more information about that.

Next meeting of the BVCP Process Subcommittee: November 18

WHERE IS YOUR INPUT GOING? HOW IS IT USED?

Community input is essential in shaping each phase of the update!

Share your comments and look for future dates at BoulderValleyCompPlan.net

DRAFT

PHASE 1: FOUNDATIONS + PUBLIC ENGAGEMENT (SPRING - FALL 2015)



GET INVOLVED Learn more about the plan
-attend events and check out trends and other reports online.

- Boulder 2030 Kickoff Event
- Pop-up events

- Online Polling
- Outreach Events

- Check-ins and one hearing with four decision-making bodies

SHARE IDEAS Talk with city and county staff, members of city council and boards and commission. Send and email to the planning team or take a poll at BoulderValleyCompPlan.net

PHASE 2: IDENTIFY FOCUS TOPICS + KEY ISSUES (FALL 2015)



IDENTIFY ISSUES Work with the city and county to refine ideas for options in Phase 3

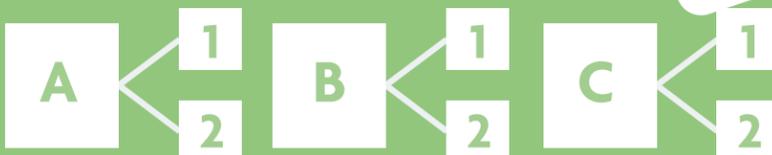
- Online polling
- Mailed survey

- Local listening sessions

- Check-ins and hearings with four decision-making bodies

FIND THE FOCUS Your ideas help staff and decision-making bodies identify key subjects or focus topics that need to be addressed

PHASE 3: OPTIONS + ANALYSIS (FALL - SPRING 2016)



APPROVED

City Council
Boards
Commissions

IDENTIFY OPTIONS Contribute ideas to develop options for map and policies, review the analysis and provide input

- Workshop series
- Online polling

- Discussion groups

- Mailed survey

- Check-ins and hearings with four decision-making bodies

PROPOSE POLICIES AND ACTIONS Give feedback and help refine suggestions for addressing the community's current and future challenges

PHASE 4: PLAN DRAFT (SPRING - SUMMER 2016)



REVIEW & COMMENT ON DRAFT PLAN Help the city and county shape and confirm the final direction of the plan by sharing ideas at open houses, study sessions and online.

- Open House

- Online polling

- Public hearings with four decision-making bodies

FINAL DRAFT (SUMMER 2016)

BE HEARD! Tell elected and appointed leaders--your representatives--what you think as they discuss, adopt and implement the plan that shapes the Boulder Valley for years to come.

**OUR LEGACY.
OUR FUTURE.**

BOULDER VALLEY COMPREHENSIVE PLAN

BVCP Community Engagement

Executive Summary of Kick Off and Phase I Initial Feedback - DRAFT

The first phase of the BVCP update generated a lot of excitement, activity and a wealth of great information to inform the direction of the plan update. The purposes of the initial engagement were to get the word out about the update, inform people about the plan and its legacy, share foundational information and invite people to participate as well as invite ideas and comments on areas of focus, issues and topics for the update. The following information provides relevant measures of people invited and participating as well as a summary of key themes.

Invitations

- Invitation **postcards** about the update and kick off event were sent to all addresses in the Boulder Valley planning area (over 50,000 addresses)
- Weekly Boulder Planning **e-mails** were sent (and continue to be sent) with over 5,000 recipients with information about the update each week
- 250 new **people signed-up** to receive the e-mail updates in August, September and October
- **Advertisements** were placed in Boulder publications (e.g. Recreation guide) as well as small cards announcing kick off events at public spaces throughout the city (e.g. libraries, rec centers, service center)



The Boulder 2030 Kick Off Event

Community members were invited to join their neighbors to discuss the future of the Boulder Valley at the Boulder 2030 kickoff event on Monday, Aug. 31, from 4 to 8 p.m. at Chautauqua Park. The purposes were for the city and county to gather ideas from the community; explain the history and purpose of the Boulder Valley Comprehensive Plan (BVCP); share the foundational work in progress for the 2015 BVCP Update; and answer questions about requests for land use or planning policy changes. Approximately **225 people attended**.

In the 13 discussion groups people discussed a range of topics that they think are working well as well as those they think need attention and should be areas of focus for the update. Discussion themes included many aspects of quality of life in Boulder including open space, neighborhoods, the built environment, creative culture, diversity, mobility, and affordable housing. The full responses from the discussion groups are included in the event summary.



