Project:	Front Range Passenger Rail Service Development Plan and National Environmental Policy Act (NEPA)
Date:	Thursday, August 13, 2020
Subject:	Online Meeting Summary

ONLINE MEETING SUMMARY

OVERVIEW

The Front Range Passenger Rail online meeting platform provided the opportunity for the public to learn more about the project and share their input. The online meeting operated as a web-based platform to allow interested members of the public to view information and comment on project elements. Online meeting attendees were able to access the online meeting just as one would access any URL online, from their computers, phones, or tablets.

The primary objectives of the online meeting include: to share background information, update attendees on the current project status, and ask the public meeting attendees to contribute their feedback through interactive comment maps, surveys and/or comment forms.

The following questions were asked of the online meeting participants:

- What are the most important operational considerations to you?
- Where would you most want the alignment of Front Range Rail to go?
- What would be your primary purpose for using Front Range Passenger Rail?
- Where would you be most likely to go on Front Range Passenger Rail?
- Do you have any other thoughts/concerns as it relates to the potential routes?

The meeting was open from June 29, 2020 – July 31, 2020.

While the team planned to utilize an online meeting before COVID-19 became a reality, this digital method of outreach proved to be of critical value as in-person options became non-feasible.

Archived URL - https://frontrangepassengerrailmeeting.com/index.html (see PDF version in Appendix I)

ANALYTICS/OUTCOMES

Total users to visit the online meeting: 8,279 (Colorado: 6,662)

Total sessions on the online meeting: 9,678 (Colorado: 7,834)

Please note that the goal was to inform and involve as many community members along the Colorado Front Range as possible. While the response to the online meeting is important and useful in the development of the project, it is worth clarifying that the results are non-scientific and limited to those who self-selected to participate and had access to digital tools.

The following numbers reflect the sessions by device (Colorado only):

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

The following numbers reflect the amount of responses received Feedback Questions:

- Questionnaire: 1,951 submissions
- Zip code entries: 3,838
- Open ended feedback: 503 submissions

PROMOTION

In an effort to inform community members along the Front Range of their opportunity to engage with the Front Range Passenger Rail Project, the project team utilized a variety of outreach tactics. The following tools were used to promote participation in the Front Range Passenger Rail online meeting.

NEWS/PRINT MEDIA

The project team utilized news coverage in the form of earned media. The team developed press releases and leveraged existing relationships to pitch the story. The following news outlets published articles covering the opportunity for public input. You may click each outlet for a link to the article covering the FRPR online meeting.

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

SOCIAL MEDIA

Social media promotion of the online meeting included two major components. The first included leveraging our Stakeholder Coalition members by asking that they post the online meeting information to their respective organizations' social media accounts. Outlets included Facebook, LinkedIn, and Twitter.

The second was in the form of targeted, paid advertisements. This allowed for us to aim our promotions geographically via Facebook by "boosting" content posted by CDOT's Facebook page. The outcome proved to be a worthwhile ROI.

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

Utilizing our existing email contact database, which includes contact information for all who have participated in the project to date, the project team sent two rounds of notification that the online meeting was live and included the ability to provide comment. At the time of distribution, the contact database consisted of approximately ~5000 recipients. The email included a direct link to the online meeting URL. Recipients of the email were encouraged to share with their neighbors and fellow community members.

RAIL COMMISSION EXISTING NETWORKS

The project team supplied a promotional toolkit with the Rail Commission members who were willing to help promote the project through their channels, as well as through their connections with local media.

STAKEHOLDER COALITION EXISTING NETWORKS

The project team asked that Stakeholder Coalition members utilize their existing networks of community members, employees, etc. by informing them of the project and online meeting. They were provided content to post to social media and/or distribute through community-based E-newsletters. Here is just a sampling of the stakeholder-managed posts the project team was able to capture:

Front Range Passenger Rail Virtual Meeting

Communications Coordinator Town of Windsor from Town of Windsor · 1 Jul

Coloradans along the Front Range are invited to give their input on a plan to develop a passenger rail service along a 180-mile corridor from Fort Collins to Pueblo! The Front Range Passenger Rail Project is a multi-entity collaboration including the Colorado Department of Transportation and the Passenger Rail Commission. Visit www.frontrangepassengerrailmeeting.com to participate in the self-paced, virtual meeting. Attending the virtual meeting takes about 15 minutes and allows participants to learn about the project and give feedback. For more information about the Front Range Passenger Rail Project, visit frontrangepassengerrail.com

Front Range Passenger Rail Online Meeting
FRONTRANGEPASSENGERRAILMEETING.COM

Edited 1 Jul · Posted Jul 1, 2020 · Subscribers of Town of Windsor in General

THANK | 4 REPLY

Front Range Passenger Rail

As Colorado continues to grow, what does our transportation future look like along the Front Range? Coloradans along the Front Range are invited to learn more and give their input on the project through the online public meeting, which opens June 29 and will be available through the end of July. Please visit frontrangepassengerrailmeeting.com for more information.

Your feedback is important for moving this project forward!

FRONT RANGE PASSENGER RAIL COALITIONS

It is estimated that by the year 2045, an additional 3 million people will be living and commuting along the Front Range! As the need for a transportation solution continues to increase, the Rail Commission and Colorado Department of Transportation (CDOT) are working to develop a plan for a Front Range Passenger Rail. Learn more about the project and provide your feedback at the project's online public meeting, any time beginning June 29 through the end of July.

We are excited to announce the launch of the Front Range Passenger Rail online public meeting! This meeting is critical for sharing project information with Front Range communities and gathering their input.

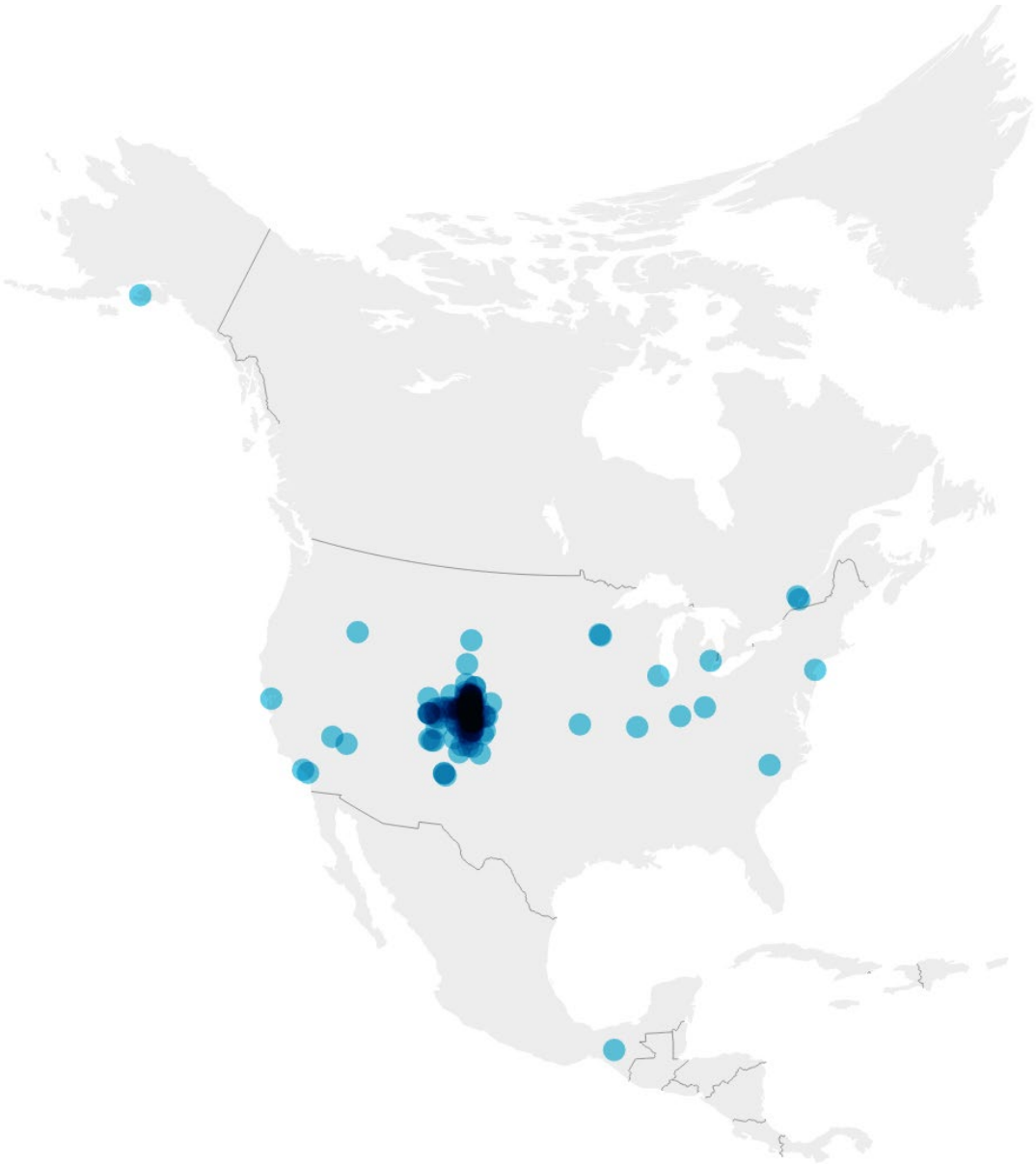
The meeting will be available June 29 through the end of July via the following link: frontrangepassengerrailmeeting.com

We have included in this email social media content and kindly ask that you leverage your respective organization and agency's social media accounts and other existing networks to spread the word of this opportunity for the public to share their feedback.
We appreciate your involvement in this project and look forward to sharing the feedback we receive in this online meeting with you!

INPUT RECEIVED

INPUT BY LOCATION

Reaching communities across the entire Front Range was a goal of the project team. The following map reflects the geographic location of those who participated in the online meeting, based on the optional 'enter your zip code' button at the top right of the meeting screen. Along with input in Canada and Mexico, the meeting also received optional zip code entries from Europe and Australia.



Top Cities by Session

In addition to the optional zip code inputs, the following locations were identified by Google Analytics using IP address of the device used to access the meeting.

