



Front Range Passenger Rail

Engagement and Communication Plan: Executive Summary

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Engagement Plan Intro

Engagement and Communication for the Front Range Passenger Rail (FRPR) project is done internally and externally. Externally, there are numerous interests represented along the corridor. The project's engagement and communications will provide information about the project to as wide a range of community stakeholders as possible and obtain, from those community stakeholders, their input on the project. Internally, there are numerous agencies, offices, and groups that are involved in making project decisions (e.g., local government, state offices and commissions, federal agencies, etc.). Additionally, the FRPR project team is uniquely complex, as it is a blended team of Southwest Chief and Front Range Passenger Rail Commission (SWC&FRPRC) staff, CDOT staff, and consultants. Internal engagement will coordinate decision-makers and team members to support efficient and effective mutual gains solutions.

The FRPR Engagement Plan (Executive Summary) provides an overview of the project's engagement goals, activities, techniques, project working groups and committees.

Engagement and Communication Goals

1. Understand the public's interests related to FRPR
2. Build broad support for FRPR from both community members and corridor-wide decision-makers

Categories of Engagement Activity

- Engagement and Communication Plans
- Stakeholder Database Management
- Engagement and Communication Implementation
- Internal Decision-Making (Project Groups and Meetings)
- Non-Traditional (Innovative) Outreach
- Messaging and Materials
- Legislative and Government Affairs

Aids and Techniques

Communication aids support engagement and communication goals.

- Contact Database (Zoho)
- Social and Political Risk Assessment



- Online Surveys
- Project Email
- Project Phone Line
- Project Notifications (E-Blasts)
- Project Website
- Project Videos
- Online / Virtual Meetings
- Telephone Townhalls
- Speakers Bureau
- Social Media
- Key Messages Database
- Advertisements, Media, Announcements
- Outreach (Collateral) Materials

Engagement Activities

Situation Assessment: Political and Social Risk Assessment

The assessment uncovers (1) key issues both corridor-wide and community-specific and stakeholder sentiment, (2) key influencers, (3) affected stakeholders, and (4) the full range of challenges and opportunities of FRPR (political, social, economic). The value in the assessment is in designing unique communication and engagement approaches to unique corridor communities, which will be continued through the life of the project.

Situation Assessment: Stakeholder Interviews

To (1) understand key issues and dynamics, and (2) to build relationships with influencers, the project team will hold stakeholder interviews with agencies, municipal staff, elected officials, property owners, special interest organizations (environmental, cultural, economic), and other key stakeholders identified during interviews and assessments.

Internal Engagement Activities

Internal engagement efforts will focus on decision-makers, the blended project team, and internal working groups. A key objective of internal engagement activities is agency coordination. Potential groups that will be used to support internal decision-making could include: Project Leadership Committee (policy-level), Project Management Team (PMT), Technical Working Group (TWG), and a Rail Industry Roundtable. There will also be several internal project task-specific sub-groups: Service Development Plan, Pre-NEPA, Communications, and Policy. These groups will be made up of different configurations of entities such as the SWC&FRPRC, CDOT, and Consultants.



External Engagement Activities

External engagement efforts are public-facing. External engagement will connect with both the community-at-large and individuals and groups who have a specific interest, knowledge, or expertise in FRPR. External engagement will (1) provide the general public information on the project, (2) gather public input on the project, and (3) link internal decision-making with public input.

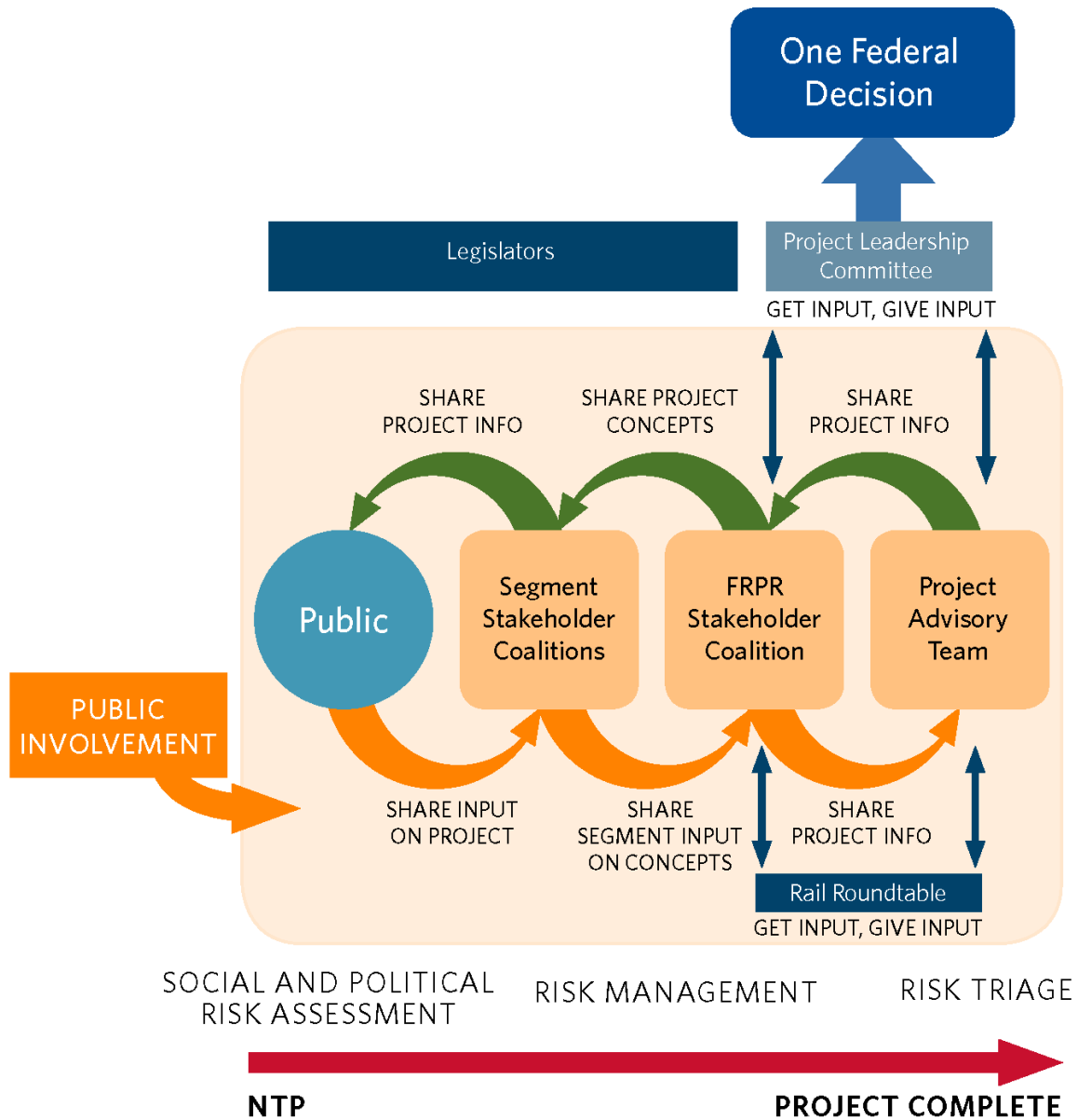
External engagement will conduct a variety of activities and will use numerous techniques and tools, in order to connect with the widest variety of stakeholders possible. Potential activities include public meetings, online surveys, telephone town halls, electronic notifications, social media, videos, online project updates, invitational key stakeholder workshop, media announcements, and a speakers bureau.

