

Land Use and Transportation Coordinating Group

DRAFT Meeting Minutes

Special Meeting With Doug Henton

September 30, 2005

1:00 – 4:00 p.m.

Members Present

Sally Erickson-Bornschein
Virginia Coulter
Gary Derrigan
Robert Gattin
Heather Harris-Brady
Ken Kleinrichert
Andy Knott
Jim Lagowski
Glen Lile
Jim Lively
John Nelson
Patrick Pahl
Rise Rasch
Wayne Schmidt
Derith Smith
Linda Smyka
Warren Studley
Janet Wolf

Public Present (Not a comprehensive list)

Bill O'Brien
Richard Lewis
Matt Skeels
Dave Langhorst
Tom Shea
Kelly Thayer
Tom Kellogg
Bob Carstens
Ann Rogers
Jack Kelly
Linda Racine
Lee Grant
June Thaden
Heather Seyfarth
Harry Burkholder
Diane Gilbo

Staff Present

Megan Olds

1. The meeting began at 1:03 p.m. Jim Lively welcomed everyone to the meeting.
2. J. Lively reviewed the proposed agenda, giving a little more detail about the agenda items. He also made a proposal to the Coordinating Group members that they open the discussion following Doug Henton's presentation to include the public in the dialogue. There was consensus that the public would be invited to participate in the dialogue. The agenda was confirmed. J. Lively introduced Doug Henton.

3. Doug Henton began his presentation by reading some of the questions brainstormed by the Request for Proposals (RFP) Subcommittee at their last meeting (see attached). He explained that he would answer these questions during his presentation. After his presentation and a break, he indicated that he would be leading an exercise. (See attached copy of Mr. Henton's Powerpoint presentation.) Mr. Henton's Powerpoint presentation ended at 1:55 p.m.

Mr. Henton answered questions from the audience. Some of the discussion topics included:

- How to involve youth
 - o Henton suggested mentoring and encouraging opportunities for engagement
- How to encourage attendance
 - o Henton suggested the following methods:
 - Address the time of day/day of week issues specific to community
 - Try a retreat format: intensive meetings rather than several 1-hr sessions
- An exploration of the use of Action Teams in the visioning and planning and implementation process
 - o Henton explained that these are goal-oriented groups, grounded in fact
- Public input techniques.
 - o Henton described several methods:
 - Electronic town halls (American Speaks) – A way for citizens at a town hall meeting to vote, at their seats, on their preferences, then open up for an opportunity for discussion – Another method is to give people simple “yes”, “no” buttons to vote on their preference for an issue
 - ChoiceWorks Dialogues – poll on issue, bring people in with opposing positions and have dialogue about their values
 - Citizen Juries – bring a group of citizens together, share facts with them, let them evaluate facts and come up with solutions
 - Study Circles – similar to Citizen Juries
 - Focus groups – intensive, facilitated meetings with small groups of specific populations
 - Public opinion surveys (but cautioned that they can be misleading if people don't have enough information to make a judgment)
 - Involvement in scenario creation and evaluation (using GIS models)
 - “Briefing books” and their purpose and development
- What to ask a consultant to do in order to facilitate getting the public's input in the vision
 - o Henton suggested:
 - Hiring someone sophisticated in methods (information gathering and processes)
 - Hiring someone who can be a coach
 - Getting a process roadmap in place, so you will know when you need certain types of expertise
 - Finding a consultant to help you get to the answer
- An exploration of what has worked in other regions that have been brought together to address a transportation challenge specifically and transportation and land use

There was a break from 2:25 – 2:40.

Mr. Henton led the meeting participants in a brainstorming exercise that focused on identifying elements of a Process Roadmap for the land use and transportation initiative. He broke the roadmap into three phases, each with its own design and components:

Phase I: Design – A phase for leadership group to make choices about gathering information, defining the region, how action teams would be developed, identifying public participation processes to be used, and assigning a phased timeline.

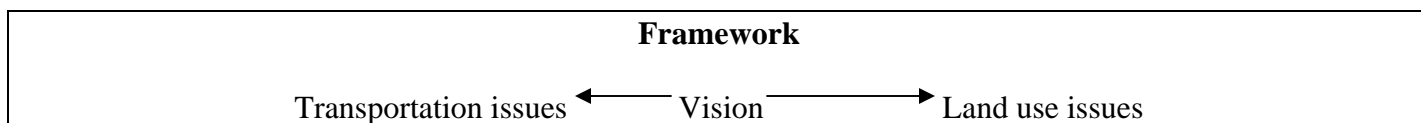
Phase II: Vision and Planning – A phase where full outside help can be brought in to implement the visioning and planning process.

