

Takoma Park Parking Task Force

December 3, 2020

Attendees:

- Jacqueline Davison
- Greg Gorman
- Tim Judson
- Claudia Wayne
- Paul Huebner
- Emanuel Wagner

- Allen Fetter
- Roger Schlegel
- Roz Grisby (staff)

Not in attendance:

- Jim Douglas

Meeting called to order 0730.

Minutes were not reviewed by all; deferred to next meeting.

Claudia asked if community engagement in person.

Allen proposed walking around and handing out paper versions. Others may want virtual.

Roz said no-contact means important given COVID cases skyrocketing

Roger said his campaign experience is that many found comfort when a door knocked, and then back up 15 feet, and then have a conversation. Would need a list of repeatable questions. Would get lots of valuable information.

Claudia asked about other successful community outreach. Roz said the rece center engagement is online. There is not a lot to build on.

Emmanuel clarified that the engagement is designed to get feedback from community at large.

Roger said Ward 5/6 not linked in; don't know their city council. Those who are the people that one needs to hear from. Suggested an easel on the side of the street for a few hours in high traffic areas.

A discussion ensued on how the recommendations get back to the council - either before or after broader community engagement.

Perhaps an anonymous box, with providing cross-street. Emmanuel cited experience with Safe Streets. Council may not like the direction. Roz will ask city manager for direction. Maybe some targeted feedback with a few council members. Hybrid approach like Roger did is achievable.

Roger said a council member would want to know about it ahead of time. Jackie said it was not in the tasking. Greg suggested FYI contact with council members (not for them to change) then go to community.

Roger said there is an incredible opportunity for outdoor interaction. Parking is an outdoor activity. Jackie said the winter and pandemic may decrease those opportunities. Roger suggested putting a flyer under car windows. Greg suggested going out with table on sligo creek trail, and asked about text messaging system in use by City.

Roz suggested the newsletter. She said text messaging is for emergencies only. Claudia asked if newsletter readership is representative; Roz said it is based on responses. The Takoma Insider is another option (a weekly newsletter that you sign up for). A survey was suggested. Allen asked about a video and a link to it that could be pushed out. Roger suggested a 2-3 minute video that was snappy with graphics. Greg suggested city paying a group of teens/preteens to develop it for the task force. Jackie suggested the Snow Angels from TPMS. Roger said we can have different language speakers participate in the video. TF members acknowledged that a video option is time and resource intensive but could have high impact.

Emmanuel asked if City has results of these types of outreach, and what works and doesn't work. City uses youtube and can check on that; she says the draw depends on the topic. The TF would need to be very specific on what is wanted.

Roz suggested the parking website that could be used.

Greg said all ideas valid in this brainstorming season. Allen said playgrounds and grills along walking paths can be focal points for outdoor meetings with residents.

Jackie asked how the recommendations get into different languages. Allen said a handout can link to a survey for feedback later.

A leaflet saying “the City is considering controlling parking” would elicit a response.

Roger has maps of each ward and can plot the high traffic spots by cross street in the 36 neighborhoods.

An online or paper feedback form was discussed, with discussion of yes/no, agree/disagree, and comment forms.

Paul summarized the deliverables needed - some which are contingent on others. Jackie solicited volunteers.

Deliverables (volunteers)

- Leaflet needed (Roger suggested it looking like a parking ticket)
- List of cross street hot spots in each neighborhood
- Survey feedback form (Greg, Emmanuel) - 1st thing needed
- graphic/video concept (Greg)
- Website posting (Roz)
- Newsletter
- Plan for feedback (Roger, Jackie)
- Video concept plan (Greg, Roger)
- Recruiting other-language speakers (Roger)
- Shoe-leather outreach (Allen, Greg, Claudia)

Claudia asked what the measure of success is. Roger asked if identifying demographics is useful. Roz said the city is looking to collect more demographics to see who they are reaching (age, gender, a geographic ID [street, ward]). People are less willing to answer questions Roger asked about deadlines. Greg suggested tracking interactions and making sure they match the census data sent out by Jackie.

Volunteers will meet off line, and get deliverables ready and reviewed before the next meeting on Dec 17th.

Meeting adjourned 8:34 pm.

Greg: flyers with QR code, text mail lists (emergency contact)