

BVCP Process Subcommittee

6-15-15 Notes

Attendees: Jones, Gargano, Cowles, Weaver, Gerstle, May; Staff: Ellis, Hyser, Gatza, Han, Richstone

Logistics

Committee confirmed:

- Next process subcommittee meeting will be **Weds., July 15th, 12-1**, location TBD
- Establish an email address for the committee to communicate with each other and staff and for the public to communicate with the committee.
- Reserve 10 minutes of time for public comment at the end of the process committee meetings.

Defining Success

- Have we defined success (metrics) in terms of public engagement? Not yet.

Surveys

- Committee agrees the survey timing can be a bit later in the summer and fall – after the kick off and education and information – sometime in Sept., Oct..
- Circulate a draft set of questions or topics and themes to council and BOCC and boards before the survey goes out.
- Staff noted that consultants have said that putting out specific survey questions out earlier may skew data, but getting feedback on the different subjects/topics should be fine.
Should there be survey question on possible solutions in the first survey? If so, we need to recognize the risks behind it and have it presented well. Could consider a second survey in spring where the questions are more refined.
- Describing how results are intended to be used is important.

General Engagement

- Should we get the public to participate by piggy backing onto controversial topics, or should the comp addressing other issues too? There may be different types of engagement depending on the topic (challenging vs. easy).
- It's difficult to keep people involved because of the long time frame.
- Reach out to elderly, including Golden West and other locales.
- Our Legacy/Our Future is a good way to frame the BVCP process.

Kickoff Location, Timing, etc.

- We should launch with a “love fest” – a positive approach to getting active groups to be involved. Frame what’s about to happen in a positive tone, acknowledging challenges/ Have brief presentations.
- Possibly have the event take place on Flagstaff in amphitheater (somewhere with an overlook so we can physically “see” our legacy). Access by buses from neighborhoods, or Chautauqua with outdoor space. Celebrate the outdoors – that makes Boulder special in the summertime. Indoors may not set such a positive tone.
- Celebrate what comp plan has accomplished, maybe by framing according to various chapters of the plan. Discuss what has come from the city and county’s past. Many difficult and controversial topics have been debated in the community’s past (e.g., Blue Line), but we’ve been able to move forward. Starting the engagement with history and even recognition of how far Boulder has come may be beneficial.
- Rain options are needed. If it’s nice out, we can possibly have a “community picnic.” Food trucks? Breweries?
- Do a community “work of art” where people can frame “what they love” in paint, on canvas.

Speakers

- Hear from people who are positive and knowledgeable about the process (citizens, staff).
- How the city and county have worked together is part of the powerful story (i.e., the downzoning in the 80s) reflecting on our history.
- Talk about our more recent success stories such as transportation and greenways.
- Possible Speakers: Josie Heath, Ruth Wright, Allyn Fienberg, Maggie Markey.

Community notification

- How widely and individually should we be notifying the members of the public?
- For certain communities, it’s effective to mail such as the older population.
- Investigate the utility bill option. What is most effective and has a good balance? Senior housing may be cheaper and easier to do mail box stuffing (vs. mailing)
- Might be worthwhile to do an initial mailing of postcards - have no regrets (strong consensus), but probably only once because of the cost.
- Post Cards: Provide a detachable portion for people to return or mail back with a question and/or to be put on a mailing list. Give people the option to call, email, or mail. Record how many and how people are responding (mailing, email, phone), so we can determine if the method was worthwhile. Make sure that the post cards are visually compelling.
- Notify in other ways too – email, newspaper, NextDoor.com, etc.