



CO 52 PEL & ACP

AUGUST/SEPTEMBER 2021 VIRTUAL OPEN HOUSE REPORT

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OVERVIEW AND CONTEXT

The second VOH event focused on updating the public on progress made in both the PEL and ACP, as well as presenting the proposed alternatives evaluated to date. The event was held from August 30 - September 20. The content of the meeting focused on educating the public on existing conditions data that was evaluated since the last public meeting, as well as detailing the alternatives evaluated in each segment of the corridor. Half of this virtual meeting website was dedicated to describing the process, purpose and draft of the ACP. The website allowed for the public to review the access plan and provide comments on individual access recommendations. In preparations for this event, 3,200 postcards were mailed directly to adjacent property owners along the corridor.

The key goals were:

- Provide access to previous Public Open House information and materials
- Inform stakeholders and the public about progress on the PEL & ACP
- Share the results of previous Virtual Open House event and input received to date
- Provide property owners along the corridor with the updated access recommendations from the ACP
- Display results of the Alternatives Evaluation
- Collect additional public feedback and input per segment

With the goal to provide the same level of engagement as would have been expected during an in-person meeting, the website included a number of interactive opportunities for the public to provide input including:

- User-specific survey
- Topic-specific comment sections (per segment)
- ACP-specific survey
- Opportunity to send the project team emails or call the project hotline

The “meeting boards” (virtual versions of information boards typical in an in-person public meeting) were divided into two “meeting rooms” (PEL and ACP) and provided updates on the study and solicited input from stakeholders:

PEL Room

- **Welcome:** Description of how to use the platform
- **Survey:** To gather information on the participant
- **PEL Orientation:** Corridor overview, study process, and associated deliverables
- **Existing Conditions:** Findings for roadway, traffic and safety, and environmental
- **Purpose and Need:** Defining Purpose and Need
- **Data Collection:** Overview of data collected throughout the project (COVID impacts, safety, corridor travel time, development)
- **Alternatives Process:** Introducing next steps in the alternatives process
- **Multimodal Connection:** Interactive map describing multimodal improvements
- **Visualizing Alternatives:** Presentation of visualizations

- **Public Engagement Overview:** What the project team heard to-date
- **Stay Involved:** Reminder on ways to connect with the study team

ACP Room

- **Welcome:** Description of how to use the platform
- **Survey:** To gather information on the participant
- **How ACP impacts the corridor:** If nothing changes, nothing changes
- **ACP Overview:** FAQs related to common ACP questions
- **Types of Access:** Defining different types of access
- **Access Maps:** Interactive presentation of access maps and opportunity for comment
- **Stay Involved:** Reminder on ways to connect with the study team

OUTREACH

The Virtual Open House was marketed to the public through a variety of communication channels. The project team relied heavily on Technical Team and local Agency distribution of the engagement information. The following tools were used by both the Project Team and local Agencies:

- **E-blasts:** Sent e-blasts to the study stakeholder list (400+ people): 8/26/2021 introducing the upcoming Virtual Open House; 9/14/2021 regarding the extension of the Virtual Open House
- **Communications Packet:** Created communication blurbs to be used by local agencies in outreach to local communities (included blurbs for social media, email, newsletters). Distributed to local agencies on 8/25 in English, and provided a packet in Spanish on 8/27. Agencies used Communications Packet to distribute materials to communities via their traditional channels (newsletters, websites, social media pages, etc.)
- **Postcards:** Sent 3,200 postcards to adjacent property owners to notify them of the Virtual Open House during mid-August. These postcards were in compliance with ACP requirements for noticing the meeting.
- **Coalition Updates:** Created and sent monthly SH 52 Coalition updates. Included public engagement information in presentations and subsequent updates

BI-LINGUAL ENGAGEMENT

The Technical Team stated the importance of offering bi-lingual engagement opportunities for Spanish-speaking populations in the corridor. The following efforts were made to ensure bi-lingual engagement:

- Translated Virtual Public Engagement materials into Spanish (including website and surveys)
- E-blasts include English and Spanish versions
- Social Media marketing of Virtual Open House include English and Spanish versions

PUBLIC PARTICIPATION METRICS

The Virtual Public Engagement had high attendance along the corridor, with a significantly higher number of people viewing materials than would be expected at an in-person meeting.

