



FRPR

**F R O N T R A N G E
P A S S E N G E R
R A I L**

Online Public Meeting Summary

Online Meeting Promotion

NEWS/PRINT MEDIA

The following news outlets published articles covering the opportunity for public input:

- The Daily Camera
- The Coloradoan
- The Colorado Sun
- Loveland Reporter-Herald
- Estes Park Trail-Gazette
- The Denver Post
- Fox21 News
- North Denver News
- Pueblo Chieftan
- Mass Transit Magazine
- Out There Colorado
- Colorado Politics
- The Chronicle News
- Colorado Springs Gazette
- Progressive Railroading
- KRDO

CDOT, Rail Commission wants to know what you think about rail along Front Range

JUN 30, 2020 by STAFF in COMMUNITY

TOP STORIES

State speeding up Front Range Passenger Rail process

by [Brandon Thompson](#)

Posted: Jul 7, 2020 / 09:24 PM MDT / Updated: Jul 7, 2020 / 09:24 PM MDT

By [Hanna Knutson](#)

June 30, 2020 9:17 am Published June 30, 2020 9:15 am

Public asked to weigh in on rail service connecting Fort Collins to Pueblo

Online Meeting Promotion

SOCIAL MEDIA

- **Impressions** (the number of times the post was displayed):
315,110
- **Reach** (the number of unique people who saw the post):
306,128
- **350 users** visited the online meeting via the social media advertisements.

EBLASTS

Using existing contact database, at the time the list was approximately ~5000 recipients

PROMOTIONAL TOOLKIT

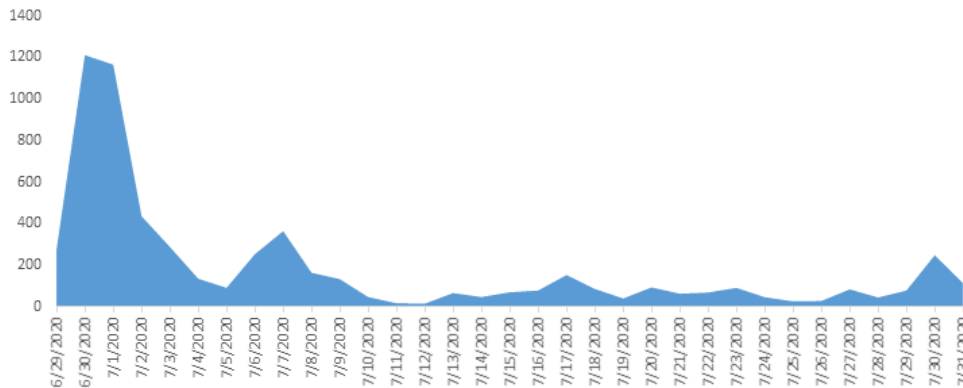
Promotional items, including social media and community based E-newsletter content, were provided to the Rail Commission and Stakeholder Coalition members so that they could easily promote the opportunity for engagement to their existing networks



General Statistics

Website Traffic: June 29 – July 31:

- Total Users: 8,279 (CO: 6,662)
- Total Sessions: 9,678 (CO: 7,834)



Session by Device (CO only):

Mobile: 4,424
Desktop: 3,021
Tablet: 389

Acquisitions by Session (CO only):

Referral: 2,821

- KRDO.com: 1,869
- Frontrangepassengerrail.com: 456
- Coloradoan.com: 177
- Denverpost.com: 140
- CoDOT.gov: 87
- Direct: 3,740

Social: 1,194

- Facebook: 882
- Twitter: 145
- Reddit: 92
- LinkedIn: 66
- Organic: 79

Average Time on Page (CO): 4 minutes, 26 seconds

Top 25 Cities

1. Colorado Springs: 2,399
2. Denver: 1,757
3. Fort Collins: 743
4. Pueblo: 385
5. Aurora: 159
6. Lakewood: 146
7. Loveland: 128
8. Boulder: 125
9. Greeley: 117
10. Longmont: 97
11. Trinidad: 94
12. Woodmoor: 89
13. Arvada: 76
14. Broomfield: 74
15. Westminster: 69
16. Thornton: 64
17. Highlands Ranch: 60
18. Ken Caryl: 57
19. Breckenridge: 51
20. Castle Rock: 49
21. Parker: 46
22. Pueblo West: 41
23. Monument: 35
24. Canon City: 32

Public Feedback



Questionnaire
1,917 submissions



Zip code entries
3,838



Open ended feedback
503 submissions

Zip Code Participation






We've attracted many North America participants – and even some in Europe!