The primary external engagement approach will be the use of Segment Stakeholder Coalitions (North, Central, South) and a Corridor Stakeholder Coalition (full corridor). The Segment Coalitions will be made up of representatives of important community entities (e.g., schools, businesses, local government representatives, property owners, chambers of commerce, TMAs, etc.). The Segment Coalitions will gather local, community-focused input and engage with residents at the local level. The Corridor Coalition will be made up of select representatives from the Segment Coalitions. The Corridor Coalition will combine the local input to develop cohesive, corridor-wide public input.



Groups & Committees

Graphic: Engagement and Communications Process





FRPR Groups' Descriptions

- **Project Management Team (PMT) Sub-Committee**
Function: Management and project-level decision making
Lead: Chris Proud; **Members:** SWC&FRPRC staff, CDOT, Consultants
Decision-Making Authority: Decisions on technical, process, and communication components

- **Service Development Plan Sub-Committee**
Function: Create Service Development Plan
Lead: Steve Long; **Members:** TBD
Decision-Making Authority: Provide Service Development Plan concepts to the PMT

- **Pre-NEPA Sub-Committee**
Function: Integrate various disciplines and perspectives of agencies into the study
Lead: Mandy Whorton; **Members:** TBD
Decision-Making Authority: Provide Pre-NEPA concepts to the PMT

- **Communications Sub-Committee**
Function: Integrate various disciplines and perspectives of agencies into the study
Lead: Jonathan Bartsch; **Members:** Katie Angell, Tara Bettalle, Spencer Dodge, Randy Grauberger, Carla Perez, Matt Inzeo, Jeffrey Range
Decision-Making Authority: Provide engagement and communications strategies to the PMT; implement approved engagement and communications strategies

- **Policy Sub-Committee**
Function: Integrate various disciplines and perspectives of agencies into the study
Lead: Carla Perez; **Members:** Randy Grauberger, Spencer Dodge, Andy Karsian, Eric Richardson, Jennifer Webster, Cinamon Watson, Eric Rouse, Eric Antillon, Sophie Shulman, Sal Pace, David Krutsinger
Decision-Making Authority: Provide legislative and governance strategies to the PMT; implement approved legislative and governance strategies

- **Technical Working Group (operating as part of PMT)**
Function: Integrate various disciplines and perspectives of agencies into the study
Members: SWC&FRPRC representatives, CDOT, Consultants, Technical stakeholders
Decision-Making Authority: Make recommendations on key issues and decisions at milestones
Note: While the Technical Working Group is listed as a separate committee, this committee's activities will be conducted in conjunction with the PMT (i.e., periodically PMT meetings will have additional TWG attendees and will have a section of the agenda dedicated to TWG issues)



→ **Segment Stakeholder Coalitions (North, Central, South)**

Function: Provide project information to and obtain feedback at the local level

Members: Local stakeholders, consultants

Decision-Making Authority: Share project information with segment communities; Gather community input and share with Corridor Stakeholder Coalition

→ **Corridor Stakeholder Coalition**

Function: Create stakeholder-based recommendations for cohesive, corridor-wide project decisions

Members: Segment Stakeholder Coalition representatives, consultants

Decision-Making Authority: Recommendations and concurrence to PMT on corridor-wide project decisions

Note: While the Corridor Stakeholder Coalition is listed here as a separate committee, this committee's activities will primarily be done virtually to minimize the time required to operate.

→ **Project Leadership Committee**

Function: Resolution of issues; contact for media; policy-level agency liaison

Members: SWC&FRPRC, CDOT, Governor's Office, Lead Federal Agency, Consultants

Decision-Making Authority: Decisions on policy issues, feedback on status of study activities and decisions