Meeting Summary

1. WELCOME
Merritt Pullam welcomed the steering committee and members of the public in attendance. He introduced the meeting agenda.

2. APPROVAL OF SEPTEMBER MEETING MINUTES
The committee had no comments on the September meeting summary and voted to approve it for posting on the website.

3. INTRODUCTION OF CONSULTANT TEAM
Liz Weigle introduced the consultant team that was recently brought on board to support the planning process. JJ Folsom, of P.U.M.A., described the team in more detail and what portions of the plan they would be working on. He also highlighted that the majority of the consultant team is locality based and lives within the East and East Central planning areas.

4. ENGAGEMENT SCHEDULE & UPCOMING COMMUNITY AND FOCUS GROUP MEETINGS
Beth Vogelsang presented the community engagement schedule for 2019, including focus groups, steering committee meetings, and public workshops.

5. EQUITABLE ENGAGEMENT STRATEGIES
JJ Folsom detailed the demographic discrepancies between those who took the kick-off survey and residents of the East Area. He described strategies to reach underrepresented groups, including identifying community connectors, meeting people where they are (community
centers, churches, local events, etc.), distributing surveys to property managers, and working with organizations in the area. The steering committee also offered to provide connections to workers in local businesses along Colfax Avenue.

6. FREQUENTLY ASKED QUESTIONS DISCUSSION
Liz Weigle presented an overview of responses to questions that have come up frequently through the East Area Plan to date, including background on the Neighborhood Planning Initiative, how plan boundaries were decided, where we are in the process, and how the East Area Plan relates to Citywide plans and projects in the area. Members of the public in attendance raised concerns related to pedestrian safety and traffic on local streets and the impact that the Colfax Bus Rapid Transit project may have. A concern was also raised that the community engagement schedule may limit the ability to connect with underrepresented groups.