

BVCP Process Subcommittee Meeting #4

Sept. 16, 2015 noon-1:30 Park Central Room 401

Attendance

Subcommittee members: Macon Cowles, Jon Gerstle, Lieschen Gargano, Elise Jones

Staff: Jean Gatzka, Lesli Ellis, Nick Grossman, Amanda Nagel, Susan Richstone, Courtland Hyser, Caitlin Zacharias, Steven Giang, Michael Davidson

Members of Public: Michael Caplan

Agenda

- Report back on actions recommended at last meeting

Staff comments:

- *Added extra presentation at 5:15 which worked out well*
- *Record of the discussions was very rich (will be available soon)*
- *Continuing our personal responses to e-mails*

- Debrief Kick Off Event(s)

- a. What worked well, not? Venue, etc.

Worked well:

- Great turnout, especially considering weather
- Significant number of new people were there (in addition to partisans)
- Videos: positive feedback, particularly on the first one (inspiring, nice background to presentation)
- Event felt very positive
- Instructions for people moderating conversations were great
- People were impressed by amount of information on boards
- Verbal presentation was nice
- Elected officials didn't dominate conversation

What didn't work well:

- **Videos: not well-grounded in Boulder's history of planning**, didn't touch on aspirations of update or current ferment around issues. One would have been enough. *(Staff will take into account as videos are finalized)*
- Could have done a better job introducing elected and appointed officials
- How do we manage abusive commentary to staff? *(Sometimes we do talk about that before events)*
- **Need a poster describing the process** and how feedback will be taken into account

- b. Post card effectiveness? Other notification

Staff comments:

- *Not all who came to the event heard about it through the postcard.*
- *Given the expense (\$25K), would we recommend doing that again?*
- *Web/e-mail list is growing*

Feedback:

- It is an expensive way of getting people there but what is the alternative?
- Does the survey ask about the postcard and its effectiveness?
- Nice thing to do at the beginning but probably not necessary later in the process

- c. Statistics and General themes from Aug. 31 event *(Preliminary snapshot of engagement statistics passed around)*

- d. Post event evaluation *(Was sent out Sept. 8)*

- e. Update on Meeting-To-Go materials and presentation (*People can go online and download content from meeting*)

Feedback

- **How often was this used previously?** (Housing- not much; flood recovery- a few. People who did do them said they enjoyed it but getting them organized was difficult. Was also offered as part of sustainable urban form and youth groups.)
- Would be interested to try to encourage the neighborhood to have a Meeting-To-Go. **What could the incentives be?** Amanda could push using Meeting-To-Go.
- Suggestion to use a short video describing what the meeting in a box is

- f. Documentation and summary of comments and discussion groups

Staff comments

- *documentation forthcoming*
- *250 responses on online poll. Will be tagging those with keywords, etc. so we can get a quantitative sense*

Feedback

- How do comments and participation move along to shape the outcome? **How do we go through everything and land on just a few key issues?** How many meetings to I have to go to dog a specific issue? How do I move it along?
 - *We're developing listening logs so we can categorize issues we're hearing about. We're starting wide, and as we get further along we'll be asking more targeted questions.*
 - *Ultimately elected officials will decide. Our goal is to make it objective and transparent. They will have access to all comments*

- g. Pop-Up opportunities (*Will have a few more upcoming. Rec centers, library. 10-12 more*)

- h. Online polling

- i. Data and Trends Discussions

Staff comments

- *Sessions set up for people who want to talk about numbers and trends (Sept. 9 & 15)*

Feedback

- **Is there an opportunity for those who can't make the sessions?** (*materials available online*)

- BVCP Survey Update (*Final survey going to printer today to 6,000 households*)

- Focus Groups

Staff comments:

- *Will work with RRC to develop questions based on survey results, add visual components*
- *Will be selected from survey respondents and have a written statement of intent*

Feedback

- **What are our selection criteria and incentives for participation?** (*Random selection from survey participants*)
- **Might be good to do a focus group that isn't random- targeted because they may not be reached otherwise.** Can't mix results, however
- **What is the intention in setting these up?** (*Survey results: try to understand them a bit better. Also- does it change people's views to get more information?*)

▪ Proposed Local Listening Sessions

- Purposes:
 - Using foundational materials such as fact sheets, have conversations with residents and community members in various areas of the city/county to inform the BVCP Update.
 - Hear people's hopes, concerns, and vision for the areas to inform potential geographic-specific policy direction and neighborhood issues and programs.
 - Provide information about future projects or programs that affect their area (staff from transportation, parks, utilities, HS, etc.).
- Best Timing?

Feedback:

- **Probably would work better after elections.** Start later in fall, into winter months. May want to go out again when we have options and have proposals that may affect different locations in the community
- Would be more successful than meeting in a box
- Try to invoke the whole idea of community and civilization and avoid hyper-local issues (*Will focus on subcommunity geography*)
- **Current concerns in community that people aren't being heard.** Elected officials do need to be there to hammer home that voices are being heard. Staff would manage meeting though.
- (*Could also bring in specific staff if there are concerns around specific issues, e.g. bring in transportation staff to meetings*)
- If you want to go this route, **do you use the city council liaison?** Want to make sure the conversation is focused and productive. How do you make these listening sessions not campaign events?

▪ Next steps around focus areas / options for engagement

- *Will start having discussions around focus areas Nov/Dec (Will also have survey results then)*
- *Will come Dec/Jan to approval bodies (potential joint session)*

▪ Public Comment

- Michael:
 - Hard to get a lot from meetings without a process or guidance. Set expectations before meetings start.
 - Allow for technical questions on content.
 - How do you deal with complaints (on topic or off-topic)? Set up meeting guidelines so they know structure. Be able to direct off-topic complaints to the right place.
 - Think about how to best use resources in terms of number of meetings.
 - You already know what some of the key issues are. Be upfront about those to help people start focusing. Right now it feels a bit global (but you have to avoid narrowing it too soon too).
 - In many situations comments are open only for a few minutes. Actively record, frame, and summarize.
 - A few additional organizations to consider contacting: religious, non-profits

Next meeting: October 14

