



SOUTHWEST CHIEF & FRONT RANGE
PASSENGER RAIL COMMISSION

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Communications Update - June 14, 2019

The central section of the page features a white background with a faint, large-scale image of a train station. Overlaid on this background is the logo of the Southwest Chief & Front Range Passenger Rail Commission, which depicts a stylized mountain range and a train. Below the logo, the organization's name is written in a bold, sans-serif font. Further down, the title of the update is presented in a smaller, italicized font.



Current Communication Activities

Current Activities (May - August 2019) :

1. *Statewide Transportation Planning & Other Events*
2. *Material & Collateral Development: Digital/ Website, One-Pager, Presentations*
3. *MetroQuest Survey Tool: (Sample currently used in CDOT's Statewide Planning process is shown on following pages)*
 - a. Timeline:
 - i. June: Create; Commission review/approve; Launch
 - ii. July: Promote
 - b. Goals:
 - i. Awareness
 - ii. Gather feedback; input; build email distribution

Upcoming (Beginning in August) :

1. Consultant selection announcement
2. Website updates
3. On-boarding of consultant partner, kickoff
4. More!



MetroQuest Survey Tool

Your Transportation Plan

Progress

Introduction

WELCOME

Welcome!

The Colorado Department of Transportation (CDOT) is prioritizing how to address our transportation needs over the coming decade and would like your input.

We need your help! By identifying all of the various and diverse needs across the state, CDOT can continue to improve the strategies that help to solve the transportation challenges we face. Your input will help inform these strategies and decisions.



2 PRIORITY RANKING

3 STRATEGY RATING

4 MAP MARKERS

5 WRAP UP





MetroQuest Survey Tool Ranking Example

Your Transportation Plan

Progress

2 Transportation Trends & Issues

What to do Next Task

WELCOME

PRIORITY RANKING

Order your top 5 items above this line

- Road Condition & Safety
- Lack of Travel Options
- New Technologies
- Growth & Congestion
- Air Pollution
- Moving Goods
- Access to Jobs
- Aging & Disabilities

Things are changing in Colorado. Our state is experiencing several trends affecting transportation. What trends and issues do you think have the biggest impact on your daily life today and in the future?

Please drag 5 of the items above the line in your preferred order.

STRATEGY RATING

MAP MARKERS

WRAP UP

Suggest another



MetroQuest Survey Tool Mapping Example

Your Transportation Plan

Progress

1 WELCOME 2 PRIORITY RANKING 3 STRATEGY RATING 4 **Mapping Your Concerns** 5 WRAP UP

What to do Next Task

Please drag and drop at least 3 markers on the map.

- Rail & Transit
- Bicycle & Ped
- Traffic
- Truck Freight
- Safety
- Pavement

Map data ©2019 Google Terms of Use



MetroQuest Survey Tool Goals & Strategy Example

Your Transportation Plan

Progress

WELCOME

2 PRIORITY RANKING

3 STRATEGY RATING

Goals and Strategy Rating

What to do Next Task

MAP MARKERS WRAP UP

5

Economic Vitality

Environmental

Safety

Travel Options

Economic Vitality
Improve the competitiveness of the state economy through strategic transportation investments.

Freight
Improve truck routes to ensure efficient delivery of goods. ★★★★★

Jobs
Complete transportation projects that attract and retain employers. ★★★★★

Main Streets
Enhance state highway corridors that function as main streets through small towns in Colorado. ★★★★★

Tourism
Focus on improvements that support Colorado's tourism industry. ★★★★★

Suggest another Next Category

Questions?



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