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

FEEDBACK RECEIVED VIA INPUT SURVEY

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

Most popular lists:

189/1,917 responses
- Reasonable travel times
- Affordability or cost
- Station locations close to my origin and destination

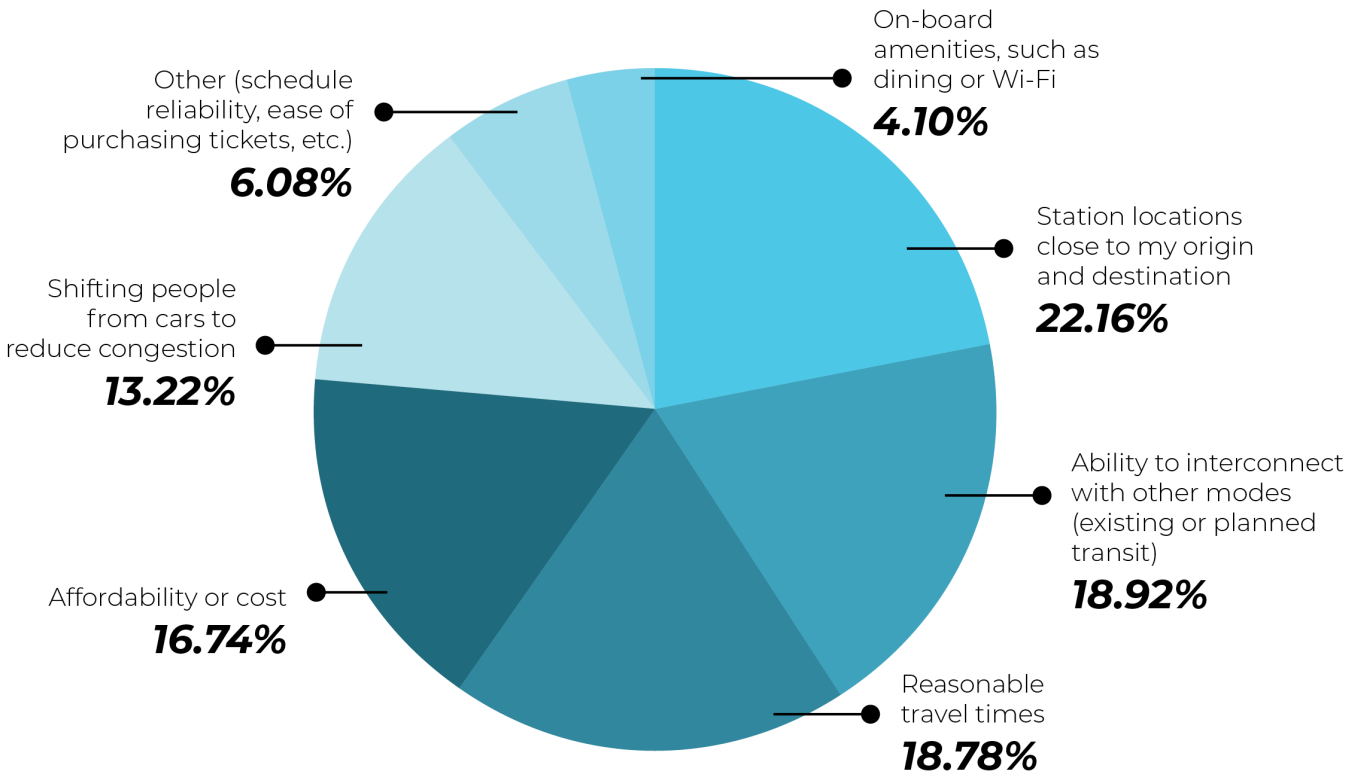
185/1,917 responses
- Reasonable travel times
- Shifting people from cars to reduce congestion
- Affordability or cost

For Most Selected Data: Of the 1,917 surveys completed, these were the three operational considerations selected most among participants.

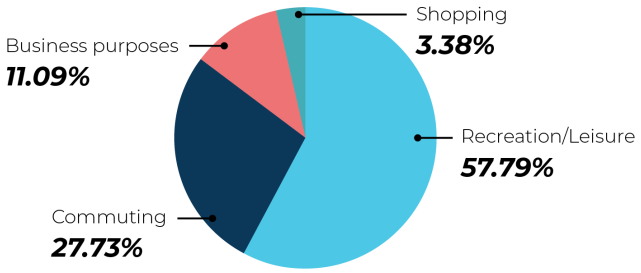
For Most Popular Lists Data: Of the 1,917 surveys completed, these two sets of 'pick-your-top-three-choices' were the most popular groupings of the same three operational considerations.

WHAT ARE THE MOST IMPORTANT OPERATIONAL CONSIDERATIONS TO YOU?

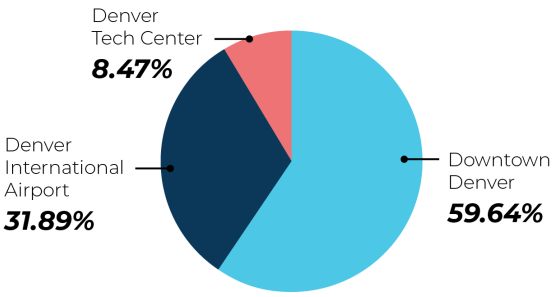
7,003 total selections



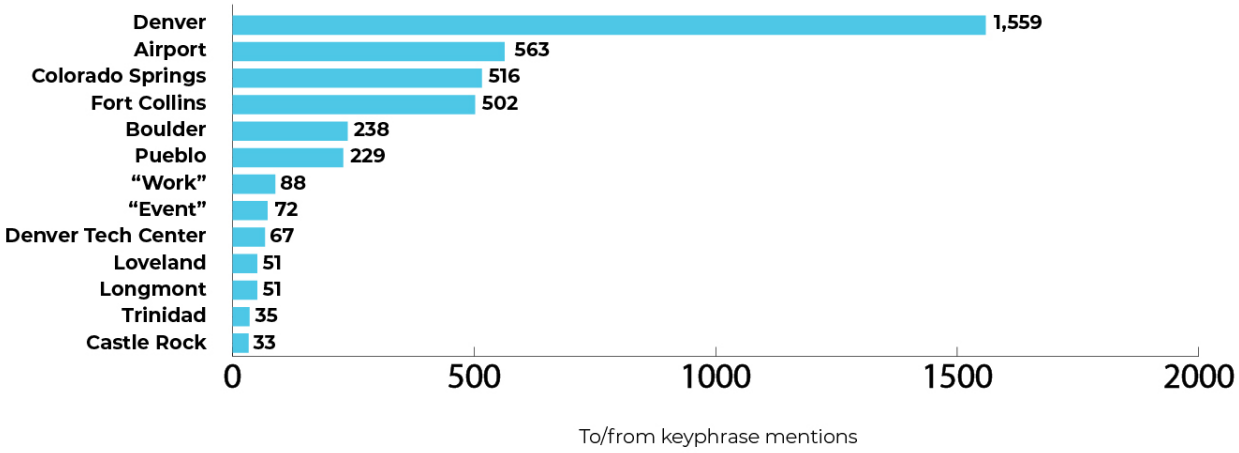
WHAT WOULD BE YOUR PRIMARY PURPOSE FOR USING FRONT RANGE PASSENGER RAIL?



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



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



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:

1. Recreation/Leisure: 61%
2. Commuting: 27%
3. Business purposes: 8%
4. 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:

1. Recreation/Leisure: 55%
2. Commuting: 24%
3. Business purposes: 17%
4. Shopping: 2%

DENVER TECH CENTER

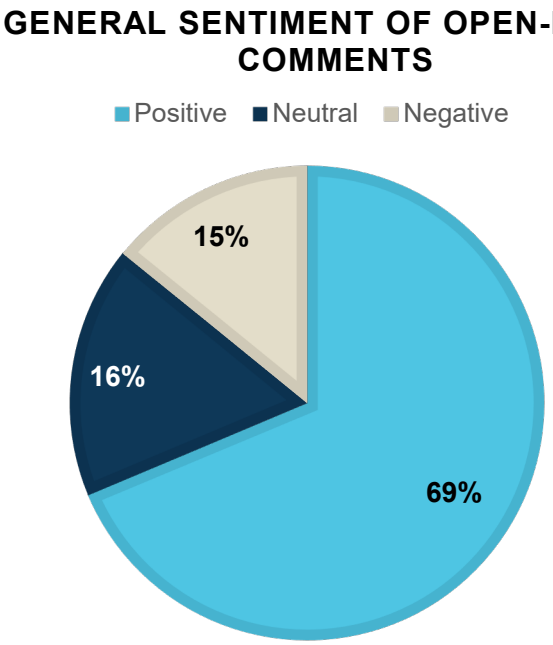
The 8.47% of respondents that said they would be most likely to go to Denver Tech Center indicated the following purposes of travel:

1. Commuting: 44%
2. Recreation/Leisure: 41%
3. Business purposes: 11%
4. Shopping: 4%

OPEN-ENDED FEEDBACK PROVIDED

The online public meeting also asked participants: “Do you have any other thoughts/concerns as it relates to the potential routes?” The following information reflects a summary of the 503 comments provided via this open-ended option.

The data below reflects the general sentiment for the open-ended comments:

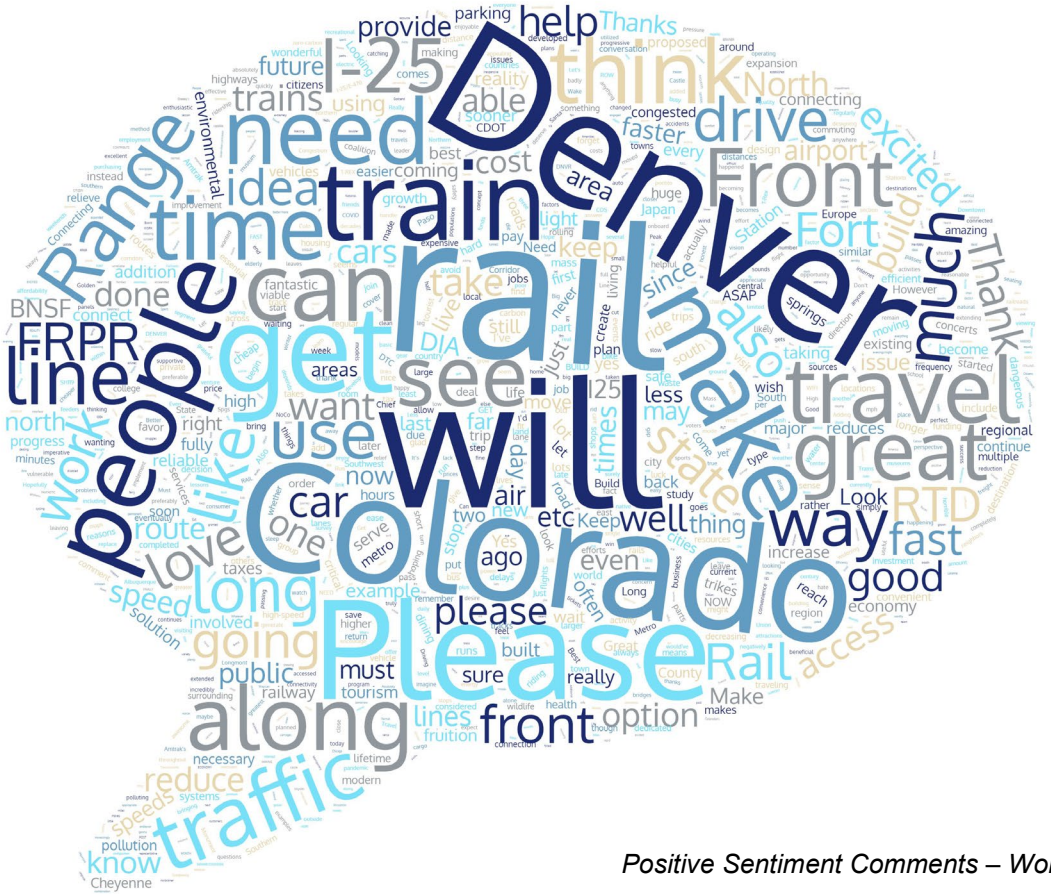


Positive-Sentiment Comments

Of the 69% of comments that had a positive sentiment, the primary themes included:

