

BVCP Process Subcommittee Meeting #2 Notes
July 15, 2015, Noon-1:00 p.m.
1777 West Conference Room (Municipal Building)



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 - absent, May), a Boulder County Commissioner (Jones), and a County planning commission member (Gargano).

Agenda

1. Measures of success for engagement
 - Subcommittee council would like to see the Code of America results from the Housing Boulder process once they are available (late July).
 - Overarching theme of outreach should be "to be welcoming" - Staff should put in effort to reach people that do not regularly attend city meetings. It is also important to recognize/understand that some people that are interested in city activities may not be interested in the comp plan.
 - Overall, the subcommittee is pleased with the ideas presented -one reason being that the staff is trying to engage people that are not familiar with the planning process.
2. Revised work plan
 - Encourage outreach to residents about the land use request process/council meeting that is coming up.
 - Educate the public on the decision-making process of service area processes. Useful for the community and subcommittee to know what happens with the decision making process- what happens if 2 bodies move forward and 2 bodies don't?
 - Continue to organize a Daily Camera series covering the land use request process (and other planning topics) to keep the public updated. Contacting the editor may be helpful.
 - Recommend using an editorial to encourage people to engage in the process.
3. Kick off events
 - a. Postcard options (*share drafts at meeting*) – Discussed intent and purpose of postcard
 - Provide clarity on how people can sign up onto a mailing list. It's important for people to find out which mailing list to get on. Try to keep it simple. There is a lot of information on the postcard, it should be more informative, rather than using it as a response tool for the public.
 - Recommendation from a few committee members to replace the cutout with a future schedule. Others still preferred to have a way to get good

ideas through an open-ended response option – even if it isn't a mail-back option.

- Change the order to “Sign up to receive email updates” then “email to planning staff”.
 - Think about the possibility of having a trifold to include the response portion of the postcard.
 - Final consensus on the type and cost of the post card from the subcommittee through a group email.
- b. Boulder 2030 Kickoff Event at Chautauqua (info sharing, activities for kids, videos, presentation, key-pad polling)
- Sounds Good!
 - Details of the agenda will follow in August.
- c. Pop-up meetings – many locations around town
Scheduling in August.
- Would like participation from CC, BOCC, PB and/or PC. Subcommittee members agreed. Staff will work to distribute a schedule via e-mail.
 - Working with GUB and Latino to ensure locations, info to families and immigrants / non-English-speakers.
- d. Invitations to organizations for staff to come to their meetings (July – Sept)
- Some have responded affirmatively.
4. Survey Update
- RRC Associates, general scope and timing, general themes for questions, input on draft in August, with possible follow up survey early next year.
 - Discussed how to bring visualization and something people can relate to into the survey.
 - Don't only ask the question why in the survey, but rather ask, “what more can you tell us on what you would like to see?”
5. Update on the video and speakers
- Planning 101- include what the comp plan does and what does it not do.
6. Culturally-sensitive outreach plan – attached
- Generally good. Discuss more at next meeting.
 - General Comment- Recommendation for staff to look at the DRCOG regional equity access maps to learn more about the issues of equity within the city of Boulder.
7. Public Comment (10 min)
- Make sure announcements are going out to the public about the subcommittee meetings. Include agenda when possible.

- Opportunities for having online comments and questions on the city website would be valued.
- Transparency between the government and city is important. Show results from early public feedback for BVCP Engagement Plan. It is important for the public to hear back from staff on how they used public comments.
- Use 3D modeling in future outreach.