- Unique visitors: 1,041
 - 1/2 of those were direct links (meaning they typed the url in) and 1/2 were from social media and partner websites
- Responses to Sign In Sheet: 57
- Survey Responses: 237
- Segment Comments:
 - Segment 1 - 9
 - Segment 2 - 18
 - Segment 3 - 7
 - Segment 4 - 1
 - Segment 5 - 0
- ACP Comments: 11
- Phone Calls: 14
- Hard Copy Materials Sent: 5

COMMENT / RESPONSE

While all input received from stakeholders was captured, categorized, analyzed, and will be considered as part of study decision-making, some input required individual responses from the Study Team.

- **For all phone calls and emails:** The project team called or emailed the individual back within 3 business days of the original call. The project team explained the project and engagement materials, and received input on the study. The project team identified any follow-up needed from other project team members or CDOT.
- **For Access Control questions:** All Access Control questions were forwarded to appropriate team members for follow-up with individual stakeholders.
- **For general comments about the corridor:** The project team will include all new contacts on the e-blast distribution list. The next e-blast will include a brief public engagement report and any additional FAQs.

PUBLIC ENGAGEMENT INPUT

The Study Team reviewed input collected by a variety of tools (Comment forms, surveys, phone calls, emails, etc.) and categorized input into major themes and sub-themes. The intent of this information is to provide a high-level overview of what the public heard. The full list of input can be found [here](#).

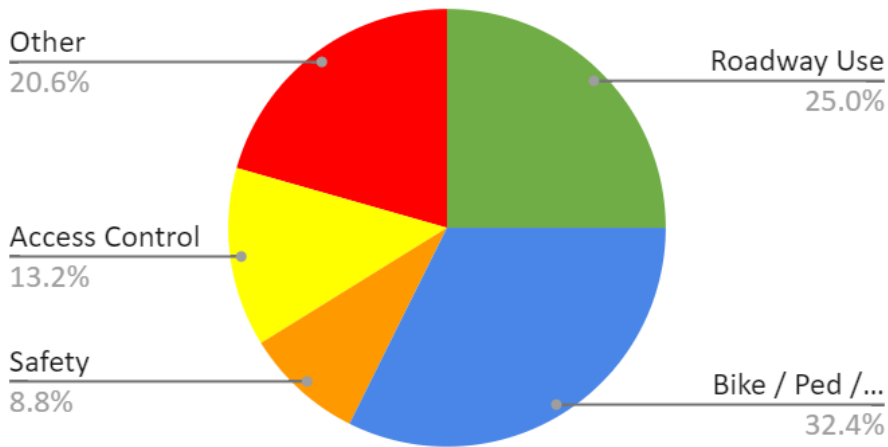
The project team identified five key themes and 12 sub-themes, many of which were also themes captured after the first Virtual Open House.

Key Themes	Sub-themes
Roadway Use	<ul style="list-style-type: none">● Reduce congestion● Reduce freight/hazmat● Add Lanes
Bike/Ped/Multi-Modal	<ul style="list-style-type: none">● Separated Path● Safety¹
Safety	<ul style="list-style-type: none">● Intersection Safety● General Corridor Safety● Shoulder Widening● Roadway Maintenance
Access Control	<ul style="list-style-type: none">● Access Control
Other	<ul style="list-style-type: none">● Clarifying Questions● Technology Improvements

¹ Safety is both indicated as a key theme and a sub-theme. Many participants were concerned specifically about bike and pedestrian safety, which was created as a sub-theme under bike/ped/multi-modal.

KEY THEMES

Comment by Theme



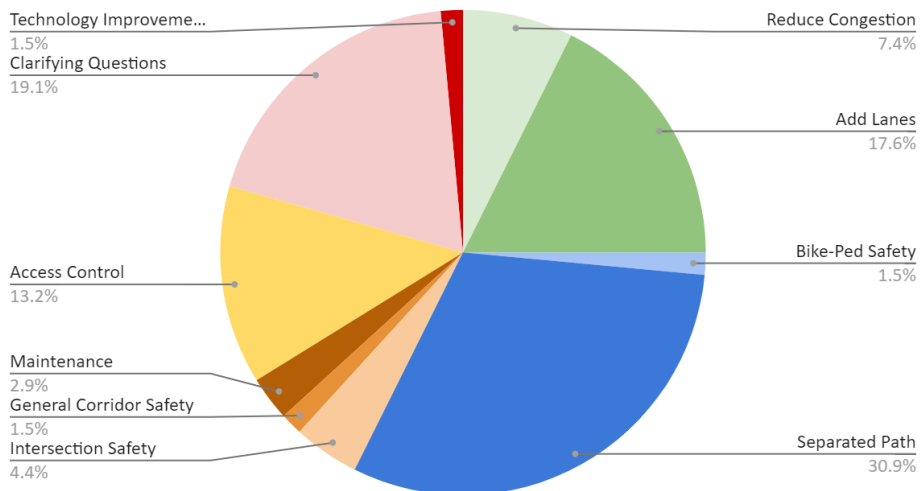
The intention of the “Key Themes” category is to identify high-level categories of information collected by the project team. The concepts and ideas mentioned by stakeholders include Roadway Use (including congestion and traffic) and Bike and Pedestrian considerations. Of note, the project team specifically asked participants to comment on their interest of an on-shoulder bike lane or separated path.

