

KCBFO Transportation Committee

Public Outreach Subcommittee

Friday, January 10, 2020

MINUTES/REPORT

In attendance: Kim Blohm, Ben Bunker, Northern Hendricks, Gary Louie

Absent: Bryce Boddie

The subcommittee met at the Boerne Chamber of Commerce offices. We had a robust discussion with a general theme of “how do we get the general public involved with giving meaningful and thoughtful input.” The following topics were the basis of the conversation:

- Developing "road show" presentations and getting on schedules
- Responsibilities for creating core messaging
- Communicating/reaching "under-the-radar" groups, such as walkers & bikers, special needs & limited access, seniors & students, etc.
- Identifying & promoting communication tools including GIS mapping
- Monitoring & responding to on-line & social media messaging

We spent the early part of the meeting establishing the hurdles we needed to cross.

- Bob Manning’s earlier admonishment resonated: Each KCBFO committee appointee had a responsibility to communicate progress and receive input of the constituent base that had made their appointment. This subcommittee has some suggestions in this report that we believe will help support this charge.
- Without inhibiting or encumbering general committee members ability to communicate with their constituents, we felt that there needed to be a basic core message to work from. We look to Bob Manning and Don Durden as co-chairs to generate these base line messages.
- It is important that members of the committee understand the challenges of under-served groups and that these groups have opportunities to provide concerns. Examples include senior adults, Boerne Community Coalition and Hill Country Family Services, clients of the women’s shelter, and persons with special needs as well as those that rely on bicycles or walking as primary transportation.
- We have a very short time frame to communicate to the public-at-large the importance of providing input, as well as describe the variety of means to receive comments. Our efforts described below are focused to a deadline of early March.

Steps to be taken in the next six to eight weeks.

- In the coming weeks, the Boerne Chamber has five members’ program meetings, including a Network Lunch, non-profit groups, senior services, healthcare providers, and builders & realtors program. Kim has offered the KCBFOTC time at each gathering – either for an announcement or to be the meeting’s program. If logistics allow, we will ask Jeanne, Wendy, or a member of the GIS subcommittee to present the GIS format.

We believe this will provide the template for other KCBFOTC members to schedule similar constituency presentations

- We will begin developing a “must contact” database – those organizations whose input is invaluable to resolving mobility issues. Along with a comprehensive list of under-served as described earlier in this report, the list will include HOA’s, school & church groups, special interest groups, etc. Efforts will be made to connect with representatives of these groups by phone, mail and/or email.
- The subcommittee will organize radio and newspaper PSA’s. A funding proposal will be submitted to the general committee to consider a postal mailer.
- At each point of contact, the following elementary yet focused questions will be asked:
 - WHAT PERSONAL MOBILITY CHALLENGES DO YOU FACE MOVING FROM POINT A TO POINT B? **NO PROBLEM IS TOO SMALL.**
 - WHAT PROFESSIONAL OR BUSINESS RELATED MOBILITY CHALLENGES DO YOU FACE? **NO PROBLEM IS TOO SMALL.**
 - WHAT SUGGESTION DO YOU HAVE TO ADDRESS THESE PROBLEMS?
 - CAN YOU IDENTIFY ANY SENSITIVE FEATURES, SUCH AS A FAMILY CEMENTERY, CAVES, ETC?
- Responders will be asked to direct their answers/comments to:
 - Visit the GIS map
 - Send an email to a TBD @kcbfotc.com address
 - Postal mail or drop off at the Boerne Chamber office

Messaging Guidelines: Bob & Don up the following list of key messages to use in public outreach forums. They ask, “do not take them too literally – feel free to re-word or compress as you see fit, but the keys are here.”

- The Kendall County Transportation Committee is made up of 20 members, appointed by Kendall County, City of Boerne, and the City of Fair Oaks Ranch. The citizens committee purpose is “to establish a countywide transportation plan to mitigate current and future traffic congestion in Kendall County in a way that preserves cultural and environmental resources and promotes appropriate economic development.” Our community is congested, it is growing, and we must do something.
- The committee is collecting information and ideas on the widest possible range of mobility options, including potential new, expanded, or reconfigured roads. We are also seriously looking at non-road solutions like sidewalks, trails, pedestrian traffic lights, trolleys, etc.
- The committee is made up entirely of Kendall County residents. There are NO outside interests, agencies, or organizations with any decision-making role whatsoever in the committee’s work. This is truly a community conversation among ourselves.
- The committee is conducting its work with full transparency. All meetings are open, all citizens are invited to comment along the way (or even join a subcommittee), and all meeting minutes and work materials are posted on a public website. There are NO recommendations or decisions being developed behind closed doors.
- The committee will make recommendations to the city and county officials in 3 categories, i.e. short-term remedies, long-term projects, and new or amended public policies.