1. General Support (56% of the positive sentiment comments)
2. Alignment/Route (11% of the positive sentiment comments)
3. Train Technology/Type/Speed (6% of the positive sentiment comments)

The following word cloud is illustrative of the words used most often throughout comments that communicated a positive-sentiment.



Negative-Sentiment Comments

Of the 15% of comments that communicated a negative-sentiment, the primary concerns or points of disagreement included:

1. Construction Costs/Funding (44% of the negative sentiment comments)
2. General Non-support (19% of the negative sentiment comments)
3. Alignment/Route (15% of the negative sentiment comments)

4. Public Involvement Non-Support (8% of the negative sentiment comments)
   NOTE: There was a glitch in the survey on July 18-20, in which it did not appear available to meeting attendees. Majority of this percentage were related to this outage and therefore classified as negative.
5. RTD-related (5% of the negative sentiment comments)

The following word cloud is illustrative of the words used most often throughout comments that communicated a negative-sentiment.

Negative Sentiment Comments – Word Cloud

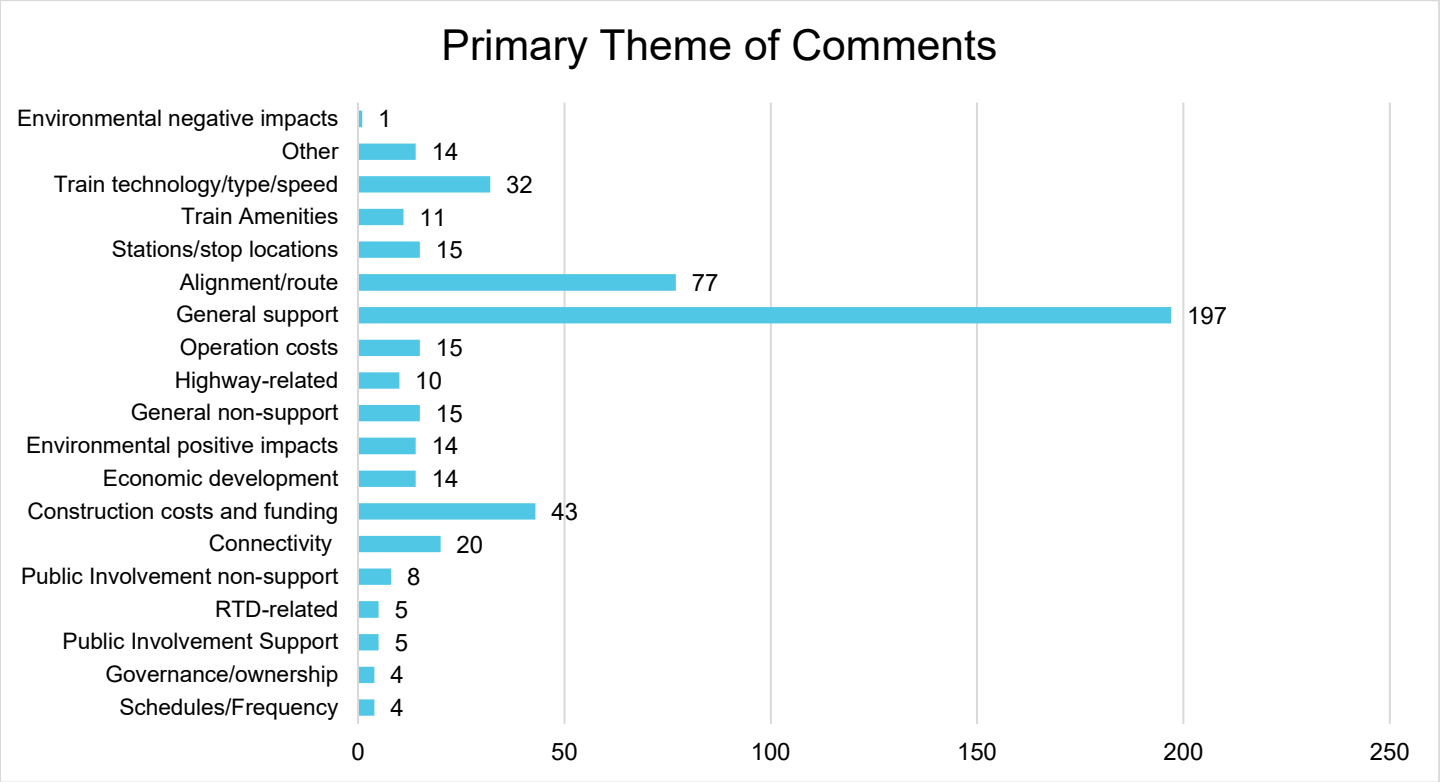
Neutral-Sentiment Comments

Of the 15% of comments that were of neutral sentiment, the primary theme referenced was Alignment at 32% of all neutral comments. Meaning these comments were largely considerations that respondents would like the project team to keep in mind.