A few stakeholders noted specific locations and intersections along the corridor that were major safety concerns. The most frequently mentioned locations include:

- Ridgeway and 52
- WCR 5
- WCR 47
- I-25 Intersection

SUB-THEMES

Comments by Sub-Theme

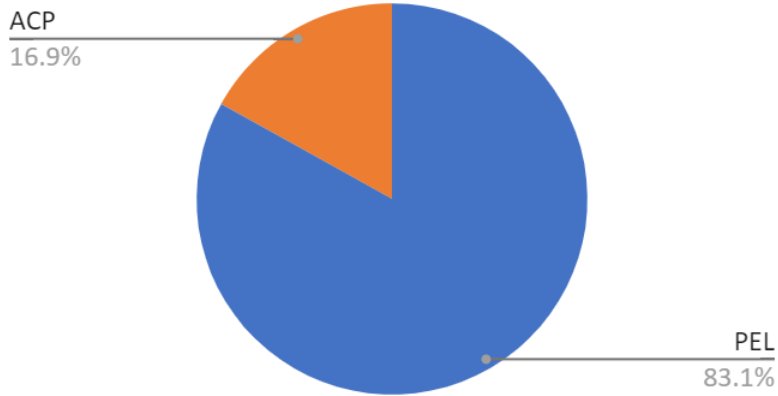


Sub-themes, nestled under key themes, are intended to provide greater detail about the information received. Sub-themes identify specific ideas, concepts, and sentiments along the corridor. Information derived from sub-themes includes:

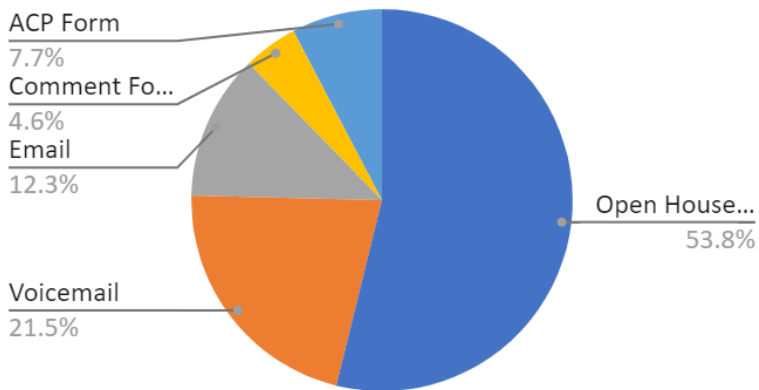
- Separated Path: Preference of a separated path for bike/pedestrian use in Segments 1-3 over an on-shoulder option
- Add Lanes: 17.6% of stakeholders indicated an interest in adding lanes to reduce traffic and congestion along the corridor
- Access Control: 13.2% of stakeholders had questions or concerns about the Access Control Maps presented as part of the Virtual Open House, specifically how it would impact access to their property
- Other: Some stakeholders were confused about how to access the PEL and ACP materials, and these questions were captured in the “other” column. The project team worked directly with these stakeholders to ensure access to the materials, either digitally or through a printed option

ADDITIONAL COMMENT INFORMATION

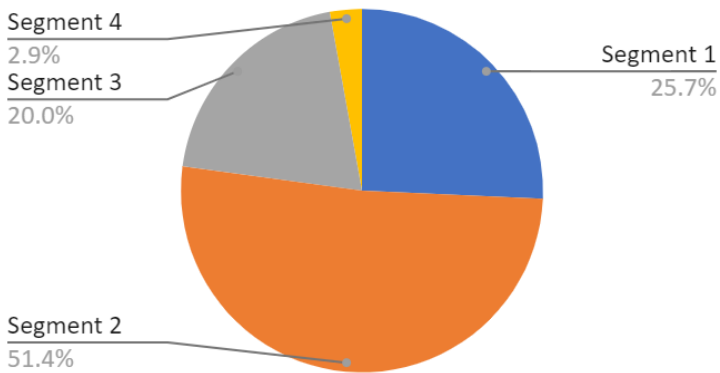
Type of Comment (PEL or ACP)



Method of Comment



Comments by Segment (Open House...)

