

Note: Anyone wishing to speak at any Planning Commission meeting is encouraged to do so. If you wish to speak, please rise and, after you have been recognized by the Chair, give your name and complete address for the record. You will then be allowed to speak. Please note that the public testimony may be limited by the Chair and normally is not allowed after the Public Hearing is closed.

**ASHLAND PLANNING COMMISSION
STUDY SESSION
SEPTEMBER 28, 2010
AGENDA**

- I. **CALL TO ORDER:** 7:00 PM, Civic Center, 1175 E. Main Street

- II. **ANNOUNCEMENTS**

- III. **PRESENTATIONS**
 - A. **Public Meeting Procedures/Ethics (City Recorder Barbara Christensen)**

 - B. **Copenhagen Bicycling & Pedestrian Facilities (video)**

- IV. **OTHER BUSINESS**
 - A. **PC Subcommittee Recommendations on the Pedestrian Places Public Process**

- V. **ADJOURNMENT**

**CITY OF
ASHLAND**



In compliance with the Americans with Disabilities Act, if you need special assistance to participate in this meeting, please contact the Community Development office at 541-488-5305 (TTY phone is 1-800-735-2900). Notification 48 hours prior to the meeting will enable the City to make reasonable arrangements to ensure accessibility to the meeting (28 CFR 35.102-35.104 ADA Title 1).

Memo

DATE: September 22, 2010

TO: Ashland Planning Commission

FROM: Maria Harris, Planning Manager

RE: Public Process Subcommittee Recommendations
Pedestrian Places Project

Questions:

Does the Planning Commission have comments on the Publicity and Workshop Framework incorporating the recommendations of the subcommittee? Is the Planning Commission in agreement with moving forward with the Publicity and Workshop Framework?

Is the Planning Commission prepared to participate in the public process to the level identified in the framework? Specifically, a Planning Commission representative(s) would need to be identified for the radio and television interviews, and Planning Commissioners would serve as small group facilitators at the upcoming workshop on October 27.

When would the Planning Commission prefer to meet for facilitation training in preparation for the October 27 Public Workshop?

- 6:30 pm – 7:00 pm October 26 (before joint study session)
- 9:00 pm – 9:30 pm October 26 (after joint study session)
- October 27 (late afternoon or early evening prior to the workshop)

Background:

At the August 10th Planning Commission meeting, the Commission formed a subcommittee to make recommendations for the upcoming public process for the Pedestrian Places project. The subcommittee includes Commissioners Mindlin, Miller and Rinaldi. The subcommittee met on September 2 and September 13, and the summary of the meeting comments is attached.

Staff prepared the attached Publicity and Workshop Framework based on the discussion and recommendations of the subcommittee. Initially when the Planning Commission formed the subcommittee, the purpose was to prepare recommendations for the consultant team. The majority of the subcommittee's recommendations involve pre-meeting publicity measures. While the consultant team will work with staff to incorporate the Planning Commission's recommendations for the public workshops, the consultant responsibility in the scope of work for pre-meeting publicity is relatively limited. As a result, the majority of the work on the publicity measures will need to be completed by the Planning Commission and staff.

There are three decisions for the Planning Commission to make on the Publicity and Workshop Framework.

- Does the Planning Commission have comments on the Publicity and Workshop Framework incorporating the recommendations of the subcommittee? Is the Planning Commission in agreement with moving forward with the Publicity and Workshop Framework?
- Is the Planning Commission prepared to participate in the public process to the level identified in the framework? Specifically, a Planning Commission representative(s) would need to be identified for the radio and television interviews, and Planning Commissioners would serve as small group facilitators at the upcoming workshop on October 27.
- When would the Planning Commission prefer to meet for facilitation training in preparation for the October 27 Public Workshop?
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Attachments:

Publicity and Workshop Framework

Subcommittee Meeting Summary, September 2, 2010

Subcommittee Meeting Summary, September 13, 2010



Pedestrian Places Project

Publicity & Workshop Framework

Purpose

- Effectively provide information about project.
- Facilitate an increased understanding of citizen desires and concerns regarding the project.
- Create a two-way communication flow with residents, businesses and interest groups on the project.
- Utilize existing opportunities and create new opportunities to provide and receive information.

Publicity Tools

- Direct Mail
 - workshop notice in city source
 - send meeting invite (flyer) to properties within 200 feet
 - send meeting invite to businesses in areas
- Internet
 - City web page news item
 - facebook and twitter posts
 - project web page
- Newspaper
 - letter to editor from PC Chair
 - press release
- Radio and Television
 - Jefferson Exchange interview
 - RVTV Channel 30 slide
 - television interview
- Word of Mouth
 - service club announcements (e.g. Chamber, Rotary, etc.)
 - event announcements (e.g. Bear Creek Festival Oct 2)
 - chamber greeters

Workshop Framework

- Greet and Open Meeting (chairs PC & TC)
- Project Background (OTAK/Kittelson consultant team)
- Interactive Exercise in Breakout Groups (facilitated by PC members)
- Summarize (OTAK/Kittelson consultant team)

Pedestrian Places Project
Planning Commission Public Meeting Subcommittee
9.2.10 Meeting Summary

Planning Commissioners in attendance: Debbie Miller, Melanie Mindlin, John Rinaldi, Jr.
Staff in attendance: Maria Harris, Brandon Goldman

Publicity

- start 3 weeks before
- make announcement at service clubs (e.g. Chamber, Rotary)
- get word out at schools
- prepare handout for distribution at service clubs, schools, events (e.g. Eat Local Week)
 - should address question “why should I care?” and who, what, when, where, why and how
- tv station interview one week before
 - Planning Commissioner
 - on location
- Jefferson Exchange interview

Workshops

- workshop terminology
 - important to call workshop and not open house
 - open houses are generally drop in and pedestrian place meetings should be more interactive
- meeting format
 - chair greet and open meetings
 - background first, breakout groups lead by planning commissioners, bring back to large group
- suggestions
 - keep consultant/staff presentation short
 - cover how pedestrian place project ties into TSP
 - use photos of examples of pedestrian nodes from big and small towns to make idea come alive for people
 - go over steps or pieces that make a pedestrian node work
 - include visual things for people to see and draw on
 - have cookies
 - have a way for people to give comments after workshop
- logistics
 - may need a meeting place that is less formal than council chambers (e.g. community center, schools)
 - move location to north and south
 - may need 3 hours for workshop

Pedestrian Places Project
Planning Commission Public Meeting Subcommittee
9.13.10 Meeting Summary

Planning Commissioners in attendance: Debbie Miller, Melanie Mindlin

Staff in attendance: Maria Harris, Brandon Goldman

Consultant team in attendance: Tom Litster, OTAK, Susie Wright, Kittleson and Associates

Workshops – Call with Consultant Team Staff

- concern about explaining project in lay terms, note is cryptic terminology
- important to ask people what do you think will fit in our town
- concern that previous project (i.e. Croman) was presented with pre-set boundaries and that initial concepts were presented as “a done deal”
- there is a need to lay the ground work for why pedestrian nodes are important
 - help group at workshops to focus on possibilities and opportunities
 - get past here and now (e.g. things like parking and impact on neighborhoods)

Publicity – continued Subcommittee discussion

- people need to see things three times
- Chamber has a list of service organizations
- locations suggested were middle school or high school
- important to explain grant on print pieces
- follow up on press releases with phone call
- there is a need for one page of talking points for Planning Commissioners – ideally by September 28 study session
- would be good to incorporate smart growth principles