

## BVCP Process Subcommittee Meeting #5

October 14, 2015 Noon-1:30

1777 West Conference Room



### Subcommittee Purpose

The Boulder Valley Comprehensive Plan (BVCP) Process Subcommittee's Role will be to monitor and provide input on the public process throughout the BVCP Update process. The BVCP Committee consists of 2 council members (Cowles, Weaver), 2 planning board members (Gerstle, May), a Boulder County Commissioner (Jones), and a County planning commission member (Gargano).

### Proposed Agenda

1. Report back on actions recommended at last meeting. (15 minutes)
  - Update on outreach activities
  - Draft Input graphic (*hand out at meeting*)
  - Video changes
  - Schedule for public hearings
  - Final public engagement plan
2. Quick update of August / September feedback (5 minutes)
  - #s from engagement, status of summaries & full responses (*hand out at meeting*)
3. Survey Update and Discussion of Focus Groups (30 minutes)
  - a. # of responses, open web version available Oct. 15
  - b. Focus Group Options (*attachment*)
4. Proposed Local Listening Sessions (30 minutes)
  - Review purpose/desired outcomes; format; participant selection (*attachment*)
5. Public Comment (10 min)

Next meeting: November 18

## **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](http://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