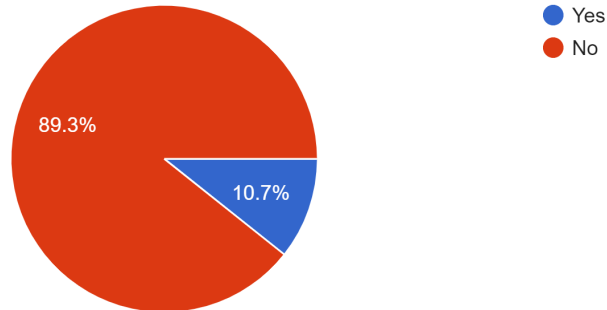


RESULTS OF USER SURVEY

The purpose of this survey was to better understand the participants of the meeting. Questions and responses are included below.

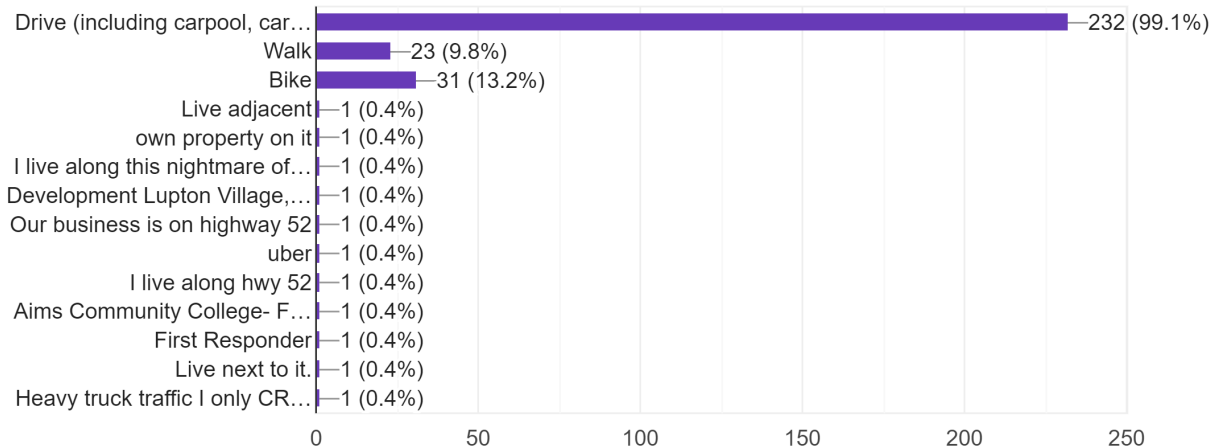
Did you participate in the first online open house?

234 responses



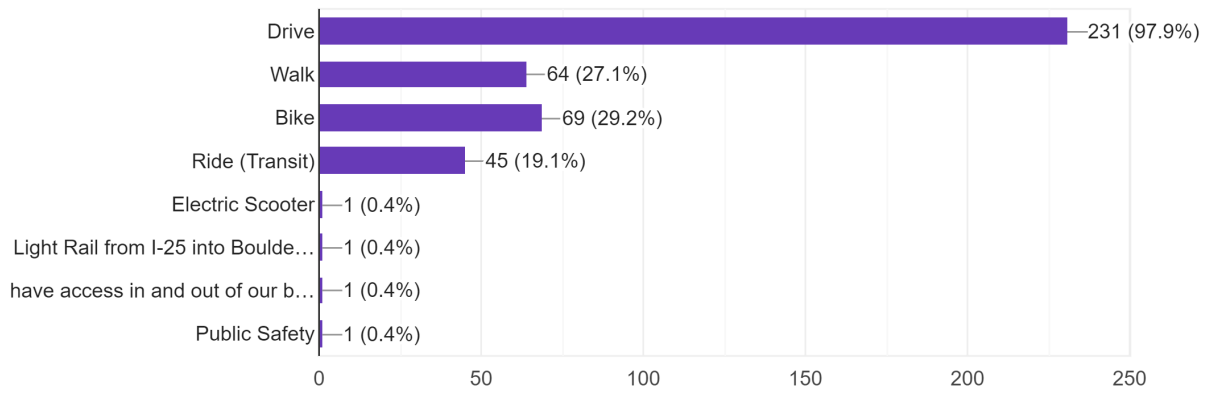
How do you use the corridor? (Select all that apply)

