



**Joint Meeting of the BVCP and Housing Boulder Process
Subcommittees
June 10, 2015
Noon – 1:00 p.m.
1777 West Conference Room**

Notes

Introductions:

Macon Cowles, Sam Weaver, John Gerstle, Leonard May, Elise Jones, Lieshen Gargano, Lisa Morzel, Andrew Shoemaker, Mary Young, Crystal Gray

Staff: Susan Richstone, Lesli Ellis, Jay Sugnet, Pete Fogg, Courtland Hyser, Jeff Yegian, Jean Gatza

Lessons Learned from Housing Boulder Process:

- Housing process is somewhat different than a comp plan update. Housing is about identifying a problem, reviewing of tools to address issues. Process was well thought out. Included technology improvements. Neighborhood workshops were helpful and professionally done.
- Concern about how to engage the public. E.g. only 50 people in central boulder of all residents. Challenge: how best to communicate with the public. Video approach – put together things to message to the public that people can access at anytime.
- Coordination with the press – if there are things to raise with the public for which we want feedback – request features so people can learn more about it and give feedback.
- Waiting to get report on new techniques for engagement, quality level – will need some study and analysis.
- An area to improve in comp plan outreach is to activate neighborhood organizations to help inform people about what is going on. Work w Neighborhood Liaison.
- Speaker panel – when we recruit speakers stick to first choice.
- Communication – series of videos is a good idea; can be online, social media, etc. will help communicate complex information.
- Difficult to get in depth with information. People can take survey but you can't assess the level of information that the respondents have.
- Transparency – we need to have a better idea of who we are reaching out to and why. Need criteria for groups we are reaching out to - reasons why we want to reach these folks and what we want to learn from them. Culturally-relevant outreach – consider different kind of culture (age, etc.)
- Use outside facilitators. Need facilitators to do a good job maintaining objectivity. **
- Speakers are excellent way of engaging people. Dover, Pyatok – things you can take from those.
- Important that people are heard and that comments are reflected in alternatives.

- Didn't work – toolkit first thing out the door – might have been better to do more initial listening to inform toolkit. *
- Reaching inter-generational homes (example) – do deeper dive.
- Neighborhood workshops – people came for a battle. Not much open to listening. Interplay bubbled up toolkit, working groups not work perfectly.
- With sentiment in the community, with speakers meetings - might have been good to have themes identified at the end that identified the framework elements that were heard.
- Neighborhood liaison – activate neighborhood groups. Important to hear from the neighborhoods and hear what they want. Speak in positives.
- Outreach – have challenges to involve busy people. Meetings in a box?

Useful things from other processes

- MIBs – with IPP – people liked them.
- Creative outreach used in Civic Area Plan – design charrettes, especially involving non-designers. Outreach to younger people.
- Get good translations into good Spanish. Largest sub-group for language translation.
- Cultural Plan – fun way it was framed – give people a reason for why they should participate. Intercept surveys good. Requires weighting the depth of awareness/understanding. Relate comments. Important to realize we aren't going to reach everyone to the same degree.
- Balance comments that are anecdotal with those that are statistically valid.
- Intercept survey in a box – 5-8 questions people can take to groups to find out how people feel about things. Pay attention that those intercepted at trailheads or coffee shops – highly self-selected.
- BVCP – wide range of subjects – most citizens are not interested – need to recognize this is a more narrow focus. Themes. In this update: growth and development.
- Don't spend so much time on issues and topics that have had recent processes.
- Focus on key topics – those with a sense of urgency.
- Ask for other ideas but also focus on key issues.
- Need to build on the issues of importance that were raised in housing e.g. jobs.
- Assess what is being implemented well, and not, use in work plan for next council.
- Consider how city charter and code reference bvcp. Is the relationship between comp plan and code something to explore?
- Regional conversations – concerned about quality of public discourse. People show up at the table with their fears and dislikes and it is not constructive. Starting to be how people are addressing growth and development. Try to change the flavor of discourse. Focus on what we like the best in our community and communities we love – talk about aspirations. Actively have positive public conversation. Hard to have a whole conversation about the comp plan (too broad). Think about how to craft something to focus and play to the best of our residents.
- Try to get away from “us” and “them”. Goal – don't disparage one another.
- Important to do a really good kickoff.

- Like the Planning 101 – people can get educated. Like the map at the front of the comp plan with notes.
- Ensure we have a good process for Area I, II, III and land use decisions. Need way to quickly evaluate requests that merit more analysis.
- Sustainability – gap in social sustainability, concentrate on it. IGA renewal – sooner than later.
- 6 criteria for your comments – won't accept others – Help people know how to participate. Provide a set of criteria, tools with which to evaluate things. Helps people feel empowered.
- Making this a positive process is key to success.
- Aware of various types of input. We want to understand the distinction between statistical significance and just being open to comments. Survey in a box – excellent but we need to understand what we're dealing with if we have 1000 responses.. evaluate appropriately.

Public Comment

- There are things to be learned from “mistakes” – watch your collective mouth. “we're not going to cover x in the housing process”; “bring choice of housing to every neighborhood”.
- Get people excited to realize the gravity of future, growth. Stories. Specific info in the paper. Bite-size pieces. Meme that get people excited about this process. Boots on the ground. Confusion about housing and comp plan might make it difficult. Integrate all these things.
- Surveys – able to get more participation by giving rewards, e.g. prizes to random participants. People will provide info. Meaningful to get statistically valid info. Get people to participate if given something – training that they can use, ability to be a facilitator. Gets people into the neighborhoods.

Next meeting

Next housing meeting a week before CC meeting – July 22nd

Cancel June meeting.