Input Survey Question #1

WHAT ARE THE MOST IMPORTANT OPERATIONAL CONSIDERATIONS TO YOU?

Most selected:

- 1**  **TOP CHOICE (22.16%):**
Station locations close to my origin and destination
- 2**  **SECOND TOP CHOICE (18.92%):**
Ability to interconnect with other modes (existing or planned transit)
- 3**  **THIRD TOP CHOICE (18.78%):**
Reasonable travel times

Of the 1,917 surveys completed, these were the three operational considerations selected most among participants.

Most popular lists:

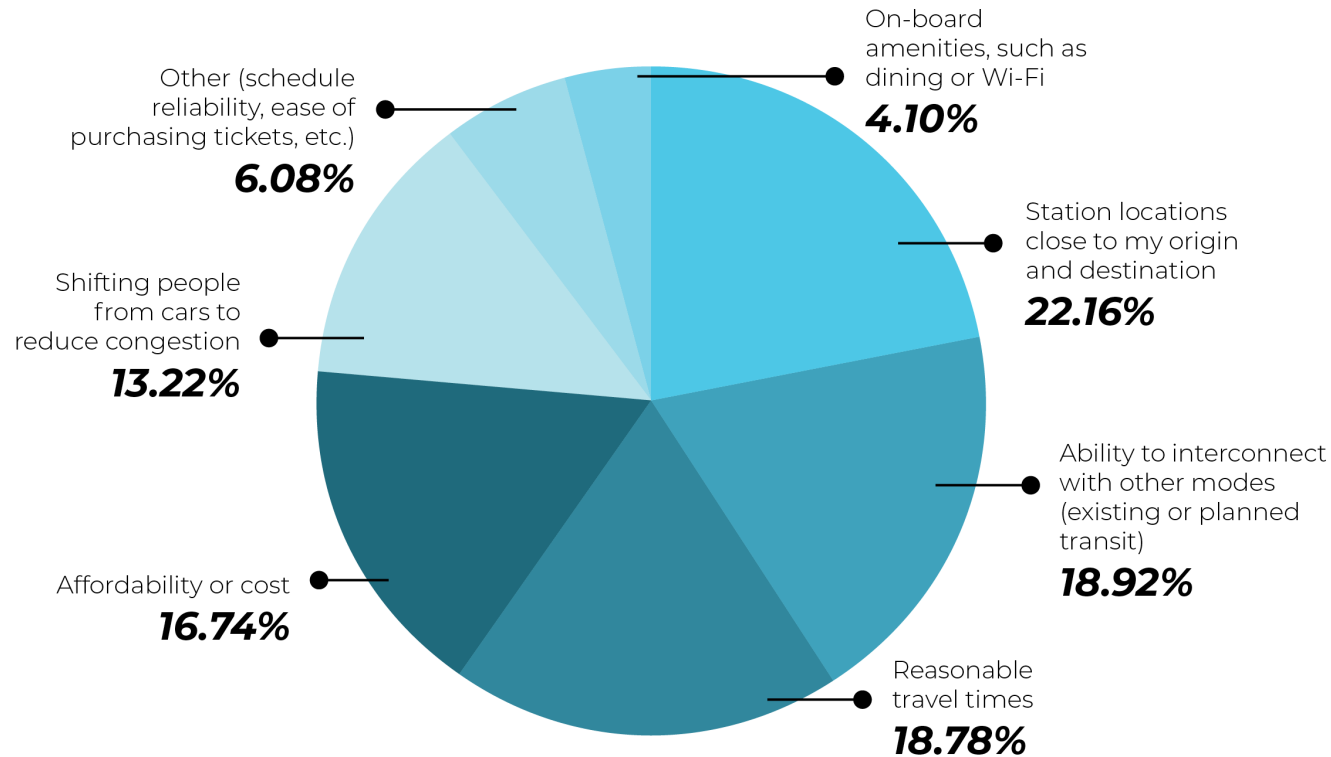
- 189/1,917 responses**
- Reasonable travel times
 - Affordability or cost
 - Station locations close to my origin and destination
- 185/1,917 responses**
- Reasonable travel times
 - Shifting people from cars to reduce congestion
 - Affordability or cost

Of the 1,917 surveys completed, these two sets of 'pick-your-top-three-choices' were the most popular groupings of the same three operational considerations.