Kick Off Activities (*links to summaries of each of these activities are below*)

Online Poll (available from Mid-August to October 15) – 284 respondents

Pop-up Meetings (13 pop-up meetings at recreation centers, farmers market, grocery stores, and other events)

Presentations and discussion with community groups – x groups

Presentations to city Boards and Commissions – xx meetings

Culturally-sensitive outreach specific to immigrant community and Spanish-language residents (pop ups, meetings, intercambio students, family resource staff info)

Outreach specific to youth (YOAB, artwork, Latino youth)

Artwork by children and youth



Key Themes [*just initial placeholders here – to be fleshed out; full summaries will be included as attachments*]

Qualification of results (#s, % of categorization of feedback)

What people love about Boulder:

- A strong majority mention “open space, access to outdoors, beauty and views”
- University town
- Great transportation system

Issues and areas of concern include:

- Affordable housing and congestion / needed transportation improvements
- Concerns about growth and change in the community
- Issues of inclusion and loss of diversity (especially economic)

How does what we’re hearing from “under-served” or “target” group differ from the majority of feedback?

Measures of Success

Number of postcards sent – over 50,000

Attended the Kick Off Event – 225

Signed in for e-mail (*at kick off event*) - 140

Comment Forms – 50 from kick off event; xx from other pop-ups (xx in Spanish or from immigrant events)

Completed the online poll – 284

Pop-up meetings – 13 (3 with bi-lingual staff)

Non-city community meetings and events attended by staff- xx (ULI, Boulder Chamber, Cumbre de Mujeres, ..)

Presentations to city and county Boards and Commissions - 11

Number of contacts with immigrant or non-English speaking community “leaders” or “spokespeople” – x

Number and frequency of uses of social media (e.g., Facebook, Twitter, other) - xx

Attachments:

A: Summary of Boulder 2030 Kick Off Event

B: What We've Heard

 What People Love about Boulder (comment sheets & online poll responses)

 Issues & Focus Areas (comment sheets & online poll responses)

C: Culturally-sensitive outreach

D: Pop-up Meetings & Presentations

E: Youth outreach

F: Artwork

BVCP Survey Focus Groups – proposed approach v. 10-11-15

Purpose: the focus groups are an opportunity to further explore areas where there was a lack of consensus in the survey results (though we won't know those specific issues until we get the surveys back), as well as to delve deeper into areas where there is either conflicting or unclear feedback.

What are the primary objectives of the focus groups?

- Probe areas of ambiguity/uncertainty/divergence in the survey findings.
- Explore conflicting feedback with context of trade-offs (e.g., increase potential for jobs or housing vs. limiting growth; reactions to redevelopment, growth, and design with additional information about current policy direction, etc.)
- Potentially, subject to survey findings - Opportunity to probe topics where visuals might be helpful to facilitate discussion (e.g. building design and height), and/or where the provision of additional factual information may influence opinions.

Who should be recruited to the focus groups?

Potentially the 4-6 groups would come from a mixture of the following:

- Random sample of survey respondents (*respondents were asked to provide contact information if they were interested in participating in additional surveys or focus groups.*)
- Random sample of survey respondents with characteristics under-represented in the survey results: those under the age of 40, people with children aged 18 and under living at home, renters, etc.
- Random sample of open online survey respondents

Note: staff is working to hold other meetings or focus groups with under-represented groups (Latinas, Intercambio students) to gather input regarding key issues in the plan (not related to survey results focus groups).

Logistics:

- 4-6 focus groups
- 8-10 participants per group
- Recruiting to start soon, groups to be held mid-November
- RRC to lead discussion and record feedback; no staff presence to ensure participants can speak freely
- Locations to be determined, but likely city/public meeting spaces, ideally in more than one location in Boulder.
- Potentially slightly different topics for different groups (i.e. “under-represented characteristics” groups are selected, topics could be around clarifying their responses vs. majority of respondents).
 - 2-3 focus groups based on demographic characteristics (under-represented groups)
 - 2-3 focus groups based on themes from the survey we want to explore (representative demographic composition)

Local Listening Sessions
Boulder Valley Comprehensive Plan & other services and programs
Hosted by City of Boulder (with Boulder County)
Draft – 10/09/15

Please join the City of Boulder at local community “listening sessions” to share your concerns, questions, and ideas related to the update of the Boulder Valley Comprehensive Plan (BVCP) as well as city services and programs in general. These sessions will occur around the community.

(add a map or image from subcommunities with a flag for each location of meeting.)

