

## MEETING SUMMARY | Steering Committee Meeting 2

August 15, 2018

The following is a summary of the second meeting of the steering committee for Tuscaloosa's Comprehensive Plan and Zoning Code Update process. Attached to this summary is the meeting attendance sheet, agenda, and presentation slides.

### Process Updates

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During the process update, committee members were updated on the work that is underway and a list of groups met with so far in the process. Committee members offered suggestions of other groups that the movement should try to reach out to the first round of engagement. The following stakeholders are listed in the order in which they were contributed. Meetings with these groups will be considered during September and October.

1. Students
2. Families
3. Non-profits
4. Civic groups
5. Faith-based groups
6. IDA (Industrial Development Authority)
7. New faculty
8. Healthcare/wellness
9. Cultural groups
10. Water resource users

### Share Analysis Preview

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During the analysis preview, the team shared a preview of key demographic statistics. Committee members identified the following questions that need to be addressed in the community demographic profile.

1. How much has the University of Alabama's enrollment growth contributed to the City's overall population growth?
2. How much of the student demographic (age 18-24) impacted key trends such as the City's overall poverty rate, household incomes, and household makeup?

## Engagement Update

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A draft Community Participation Plan was introduced (included in meeting packet). The committee has a critical role in ensuring broad public participation in the planning process. The first open public opportunity is the Forum on the Future, a community workshop taking place November 27th. Further detail about the event will be provided at the September 26 committee meeting. But, as opportunities arise, committee members can help spread the word about Framework by:

- Distributing printed material to their networks (business cards were provided)
- Sharing the website, emails and social media posts;
- Speak with people about Framework at community events.

## Breakout Groups: Outreach Targets

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Committee members worked in small groups to identify networks that exist in Tuscaloosa that this planning process should touch. These networks included civic groups, demographic groups, and geographic groups. The lists of the outreach targets have been synthesized and organized in an external file to be populated with contact information. The outreach targets will be considered as we prepare for broader public engagement.

The working list can be viewed here:

[https://docs.google.com/spreadsheets/d/1U5jf6uFJF\\_juv3kuDRw0LrrRoy1s-EKCFtj1cpVb0GM/edit?usp=sharing](https://docs.google.com/spreadsheets/d/1U5jf6uFJF_juv3kuDRw0LrrRoy1s-EKCFtj1cpVb0GM/edit?usp=sharing)

## Breakout Groups: Outreach Tactics

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Following the discussion of outreach targets, groups were asked to think about what tactics would be effective in getting participation from hard-to-reach groups. The following tactics are listed in no particular order. An asterisk (\*) indicates that the tactic was mentioned by multiple groups. The outreach tactics will be considered as we prepare for broader public engagement and move forward with outreach. Targets that were mentioned during this part of the discussion were included on the list of targets above.

- Email, Flyers (low cost promotional material)
  - Distributed through public schools, stuff flyers into youth backpacks
  - Tuscaloosa public library, including the Weaver-Bolden branch
- Community Events and Gathering Places (posters or booths)
  - Sept 15 Latinx Event

- Booth at the Farmers Market (or table) – or the Northport Farmers Market
- First Friday
- Active Parks (Tinsil Trail, Riverwalk Trail) \*
- Booth/Table on the quad on game day, kickoff tailgates, Bama Brews and Q's \*
- Tuscaloosa public library, including the Weaver-Bolden branch
- Email Signature (mention Framework and website in all emails)
- Face-to-face invitations, in person, word of mouth \*
  - Get on the agendas of meetings for civic clubs and groups. Promote the message that we're trying to do something that will ultimately benefit them and improve their operations and missions. Craft the message to suit their individual group or organization so that it speaks to their mission, their membership, their purpose, etc. ). Emphasize that the process needs them to participate, that the process is open, and they can shape it.
  - Contact the leaders of the organizations to get the word out to their members, clients, or constituents and energize them
- Organization News (communication material of potential partner organizations)
  - Newsletters
  - Websites
- Social Media
  - Facebook pages for movement and events \*
  - Instagram and other forms of social media \*
- Media (in-kind or paid)
  - Television interviews/shows (Great Day Tuscaloosa) \*
  - Radio interviews/shows \*
  - Newspaper articles/ads \*
  - Bryant Denny ads (high dollar advertising)
  - Billboards and yard signs\*
- Public Service / Governmental Channels
  - Water bills inserts
  - Council / Planning Commission / Zoning Board of Adjustment / Agenda – planning staff update

### **Breakout Groups: Opportunity Places**

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Committee members were asked to think about specific locations in Tuscaloosa that this plan should address. The activity started as an individual task to identify opportunity

places. In their groups, members then placed sticky dots on a large map of the city to identify their top 6 “opportunity places”. Committee members were then asked to discuss as a group the areas with the most dots. For each area the group also discussed why that place is an opportunity. The most commonly mentioned opportunity locations (in no particular order) include:

- West Tuscaloosa
  - Country Club Redevelopment
  - Create a positive western gateway
  - Extension of Riverfront / trails
  - Newtown Neighborhood (Beautiful but blighted)
  - Need for Street Lighting
  - 15th Street Zoning (appearance, practical requirements)
- Lake Tuscaloosa
  - Preserve character of lake front
  - Opportunity for residential growth, yet utility limitations
  - Residential growth has outpaced infrastructure improvements (limited road connectivity)
  - Need to protect water quality / drinking water supply / need to look at upstream inputs
  - Tourism and recreation on lake / Opportunity for lake view restaurant or entertainment uses
  - Limited public access points currently
  - Need protected "zone" around Lake Tusc., water line and adjacent properties
- Lakes Nichol & Harris
  - Underutilized, could be a recreation destination
- Downtown
  - Need more affordable single family housing
  - Make University Blvd “the strip” a year-round destination
- McFarland Corridor & 15<sup>th</sup> (University Mall)
  - Potential Redevelopment of University Mall
  - Community Gateways
- Skyland Corridor
  - Redevelopment opportunity of McFarland Mall
  - Reduce blight, improve corridor appearance
  - Community gateway
- Riverfront/Riverwalk
  - Enhancement, Continue Riverwalk
  - Catalyst to West End
  - Pedestrian bridge to Northport?

- Residential, restaurants, waterfront opportunities?
- Pedestrian safety on Jack Warner Pwky
- Alberta
  - Some "blank slate" areas for redevelopment since tornado
  - Concern about making sure redeveloped housing is affordable
  - Opportunity for Park?
  - Train Station renovation / development
  - Proximity to Campus and Downtown is an asset
  - Need incentives for owners to consolidate properties and redevelop them

**A composite map of opportunity places is under development.** While several of the groups identified the same areas, they sometimes differed on the opportunities at that location (for example Lake Tuscaloosa). These locations will be further examined as the planning process progresses.

### **Next Steps**

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The meeting will be on September 26th. The next meeting will discuss the housing study, other analysis findings, subcommittees, and prepare for the Forum on the Future.