Input Survey Question #1 (continued)

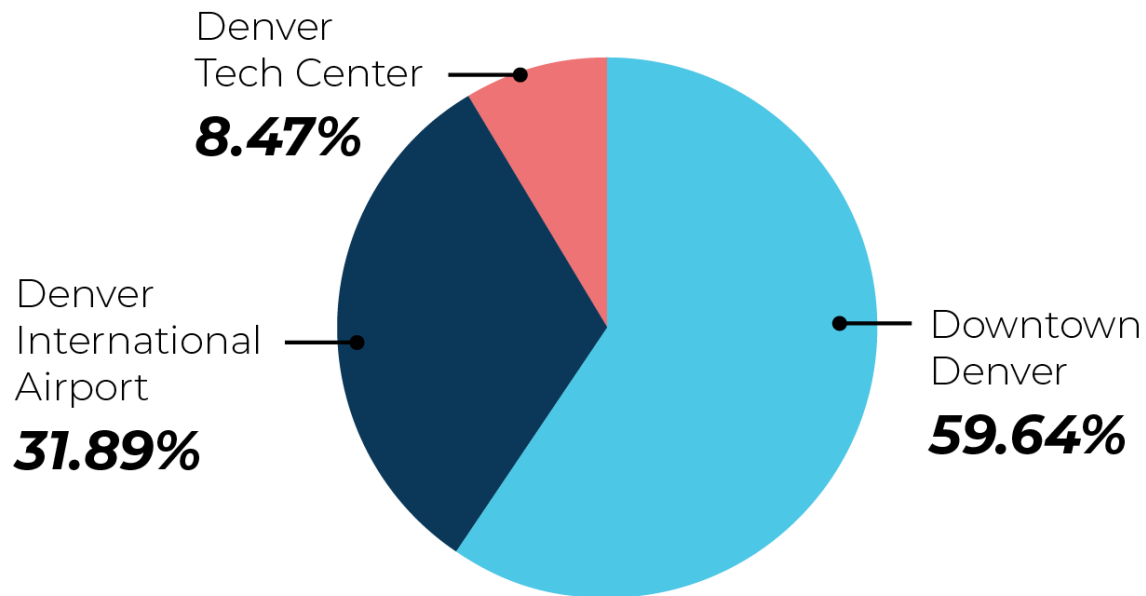
WHAT ARE THE MOST IMPORTANT OPERATIONAL CONSIDERATIONS TO YOU?

