

Jennifer Burdick - Pre-Work for Vision and Goals Work for January 17 and February 7 CTF Meetings

From: "Nanci Beizer" <nbeizer@dakotacom.net>
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Date: 1/8/2013 3:24 PM
Subject: Pre-Work for Vision and Goals Work for January 17 and February 7 CTF Meetings
CC: "Nanci Beizer" <nbeizer@dakotacom.net>

Dear Task Force Members,

As part of the project process, the CTF will develop two tools that will be used to evaluate different corridor development options and to create ultimate recommendations for the roadway design. These tools are: **1) the Vision & Goals Framework**, currently being drafted and the reason for this email, and **2) the Evaluation Criteria**, which will relate to and build from the Vision & Goals Framework and will be the focus of some of our work this Spring.

The Vision & Goals Framework will be guiding principles the CTF will refer to, and puts in writing the overarching collective Vision and desired Goals the community has for the Broadway improvement project.

- The **"Vision"** is a description of the desired future conditions for Broadway Boulevard and the character of the uses along it.
- The **"Goals"** are the more specific conditions and actions that will lead to the vision for the future and inform the measurement of success in achieving the Vision.

The CTF's DRAFT Vision & Goals Framework will be presented at the community-wide meeting scheduled for February 28, 2013. Given the public input received to date, the initial DRAFT Vision & Goals Framework will have opposing statements representing stakeholders' divergent points of view. The next two CTF meetings (January 17 and February 7) will set time aside to develop the Vision & Goals Framework into a more refined draft. Below are suggestions for how you can best prepare for the discussions at these meetings.

Public input will be obtained at the community-wide meeting, which the CTF will discuss at the March 21, 2013 meeting, and the Framework will be updated accordingly. Future updates to the Framework are expected as the planning and design process moves forward and the CTF must address remaining points of view, with the aim of attaining consensus.

We recognize that the spotlight on this project brings with it wide attention and scrutiny. Your viewpoints and thoughts, and those of your stakeholders, are necessary elements to a successful process and project design. You have already demonstrated your commitment to engage in open, honest conversation that is respectful of different perspectives and ideas, even in the midst of tension or disagreement. We know that you will continue to do so, and we commit to do the same.

Suggestions for Preparing to Discuss the DRAFT Vision & Goals Framework

- 1) **Review documents received to date.** The most important and relevant to the discussions will be the worksheets distributed at the November 15, 2012 CTF meeting, for which links to online copies are provided below (contact Nanci or Jenn if you need paper copies):

- Memo to CTF on Vision and Goals Framework, dated 11/14/2012 - [PDF](#)
- Draft Vision and Goals Brainstorming Compilation (11x17 table) - [PDF](#)
- Draft Goals Outline / Feedback (11x17 table) - [PDF](#)

Other pertinent documents:

- Grant Road Improvement Project's *Guiding Principles*, provided as an example of the format the Vision & Goals Framework will take on when refined. - [PDF](#)
- 10-18-2012 Memo to CTF on the U.S. EPA Guide and Broadway Performance Measures - [pdf](#)
- Vision and Goals Framework [Blank] Worksheet (handout at July 26, 2012 CTF Meeting) - [pdf](#)
[Word](#)

- 2) **Take time while reviewing these documents to consider your *personal* thoughts and beliefs about the project, and the beliefs of your stakeholders.** If you do not feel that you know your stakeholders' perspectives yet, that is OK. This will evolve through the project as further public input is received; and as the planning team works with you to reach out to your stakeholders to gain further understanding of their perspectives. It will be important, however, to be able to distinguish your personal perspective from that of your stakeholders – both in your mind and during conversations at CTF meetings.

Some questions you might want to deliberate on include:

- What is important to you about how this segment of Broadway functions, both for the local environment and the larger region?
- Who uses this segment?
- What is important to consider about the design of the future boulevard, both within the boulevard itself and its relationship to adjacent uses?
- What are things that you feel are “non-negotiable” about the design of the roadway, and what aspects are negotiable?

Review your Vision and Goals Brainstorming worksheet, if you completed one. If you haven't completed yours and want to, or if have additional input you would like Phil to incorporate into the materials we will discuss on January 17th, please submit your comments to Phil Erickson by this Thursday, January 10th.

If we can help you prepare for the upcoming discussions, please let us know. **Phil Erickson is the lead on this activity and is the best person to contact with questions, or to submit Vision & Goals input. You may reach him at by phone or email: phil@community-design.com , or (510) 839-4568.** You can contact me or Jenn for all other questions or requests.

Thank you,

Nanci and the Project Team

Nanci Beizer

Task Force Facilitator

Broadway Boulevard Project Team

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