

Master Plan Steering Committee Meeting  
 June 16, 2020

P	Matt Baumgarten - City Manager	P	Sue McAlpine - ZBA
A	Erin Schlutow - CD Director	A	Andy Gilbert - DDA
P	Ross Gavin - CC	P	Tricia Losey - TB
P	Lisa Kempner - PC	P	Dan Mihaescu - BAC
P	Mark Richardson - EAC	P	Mike Kirby - Rec
P	Kurt Hite	P	Alexandra Donnelly
P	Audra Rowley	A	Carolyn Cregar
P	Dan Hill - Staff	P	Joe Bartus
A	Torri Mathes - Staff	P	CWA

- Check-In
- Actions to Date
  - Survey
    - 1317 Responses
    - Most of City of Berkley residents
    - Over 50 paper responses
    - “Ballot Stuffing” ruled out based on IP address evaluation
    - Results that surprised:
      - Bartus: Pg4 Highest result from residents more than 30
      - Bartus: Pg8 Increase in Pedestrian Safety
      - Kempner: Community Center answers, happy there’s still some momentum for a new center
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    - Matched Expectations
      - Most live in single family home
      - Sidewalks being a big concern
      - Bike lane broke down 50/50
      - Primary focus is single family, and most multifamily choices did not get a lot of love
      - Not too much or too little already, just needs to be more efficient

- Not surprised by single family views but it did kind of bum me out. I believe the low response level to wanting low-income housing is bias.
  - Further examined
    - Parking and mixed use topics, more of a want for better use of parking
    - Should examine how demographics match the survey respondents since they seem to skew older
  - How to Share:
    - Give a variety of avenues for sharing data. Not just raw data on its own, but can give context and share some data summary.
    - Like the summary of data you've provided. Like the idea of word clouds.
- Webinars & Drop Ins:
  - Feedback is that not enough people are attending the webinars or drop in sessions.
- Zoom Focus Groups
- Drafting of Master Plan
  - Mission, Visions, Goals
    - Highlight walkability
    - Better grouping things and matching themes
    - Stormwater and green infrastructure should be sub categories for utilities and infrastructure because they are more of tools to solve the overall goals of infrastructure. Further grouping other items into themes or chapters.