234 responses



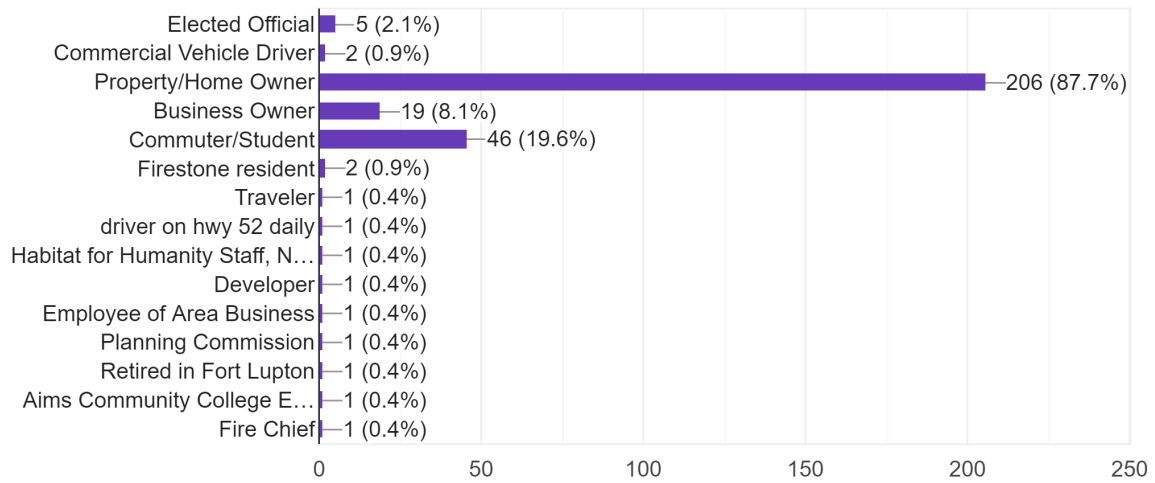
How do you want to use the corridor? (Select all that apply)

236 responses



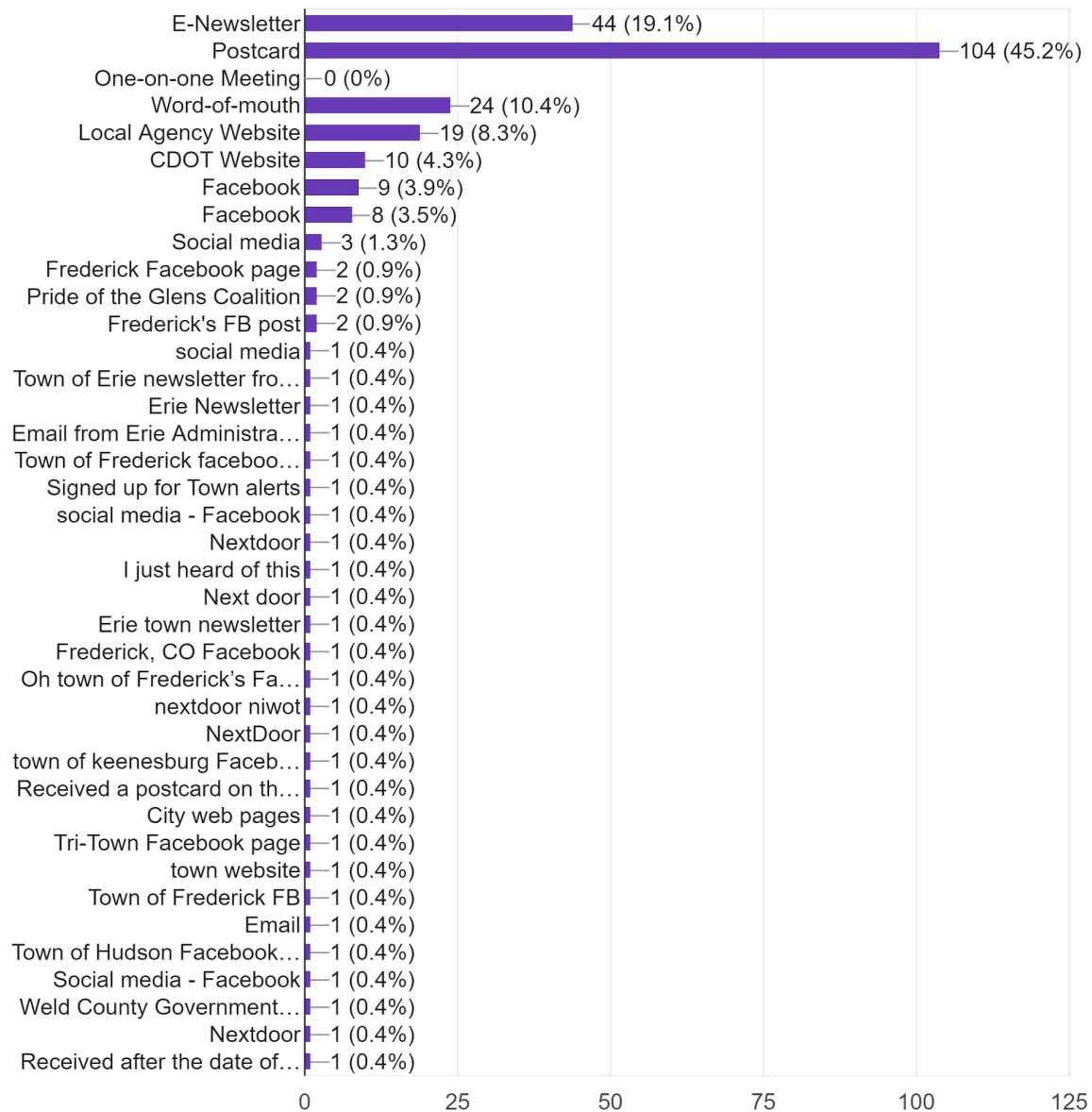
Who are you?