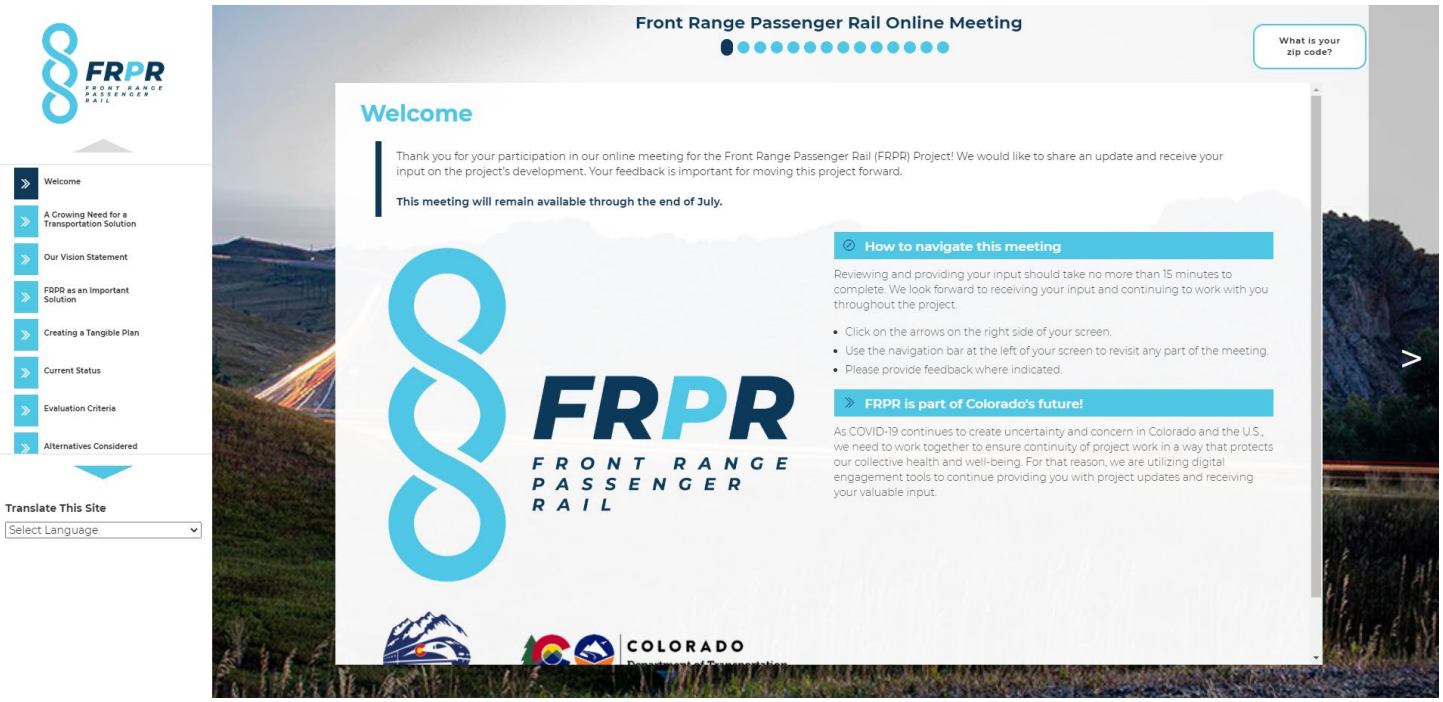
Primary Themes

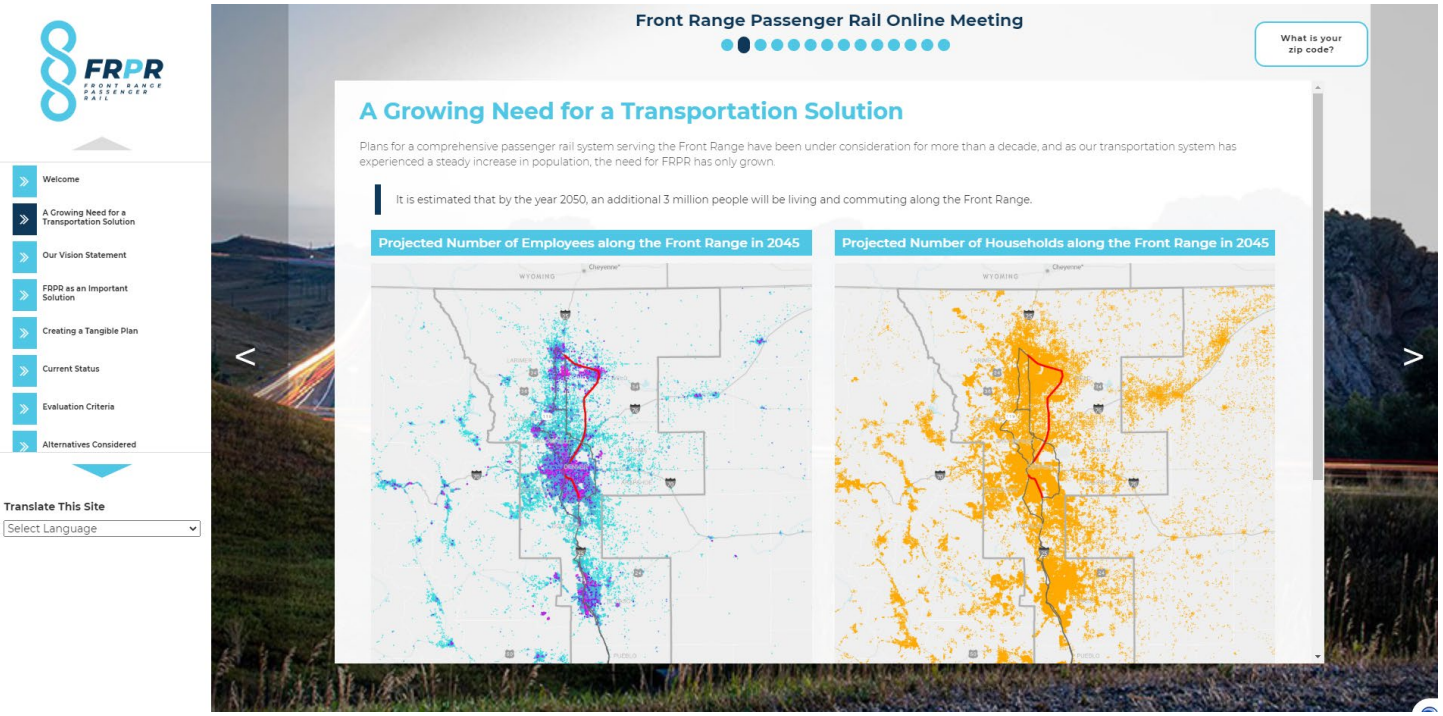
The three primary themes of open-ended comments included: General Support; Alignment/route; and Construction costs/funding, respectively.

Additional information on the primary themes of the comments provided in the open-ended comment opportunity are reflected in the chart below.



APPENDIX I


FRPR
FRONT RANGE PASSENGER RAIL
Welcome
A Growing Need for a Transportation Solution
Our Vision Statement
FRPR as an Important Solution
Creating a Tangible Plan
Current Status
Evaluation Criteria
Alternatives Considered
Translate This Site
Select Language
Front Range Passenger Rail Online Meeting
What is your zip code?
Welcome
Thank you for your participation in our online meeting for the Front Range Passenger Rail (FRPR) Project! We would like to share an update and receive your input on the project's development. Your feedback is important for moving this project forward.
This meeting will remain available through the end of July.
How to navigate this meeting
Reviewing and providing your input should take no more than 15 minutes to complete. We look forward to receiving your input and continuing to work with you throughout the project.
Click on the arrows on the right side of your screen.
Use the navigation bar at the left of your screen to revisit any part of the meeting.
Please provide feedback where indicated.
FRPR is part of Colorado's future!
As COVID-19 continues to create uncertainty and concern in Colorado and the U.S., we need to work together to ensure continuity of project work in a way that protects our collective health and well-being. For that reason, we are utilizing digital engagement tools to continue providing you with project updates and receiving your valuable input.
FRPR FRONT RANGE PASSENGER RAIL
COLORADO


FRPR
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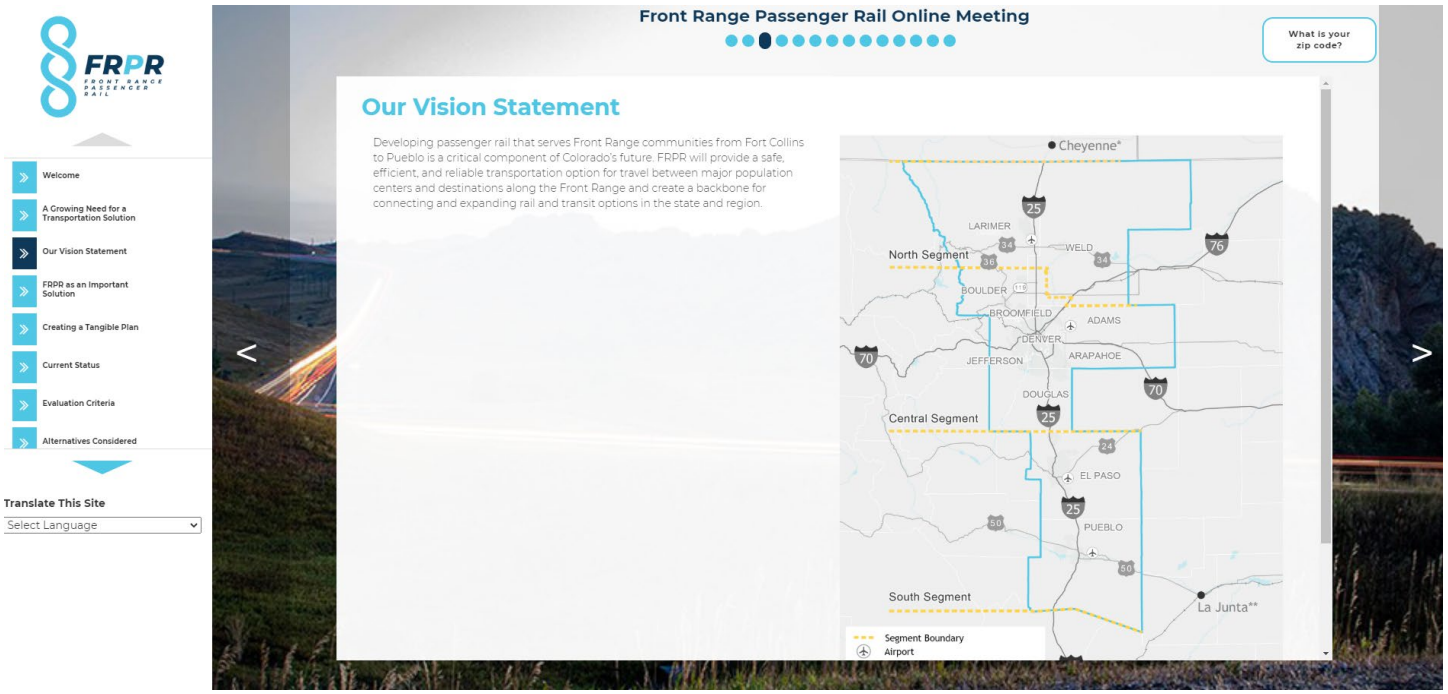
Our Vision Statement
FRPR as an Important Solution
Creating a Tangible Plan
Current Status
Evaluation Criteria
Alternatives Considered
Translate This Site
Select Language
Front Range Passenger Rail Online Meeting
What is your zip code?
A Growing Need for a Transportation Solution
Plans for a comprehensive passenger rail system serving the Front Range have been under consideration for more than a decade, and as our transportation system has experienced a steady increase in population, the need for FRPR has only grown.
It is estimated that by the year 2050, an additional 3 million people will be living and commuting along the Front Range.
Projected Number of Employees along the Front Range in 2045
Projected Number of Households along the Front Range in 2045
WYOMING
Cheyenne


