C Public Involvement

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PUBLIC INVOLVEMENT

Introduction

The following outlines the public involvement and outreach strategy developed for the Glenwood Springs Long Range Transportation Master Plan process. The public involvement and outreach strategy identified outreach methods, participants, dates, formats, and purposes for each meeting. The Public Involvement (PI) Plan was developed by Alta and included input from the Internal Review Team (IRT). The public outreach approach was designed to accommodate multiple methods of public involvement and encourage cooperation among agency stakeholders, community members, and public officials. The plan's goal was to facilitate a shared vision of the transportation system and programs in Glenwood Springs, as community endorsement of another Long Range Transportation Master Plan (multi-modal master plan) is critical to the long-term success of the resulting system and programs as well as of the ability of the City of Glenwood Springs to implement the plan. Strategies used to engage the agencies, stakeholders, and general public in the Long Range Transportation Master Planning process included:

1. Internal Review Team,
2. Stakeholder meetings,
3. Public/community workshops,
4. Website/survey/interactive mapping
5. Planning Commission and City Council workshops and presentations.

Outreach Method 1: Internal Review Team

Alta met with the Internal Review Team (IRT) approximately once a month throughout the master planning process to collect information, review technical data, discuss schedule and progress, develop project vision and goals, and aid in the development of criteria for ranking recommendations.

Roles

City Staff – Developed IRT participant list, sent meeting invitations, scheduled rooms/locations

Alta Team – Scheduled meetings with City, prepared meeting discussion and minutes

IRT Meetings

July 16 and 17, 2014 (Glenwood):

- Kickoff meeting in Glenwood Springs (included field work with City Staff)

August 6, 2014 (call/webinar):

- Existing conditions review, project coordination
- Preparation for public event/meeting #1

August 20, 2014 (call/webinar):

- Project coordination, reviewed agenda and materials for public event/meeting #1

September 2 and 4, 2014 (Glenwood):

- Public event/meeting #1
- City Council study session
- Vision and Goals working meeting (Alta and Staff)

September 17, 2014 (call/webinar):

- Discussion of public involvement and when to meet with City Council to discuss background and existing conditions
- Discussion of draft project prioritization criteria
- Discussion of infographic for economic and health benefits of bicycling and walking

October 1, 15 and 29, 2014 (call/webinar):

- Project coordination
- Needs assessment discussion
- Discussed of draft project prioritization criteria
- Discussed wikimap
- Reviewed commission's (Transportation and River) input on the project needs assessment list
- Commission's thought criteria should be weighted
- Need to get another public meeting for recommendations (farmer's market was a big success)
- Simplify criteria descriptions

November 19, 2014 (call/webinar):

- Final comments for existing conditions report
- Reviewed City Council agenda and presentation
- Coordinated programs and education strategies
- Reviewed updated needs assessment list

December 3 and 17, 2014 (call/webinar):

- Programs and education strategies call with Kristen and Jessica
- Discussed ideas developed in programs memo
- Reviewed updated needs assessment list
- Discussed content of upcoming wayfinding and signage framework memo

January 14, 28, 2015 (call/webinar):

- Discussed final content for programs and education chapter
- Reviewed wayfinding and signage framework memo
- Discussed minor edits on design guidelines
- Need to reduce and refine number of projects on needs assessment list
- Discussed maintenance costs memo - city to provide background information
- Discussed project cost estimating and when this should begin

February 11 and 25, 2015 (call/webinar):

- City decided to have the commissions prioritize all projects
- Cost estimates will be done after public meeting and project prioritization
- Discussed public meeting dates?
- Schedule for overall project shifted based on extensive involvement with commissions and PMT

March 11 and 25, 2015 (call/commissions meeting in Glenwood):

- Preparation and coordination for Project prioritization meeting
- Discussed wayfinding framework memo
- Discussed maintenance memo - City to provide background information
- Discussed dates for next public meeting
- Reviewed ground rules for commission's meeting
- Prepared and participated in project prioritization meeting in Glenwood Springs with commission's

April 15, 2015 (Glenwood):

- Project coordination and discussion of project prioritization meeting
- Discussed development of wayfinding design scope of work to implement priority routes identified in framework plan

May 20, 2015 (call/webinar):

- Discussed project schedule and completion dates
- Discussed cost estimates and the approach to this facet of the project
- Discussed maintenance memo - City to provide background information before Alta is to get started
- Discussed Draft and Final Plan submission Dates

Outreach Method 2: Stakeholder Meetings

Stakeholder meetings gathered input from critical groups and organizations within the City that have close ties to the transportation community (and therefore were able to provide information otherwise not acquired), were underrepresented populations within the City, were critical components to implementing the plan, or were most impacted by plan results and improvements. The stakeholders list was developed by the City in coordination with the Alta Team and included Colorado Mountain College, Law Enforcement Personnel, Neighborhood Organizations, School District, Downtown Development Authority, and River and Transportation Commissions. The Alta team and City staff met with numerous groups of stakeholders throughout the project.