235 responses



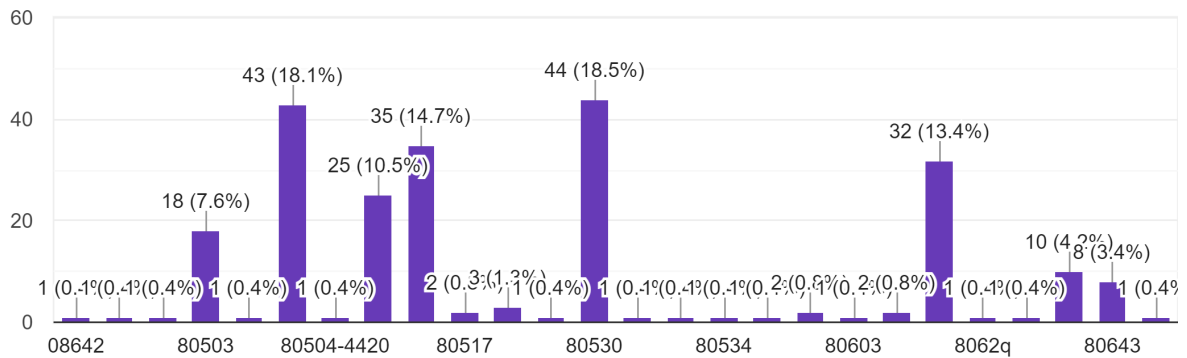
How do you receive information about the PEL/ACP?

230 responses



Zip Code

238 responses



ANALYSIS

User Analytics

- 90% of participants were new to the PEL / ACP - meaning the project team was able to capture and provide information to additional users
- Corridor users are most likely to travel via car, but some (approx. 30%) have an interest in expanding travel options to walk, bike, and transit
- The project team was able to connect with people using a variety of mechanisms (digitally, via phone, through local agencies and representatives)

Substantive Input

- Comparison to VOH 1: Substantive comments in the second Virtual Open House were similar to the first Virtual Open House in theme, but were more specific regarding input on different alternatives as well as bike paths on the shoulder versus separated multi-use paths. Common themes include **traffic, safety, and congestion**.
- Bike Path Preference: Stakeholders indicated a strong preference for separated paths. Participants did not indicate any interest in bike paths on the shoulder.
- 2 Lane or 4 Lane Alternatives: Participants favored increasing the lanes in segments 1-4 to two lanes over maintaining a two lane road.
- Access Control Plan: Interest in learning more about the ACP