FRPR
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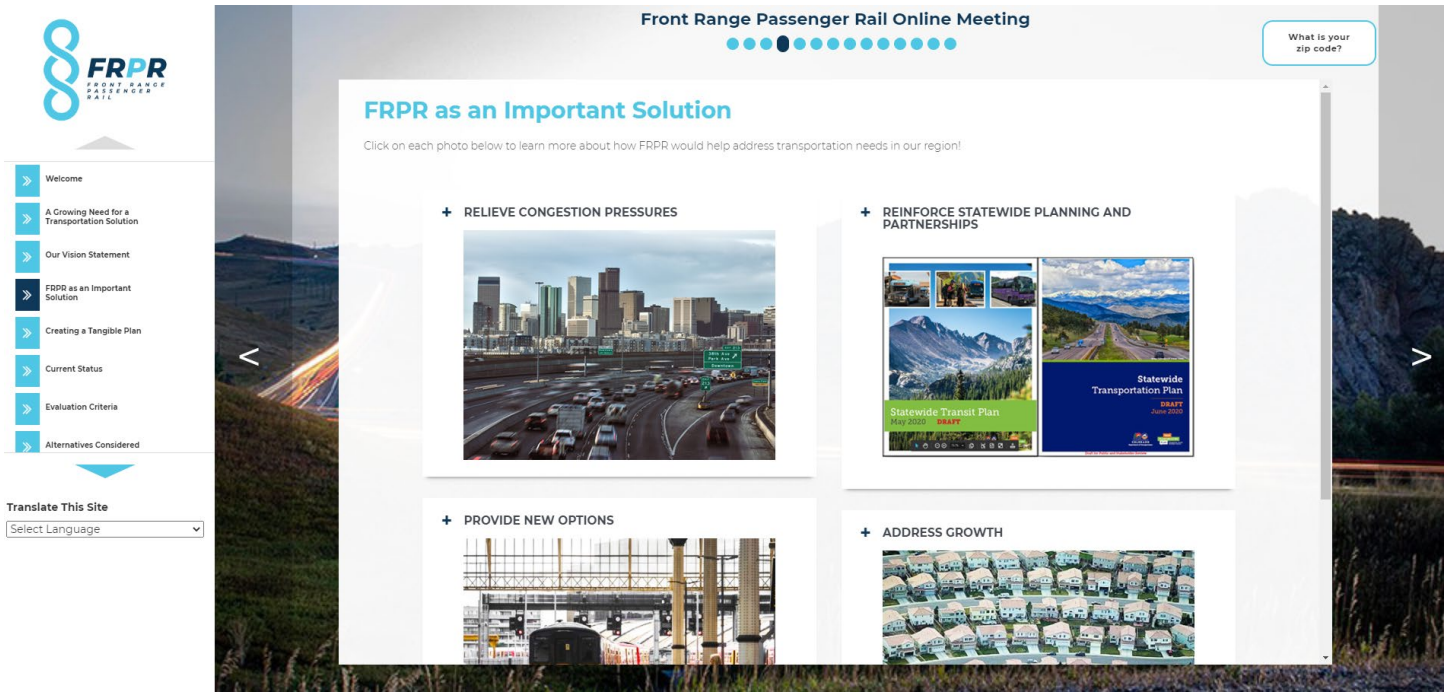
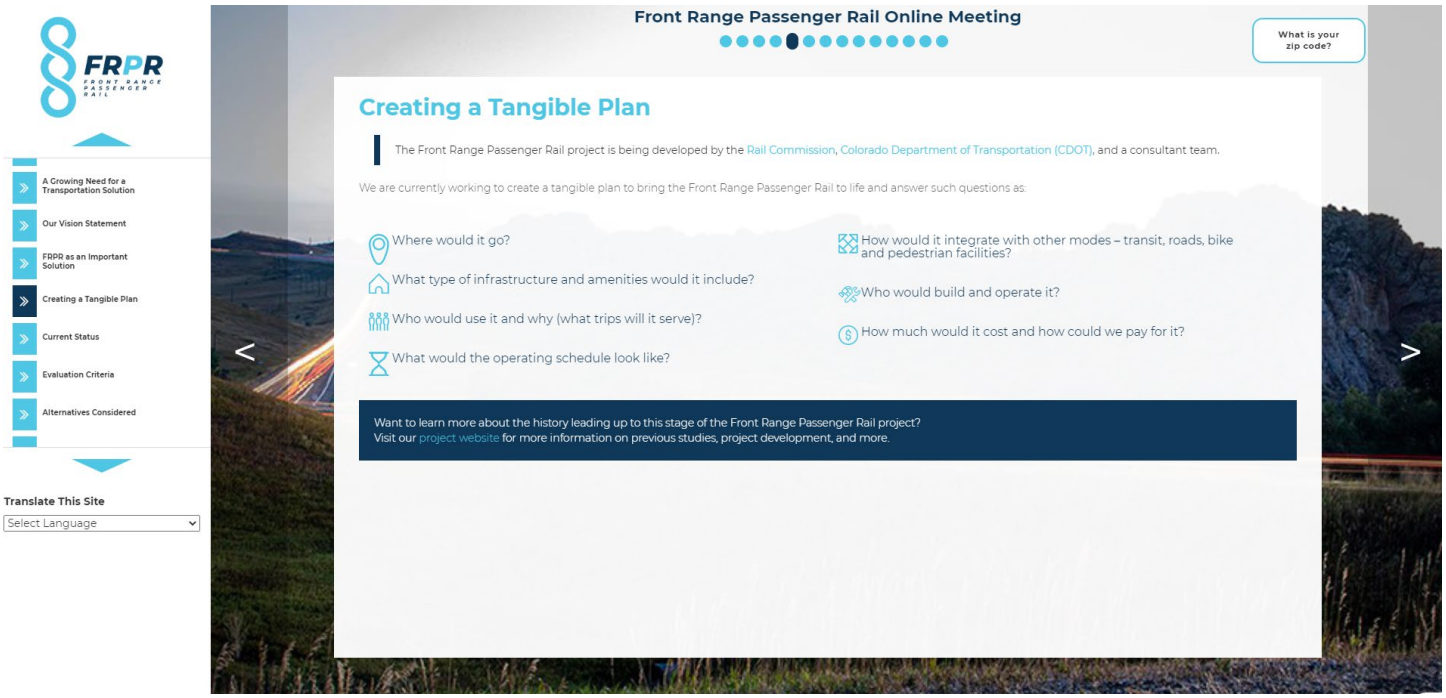
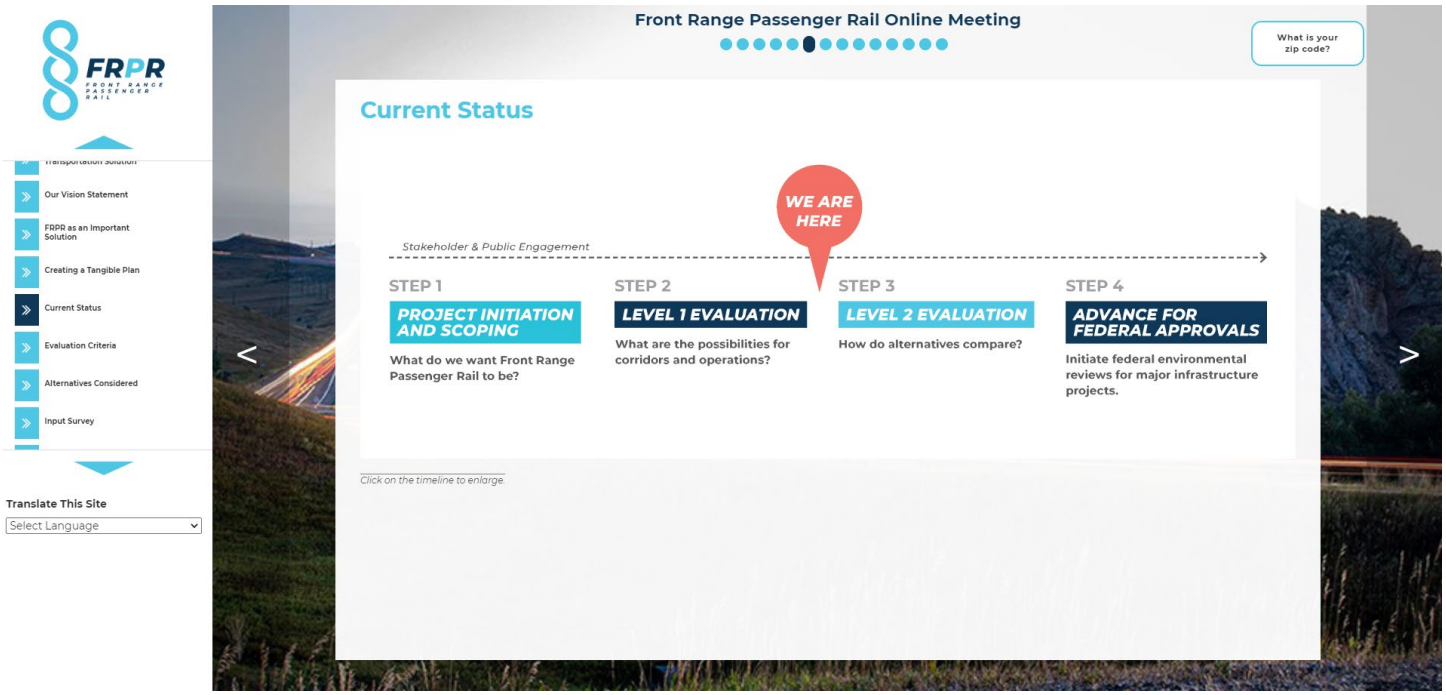
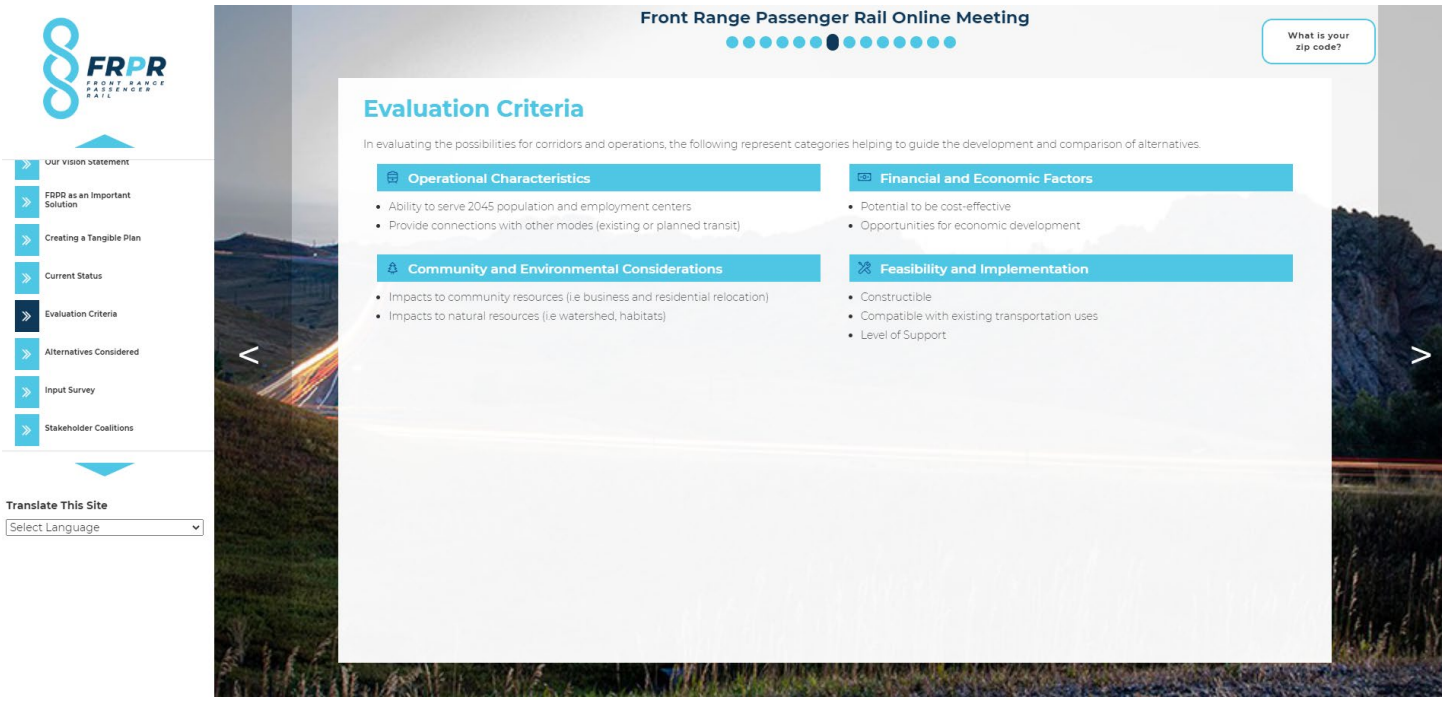
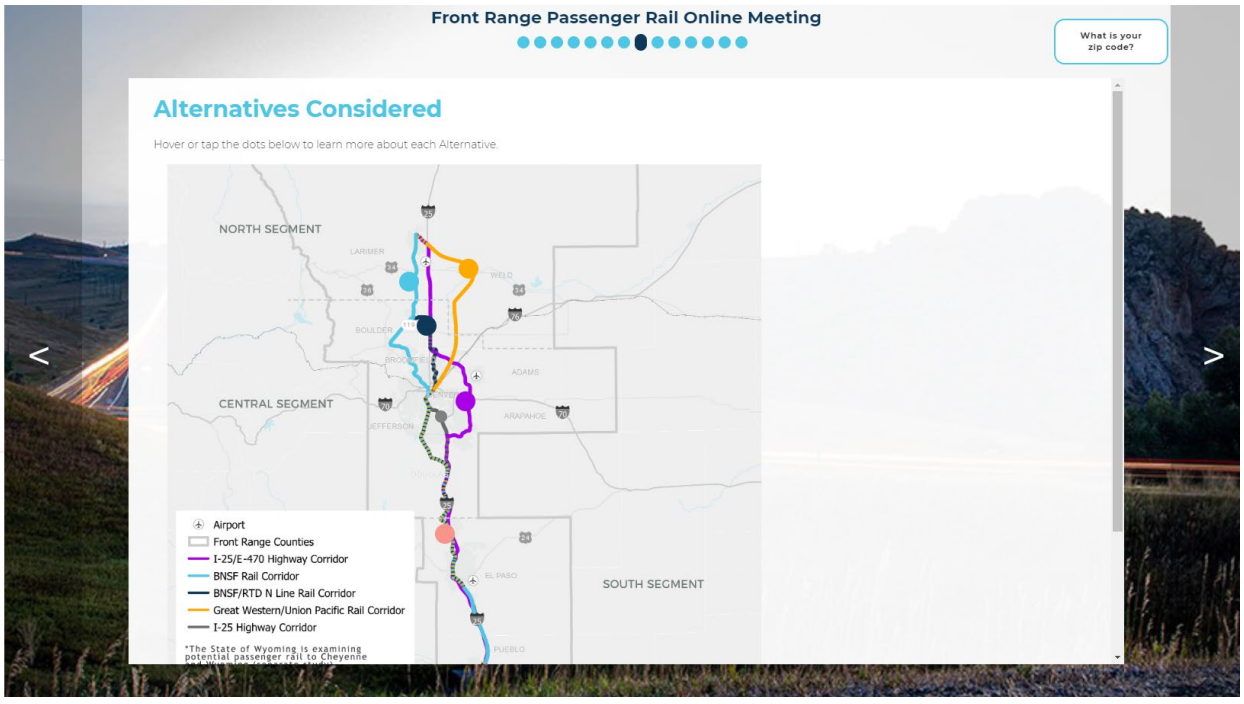
Welcome
A Growing Need for a Transportation Solution
Our Vision Statement
FRPR as an Important Solution
Creating a Tangible Plan
Current Status
Evaluation Criteria
Alternatives Considered
Translate This Site
Select Language
Front Range Passenger Rail Online Meeting
What is your zip code?
Our Vision Statement
Developing passenger rail that serves Front Range communities from Fort Collins to Pueblo is a critical component of Colorado's future. FRPR will provide a safe, efficient, and reliable transportation option for travel between major population centers and destinations along the Front Range and create a backbone for connecting and expanding rail and transit options in the state and region.
Cheyenne*
LARIMER
WELD
North Segment
BOULDER
BROOMFIELD
ADAMS
DENVER
JEFFERSON
ARAPAHOE
DOUGLAS
Central Segment
EL PASO
PUEBLO
South Segment
La Junta**
Segment Boundary
Airport