Locations and Schedule (verify times for each)

| Community Area | City/County | Date and Time | Location / Address | Topics / Coordination |
|--------------------------------|------------------|--|--|---------------------------------|
| Central Boulder | City | Monday, Nov. 9 6:00 – 8:00 p.m. | Whittier Int’l Elementary 2008 Pine Street Boulder, CO 80302 | |
| Crossroads / East | City and County? | TBD – possible dates: M 11/16 or 6:00 – 8:00 p.m. | Elks Club 3975 28th Street Boulder, CO 80301 | |
| North Boulder/Palo Park | City and County | Weds, Nov. 18 - 6:30 – 8:30 p.m. | Crestview Elementary 1897 Sumac Drive Boulder, CO 80304 | Transportation, North Trails... |
| South Boulder | City | Monday, Nov. 30 - 6:00 – 8:00 p.m. | Fairview HS 1515 Greenbriar Blvd. Boulder, CO 80303 | South Boulder Creek mitigation |
| Southeast Boulder | City and County | Wednesday, Dec. 2 6:00 – 8:00 p.m. | Eisenhower Elementary 1220 Eisenhower Drive, Boulder, CO 80303 | South Boulder Creek mitigation |
| Gunbarrel /Area III | City and County | Monday, Dec. 7 - 6:00 – 8:00 p.m. | Heatherwood Elementary 7750 Concord Drive Boulder, CO 80301 | |
| University (coord with Jen. K) | City | Nov. 10 and 11 | CU Summit | |

Additional meetings for University area to be scheduled in Spring 2016. Business outreach will occur separately also.

Purpose/Desired Outcomes

1. Share foundational materials (such as fact sheets) for the 2015 BVCP update and seek feedback to complete and clarify the baseline information.
2. Provide information about ongoing or future projects or programs relevant to the area.
3. Hear concerns and vision regarding local areas from community members to inform potential geographic-specific policy direction related to the BVCP as well as neighborhood issues and programs.
4. Foster dialogue among residents and with staff and elected officials.
5. Record all input to carry forward and potentially shape next stages of the BVCP update.

Who Attends:

- Residents and community members, invited
- City and county staff from planning and other departments as relevant, host
- Elected officials (1-2 per meeting – council and possibly commissioners), host

- Business representatives may choose to attend, but other events may be more relevant for business community

Other:

- Snacks provided
- Kid-friendly activities (no child care, but children are welcome to attend)
- Meeting to go available for people who cannot attend: www.bouldervalleycompplan.net

Draft Format / Agenda:

6 p.m. – 8 p.m. (or 6:30 to 8:30 p.m.)

- **45 Minutes: Open House with Stations (Boulder Matters Style)**
 - Stations for different city/county program areas and projects (e.g., utilities, transportation, public safety).
 - Stations for BVCP with posters and fact sheets – seek info on “what’s working” and “what’s not” -- on maps and on paper and verbally) - Future land use map?
 - Station for land use change requests (e.g., specific projects within the area)
 - Possible crowd sourcing – map input for subcommunities
- **15 Minutes: Welcome, brief presentation and orientation for round table discussions (video – if ready?)**
- **45 Minutes: Round Table Discussions (possibly 2 half hour discussions)** – 10-12 people max, with ground rules, staff recorder to take notes, and trained staff facilitator (or one selected from group if group prefers). (Elected officials “float” between groups to listen to different conversations).
 - Groundrules (for staff and participants) – verify ground rules
 - Handout or poster(s): “Feedback and ideas so far.” (summary of public input, and draft BVCP focus areas?). Fact sheets.
 - Map of the area for notes
 - Some prompting questions:
 - Does the summary of “feedback and ideas so far” apply (or not) to your area(s)?
 - Do you have new concerns or ideas for the plan? What should the city or county know about this part of the community? (Can use similar feedback sheets from kick off)
 - What’s working well here (what do you love)? What could use improvement in this part of the community (where)?
- **15 Minutes: Report Out from Round Table Discussions and Open House**

Advance Notification for Events

- Project website – dates and locations identified (as soon as possible)
- Planning emails
 - “Hold the dates” (Monday, Oct. 12)
 - More information - dates and link to webpage (Monday, Oct. 19)
 - Final email notifications (Monday, Oct. 26 and Nov. 2)
- One press release with all dates and locations – mid to late October.
- Department specific email lists (for departments that will attend)
- Other social media
- Fliers/posters that can be displayed/distributed to local gathering places – specific to area or generic to all sessions.

Questions:

1. Professional facilitator?
2. Presentation and videos?
3. Round table discussions – One group or two rotating groups, themes, and stations?
4. Land use requests – how to handle at various meetings, especially for big projects such as CU South and Twin Lakes