



# City of Columbia, Missouri

## Meeting Minutes

### Planning and Zoning Commission

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Thursday, July 23, 2020  
5:30 PM

Work Session

Conference Rms 1A/1B  
Columbia City Hall  
701 E. Broadway

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#### I. CALL TO ORDER

**Present:** 9 - Tootie Burns, Sara Loe, Joy Rushing, Lee Russell, Anthony Stanton, Brian Toohey, Michael MacMann, Valerie Carroll and Sharon Geuea Jones

#### II. INTRODUCTIONS

#### III. APPROVAL OF AGENDA

Meeting Agenda adopted as presented unanimously.

**Move to approve agenda as submitted**

#### IV. APPROVAL OF MINUTES

##### **June 18, 2020 Work Session**

Revised June 18 work session minutes were adopted as presented.

**Move to approve revised work session minutes**

##### **July 9, 2020 Work Session**

July 9 work session minutes were adopted as presented with Ms. Carroll abstaining.

**Move to approve work session minutes**

#### V. OLD BUSINESS

##### **A. Comprehensive Plan 5-year Update - Follow up Discussion**

Mr. Kelley introduced the topics for discussion this evening indicating that he hoped to gain comments from the Commission on the proposed "info-graphic", the revised policy survey, and general survey if time allowed. He noted that the revised survey and the info-graphic were updated/completed to address the survey tension that was discussed at the prior work session.

Mr. Kelley indicated that the timeline shown on the info-graphic would be revised to show the Commission receiving the Status Report in December 2020 and the last two tasks being more clearly differentiated as separate, but related tasks in preparation for the full comprehensive update of the Plan in 2022. There was general Commission discussion regarding the info-graphic. Commissioners agreed that it provided the necessary background to give survey respondents the basic information necessary to answer the survey questions.

There was discussion regarding the elimination of non-related strategies from the Strategy Prioritization table with each policy area specific survey to reduce unnecessary information which may confuse a survey respondent. Following additional discussion, Commissioners agreed that having all the strategies shown with each survey was acceptable; however, the specific strategy to which the survey was being given needed to be somehow "highlighted" so that a survey respondent knew what strategy to focus their attention on. Several Commissioners believed retaining all the strategies on the info-graphic was important since it was possible that several strategies may have over-lapping context within each of the surveys.

Mr. Kelley continued his presentation and discussion on the revised survey format and structure. He noted that several changes were made to consolidate and simplify the questions. He stated that the most significant change was elimination of repetitive questions and changing the wording of questions such that they were not leading. He further noted that the responses could now be quantitatively analyzed based on the proposed rating scale. He also noted that after each group of questions was an "open-ended" question intended to capture additional potentially qualitative responses. Commissioners asked several questions about the revised format of the survey; however, generally were supportive of its format.

A recommendation was offered that the terminology used in the info-graphic as well as educational information in the "General" survey be simplified and made more understandable for someone not familiar with the Comp. Plan or planning in general. This recommendation was also intended to cover the survey questions as well - staff should avoid using planning jargon. It was also recommended that the free-form questions not have too low a character limit provided so complete responses can be provided. It was also recommended that there should be an indication of how long the survey would take to complete.

Mr. Kelley continued to explain that the surveys included several demographic questions and was revised to include a question dealing with what Council Ward respondents were located within. Questions were asked about the purpose for the demographics and staff explained that they would be used to drill-down on certain questions to help determine if there was a need to do supplemental surveying. It was recommended that "retired" be added as a category as well as potentially looking at the federal list of occupations to ensure the broadest categories of employment were captured. There was concern that the list was potentially too narrow at this point.

The Commission continued its general discussion on the format and questions contained within the survey and recommended that the directions provided at the beginning of each strategy be repeated on subsequent pages so respondents would be reminded what they were being asked to rate. It was further suggested that the survey instructions be clearer as to what was intend with each rating.

Mr. Kelley indicated that he believed he could incorporate the Commission comments relating to the info-graphic and the specific survey in a future revision

that would be presented at the next work session. It was also his understanding that the majority of the Commissioners were comfortable with the revised format.

Mr. Kelley indicated that he wanted to utilize the remaining work session time to discuss the "general" survey that was previously provided at the June 18 meeting. He noted that this survey had not been updated and that its purpose was to engage the general citizen in participating in the Comp. Plan evaluation process. He further stated that this survey as well as the more specific surveys could be taken by anyone. The specific surveys; however, would be targeted to Boards, Commissions, and other identified stakeholder groups due to their possible greater interest/knowledge of the survey topic areas.

Commissioner's commented that based on the review of the General Survey that it appeared it was more structured for qualitative responses than quantitative ones. There was concern expressed about how the answers to the questions would be evaluated. Staff explained that it could look at word frequency and topics to determine if particular patterns were being presented. Staff noted that such a technique was used with the original Comp. Plan Big Ideas evaluation to come up with the more specific policies, strategies, and actions that the policy specific surveys were designed to evaluate.

It was suggested that it may be potentially valuable to add some of the General Survey questions to the front-end of policy specific surveys to gain both qualitative and quantitative responses from the perceived "subject matter" experts. Staff indicated that this could be done; however, it would need to consider survey fatigue. Staff further noted any responses would be considered valuable at this time, so an incomplete survey would be better than none at all. Staff indicated it would determine if incomplete surveys would be allowed to be submitted and come back with a revised and combined survey at the next work session.

Commissioners further recommended that looking back at some of the survey questions that were used to yield the goals, objectives, policies, strategies, and action contained in the 2013 Comp. Plan may be a more appropriate way to obtain feedback from the general public than using the General Survey. The rationale for this approach was that back pre-2013 there was little understanding of what the Comp. Plan was all about. If the General Survey were more geared to a basic request for responses on what was desired and how to get there it may yield more meaningful and attainable comments. Combining questions with similar probing qualities as were used pre-2013 supplemented by accomplishments and brief educational background about the Comp. Plan were believed to be the way to go to engage the general citizen in the process.

Staff noted pulling the questions used during the pre-2013 time frame was likely possible; however, may take some additional time. The surveys and questions used Survey Monkey as the survey instrument and just needed to be located. It was possible the surveys and questions were part of the Comp. Plan appendix, but staff could not recall. Staff noted that they would review the questions and see how the General Survey could be adjusted to incorporate them.

Staff requested that the Commission indicated if they were moving in the right direction on the format and style of the survey questions. Staff noted that prior to the next work session they would work to revise and incorporate the comments offered by the Commission this evening. Commissioners generally felt that the staff was proceeding in the right direction and that a release of the surveys was possible by the end of August.

Mr. Zenner noted that the Commission would further discuss the revisions to the surveys, the info-graphic, and the cover letters to go with the surveys at its August 6 work session. He further noted that the Commission did have other business to discuss as it related to the Comp. Plan update such as the USA boundary changes and the Status Report that needed agenda time. Additionally, the Commission did need to have a discussion on STR's and other topics. He noted that he would keep the Commission informed as to when these items would be brought back for more detailed discussion.

**VI. NEXT MEETING DATE - August 6, 2020 @ 5:30 pm (tentative)**

**VII. ADJOURNMENT**

Meeting adjourned approximately 7:25 pm

**Move to adjourn**