

## **EWEB Riverfront Master Plan Community Advisory Team (CAT)**

Wednesday, June 24, 2009, 5:30 – 7:30 p.m.

EWEB Board Room

Present: Dave Hauser, Mark Johnson, Pat Johnston, Desiree Moore, Dean Pape', Mary Unruh, Anita Van Asperdt and Gary Wildish, members; Bob Cassidy, EWEB Commissioner; Mark Oberle, Project Manager; Greg Brokaw, Rowell Brokaw Architects; Julie Fischer and Ellen Teninty, T'NT Consulting; Jeannine Parisi and Debra Smith, EWEB staff; Tom Larsen; City of Eugene; Susan Palmer, Register-Guard; Vicki Maxon, Recorder; Bob Hart, Mike Hennessey, Kevin Matthews and Zachary Vishanoff, public.

Absent: Tom Hoyt, member.

### 1. Welcome and Agenda/Material Review

Pat Johnston welcomed everyone, and also welcomed Commissioner Bob Cassidy.

### 2. Comments from the Audience

Zachary Vishanoff referred to schematic developed by UO Landscape Architecture students that he believed to be a better model for future riverfront development. He noted that the map is a bit misleading as the railroad tracks can't be seen and a baseball park is shown, which is not 100% on target. He said he believes that the students have some great ideas about natural riverfront planning and that engaging these students in thinking about EWEB's riverfront would be a good idea. He said the students have been very passionate about generating ideas to help Oregon Research Institute rework their building plans. He added that it might be helpful to have Oregon Research Institute meet with the students prior to construction this summer. Pat Johnston asked that Zachary's handout be scanned into a PDF and e-mailed to the CAT.

Zachary also reminded the CAT about the City Club forum on July 10 at 11:50 a.m. at the Eugene Hilton, the subject of which will be possible future use of EWEB property for a new City Hall. He said the possibility has received solid support from the City Council, with Betty Taylor the sole holdout. He added that it would be more of a layman's forum instead of in "planner speak."

Desiree Moore asked how time on the agenda for comments from the audience could be adjusted to allow time for response from CAT members, if desired. Pat Johnston said that the core team has been discussing these issues in an effort to balance community input with the best use of the CAT's limited meeting time. A brief discussion ensued regarding core team meetings, who attends them, and a reminder to notify all CAT members of each core team meeting so that all members are kept informed.

### 3. Approve May 27 Minutes

The minutes were approved.

### 4. Willamette Riverfront Visioning Event

Dave Hauser said that he had an opportunity to attend this event and asked for observations from other CAT members who had attended.

Anita Van Asperdt said she thought it was a great event. She gave an example of how some people limit their vision, so to speak, when they don't take the opportunity to physically view the river. She appreciated the reintroduction of ideas that may have been dismissed in the past because we assumed they can't be easily done.

Gary Wildish said he spent of his time at the event walking around and reading the different comments people had made. He added that he hoped those comments were captured as they would be a good resource for the CAT.

Jeannine Parisi said that she has asked the project lead to share the information from the Urban Interface section with her and then she could pull out some themes and bring it back to the CAT. She added that the signup sheet for the event was forwarded to Ellen Teninty and that those names will be added to the CAT's interested parties list for a mutual learning opportunity.

Ellen Teninty said that this raises a question about the CAT's interest in tracking related planning processes and that the CAT may want to consider having a member at meetings like the City Club/city hall relocation program, or Walnut Station node. The CAT requested that as she finds out about those meetings, Ellen will notify the CAT and ask if any member(s) is able to attend.

Gary Wildish noted that he has been invited to attend the Walnut Node Station forums. Dave Hauser said he would prefer to keep this informal and allow a little bit of time on each agenda for members to bring that type of information back to the CAT.

Desiree Moore asked if it is possible to forecast who those other groups/processes might be as, if she knew some of them, she might want to get involved. Jeannine Parisi replied that a list of relevant events and their description will be developed and sent to the CAT

## 5. Project Update

Greg Brokaw of Rowell Brokaw Architects (RBA) said that the interviews that were conducted with CAT members and others in the community were terrific, and that it is amazing what one can learn about the Eugene community and its history in a one-on-one conversation. He noted that he is still working on the group interview process for developers, and also on adding an Arts & Culture group interview.

He added that a lot of site information is being pieced together and base material being gathered, and that RBA has met with a civil engineer to go over some of the underground infrastructure issues related to the EWEB property.

He explained that the core design team's first visit to Eugene will be on July 21 and 22 and that they are excited to get started. The project website will be completed in 2-3 weeks and time is also being spent cataloging materials and developing an interested parties list. He added that focus groups are tentatively scheduled for August 10-12.

Desiree Moore asked if the CAT will know who those groups are and if CAT members can attend those focus group meetings. Greg replied that a list of invitees will be compiled and that CAT members may attend.