7,003 total selections



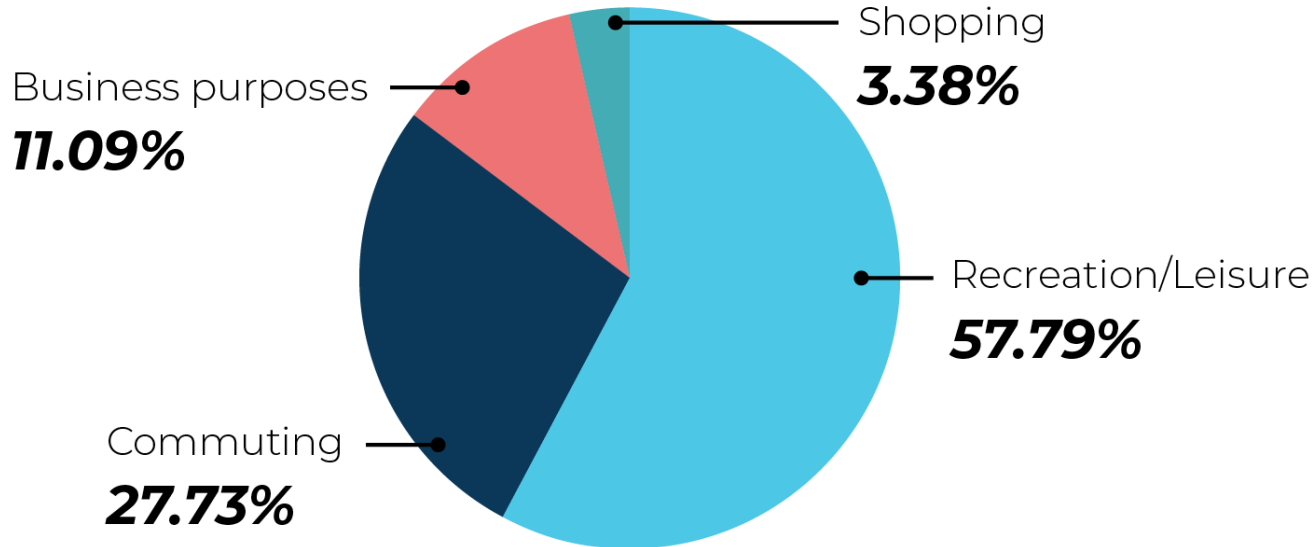
Input Survey Question #2

WHERE WOULD YOU MOST WANT THE ALIGNMENT OF FRONT RANGE RAIL TO GO?



Input Survey Question #3

WHAT WOULD BE YOUR PRIMARY PURPOSE FOR USING FRONT RANGE PASSENGER RAIL?



Where & Purpose Analysis

DOWNTOWN DENVER

The 59.64% of respondents that said they would be most likely to go to downtown Denver indicated the following purposes of travel:

- Recreation/Leisure: 61%
- Commuting: 27%
- Business purposes: 8%
- Shopping: 4%

DENVER INTERNATIONAL AIRPORT

The 31.89% of respondents that said they would be most likely to go to DEN airport indicated the following purposes of travel:

- Recreation/Leisure: 55%
- Commuting: 24%
- Business purposes: 17%
- Shopping: 2%

DENVER TECH CENTER

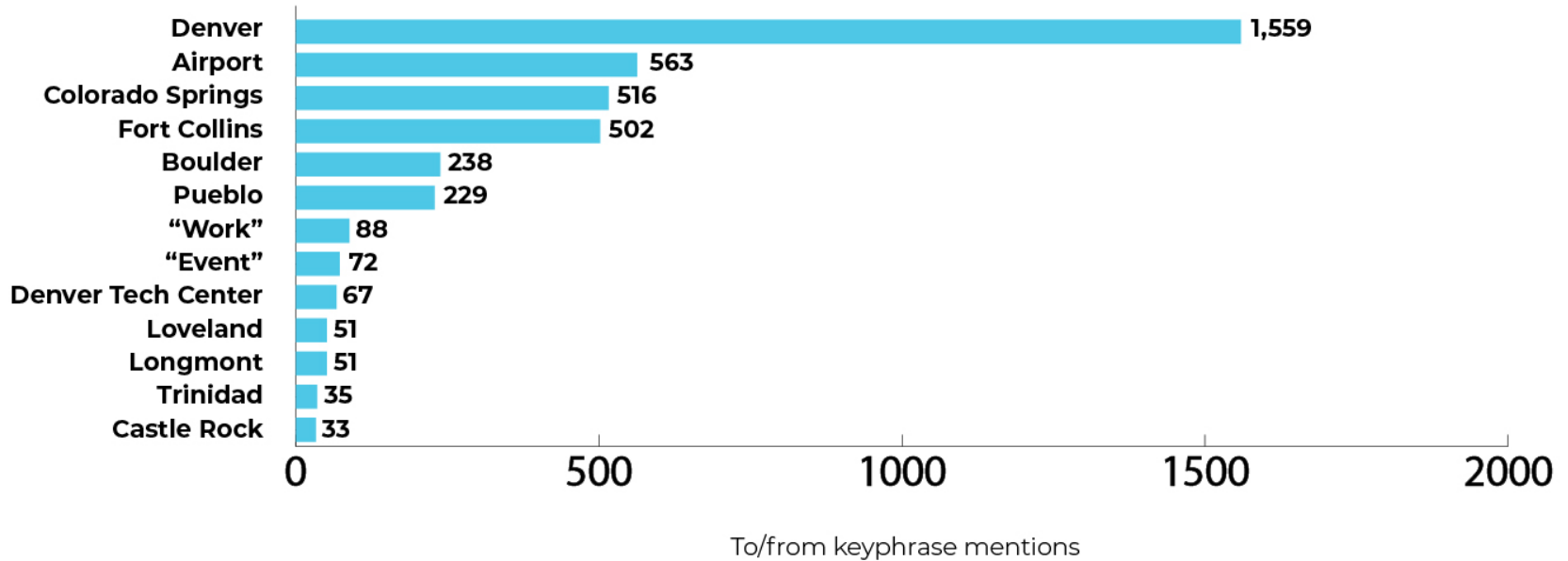
The 8.47% of respondents that said they would be most likely to go to Denver Tech Center indicated the following purposes of travel:

