



January 6, 2011

To: Citizen Advisory Committee

From: Kathi Wiederhold

Subject: CAC Practices Concerning Officers, Reappointments, and Recruitment

It was six years ago last month since the MPC appointed the initial members of the CAC. A lot of maturing and seasoning has happened over those years, for both the committee as a whole and for staff serving the committee. This memo reviews how we've come to deal with filling the officer positions, member tenure, recruitments, appointments, and reappointments. It provides context and background for considering how to approach future officer elections, reappointments, and recruitments.

Officers

Initially, although the bylaws specified only a Chair and Vice-Chair as officers, the CAC elected two Co-Chairs plus a Vice-Chair. This met the needs of the committee and the availability of members willing to serve as officers at the time. This arrangement served until the bylaws could be amended to reflect a Co-Chair option. The bylaws were amended in October 2007 to add the option for having two Co-Chairs as an alternative to having a Chair and Vice-Chair.

The following is a listing by year of those members who have served as officers:

July 2005 Rex Redmon and Dan Egan, Co-Chairs, and Sylvia Shaw, Vice-Chair
(MPC appointed the initial members in December 2004, we had orientation sessions in March 2005, and the first CAC meeting was in April 2005)
Jan. 2006 Rex Redmon and Dan Egan, Co-Chairs, and Sylvia Shaw, Vice-Chair
Jan. 2007 Dan Egan and Sylvia Shaw, Co-Chairs, and Webb Sussman, Vice-Chair
Jan. 2008 Webb Sussman, Chair, and Dave Jacobson, Vice-Chair
Feb. 2009 Dave Jacobson, Chair, and Wendy Butler-Boyesen, Vice-Chair
Jan. 2010 Dave Jacobson, Chair, and Sarah Strand, Vice-Chair
Jan. 2011 Sarah Strand and Edward Winter, Co-Chairs

Member Tenure

Turnover amongst the members was more common in the first three years of the committee, but has slowed considerably in the last two years. Reasons for turnover included moving out of town, conflicting commitments, and expiration of term. Not all members who have served their term have sought reappointment. Thus, turnover, for whatever reason, has led to the need for periodic recruitments and appointment of new members. The usual practice has evolved to most members serving out their

terms. Some members have sought reappointment and these have been reappointed and continued to serve.

Terms of office were staggered for the initial members, with half serving 2-year terms and half serving 3-year terms. Staggering the terms of those appointed in 2007 and subsequent attrition has maintained the staggered expiration of terms even though all appointments since the initial ones have been for 3-year terms. Adding the dates of appointment and term expiration to the list of CAC members, as was recently done, allows better tracking of terms. The staggered terms allow for continuity, which is especially important given the material the CAC deals with. The learning curve is steep to come up to speed with dealing with the complexities of transportation planning.

Recruitment

There have been 3 recruitments since the initial one, timed to avoid dropping below the 10 member minimum specified in the bylaws. Outreach for recruitments has been extensive and has yielded 10 to 17 applications each. The initial recruitment was in 2004, orientation was in March 2005, and the first CAC meeting was held in April 2005.

Three recruitments have been held since the committee was created with the following results:

- 2004—22 applications received, 14 new appointments made
- 2006—10 applications received, 6 new appointments made
- 2007—17 applications received, 8 new appointments made
(4 were effective immediately and 4 were effective five months later)
- 2009—16 applications received, 4 new appointments and 2 reappointments made

Public outreach for each recruitment has been extensive. For example, the outreach for the most recent recruitment, which was conducted in the fall of 2009, included the following:

- Display ads in Adelante Latino, Register Guard, Springfield Times, Oregon Daily Emerald, Lane Community College Torch, and the Weekly
- Email announcements to an estimated 800 people on the MPO distribution list, including environmental justice contacts
- Email networking with organizations and individuals through contacts in the Latino, African-American, senior, disabled, and business communities
- MetroTV calendar notice
- Interior bus posters in English and Spanish on 115 buses
- Articles in English and Spanish in *Bus Talk* publication distributed on LTD buses
- Posting of materials in English and Spanish on the www.TheMPO.org website
- Announcements on MPO partner websites
- Press release to 20 local print, radio, and television media
- Flyers posted in English and Spanish at Chambers of Commerce, local government offices, libraries, and other community gathering places