

MINUTES

North Mendota FUDA Steering Committee

August 19, 2011 **Council Chambers, City Hall, 7426 Hubbard Avenue, Middleton WI** **8:00 a.m.**

Present: Duane Barmore, Mark Trotter, Jan Barman, Tom Liebe (no quorum)
Staff Present: Bridgit Van Belleghem, Dan McAuliffe, Rachel Holloway, Eileen Kelley
Also Present: Jon Becker (Town of Madison Rep)
Absent: Don Hoffman, Ken Sipsma, Derek Hungness, Steve Steinhoff, Tom Wilson

1. Welcome and review the agenda

Mr. Liebe reviewed the public comment process.
Mr. Steinhoff reviewed the agenda; no changes were made.

2. Approval of the May 20, 2011 minutes

The steering committee did not reach quorum and will revisit the minutes at the next meeting.

3. Approval of the July 15, 2011 minutes

The steering committee did not reach quorum and will revisit the minutes at the next meeting.

4. Public Comments

Jon Becker (CRANES) noted that CARPC staff for the NUSA Sub-FUDA had been asked a question by Steering Group members about planning authority, an area outside their area of expertise. The related statutory and legal matters currently are being explored by Dane County corporate counsel and others. Becker also stated that the pilot Sub-FUDA pilot programs are of great interest to CRANES, especially with regard to all-county FUDA issues, and how these relate to other activities of CARPC, which CRANES has been following since late 2007.

Mr. Liebe said public input will drive this process so the more you tell us the better we can bring that in.

5. Draft Environmental Conditions Report

Ms. Van Belleghem said staff will send an updated version of the ECR by the end of the month, and solicit as many comments as possible before beginning the scenario planning in September. She may send it out in pieces or as a whole, and after comments it will go out to the public.

Mr. Trotter asked if there is an FTP site to use? Ms. Van Belleghem said staff is looking into that.

6. Preparing Public Participation and Outreach

- a. Develop a strategic public participation and outreach proposal to bring to the steering committee as a whole

Ms. Van Belleghem reviewed staff's public participation strategy, which includes Phase 1 for ongoing publicity efforts, Phase 2 for Visual Preference Survey in meetings and online, Phase 3 for

scenario planning in meetings and online, and Phase 4 to report back to the community. She said ideally FUDA plan writing can begin in January and be done by March. The strategy also includes special focus groups aimed at youth and seniors, where staff will go to these groups at school and at the senior center. There will also be computer stations made available for people to participate in the surveys outside of meetings, and materials will be posted online. Staff will share materials with the Steering Committee prior to going public.

Mr. Liebe requested including public comments we get as an attachment, for easy reference.

Ms. Van Belleghem said we will also hold focus group meetings going to senior centers, schools, online stations, and maybe other places. Community representatives will have to decide what works best for them, and if/how they can participate individually.

Mr. Trotter asked if there is a map or proposed presentation schedule? Ms. Van Belleghem said staff is making that today. She reviewed the dates for the NUSA FUDA meetings, so as not to double-book. Currently, meetings were planned for Sept. 22 in DeForest, Sept. 28th in Vienna, and 29th for Windsor.

Caryl Terrell asked what times of day? Ms. Van Belleghem said 6-8 pm for the community-wide meetings, and for focus groups staff will find out what works best for each group.

Mr. Kelley shared their own approach to public participation. She liked the idea of having comments available as attachments and posted at each meeting; she suggested going into schools rather than doing after school hours.

Mr. Liebe said involving underrepresented groups by going out to them is really important to the committee members, that this will help us put together a good project. He also said word of mouth is important, and said we need input from everyone from advocacy to developers and we could consider putting together a presentation to bring out to specific groups.

Ms. Van Belleghem said we will also advertise these meetings at other events like farmers market. If we can bring a computer there we will, otherwise we will advertise the online survey.

Mr. Becker said because equity is a part of the HUD grant staff might consider reaching outside the community to see who could afford to live in it. He also suggested "stratified random" sampling as another good approach, to identify groups of interest, and randomly call or visit them, at a % based on the demographics in the community.

There was discussion of what the community presentations will look like. Ms. Van Belleghem explained that the first round of meetings will have an introduction to what FUDA is, and a visual preference survey to inform scenario planning. Scenario planning, in round two, will be computer based with staff support, followed later by a larger community meeting for comments on the different growth scenarios.

Mr. Liebe said once the FUDA process is done, this will go back to the communities for their own processing through Plan Commissions and the like, and there will be time to make corrections.

Mr. Becker said you should test the survey with focus groups first to make sure it's readable, since these are pilot projects.

The committee discussed dates. The committee decided on Sept. 19th for Springfield, Sept. 26th for Middleton, and Sept. 27th Westport and Waunakee (later changed to Oct. 4th). The second round of meetings will be held Oct. 10th for Middleton, Oct. 17th for Springfield, and Oct. 25th for Westport and Waunakee. All meetings will be at municipal halls.

