



City of Columbia, Missouri

Meeting Minutes - Draft

Mayor's Task Force on Climate Action and Adaptation Planning

Monday, September 17, 2018
11:00 AM

Outreach Subcommittee

Conference Room 1A
Columbia City Hall
701 E. Broadway

I. CALL TO ORDER

Called to order by C. Amparan at 11:03 a.m.

III. APPROVAL OF AGENDA

D. Reed motioned to approve agenda. J. Hasheider seconded. Motion Approved.

IV. APPROVAL OF MINUTES

C. Amparan motioned to approve agenda. K. Wade seconded. Motion Approved.

Attachments: [Minutes 10-May-2018](#)

VIII. NEW BUSINESS

CAAP Community survey plans and discussion

Carolyn A, Committee Chair, announced that Mason Brobeck has chosen to resign from participation in

the community engagement subcommittee.

Barbara Buffaloe took the group through the proposed time line on the October community survey and

the overview of the survey plans and how subcommittees were selecting the potential questions to include.

Jay. H. Will only having controversial questions or questions with higher costs give a biased view of the plan and bias the results?

David R. Need to make sure the entry language explains these are not all the actions and there are a lot

of actions underway and many simple actions that will be undertaken.

Kim W. Does the survey need to be educational as well as capture information. ie. Columbia will have

this many days over 95 degrees by x date, then ask question about dealing with heat

Barbara B. Community Health Survey used a video to introduce the survey. Could we use the

vulnerability overview to create a video of a brief summary?

Kim and Barbara: Could also use a video to boost the survey that talks about the climate action impacts on Columbia

Barbara B. will look into creating a type of video with slides using a tool she has.

Jay H. How long will it take a participant to take the survey?

Discussion need to keep it to 15 minutes.

David R. Use comoclimateaction.com to provide additional information on the survey questions as needed

Committee reviewed and discussed the current website and placing the survey on the website.

Jay H. Can Survey Monkey identify if people live in Columbia?

Barbara B. Looking into a ward demographic question. Link to PDF of ward map if you don't know your ward.

Annette, have an option to say you don't live in the city.

Jay - block people who have already completed the survey once ?

Annette - if you exclude people based on IP address, you might exclude multiple family members from responding

Barbara - Survey Monkey can show us how many from an IP address and we can eliminate anyone trying to influence the outcome with a really large number of responses

Carolyn - need to allow people under 18 and capture it in demographics, adjust age question

Annette - can set up survey monkey to take the survey on their phones instead of on paper.

Barbara - may get an intern who can help with paper data entry

Jay - what about doing two surveys, a short one and a long one?

Barbara - Flagstaff, AZ tried this and got very very low response to the longer one (ie. All actions)

David R. - need to reach out to groups and associations that are not typical climate action groups

Jay R - some people will not be convinced that climate change is anything but natural cycles ..how do we get them to take surveys

Carolyn A- one way is to talk about co-benefits and that we must prepare for adaptation even if we don't cut carbon usage

Jay R. Must highlight adaptation in invitations to take survey - it's happening - we need to prepare

Annette - will there be incentives to take the survey? They used Gerbes gift cards for incentives on the community travel survey and it was successful. They were able to tell this because there was a Gerbes mandatory section to qualify. It was a drawing for the cards from survey participants. 4 gift cards generated 500 responses

Jay H. - would the grocery stores help promote it if we use their gift cards as prizes?

Kim - the survey URL could be in the promotion at the store register and people could then take it on their phones

Barbara - people would fill out contact information if they wanted to be entered into the drawing. She has a small amount of funds she thinks left from the May 22 meeting. She will check on using

this to purchase cards.

Kim - Willing to talk to Gerbes about helping to promote the survey.

Jay H - Do we need to adopt this as a strategy?

David R. - moves we vote to use discretionary funds to purchase Gerbes gift certificates to promote the survey,

Annette is second

Vote: motion passes all Yes

David R. - what about media to promote the survey?

Carolyn - such as a press release for the survey release

Patricia - I will put out a press release

Barbara - I will try to get on Paul Pepper, Can also promote at sustainable living fair

Annette - How about a giveaway at table to take survey at Sustainable Living Fair?

