



March 2, 2006

To: Metropolitan Policy Committee

From: Kathi Wiederhold

Subject: Item 4.a – Report from Citizen Advisory Committee

Action Recommended: None, information only.

Report

The committee held their regular meeting on March 1, 2006, with eight of the nine voting members in attendance. The bulk of the agenda was devoted to a presentation on the e-MPO proposal and there was a short item on the Unified Planning Work Program. The meeting adjourned early to allow time for the group to celebrate the 1-year anniversary of the CAC. This report also includes an update on the recruitment for the CAC.

e-MPO

The CAC responded to the presentation on the e-MPO Proposal with a lot of interest and support. The committee had several comments about the e-MPO proposal:

- The focus of the effort should be to interconnect (“link”) the various plans and programs, but don’t try to have it all on the MPO website.
- Be sure to make the website user friendly.
- It is hard to understand all the terms used in the presentation, such as “front end” and “back end”.
- Keep in mind that large documents are hard to read on screen, so there still will be some need for hard copies.
- Include a search function where people can click on key words to go to the portions of the document that talk about that topic.
- The website raises concerns about accessibility for persons who are blind.
- Include a brief tutorial on how to use the site; the Benton County GIS website has a good example.
- Remember in designing the website that you are trying to reach folks who don’t care about transportation planning, not just staff who have to go there for work. The site should provide a good user experience.
- Word gets around about good websites, so it will advertise itself if it’s good.
- A suggested goal would be to have most people who use the site to say “That’s a great website.”

Unified Planning Work Program

Staff introduced the draft and summarized the key planning activities for FY 07. The group agreed to discuss the draft at the April meeting if questions came up.

CAC Recruitment

The Recruitment Subcommittee consists of MPC officers Anne Ballew and Bobby Green, MPC member David Kelly, and CAC officers Dan Egan, Rex Redmon, and Sylvia Shaw. The recruitment is under way, with a closing deadline of April 7, 2006. This timeline will allow the Recruitment Subcommittee to select a slate of candidates to recommend to MPC at the May 11, 2006 meeting. The public outreach for the recruitment includes display ads in the Register Guard, Springfield News, and What's Happening; an email announcement to an estimated 400-500 people (names that occur on more than one list preclude an exact count); posting on the www.TheMPO.org website; press release to local media; and posting hard copies of the advertisement in English and Spanish at Chambers of Commerce, local government offices, libraries, and other community gathering places. The recruitment materials encourage all residents to apply regardless of their expertise or transportation interest and list the targeted interest areas in the bylaws.

Attachment

Advertisement for CAC Recruitment

*LCOG: T:\MPO\COMMITTEES\MPC\FY06\MAR 06\MPC4.A-COVERMEMO-REPORTFROMCAC.DOC
Last Saved: March 2, 2006*