Mr. Liebe pointed out these meetings can be open to anyone, but will be held in different places for convenience.

There was discussion of timing to accommodate farmers during harvest. Ms. Barman said 7-9 p.m. would be better than earlier; everyone agreed to hold all meetings at that time.

Ms. Van Belleghem said staff will send out a postcard for outreach soon for comments, that it should go out as soon as possible and be put in many places. She asked if local staff want it mailed to specific people to let CARPC staff know.

A suggestion was made to use temporary roadside signs. Ms. Barman said a mailing works well in Springfield. Ms. Van Belleghem asked if we could insert them in bills?

Mr. Liebe said this is a big deal so we want to make sure we get mailings out, we should get mailings out to property owners, that if someone is on a map we should send postcards to everyone.

Mr. Barmore agreed that it should be mailed out to the greatest extent possible, since too often it doesn't happen.

Mr. Liebe said send to town of Springfield for mailings to all landowners. In Waunakee they've got more ways to reach out to people so they can manage without a mailing.

Mr. Trotter said the roadside signs were effective for the roundabout discussion.

Ms. Van Belleghem said we are trying to not use the word "FUDA" since no one knows it.

There was discussion of the earned media coverage for FUDA so far. People knew of an article in Waunakee's paper, and a potential State Journal piece in the works, but nothing else. Ms. Van Belleghem said we need to draft press releases very soon too, to send to local papers, and if local staff has any other smaller papers to include please let CARPC staff know.

Ms. Terrell suggested a listserv for these groups is a good free medium, and the FUDA website, but people don't know about this. She recommended directing people to go to these and sign up for updates, and having a banner on the communities' web pages with direct links.

Mr. Liebe said the committee has discussed the scope of our efforts and expressed a desire to target limited outreach efforts primarily at communities of interest, while also offering opportunities for all to be able to provide input.

Mark Roffers, village planning consultant for the Town of Springfield, said he will be interested in participating at staff meetings at a minimum, in helping connect the FUDA projects. There was discussion that maybe the staff level (CARPC and FUDA communities) will be the best level to bridge other communities in the FUDA process.

Ms. Terrell said the Towns Association has meetings and lists by town quadrants, so let the towns know these meetings are happening. She said also Commissioners like Sue Studz might want to facilitate that.

Ms. Van Belleghem said we are trying to track participation and demographics, and are there suggestions for how best to do that? Staff is thinking a separate box like those used on equal-opportunity employment forms would be appropriate. Committee members thought this would work. Staff will send out a draft of that too before using it in meetings.

b. Review the draft Visual Preference Survey

Mr. McAuliffe explained the purpose of the Visual Preference Survey is to have the community inform the process as to what type of built environment they want to see—rather than educating the community which is sometimes the goal. The categories are in five categories: Single Family Residential, Multi Family Residential, Arterial/Highway Districts, Downtown Neighborhood Center Districts, and Open Space. People will rate images on “overall image character” from -2 to +2 based on gut reactions, then comment more in-depth on why they rated them how they did. He said it would save time to start broad and then ask for more information on the likes and dislikes.

Comments from the steering committee included:

(Single Family Residential)

- Maybe too many images, agreement that 10 images per category might be good. Image with the bunch of trees could be removed.
- On the map screen, we might have labels or identifiers for the areas, maybe number the circles.
- The housing stock is all newer, should include more historic housing like 1970s ranch style. Mr. Trotter would like images without curb and gutter.
- Staff could tailor this to different communities, like Springfield different from Waunakee/Westport and Middleton.
- Economic circumstances will affect what people’s expectations are, so more dense and older development could be good for this.
- Include information on density when people are commenting, maybe on discussion slides.
- The map will be important to emphasize, that this development will be in more urban areas, not for example Springfield Corners. Also don’t organize the photos from low to high density. Staff will randomize that for the actual public meetings.

(Multi Family Residential)

- Discussion of affordability. Mr. Barmore said it all looks like high-end housing with brick and stone; Mr. Liebe echoed that the times may dictate that new development is lower end, and there will be more rentals in near future. Mr. McAuliffe said the exterior design details shouldn’t have much to do with socioeconomics, that the interior often drives rent more.
- Make sure the density represented includes the maximum projected density for the area, and acknowledge a developer may need more density to make it work.
- Region-wide we are seeing a huge demand for apartment housing versus Single-Family RES.

(Arterial/Highway)

- Include live/work style? Should show some mixed use.
- Sleep Country slide is good, might also show more signage since that’s a big issue.
- Replace palm tree shot with a more Middleton-style example.

(Downtown/Neighborhood Center)

- Good quantity of slides here to show diversity.
- General like for all of these.

(Open Space)

- No substantive comments for changes.

7. Preparing for Scenario Planning

Ms. Van Belleghem said the staff team will be working soon to develop scenario planning along with the steering committee.

8. Adjournment

The meeting concluded at 12:00 p.m.

Recorded by Rachel Jacques Holloway