

Iowa's Living Roadways Community Visioning 2016

Community: University Heights
Minutes by Trees Forever Field Coordinator: Hannah Howard
Date and Time: Tuesday, January 19th, 7 PM
Meeting Length: 1 Hour
Location: University Heights Club
Meeting Number and Title: #1, Steering Committee Meeting

Number of committee members in attendance: 14

Names of committee members in attendance: Virginia Miller, Thad Wunder, Carol Adamson, Sara O'Sullivan, Michael Gay, Dotti Maher, Barbara Glenapp, Nancy Barth, Myra Davis, Silvia Quezada, Wally Heitman, Kip Sheldon, Larry T. Wilson, Mary Mathew Wilson, Hannah Howard (Trees Forever)

Meeting Summary:

The meeting began with introductions of all present committee members and a review of the night's agenda. Committee members that attended the Community Visioning Kick Off in Ames updated the other committee members about what they learned and took away from the event. Hannah presented an overview of the visioning process giving details about the partners involved, the planning process, and the final community design products. The visioning process has four main parts including: steering committee organization, inventory, goal setting and design, and implementation planning. To be successful, the committee must communicate with the community as much as possible, develop community buy in and build partnerships throughout the length of visioning. Participation within the steering committee and throughout the committee is essential to success in the visioning process!

Hannah then gave a short presentation on the importance of communications and planning throughout visioning. Past visioning communities who were successful in implementing multiple visioning projects engaged in multiple communication strategies that included face to face, personal contact, digital communication, traditional communication and public notices. In order to effectively communicate to the community, the committee should keep local leaders informed like city council and city staff, as well as local organizations and clubs. The committee should also use the newspaper, city website, public spaces, fliers, social media, etc. Following the presentation, the committee brainstormed the various community groups and channels of communication here in University Heights.

Next, Hannah explained a survey has been mailed out to 400 randomly selected University Heights community members. Based on the population and various transportation issues, University Heights was one of five communities in the visioning process selected for a mailed transportation survey. This survey was created to gather additional community input regarding where people go around the community, how they get there and additional transportation related information. A press release and flyer have been posted about the survey already, however all committee members must communicate with other community members about the survey and encourage everyone

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to fill out the survey if they receive it in the mail. Many of the committee members present have already received a survey in the mail and have sent back the completed survey-that's great!

In addition to the survey, Hannah explained the next step in gathering community input will be the Transportation Assets and Barriers Workshop. This workshop invites three different groups in the community to provide input including Seniors/mobility impaired, Parents and children, and Active recreationists. Each group will come and participate in their own two hour focus group led by Iowa State and Trees Forever staff. Each focus group begins with a mapping exercise which gathers information regarding important destinations within the community, how they travel, as well as safety issues and recreational activities. The second part of the focus group includes an opportunity for participants to go around the community and document the assets or good things in the community as well as the barriers in the community that could use improvement. The date was tentatively set for the first or second Saturday in April.

The committee decided the best time to continue meeting is 6:30 or 7 pm. Our next committee meeting was set for Monday, February 29th at 7 pm. Before adjourning, the group checked out the local geography map created at the Kick Off in Ames and looked for revisions or additions to the map.

Next Meeting: Monday, February 29th, 7 pm. Location to be determined.