Pat Johnston asked at what point the consulting team will know who has been included in those groups so the CAT may review and ensure that key people were not overlooked. Greg Brokaw replied that Kaarin Knudson is in the process of contacting prospective attendees, and a final list will be passed along to the CAT before the July 8 meeting.

Gary Wildish said he feels that CAT members may be able to influence someone who has previously said they were unavailable or not interested in being in a focus group, as sometimes those people don't truly understand how important their contribution is unless a CAT member knows them well enough to point that out.

Greg Brokaw said that most people contacted have been honored to be asked and included, and that they are anxious to voice their opinions.

Desiree Moore asked if any of the referrals that CAT members gave to the consulting team have been contacted. Greg replied that some have been contacted and others are still being scheduled. Desiree added that some of the referrals she suggested have asked when they will be contacted, in light of some having vacations scheduled, etc. Ellen Teninty replied that it would be in July or August.

Greg Brokaw noted that the interviews are fairly formal and that they will be meeting with contacts throughout the process, but that they may not get to everyone in the initial round of interviews even though they will make a strong attempt to do so.

#### 4. Review Draft Public Engagement Plan

Ellen Teninty said that it is her hope to adopt the draft public engagement plan this evening and invited the CAT to ask questions, raise concerns and make suggestions during her presentation, and then be in position to make a decision at the end of her presentation.

Ellen and Julie Fischer then went over the public process diagram/schedule, noting various highlights:

- Project Kickoff – First Friday Art Walk, October 2, 2009
- Connect with AIA charrette – October 3
- November 10 public meeting – get feedback on 3 options
- Early February – create hybrid based on feedback and come up with one concept
- Mid-May – final scheme (open house)

Dave Hauser asked what the work product will be from the first public involvement piece (interviews, focus groups, etc.). Ellen Teninty replied that the information will be posted on the website and attendees will also see it. Dave asked for confirmation that one of the CAT's tasks is to use that information to help craft what's on or off the table as the process moves forward. Ellen said that is correct, and noted that these will be discussed in the CAT meetings between July 8 to September 9. She said that decision is critical for the CAT and will be done with the continued involvement of the people who participated in the interviews/focus groups so that they are knowledgeable of why certain project parameters are in place. Jeannine Parisi noted that there was EWEB Board concern that public engagement would be so far-reaching as to not be helpful, so that parameter is a critical piece.

Dean Pape' thanked Greg, Ellen and Julie and said that the process diagram really brings the whole process to light for him. He asked for confirmation that regular CAT meetings will still be held and additional decisions will be being made while the public process is going on. Greg Brokaw replied that that is correct, and that he will cover a more detailed CAT meeting schedule in the next agenda item.

Desiree Moore said that she assumes that the kickoff event on October 2 is based on the process schedule holding to form without delays. Ellen Teninty said that is correct. She added that she believes the public display will be ready in time for the Eugene Celebration in September, with a site map and other information available to recruit people to an interested parties list and let them know about the four public events. She said that the website also has to be ready in order to engage with the public, i.e., at the EWEB water booth.

Ellen Teninty reiterated that they have just started the interviews and gave a brief discussion of the feedback they have received so far:

- Make sure base information is accurate and understood by all (information from the interviews will then be shared, put on the website, and Greg Brokaw, Kaarin Knudson or John Rowell will be contacted, etc., all with credibility in mind)

Dean Pape' said that he assumed the local media will be updated regarding certain decisions and information. Ellen Teninty replied that they are working on a communications plan with EWEB staff, which will include media.

Pat Johnston asked if the communications plan will be shared with the CAT. Ellen Teninty replied that the communications plan is just one piece of the community engagement plan and that when the CAT sees the full calendar, other opportunities for outreach will be seen.

Ellen continued with the feedback they have received so far:

- Allow enough time for the public process (don't shorten because of summer) – leave the three options out long enough for people to hear them and give feedback
- Keep it in a larger context (whole river, whole park system)
- Much enthusiasm for “downtown riverfront” as opposed to “EWEB riverfront” (in regard to its “name”) – a sense of opportunity and excitement

Dean Pape' noted that it would be important for the CAT to think about the “name” issue as well.

Mary Unruh said she thought that it would be useful to discuss talking points so that CAT members will know how to respond to certain questions. Ellen Teninty added that it is important for the CAT members to speak about their own view of the process but also to have guidelines for those discussions for consistency. A chance to practice talking about the master planning process will be included in a late August CAT meeting, prior to the Eugene Celebration.

In regard to the draft public engagement plan, a discussion ensued regarding the section on diversity. Dean Pape' suggested that a young professionals/young adult group (ages 20-34) be considered as an under-represented group and noted that there were existing organizations that could be tapped to assist in outreach (i.e., Eugene 20/30 Club, etc.). Desiree Moore asked why communities of color seemed to focus on Latinos and asked that African-Americans be added to the groups currently being considered.