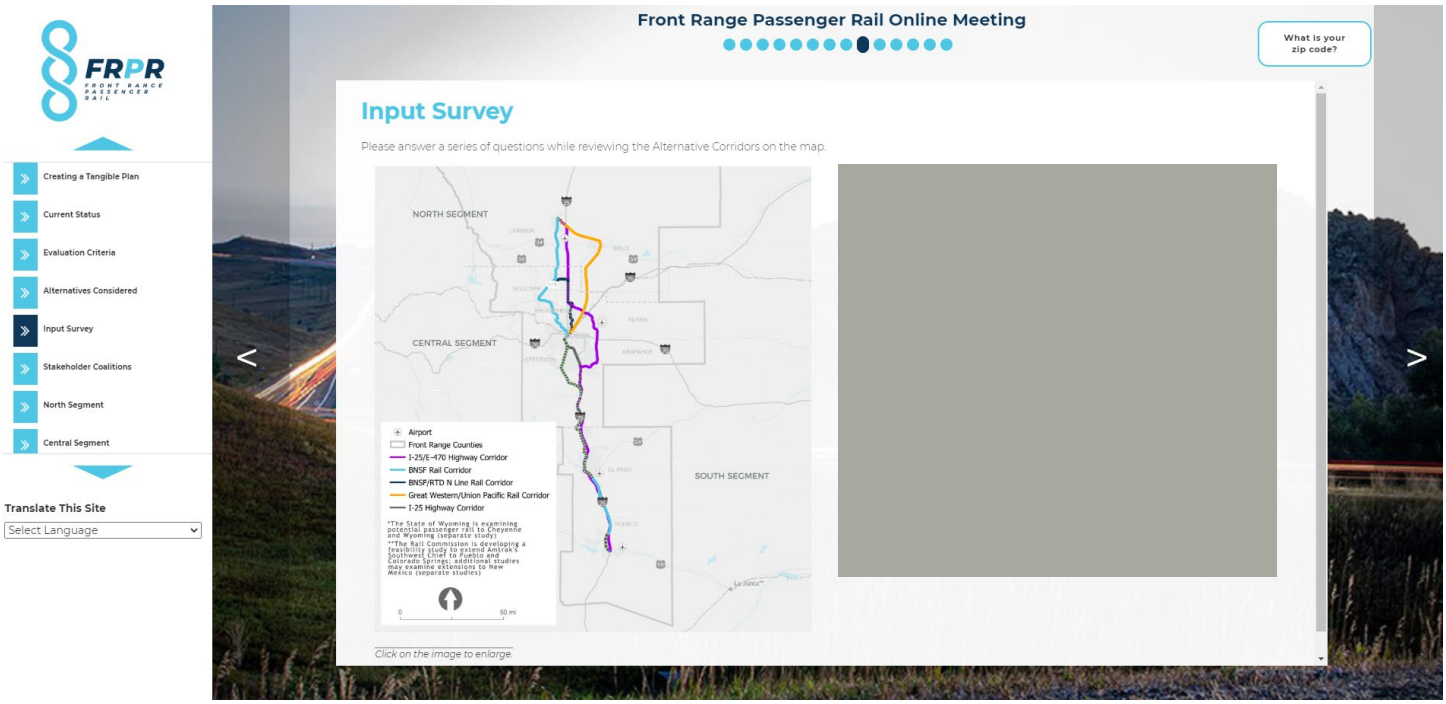

FRPR
FRONT RANGE PASSENGER RAIL
Welcome
A Growing Need for a Transportation Solution
Our Vision Statement
FRPR as an Important Solution
Creating a Tangible Plan
Current Status
Evaluation Criteria
Alternatives Considered
Translate This Site
Select Language
Front Range Passenger Rail Online Meeting
What is your zip code?
FRPR as an Important Solution
Click on each photo below to learn more about how FRPR would help address transportation needs in our region!
+ RELIEVE CONGESTION PRESSURES
+ REINFORCE STATEWIDE PLANNING AND PARTNERSHIPS
Statewide Transit Plan
Statewide Transportation Plan
+ PROVIDE NEW OPTIONS
+ ADDRESS GROWTH