- Commuting: 44%
- Recreation/Leisure: 41%
- Business purposes: 11%
- Shopping: 4%



Input Survey Question #4

WHERE WOULD YOU BE MOST LIKELY TO GO ON FRONT RANGE PASSENGER RAIL?

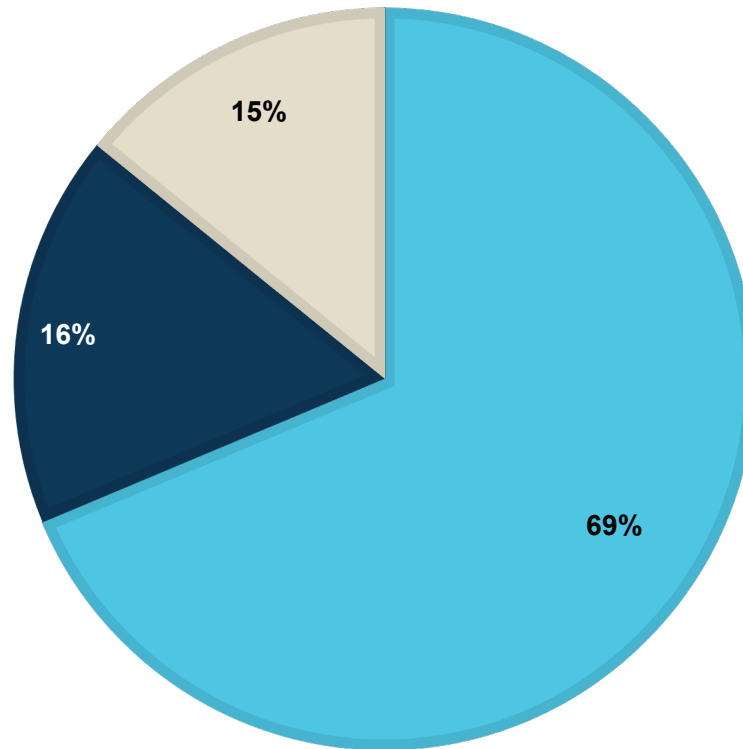


General Open Ended Comment Sentiment

The following graph reflects the sentiment of the open-ended comments provided.