Carolyn - Add a question or a response that would allow people to express their willingness to volunteer their time to help accomplish the actions

Kim - Likes that idea, record contact information to capture who will volunteer

Barbara - should it be in the funding question or another question?

Discussion of benefit of having this volunteer information and how we could use it in the future.

Eric H. - should the funding question offer a bond issue option that would cover approved climate change actions

Discussion around bond issues and how they are paid for.

Carolyn - we need to be clear that all actions don't require a costs or increased funding

Barbara - so change wording on funding question to show actions where you have shown support to "actions that have a cost"

Kim - we will need to come to Oct. 4 task force meeting prepared with edits to discuss on proposed survey

David R. - can we solicit other task force members to help distribute the survey?

Carolyn - absolutely we should

Kim - ask taskforce members to ask at least x number of people to do the survey

David R. - include any associations they can contact

Carolyn - can we get the business cards again with the survey URL on it?

Patricia - combine with promotion for the November public meeting on same card?

Group supported this idea.

Kim - maybe Gerbes would let us put them at the register

Kim - what is our goal of number of people to reach?

Discussion of survey results from other surveys. 500 for transportation, 250 approximately for Community

Health Survey and how they did outreach, 120 at our first workshop

Kim - Reach out to Nikki McGruder to use her list of people from the inclusiveness project.

Carolyn - will get May workshop spreadsheet out and update it and distribute it for the group to use for planning outreach on the survey

Barbara - David will write a draft for an introductory email or Facebook post to invite people to take the survey.

Annette - there is another transportation survey again in October so it will be in market at same time

Barbara - can we leverage them off of each other with cross promotion?

This community engagement subcommittee shall meet after the survey closes in order to review the results before the Nov. 28 meeting.

Carolyn motioned to keep the survey open for a full month rather than ending on Oct. 29, Kim seconded.

Motion carries. All Yes

Attachments: [Draft Survey](#)

CAAP November public input meeting plans and discussion

Barbara - provided overview of thoughts so far about the workshop and goals
David R. - was the first workshop successful? What was the feedback?

Barbara - Feedback was that it was too loud. There are some options with the rooms at the ARC to be subdivided. A location is not decided yet pending the workshop format.

Annette - believes more people will participate if it is more open house format and they don't have to stay for 2 hours

Barbara - survey could promote the Nov. 28 workshop as a place to provide more information

Eric - we should stay consistent with questions between the survey and the November workshop if we want to use combined results

Discussion then on how the community support gets factored into the prioritization

Carolyn - likes open house format with a focus area for each category, we could incorporate input with voting

like was done on the community health plan

General Discussion on options for collecting input and getting useful feedback. Important to get feedback on

"would you, personally be willing to do something differently? "

Kim - See progress, react to progress, provide feedback to fuel the rest of the plan development. Have

substantive questions for each category to have discussions. Let attendees see the entire basket of actions

but focus 3-5 questions on what the subcommittee is struggling with. What input do we really need at this point?

Venue discussion

Kim - want a place to break into smaller groups in rooms.

Jay - maybe breakouts on each category to talk to committee "experts" in each room

Barbara - discussion of benefits of using city hall. Move start time later to minimize traffic and parking

congestion. Need to be sure all areas are accessible.

Annette - have view of all goals, strategies and actions and then a focus view that emphasizes the ones we

want to get people to talk about

Eric - may need a more narrative way to present the goals, strategies and actions than a list

Kim - what are the co-benefits if we accomplish the list of goals, strategies and actions.

Talk with people about this.

Barbara - is going to look into booking city hall rooms for the public meeting. She will

take the entire first floor.

Other public outreach events

X. GENERAL COMMENTS BY PUBLIC, MEMBERS AND STAFF

XII. NEXT MEETING DATE

XIII. ADJOURNMENT

Carolyn move to adjourn, Kim Second. Motion passes.

Members of the public may attend any open meeting. For requests for accommodations related to disability, please call 573-874-CITY (573-874-2489) or email CITY@CoMo.gov. In order to assist staff in making the appropriate arrangements for your accommodation, please make your request as far in advance of the posted meeting date as possible.