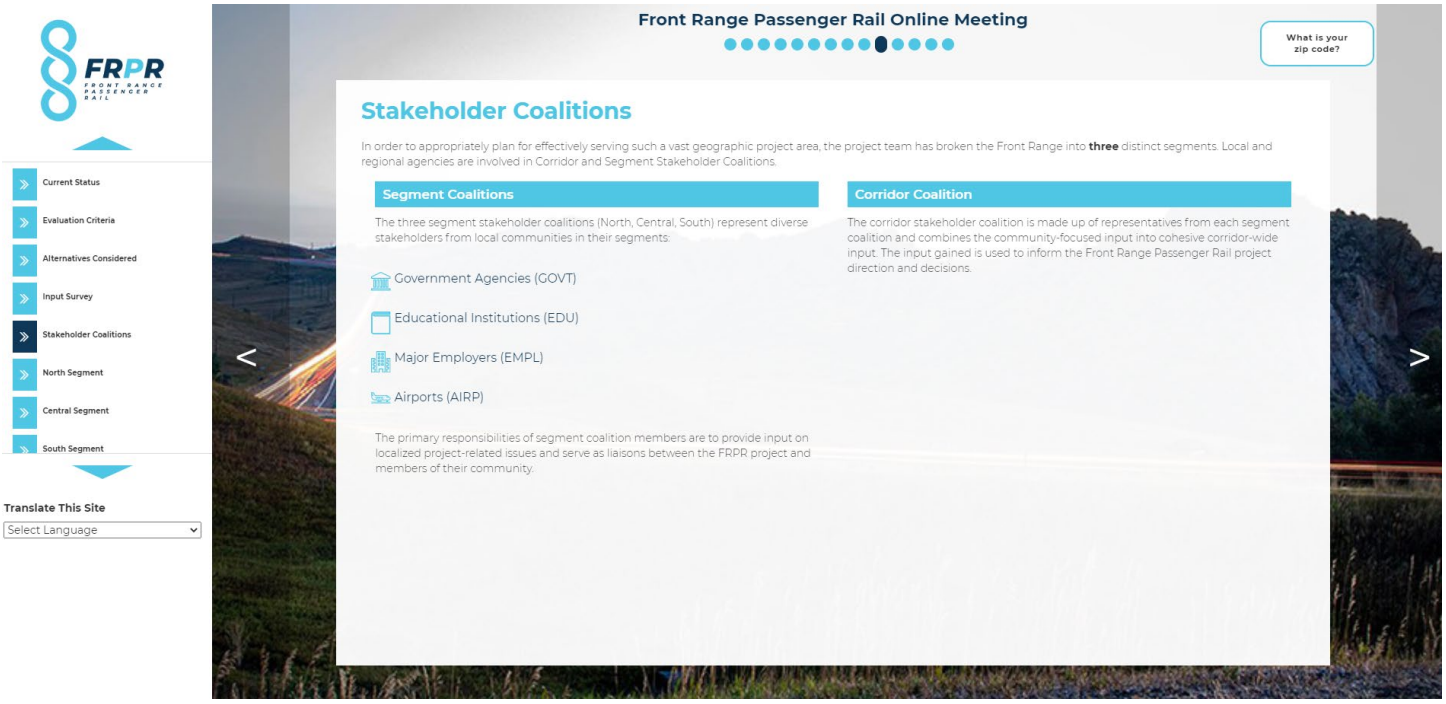

FRPR
A Growing Need for a Transportation Solution
Our Vision Statement
FRPR as an Important Solution
Creating a Tangible Plan
Current Status
Evaluation Criteria
Alternatives Considered
Translate This Site
Select Language
Front Range Passenger Rail Online Meeting
What is your zip code?
Creating a Tangible Plan
The Front Range Passenger Rail project is being developed by the Rail Commission, Colorado Department of Transportation (CDOT), and a consultant team.
We are currently working to create a tangible plan to bring the Front Range Passenger Rail to life and answer such questions as:
Where would it go?
What type of infrastructure and amenities would it include?
Who would use it and why (what trips will it serve)?
What would the operating schedule look like?
How would it integrate with other modes – transit, roads, bike and pedestrian facilities?
Who would build and operate it?
How much would it cost and how could we pay for it?
Want to learn more about the history leading up to this stage of the Front Range Passenger Rail project?
Visit our project website for more information on previous studies, project development, and more.

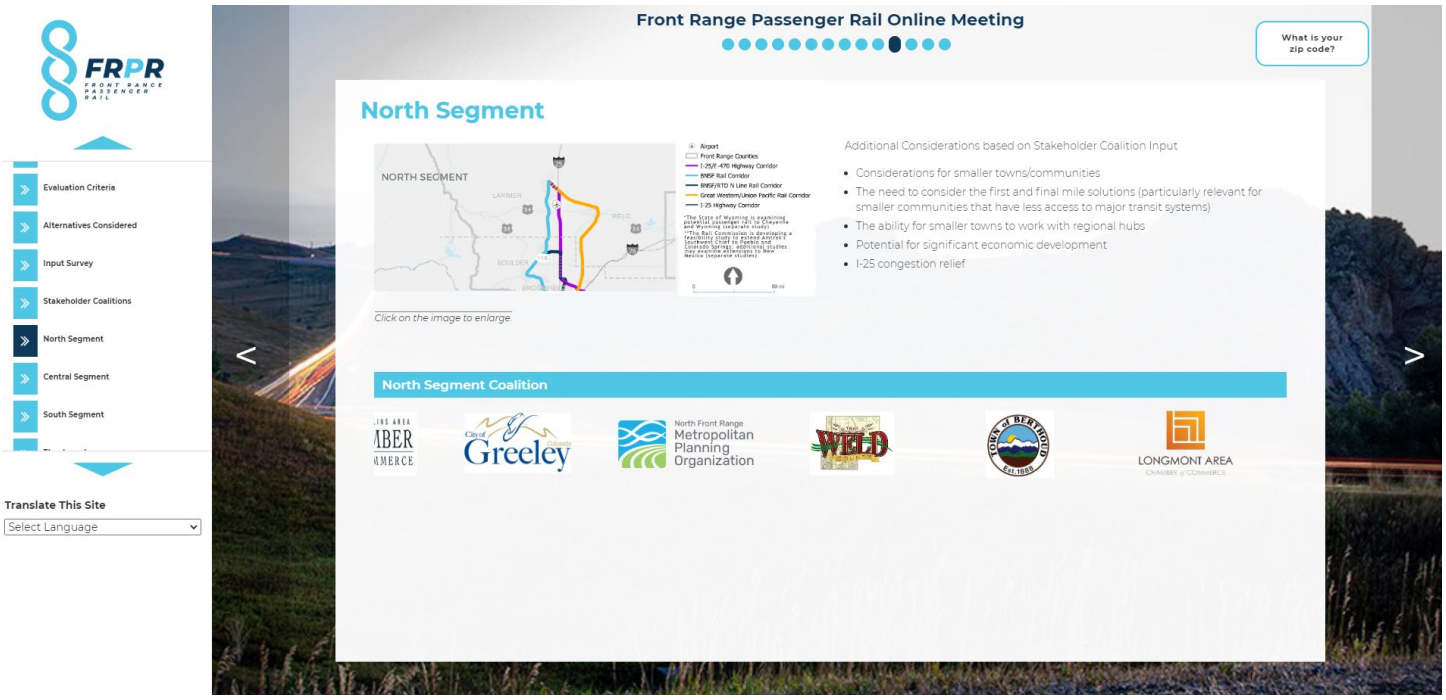

FRPR
Our Vision Statement
FRPR as an Important Solution
Creating a Tangible Plan
Current Status
Evaluation Criteria
Alternatives Considered
Input Survey
Translate This Site
Select Language
Front Range Passenger Rail Online Meeting
What is your zip code?
Current Status
WE ARE HERE
Stakeholder & Public Engagement
STEP 1
PROJECT INITIATION AND SCOPING
What do we want Front Range Passenger Rail to be?
STEP 2
LEVEL 1 EVALUATION
What are the possibilities for corridors and operations?
STEP 3
LEVEL 2 EVALUATION
How do alternatives compare?
STEP 4
ADVANCE FOR FEDERAL APPROVALS
Initiate federal environmental reviews for major infrastructure projects.
Click on the timeline to enlarge.

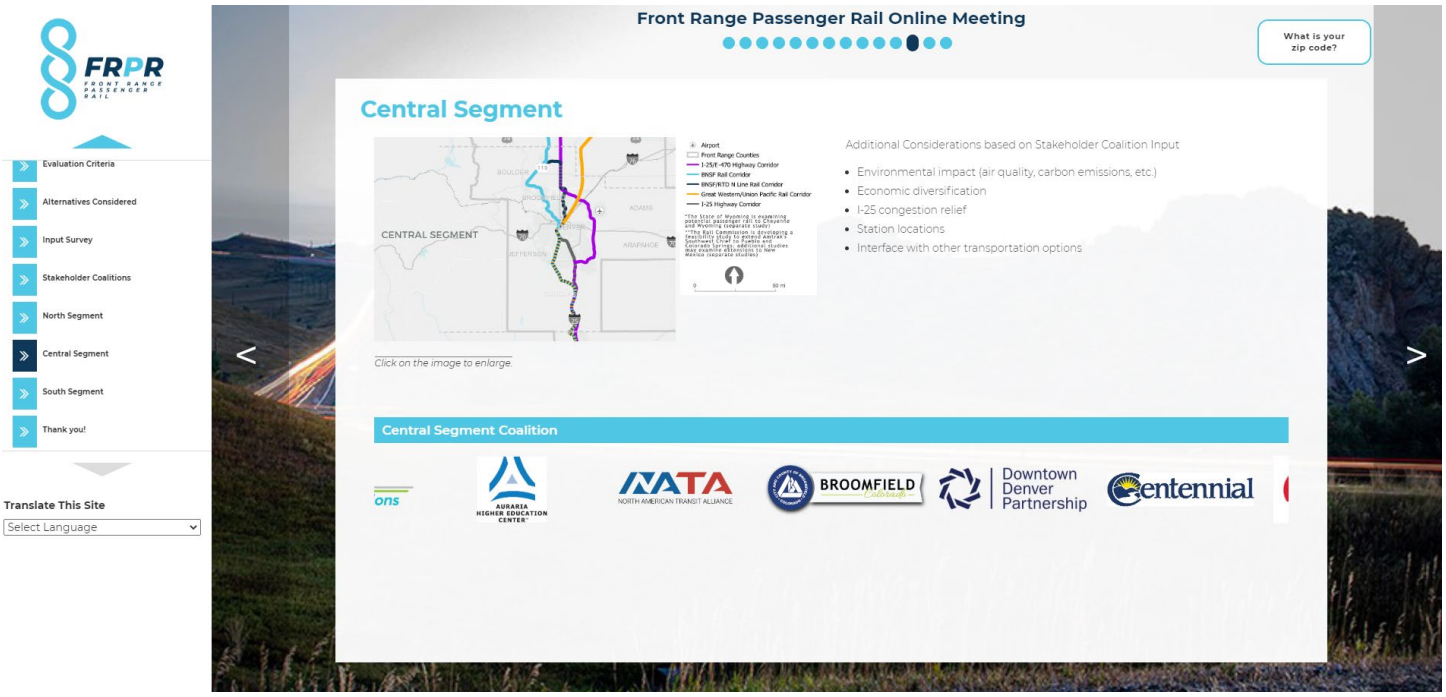

FRPR
FRONT RANGE PASSENGER RAIL
Our Vision Statement
FRPR as an Important Solution
Creating a Tangible Plan
Current Status
Evaluation Criteria
Alternatives Considered
Input Survey
Stakeholder Coalitions
Translate This Site
Select Language
Front Range Passenger Rail Online Meeting
What is your zip code?
Evaluation Criteria
In evaluating the possibilities for corridors and operations, the following represent categories helping to guide the development and comparison of alternatives.
Operational Characteristics
Ability to serve 2045 population and employment centers
Provide connections with other modes (existing or planned transit)
Financial and Economic Factors
Potential to be cost-effective
Opportunities for economic development
Community and Environmental Considerations
Impacts to community resources (i.e business and residential relocation)
Impacts to natural resources (i.e watershed, habitats)
Feasibility and Implementation
Constructible
Compatible with existing transportation uses
Level of Support


FRPR
FRONT RANGE PASSENGER RAIL
FRPR as an Important Solution
Creating a Tangible Plan
Current Status
Evaluation Criteria
Alternatives Considered
Input Survey
Stakeholder Coalitions
North Segment
Translate This Site
Select Language
Front Range Passenger Rail Online Meeting
What is your zip code?
Alternatives Considered
Hover or tap the dots below to learn more about each Alternative.
NORTH SEGMENT
CENTRAL SEGMENT
SOUTH SEGMENT
Airport
Front Range Counties
I-25/E-470 Highway Corridor
BNSF Rail Corridor
BNSF/RTD N Line Rail Corridor
Great Western/Union Pacific Rail Corridor
I-25 Highway Corridor
*The State of Wyoming is examining potential passenger rail to Cheyenne


FRPR
Creating a Tangible Plan
Current Status
Evaluation Criteria
Alternatives Considered
Input Survey
Stakeholder Coalitions
North Segment
Central Segment
Translate This Site
Select Language
Front Range Passenger Rail Online Meeting
What is your zip code?
Input Survey
Please answer a series of questions while reviewing the Alternative Corridors on the map.
NORTH SEGMENT
CENTRAL SEGMENT
SOUTH SEGMENT
Airport
Front Range Counties
I-25/E-470 Highway Corridor
BNSF Rail Corridor
BNSF/RTD N Line Rail Corridor
Great Western/Union Pacific Rail Corridor
I-25 Highway Corridor
Click on the image to enlarge.