Phase III: Implementation – The action phase where initiatives and projects are implemented.

The group brainstormed and discussed many ideas. Some of the major themes and ideas that emerged:

- Developing a briefing book that could be broken out by chapters by topics and copies of existing reports (or appendices – send people to a website)
 - Use briefing book as a jumping-off point (distinction between facts (briefing book) and values (as identified by the community))
- How to define the geographic region of the study area?
- When to think about breaking out into Action Teams?
 - How broad do you want your scope to be, how specific is the focus?
 - Do we take into account groups that are already functioning as “action teams”? How to fold them in?
 - Henton recommended identifying leaders in certain topic areas and bringing them into the process
 - Henton said that a collaborative group could work to define the vision, and then Action Teams could take responsibility for implementing the vision.
 - There was discussion about which comes first, the vision or the action team? Henton said that either could come first and that an Action Team could focus on short and long-term opportunities.
 - There was discussion about how visioning would guide action team development if action teams were developed prior to the vision.
- Are we limited in membership?
- What methods of civic engagement could be used?
- What is the process timeline, what are the benchmarks for each of the phases?

Henton drew this framework on the flipchart:



- Incorporating issues/ external forces that impact the community from the outside
- Where does professional help fit into this process/framework?

- Could some of the Guiding Principles from the McDonough exercise be used as a starting point to create some action teams to kick off the process?
- Where does the development of the RFP fit into the Process Roadmap process?
- Questions about the group's timeline and "assignment" – Are these established or a suggestion?
- Frustration was expressed that the group has not been on the "same page".
- Henton described the importance of using goal-based action plans. He emphasized the importance of having goals that are easy to understand, not abstract concepts.
- Several people expressed interest in seeing the tape of the Visioning TC daylong meeting. Ann Rogers will arrange for a time for the tape to be shown on TCTV2.
- There was a discussion about the way that visioning processes can be used to identify what the community wants more of, leading to action. Henton said that when the actions aren't followed through with, then the values are not being understood, the governance system breaks down, and the true dialogue is not happening.
- There was discussion about implementation: How do we go about getting principles adopted and put into practice? Henton stressed the importance of engaging the right people who are responsible for policy change. Henton also talked about the importance of private investment and action and the importance of public-private partnerships.
- There was discussion about the formation of coalitions. Henton described that unlikely coalitions are the most powerful coalitions of all – i.e. environmental and business groups. Henton said that finding common ground in quality of life and sustainability issues leads to coalition working with local government to sustain environment, which improves quality of life, and benefits business by making area attractive/competitive. He said that coalition building requires trust and that trust goes back to identifying and communicating values.
- A member of the group observed that maybe the full visioning work – through to implementation – has not been done in this region, and that visioning work does not have authoritative power, but that the process and outcome will provide political "cover" for implementation to occur. Henton shared that the visioning process, done right, allows the "middle" of the public to be heard, in addition to the interest groups on either end of the spectrum.
- A group member asked if the Alliance for Regional Stewardship would be willing and capable to work with the Coordinating Group to design the study's process? Henton said that ARS could help with design and make recommendations about the types of consultants the group might need to implement the design of their process.
- There was discussion about how important it is that consultants involved in the visioning have substantive experience in transportation and land use? Henton said that there are consultants that have experience applying civic engagement models for visioning in those areas and that they can use techniques in many substantive areas.

- Henton recommended that an active communications strategy be developed for the process in order to create a community conversation and democratize the planning process.
- There was a question about tools to address self-interest. Henton said that the group needed to think about how to make things in people's self-interest in order to influence their behavior. He said that there is an educational component to this. He said that people do change their behavior, but that it is not an easy process, and a lot of times people aren't aware of alternatives.
- Henton shared that the consensus process does not mean 100% agreement. He emphasized working with the people who want to come along, rather than focusing on those who don't want to join.

J.Lively wrapped up the meeting, thanking Mr. Henton.

4. Public Comment

Ann Rogers submitted a written comment, which M. Olds shared, that the next showing of the video "End of Suburbia" will be Wednesday, October 5th at 6:30PM at Scholar's Hall. M. Olds also announced that, as indicated by A. Roger's written note, viewing times for the Bill McDonough Visioning TC event will be 10/16 at 3PM, 10/23 at 6PM, 10/29 at 7PM, and 11/2 at 8:30PM.

V. Coulter announced the Michigan Energy Demonstration Center event, which will be held October 1st.

Respectfully submitted by Megan Olds on October 4, 2005.