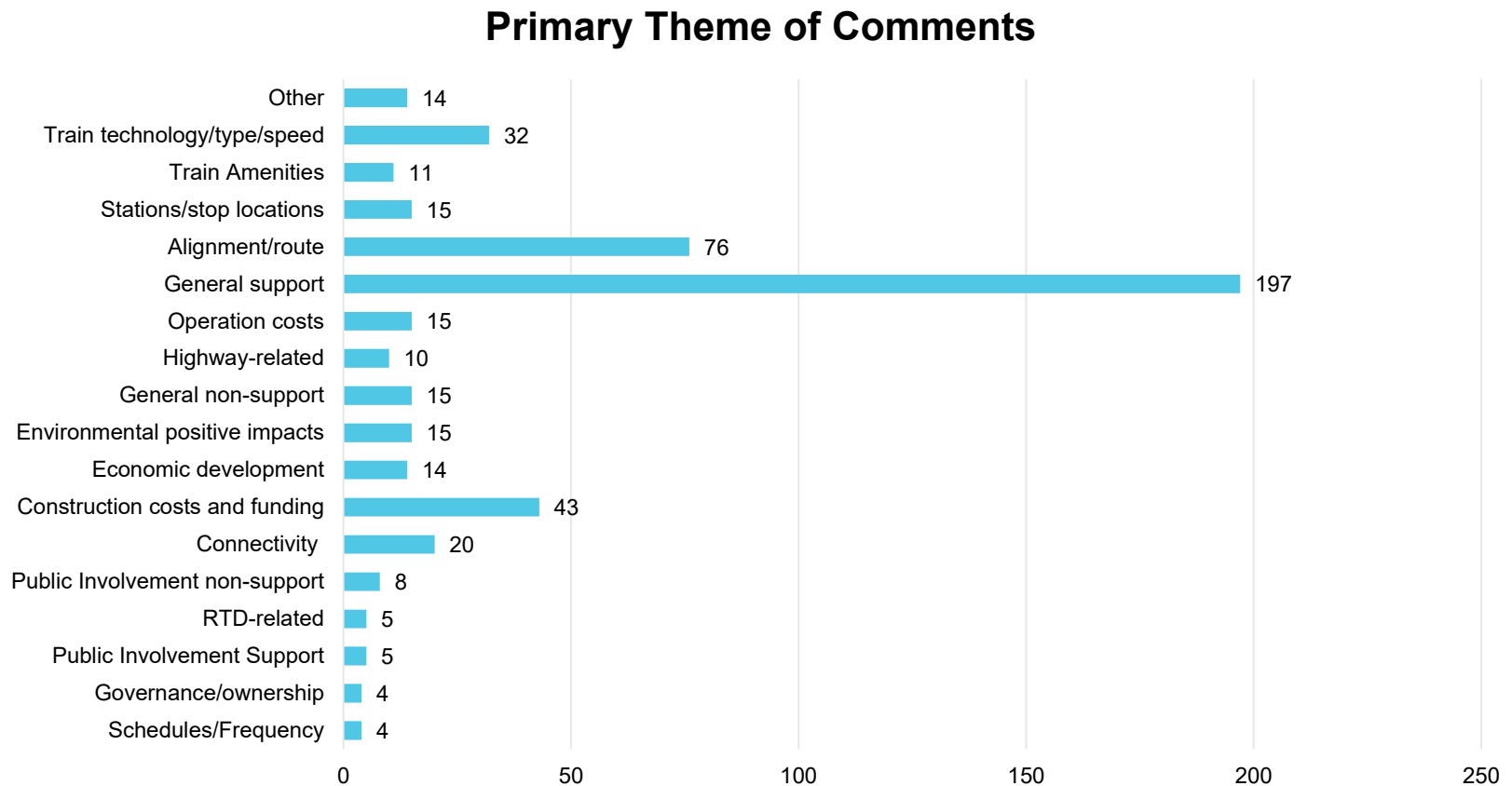
GENERAL SENTIMENT OF OPEN-ENDED COMMENTS

■ Positive ■ Neutral ■ Negative



General Open Ended Comment Themes

The following graph reflects the primary themes of the 503 open-ended comments provided.



General Open Ended Comment Themes

Supportive

“Thank you for your work - this project is desperately needed. Please keep going!”

“Build as much rail as possible! Make the front range a connected community where cars are optional and transit is the best option!”

“Please, please go forward with this project. It would be a Godsend. I am 100% in favor”

Tax Increase Concern

“I am not opposed to this if you have the money to do this without taxing me and you have a balanced budget for everything. I mean you have the money right now upfront.”

“My highest priority for any project is saving money first, then spending it on construction, rather than going into debt. That was why I voted against the 2 transportation funding measures in the 2018 election. That's basic financial responsibility.”

Other Themes

- Confusion on ownership (several RTD-comments)
- Supportive, but concerned about time until it is built
- Station locations should be in dense population centers



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***FRONT RANGE
PASSENGER
RAIL***