FRPR
Current Status
Evaluation Criteria
Alternatives Considered
Input Survey
Stakeholder Coalitions
North Segment
Central Segment
South Segment
Translate This Site
Select Language
Front Range Passenger Rail Online Meeting
What is your zip code?
Stakeholder Coalitions
In order to appropriately plan for effectively serving such a vast geographic project area, the project team has broken the Front Range into three distinct segments. Local and regional agencies are involved in Corridor and Segment Stakeholder Coalitions.
Segment Coalitions
The three segment stakeholder coalitions (North, Central, South) represent diverse stakeholders from local communities in their segments:
Government Agencies (GOVT)
Educational Institutions (EDU)
Major Employers (EMPL)
Airports (AIRP)
The primary responsibilities of segment coalition members are to provide input on localized project-related issues and serve as liaisons between the FRPR project and members of their community.
Corridor Coalition
The corridor stakeholder coalition is made up of representatives from each segment coalition and combines the community-focused input into cohesive corridor-wide input. The input gained is used to inform the Front Range Passenger Rail project direction and decisions.


FRPR
Evaluation Criteria
Alternatives Considered
Input Survey
Stakeholder Coalitions
North Segment
Central Segment
South Segment
Translate This Site
Select Language
Front Range Passenger Rail Online Meeting
What is your zip code?
North Segment
NORTH SEGMENT
Additional Considerations based on Stakeholder Coalition Input
Considerations for smaller towns/communities
The need to consider the first and final mile solutions (particularly relevant for smaller communities that have less access to major transit systems)
The ability for smaller towns to work with regional hubs
Potential for significant economic development
I-25 congestion relief
Click on the image to enlarge.
North Segment Coalition
City of Greeley
North Front Range Metropolitan Planning Organization
LONGMONT AREA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Central Segment
South Segment
Thank you!
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Front Range Passenger Rail Online Meeting
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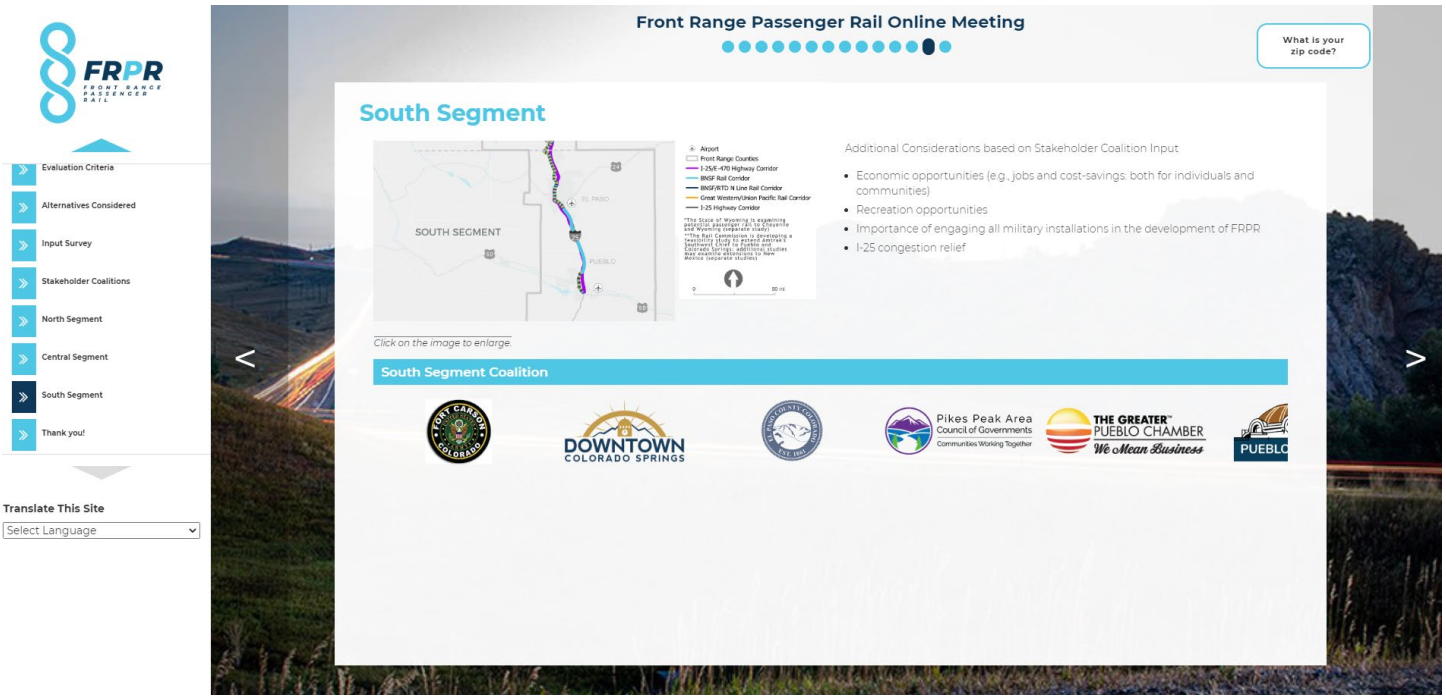
Central Segment
CENTRAL SEGMENT
Additional Considerations based on Stakeholder Coalition Input
Environmental impact (air quality, carbon emissions, etc.)
Economic diversification
I-25 congestion relief
Station locations
Interface with other transportation options
Click on the image to enlarge.
Central Segment Coalition
AURARIA HIGHER EDUCATION CENTER
NATA
NORTH AMERICAN TRANSIT ALLIANCE
BROOMFIELD
Downtown Denver Partnership
Centennial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North Segment
Central Segment
South Segment
Thank you!
Translate This Site
Select Language
Front Range Passenger Rail Online Meeting
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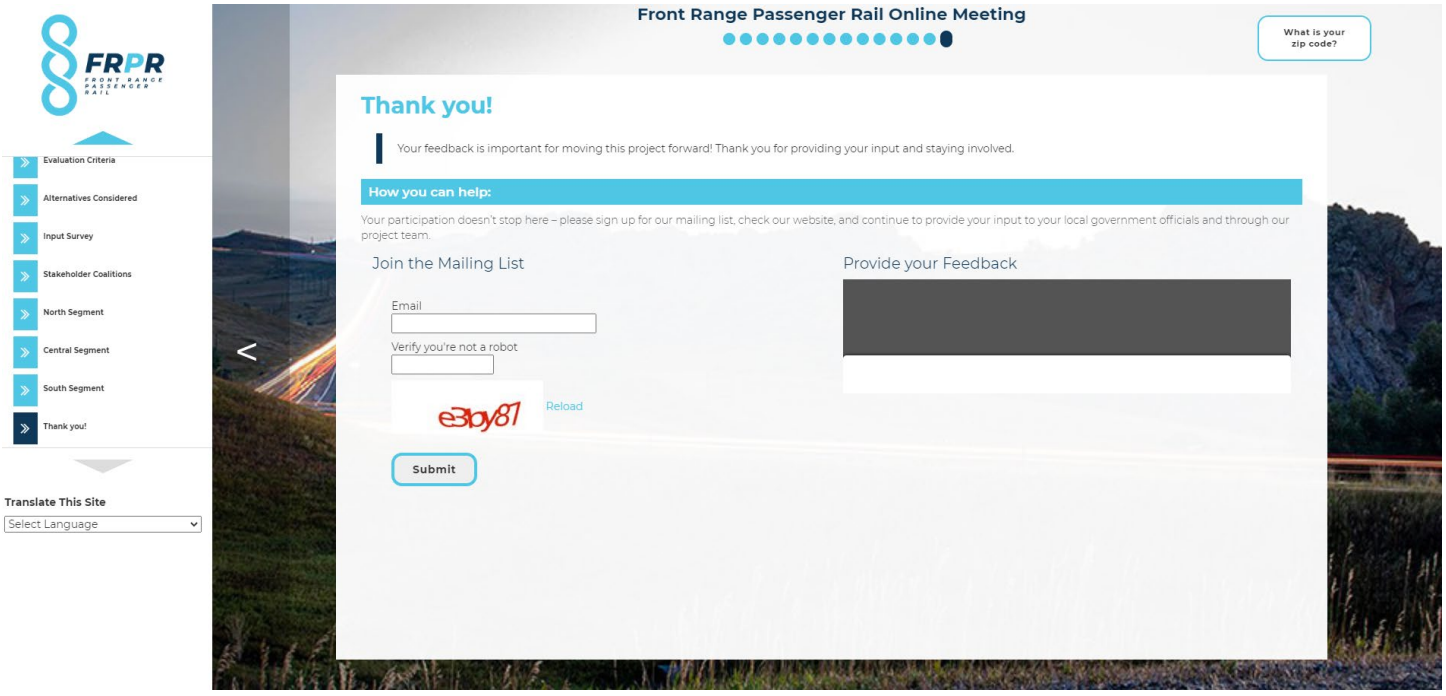
South Segment
SOUTH SEGMENT
Additional Considerations based on Stakeholder Coalition Input
Economic opportunities (e.g., jobs and cost-savings: both for individuals and communities)
Recreation opportunities
Importance of engaging all military installations in the development of FRPR
I-25 congestion relief
Click on the image to enlarge.
South Segment Coalition
DOWNTOWN COLORADO SPRINGS
Pikes Peak Area Council of Governments
THE GREATER PUEBLO CHAMBER
We Mean Business
PUEBLO


FRPR
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Central Segment
South Segment
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Front Range Passenger Rail Online Meeting
What is your zip code?
Thank you!
Your feedback is important for moving this project forward! Thank you for providing your input and staying involved.
How you can help:
Your participation doesn't stop here – please sign up for our mailing list, check our website, and continue to provide your input to your local government officials and through our project team.
Join the Mailing List
Email
Verify you're not a robot
Reload
Submit
Provide your Feedback