

November 18, 2004

To: Metropolitan Policy Committee

From: Kathi Wiederhold

Subject: Item 4d - Recruitment Extension for MPO Citizen Advisory Committee

Action Recommended: None. Information only.

Issue Summary

At the MPC Public Involvement Subcommittee meeting on November 1st, 2004, seventeen Citizen Advisory Committee applicants were screened. As a result, ten applicants were tentatively chosen. The Subcommittee found that there were applicant pool gaps under the following targeted interest areas:

- Freight
- Low Income
- Natural Environment
- Pedestrian
- Persons with Disabilities
- School District/Parental
- A Coburg resident

The Subcommittee decided to extend the recruitment period through November 21, 2004 using a targeted approach to the interest gap areas. Staff was instructed to design the extension recruitment efforts around the target.

Recruitment Extension

The design of the targeted recruitment extension for the Central Lane MPO Citizen Advisory Committee has taken the following approach for this twenty-day extension:

- A cover letter explaining the Committee charge, who can serve, an explanation for the extension, a description of the target areas, and direction to more detailed information was developed
- A new application was designed
- LCOG website posted new cover letter and application
- Press release to local media
- Delivered new cover letter and applications to:
 - Coburg City Hall and 'coffee shop'
 - Springfield and Eugene libraries
 - Lane Community College Downtown Center
 - Lane Council of Governments Reception

- Targeted email distribution with link to new cover letter and application on LCOG website to:

- Freight and trucking interests
- Environmental justice related organizations
- Coburg UGB stakeholders
- ‘Walkable Communities’ distribution list
- ‘Safe Ways to School’ interest list from LTD
- Miscellaneous contacts as requested by Subcommittee members

The Subcommittee will reconvene at the end of November to screen the extension pool of applicants. While all residents are encouraged to apply regardless of their expertise in the aforementioned list of categories, special attention will be given to those for which specific recruitment was created.

Revised Schedule

November 2004

- Subcommittee meets to recommend membership slate (TBA)
- MPC appoints Citizen Advisory Committee (December 9)

December 2005

- Orientation for Citizen Advisory Committee members

January/February 2005

- Citizen Advisory Committee holds first meeting