



November 30, 2011

To: Metropolitan Policy Committee
From: Kathi Wiederhold
Subject: 5.f: Citizen Advisory Committee Recruitment Process

Action Recommended:

1. Provide feedback and direction to staff regarding Citizen Advisory Committee (CAC) recruitment and selection process.
2. Open recruitment for the CAC.

This memo provides options for a CAC recruitment process as requested by the Metropolitan Policy Committee (MPC) at the November 10, 2011, meeting. Attachment 1 is a table showing three recruitment options. Attachment 2 lists the public outreach for the most recent CAC recruitment, which was in fall 2009.

Background

The bylaws direct that the CAC “shall consist of at least 10 and nor more than 15 interested citizens” and allow for appointment of an *ex officio* nonvoting member to serve as a liaison to MPC. There currently are 14 voting members on the committee plus the nonvoting MPC liaison. The terms of five current members (Dick Beers, Gary Gillespie, Alex Lockfeld, Sarah Strand, and Edward Winter) expire on December 31, 2011.

Past practice has been to recruit periodically as needed to avoid dropping below the minimum of 10 members directed by the bylaws. MPC directed three such periodic recruitments since the intial recruitment in 2004—in 2006, 2007, and 2009. All were extensive in length and types of outreach conducted. Attachment 2 lists the public outreach techniques used in the 2009 recruitment.

Recruitment Options

Attachment 1 shows three recruitment options. All are much more streamlined than previous recruitments and similar to recruitments conducted by MPO partners for their citizen advisory committees. Two—Options A and B—open recruitment for 18 days and use web postings, email announcements, and a media release to advertise. Option A opens recruitment after the holidays; Option B recruits over the holidays. Option C is longer—46 days—and uses display ads in addition to the advertising for the other two options. The costs for Options A and B would be the same. The costs for Option C would be higher due to the display ads and the staff time to prepare and place the ads.

The estimated total direct cost for display ads shown in Option C is \$1,400. Staff recommends Option B—one of the more expedited and lower cost options. It has the most streamlined timeline, which would allow the new members to be appointed in time to attend the February CAC meeting.

Selection Process

For the 2009 recruitment, MPC charged the CAC with recommending prospective CAC members to MPC for appointment. The CAC chair appointed an ad hoc Recruitment Subcommittee to recommend appointments to MPC. The subcommittee consisted of the CAC officers, MPC liaison, and three other CAC members. The subcommittee recommended a slate of appointments to the CAC, who in turn recommended that slate to the MPC. Staff suggests MPC consider a similar process for this recruitment.

Next Steps

After receiving MPC approval of the process and timeline, and direction to open recruitment, staff will conduct the recruitment, work with the CAC Recruitment Subcommittee, and present recommended appointments to MPC. Timelines for these steps will depend on the chosen recruitment option. After closing the recruitment, the CAC Recruitment Subcommittee would then review the applications and recommend a slate for the CAC to consider at their January 19, 2012, or February 16, 2012, meeting. The CAC would recommend a slate for the MPC to consider at February 16, 2012, or March 15, 2012, meeting.

Recommendations

1. Provide feedback and direction to staff regarding the CAC recruitment and selection process
2. Open recruitment for the Citizen Advisory Committee (CAC)

Attachments

1. Recruitment Options, December 1, 2011
2. CAC Recruitment 2009, October 21, 2009