Ellen Teninty then asked CAT members if they agreed with the five terms she has identified as being crucial for the success of the public engagement planning process:

- Meaningful
- Accountable
- Inclusive
- Transparent
- Realistic

Dean Pape' said he thought they hit the nail on the head. Mary Unruh noted that many parents can't or don't get out to evening events and she wondered if there is a way to think about public engagement through PTA announcements, newsletters, etc.

Julie Fischer explained that the original plan was to target concerts in the park and other summer events that parents attend with their kids, but given the late start to the project, they now believe the best way to reach the parents is through the kids, especially if the schoolteachers can get interested.

Mary Unruh asked if they could consider broadening that and using School District 4J communication tools to get the word out, i.e., newsletters and e-mails. Julie Fischer replied that it is difficult to use 4J communication tools if a project isn't school-related but that they could try. She reiterated that the most effective communication is a direct link.

Desiree Moore asked if there is a way to reach parents and kids through Kidsports. Dean Pape' asked if there could be a general link created on those types of websites. Ellen Teninty said they would look into some of those ideas.

Dave Hauser said he wants the engagement process to not lose sight of the end result, that is, for the process to be outcome-oriented. Ellen Teninty noted the difficulty managing the end result when the CAT is not the group who will be make the final decision, but thought it was an important aspect to keep in mind.

Julie Fischer wrapped up the discussion and confirmed edits to the public engagement plan regarding adding outcome-oriented language to the goals section, and focused outreach to young adults/professional and African-Americans in the diversity section.

Pat Johnston asked if CAT members will be invited to the group interviews as well as to the focus groups. Ellen Teninty replied that when group interviews are scheduled, the schedule will be passed along to the CAT. Dean Pape' said he is concerned about direct involvement in those interviews vs. being a fly on the wall, as he wouldn't want the CAT to influence the information that was shared.

After a brief discussion regarding CAT members' ability and comfort level with adoption of the draft public engagement plan at this meeting, Julie Fischer suggested that staff edit the document and e-mail the revised version to the CAT with ample time for review before asking for consensus at the next meeting. She noted the public engagement plan will then be posted on the website, and that it can be amended in the future. Greg Brokaw said that they will provide an overview of the edited plan at the July 8 meeting.

## 7. Review Expanded CAT Meeting/Event Schedule

Greg Brokaw went over the expanded CAT meeting schedule and identified critical meetings within that timeline. He added that the topics and dates are pretty well-established but can be slightly altered if the CAT desires.

- July 8 – really start to talk about project
- July 22 – first time core design team in town – physical site constraints, etc.
- August 10-12 – core design team in attendance
- September 9 – establish commitments to project parameters – critical for decision-making process
- September 15 – EWEB Board presentation (review only, not approval)

Greg briefly explained how the design charrette will be incorporated into the process.

Anita Van Asperdt noted that she will be out of the country for the July 22 and August 10-12 meetings and that she hoped they could be recorded for her. A brief discussion ensued regarding digital recording vs. videotaping.

Commissioner Cassidy noted that there were no dates on the process schedule, but that weekend days might be more accessible for young families. Ellen Teninty replied that they have found that weekends sometimes aren't particularly better. Julie Fischer noted that the charrette will be held on a Saturday.

## 8. Closing Comments/Next Steps

Dean Pape' said he is excited to get to this point in the process and to see the schedule.

Mary Unruh asked about using on-line surveys for hard to reach demographics. She said they have been very successful in her experience. Ellen Teninty replied that it would be difficult to make people aware of the complexity of this project through an on-line survey, but that there will be a link on the website for comments or questions. She said there may be ways to use on-line surveys in the process and added that they will also incorporate an e-mail program into the website.

Desiree Moore reiterated that she would like CAT members to be informed of all core team meetings, what is being discussed, and what decisions are being made. Julie Fischer noted that their main task has been to develop an agenda for the upcoming CAT meeting.

Next Steps:

- List of dates of public meetings and CAT members' availability for them
- Events calendar including core team meetings and public events
- List of individuals being interviewed
- List of who is invited to focus groups, and the dates of those focus groups
- Edit the Draft Public Engagement Plan

Mark Oberle noted that at tonight's and future CAT meetings, if EWEB/core team staff doesn't have a specific role in the meeting, they will sit on the perimeter of the room (as he and Tom Larsen did this evening) in order to leave room for all CAT members and any participating staff at the table. He added that they can be called on for questions, but that this arrangement helped to draw a distinction between various staff and the general public.

Julie Fischer asked the members of the public to write down any ideas, questions or comments that they may have and they will be distributed to the CAT before the next meeting.

Mark Oberle reminded the public who were present that the dinner, dessert and beverages provided for CAT meetings is budgeted exclusively for CAT members and staff, but that any food left over after the meeting ends is available to others.

The meeting was adjourned at 7:25 p.m.

**Next Meeting:            Wednesday, July 8 – 5:30 to 7:30 p.m.**  
**EWEB Board Room**