



5th Avenue Redevelopment – Monthly Mtg Ryan / City Staff

Location: Naperville Municipal Center

Start Time: 11:00am

End Time: 12:00pm

Mtg Facilitator: Jim McDonald

Attendees: Marcie Schatz
Linda LaCloche
Amy Emery
Doug Krieger
Allison Laff
Michael DiSanto

Curt Pascoe
Kyle Schott
Becky Diehl

Agenda

Group Input Sessions

- Four Group Input Sessions to date – 2 morning sessions, 1 evening session and 1 afternoon session:
 - 5 of the scheduled sessions remain - 2 sessions this week and 3 next
 - 50 spaces remain
 - Had to move the Saturday (11/18) session to the Rubin Community Center. City building is booked and maintenance is being done in our office building. Only four people signed up for this session so far.
- To date, seventy-nine residents have attended an input session
 - 60% were a 5th Avenue area residents, the remaining live in Naperville outside of this area
 - 26% were commuters.
 - 5 were 5th Avenue area business owners
- Website has been updated with meeting recaps through 11/1 meeting.
- Process for information evaluation
- Group Discussion:
 - How are the sessions going?

- City staff feels the input sessions are going well and Ryan is doing a good job capturing all ideas/concerns.
- Residents have been respectful of each other. One resident commented on the meeting summary being just a data dump. He is looking more for a summary of the consensus. Jim M. responded by explaining that we are now focused on the dialog, but will start to quantify certain issues in the coming weeks.
- Common threads? / Any discoveries? / Concerns?
 - Main common themes are parking, traffic, greenspace and pedestrian issues.
 - No concerns were expressed.
- Should we tweak anything?
 - Nothing to tweak at this point.
- Do we need to add more? If not, are we comfortable we have enough participation?
 - Doug suggested when we are no longer hearing new thoughts, ideas and opinions it may be time to be done.
 - Councilwoman suggests we check to make sure we're getting representation from all groups – commuters and representatives from each neighborhood.

Survey

- Survey went live on 10/27.
 - City published on their website, commuter list, 5th avenue list, social media – over 8100 contacts
- Controls
 - Survey drops a cookie (allows one response per computer)
- 362 completed surveys and 104 partially completed surveys (466 total)
 - Residents may complete their survey at any time by revisiting the survey link.
- On average Ryan receives 36 completed surveys each day.
- More than half of the respondents are daily commuters
- No date determined to pull the survey. City recommended a media blitz one week before we intend to close the survey.

Outreach

- Commuters
 - Signs went up around the 5th Avenue train station on 11/2
- 128 Individual emails

- 12 One-on-one meetings
- The e-newsletter was distributed on 10/27 to the 178 people who requested to receive it. The email had an 82% open rate and a 38% click through rate.
 - November e-newsletter is scheduled for 11/24.

Steering Committee

- Interest form distributed to city staff for review. Changes to be provided by 11/10.
- Discussed caucus process
- Steering Committee should be organized by the December 19 City Council meeting.
 - Resident suggests holding this process one month until after the holidays.
- Ryan needs to determine best meeting time for the Steering Committee meetings.
- First responsibility of Steering committee to determine topics for working groups and whether or not we have enough input – if not, other ways to gather input.

Working Groups

- Interest form distributed to city staff for review. Changes to be provided by 11/10.
- We anticipate the groups starting in January

Key Stakeholders

- Progress to date:
 - Naperville Area Homeowners Confederation presentation - 10.21.17
 - NDP Board of Directors presentation - 10.26.17
 - Attended DuPage Children's Museum - Building Strategy Committee meeting – 11.06.17
- Upcoming activity:
 - Scheduled to present at NACC Legislative Forum Meeting - 11.13.17
- How do we address commuter response?
 - Resident suggests we consider passing out something at the train station or doing door hangers in the neighborhoods to spread the word.

Recap of Upcoming City Outreach

- City to push remaining Input Sessions to internal email lists as well as social media.
- Connected Newsletter is included in utility bills in January. It will include a call to action to keep up with the project.

Upcoming City Meetings

- An additional city staff meeting will be held in the first week of December.



- Ryan to prepare a presentation to bring council up to speed at the 12/19 City Council Meeting. City needs our presentation by 12/12. City will post a link to the presentation on the website the week before.