
MEMORANDUM

DEPARTMENT OF TRANSPORTATION

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DATE: March 14, 2014

TO: Statewide Transportation Advisory Committee (STAC)

FROM: Michelle Scheuerman, Statewide Planning Manager
Jeff Sudmeier, MPO and Region Planning Manager

SUBJECT: Telephone Town Hall Logistics

Purpose: This memorandum serves to assist and provide background information to the STAC for the upcoming Transportation Planning Region (TPR) Telephone Town Hall meetings scheduled to occur from April to May 2014.

Background: A Telephone Town Hall is best thought of as an interactive one hour 'radio talk show' focused on transportation and allows the public to learn and participate in the convenience of their own home. Transportation Commissioners will serve as hosts and Regional Planning Commission chairpersons or other local elected officials will serve as co-hosts. Panel members, including the Regional Transportation Director and others will be available to support the host and co-hosts. Other CDOT HQ and Regional staff members will also be present to assist with questions from the public.

Details:

Telephone Town Halls Schedule

A Telephone Town Hall schedule for all the rural TPRs has been developed. Dates for the Metropolitan Planning Organization (MPO) Telephone Town Halls are in the process of being finalized. Telephone Town Halls will be conducted from 7:00 p.m. – 8:00 p.m., an optimal time to engage the public according to our consultants who are experienced in conducting Telephone Town Halls. **Please see Attachment 1.**

Telephone Town Hall Advertising

At the January meeting of the Statewide Plan Committee (a subcommittee of the Transportation Commission), Committee members requested that staff heavily publicize the Telephone Town Hall meetings. Staff is therefore taking a diversified approach to advertisement. These techniques include print ads in local newspapers, flyers, press releases, public service announcements, pitches to local radio and television, e-mail blasts and social media notifying a wide range of potential participants. This effort is being coordinated with the Office of Public Information.

The Statewide Plan Web Site (coloradotransportationmatters.com) will also serve as a means for advertising the Telephone Town Halls. This will ensure outreach to a broad array of stakeholders.

How the public will be contacted

The consultant will place calls to randomly selected land lines within a given TPR boundary, and other participants can call in using a toll-free number (one toll-free number will be used for all events), and will be strongly promoted.

Script Overview

The Telephone Town Hall will be scripted and will focus on these four topics: a transportation vision discussion, limited transportation funding, transportation and the local economy, and a regional priority discussion. The Telephone Town Hall consultant recommends no more than four topics to allow for meaningful participation and input.

Next Steps: Division of Transportation Development staff and the Telephone Town Hall consultant will facilitate dry runs that will include a mock (mini-version) telephone town hall and demonstrate the software.

- March 14, 2014 – Co-host Dry Run with rural TPRs
- March 19, 2014 – Host Dry Run –Transportation Commission Workshop
- April 9, 2014 – Co-host Dry Run with MPOs (invitation to follow)

Attachment 1

Telephone Town Hall Schedule:

The schedule for the 2014 rural Transportation Planning Region (TPR) Telephone Town Hall meetings is:

- Gunnison Valley TPR, April 2; Host – Transportation Commissioner, Doug Aden /Co-Host – Vince Rogalski (STAC Chair)
- San Luis Valley TPR, April 8, Host – Transportation Commissioner, Sidney Zink/Co-Host – George Wilkinson (TPR Chair)
- Eastern TPR, April 10, Host – Transportation Commissioner, Steven Hofmeister /Co-Host – County Commissioner, Trent Bushner
- Southwest TPR, April 22, Host – Transportation Commissioner, Sidney Zink/Co-Host – County Commissioner, Robert “Bobby” Lieb Jr.
- Southeast TPR, April 24, Host – Transportation Commissioner, Bill Thiebaut /Co-Host – Dan Tate (TPR Chair)
- Intermountain TPR, May 1, Host – Transportation Commissioner, Doug Aden /Co-Host – Thad Noll (TPR Chair)
- South Central TPR, May 6, Host – Transportation Commissioner, Bill Thiebaut /(tentative) Co-Host – Pete Fraser (TPR Chair)
- Central Front Range TPR, May 8, Host – Transportation Commissioner, Les Gruen/Co-Host – County Commissioner, Mark Dowaliby
- Northwest TPR, May 13, Host – Transportation Commissioner, Kathy Connell /Co-Host – County Commissioner, Steve Ivancie
- Upper Front Range, May (TBD), Host – Transportation Commissioner, Kathy Gilliland/Co-Host – County Commissioner, Barbara Kirkmeyer

The schedule for the Metropolitan Planning Organizations (MPOs) is:

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| • Denver Regional Council of Governments (DRCOG) | TBD |
| • Grand Valley MPO | TBD |
| • North Front Range MPO | TBD |
| • Pikes Peak Area Council of Governments (PPACG) | TBD |
| • Pueblo Area Council of Governments (PACOG) | TBD |

All Telephone Town Halls will be hosted within the TPR.