Roles

City Staff – Developed stakeholder list, sent meeting invitations, scheduled rooms/locations and met with key stakeholders

Alta Team – Scheduled meetings with City, prepared meeting discussion and minutes

Stakeholder Meetings

- Kick-off meeting with commission's
- Vision and Goals meeting with commission's
- Background and existing conditions meeting with council and commission's
- School District meetings

The project team discusses existing conditions and the needs assessment list with the Transportation and River Commission's

Glenwood's Downtown Market public event

Outreach Method 3: Public/Community Workshops/Events

The Alta team prepared materials and facilitated two public workshops. The first workshop was open house style and was held at Glenwood's Downtown Market (Centennial Park). Alta and City staff managed the booth and received comments from over 75 community members.

Farmer's Market Event #1

The September 2nd meeting was held at Glenwood's Downtown Farmer's Market to encourage participation from a variety of demographics within the local community and visitors alike, with the goal of getting input from a wider range of potential Glenwood Springs users. The event was designed to allow the public to provide input on the gaps in the existing system, identify desired destinations, help identify opportunities and constraints, and provide input for the needs & attitudes survey (same interface as online survey). The City of Glenwood Springs provided a high level of support for meeting logistics and prepared specific elements. The Alta team provided content and support for the preparation of notices for the open houses, including one flyer per open house/event and other minor items as necessary for the City to use in advertising the workshop.

Public Open House #1

The September 2nd public open house meeting was held at Glenwood's Recreation Center to allow community members another opportunity to provide input on the gaps in the existing system, identify desired destinations, help identify opportunities and constraints, and provide input for the needs & attitudes survey (same interface as online survey). The City of Glenwood Springs provided a high level of support for meeting logistics and prepared specific elements. The

Advertising

Advertising for the public workshops was coordinated by the City of Glenwood Springs with the Alta team's help. Possible advertising strategies included:

- Flyer distribution occurred at strategic locations and events around the City, as noted below. At venues that had a counter, stacks of flyers were placed for the public to take.
  - Glenwood's Downtown Market (Tuesday's 4-8 PM, Centennial Park)
  - Glenwood Springs City Offices
  - Libraries
  - Community Centers
  - Bike shops
  - Colorado Mountain College Student Centers
  - Cafes and Coffee Shops
  - Hotels
- E-mail notices were sent to key groups that could easily forward the notice to distribution lists they have access to, including:
  - IRT
  - Neighborhood Committees and Groups (coordinated through community contacts)
  - Chamber of Commerce and Downtown Development Authority
  - Colorado Mountain College
- Information was posted on the project website. Other agencies were encouraged to post notices on their own websites. Information were posted to the following sites:
  - City of Glenwood Springs
- The Alta team provided information/graphics to the City for the initial press release and article in the paper announcing the Long Range Transportation Master Plan process.

Roles

City Staff – Secured workshop locations, advertised meetings

Alta Team – Scheduled workshops with City, prepared advertisement flyer, prepared meeting boards, prepared meeting discussion topics and minutes

Outreach Method 4: Website/Survey/Interactive Mapping/Social Media

Communication materials, such as the project website, were essential tools in maintaining the dialogue regarding the status of the project among City staff, the project team, decision-makers, stakeholders and especially the public. The web page provided an outlet for the public and interested stakeholders to receive updated project information, review relevant documents, and review project materials. The web page allowed the project team to collect information from the public and access contact information. The project website contained key public involvement components including a gateway to the online user needs and attitudes survey and an interactive map where members of the public could contribute information on existing conditions and review project recommendations. The project website was launched at the beginning of August and remained live throughout the project.

Roles

City Staff – Reviewed website and provided content, as needed

Alta Team – Developed and launched website, updated and maintained website with new information throughout the project

Outreach Method 5: Planning Commission and City Council Work Sessions and Presentations

The Alta team attended three to four City Council and three Transportation and River Commission meetings (as necessary). At the meetings, the Alta team provided an overview presentation of the project process and resulting Draft Long Range Transportation Master Plan. During the project, the Alta team provided materials and information for two City-led work sessions with the City Council to update the Commissioners on the status and progress of the project and solicit input. The intent was to involve the City Council and the Commissioners throughout the length of the project so that the elected officials were given the opportunity to provide input and create buy-in. Additionally, the City Council and Commissioners were specifically invited to all of the public meetings outlined above to provide additional interaction and engagement.

Roles

City Staff – Led work sessions with Council and Transportation and River Commission's, participated in draft plan presentations to Council and the Transportation and River Commission's, coordinated presentation and work session scheduled with respective groups

Alta Team – Scheduled presentations with City, presented at up to two Transportation and River Commission's and three City Council meetings, prepared boards and materials.

Proposed Transportation and River Commission and City Council Presentations

September 4, 2014 (council study session) – Discussed project process/expectations and vision/goals with City Council. Led by City.

September 4, 2014 (Transportation and River commission study session) – Discussed project process/expectations and vision/goals with both commissions. Led by City.

August 6, 2014 – Presented the draft recommended multi-modal transportation network map and programmatic strategies.

September 2015 – Presentation of final plan to City Council and the Transportation and River Commission's