

North Front Range MPO Public Involvement Plan



Anticipated Adoption:

December 1, 2022

Effective date:

December 1, 2022 - November 30, 2026

How to make a public comment:

Mail to: North Front Range Metropolitan Planning Organization

419 Canyon Ave, Suite 300

Fort Collins, CO 80521

Phone: (970) 800-9560

Email: staff@nfrmpo.org

Website: https://nfrmpo.org

Preparation of this document has been financed in part through grants from the Federal Highway Administration, Federal Transit Administration, the Colorado Department of Transportation, and the local member communities of the NFRMPO.

Acknowledgements

Community	Planning Council Representative	TAC Representative	
<u>community</u>	(2022)	(2022)	
Berthoud	Mayor William Karspeck - Chair	Adam Olinger	
Eaton	Mayor Pro-Tem Liz Heid	Wesley LaVanchy	
Evans	Mayor Mark Clark	Mark Oberschmidt	
Fort Collins	Mayor Jeni Arndt	Nicole Hahn	
Garden City	Mayor Fil Archuleta		
Greeley	Councilmember Johnny Olson	Bhooshan Karnik	
Johnstown	Councilmember Troy Mellon	Troy White, Vice-Chair	
Larimer County	Commissioner Kristin Stephens	Eric Tracy, Chair	
LaSalle	Trustee Paula Cochran	Vacant	
Loveland	Councilmember Jon Mallo	Alex Donaldson	
Milliken	Mayor Elizabeth Austin	Pepper McClenahan	
Severance	Councilmember Frank Baszler	Abdul Barzak	
Timnath	Councilmember Lisa Laake	Eric Fuhrman	
Weld County	Commissioner Scott James, Vice Chair	Elizabeth Relford	
Windsor	Mayor Paul Rennemeyer	Omar Herrera	
Transportation Commission/ CDOT	Commissioner Kathleen Bracke	Josie Hadley	
CDPHE – Air Pollution Control Division	Jessica Ferko	Rick Coffin	
Non-Voting Members		Aaron Bustow, FHWA	
		Ranae Tunison, FTA	
		NoCo Bike & Ped Collaborative	
		Wayne Chuang, RAQC	
		Mobility	
		Transit Agencies***	

^{*} Bolded representatives are Planning Council or TAC officers.

^{**}Johnny Olson is the Planning Council representative for transit.

^{***}Transit agencies can vote if they are the alternate identified for their community.

NFRMPO Staff

Executive Leadership

Suzette Mallette, Executive Director

Administration

Rachel Stillwell, Accountant Barbara Bills, Office Administrator

Transportation Planning

Becky Karasko, Transportation Planning Director
Alex Gordon, Transportation Planner III
Medora Bornhoft, Transportation and Air Quality Planner III
AnnaRose Cunningham, Transportation Planner II
Jerome Rouser, Transportation Planner I

Mobility

Cory Schmitt, Mobility Manager Hanna Johnson, Mobility Coordinator Sheereen Ibtesam, AmeriCorps VISTA Outreach Specialist

<u>VanGo™</u>

Shane Armstrong, Operations Services/Fleet Management



RESOLUTION NO. 2022-34 OF THE NORTH FRONT RANGE TRANSPORTATION & AIR QUALITY PLANNING COUNCIL ADOPTING THE 2022 NFRMPO PUBLIC INVOLVEMENT PLAN (PIP)

WHEREAS, the North Front Range Transportation & Air Quality Planning Council is designated as the Metropolitan Planning Organization (MPO) in cooperation with local elected officials and is authorized to carry out the continuing, cooperative, and comprehensive ("3C") multimodal transportation planning process as mandated by Congress in Titles 23 and 49 U.S.C.; and

WHEREAS, the Fixing America's Surface Transportation (FAST) Act and 23 CFR 450.316 require MPOs to engage in a metropolitan planning process that creates opportunities for public involvement, participation, and consultation; and

WHEREAS, the NFRMPO opened the PIP for a 45-day public comment period commencing September 21, 2022 and closing November 5, 2022, and received five comments which were incorporated into the Plan; and

WHEREAS, public input is critical to the NFRMPO transportation planning process including the Long Range Transportation Plan, the Transportation Improvement Program and the Unified Planning Work Program and is required by federal regulations and state guidelines; and

WHEREAS, the PIP was first adopted in 2003, and was updated in 2005, 2008, 2011, 2015, and 2019; and

WHEREAS, the PIP defines NFRMPO's public involvement policies, tools, and evaluation measures for determining the effectiveness of the program; and

WHEREAS, the Planning Council approves the 2022 PIP and submits copies for informational purposes to the Colorado Department of Transportation, the Federal Highway Administration, and the Federal Transit Administration; and

NOW THEREFORE, BE IT RESOLVED, the North Front Range Transportation & Air Quality Planning Council hereby agrees to adopt the 2022 PIP to guide public outreach efforts at the NFRMPO.

Passed and adopted at the regular meeting of the North Front Range Transportation & Air Quality Planning Council held this 1st day of December 2022.

William Karspeck, Chair

ATTEST:

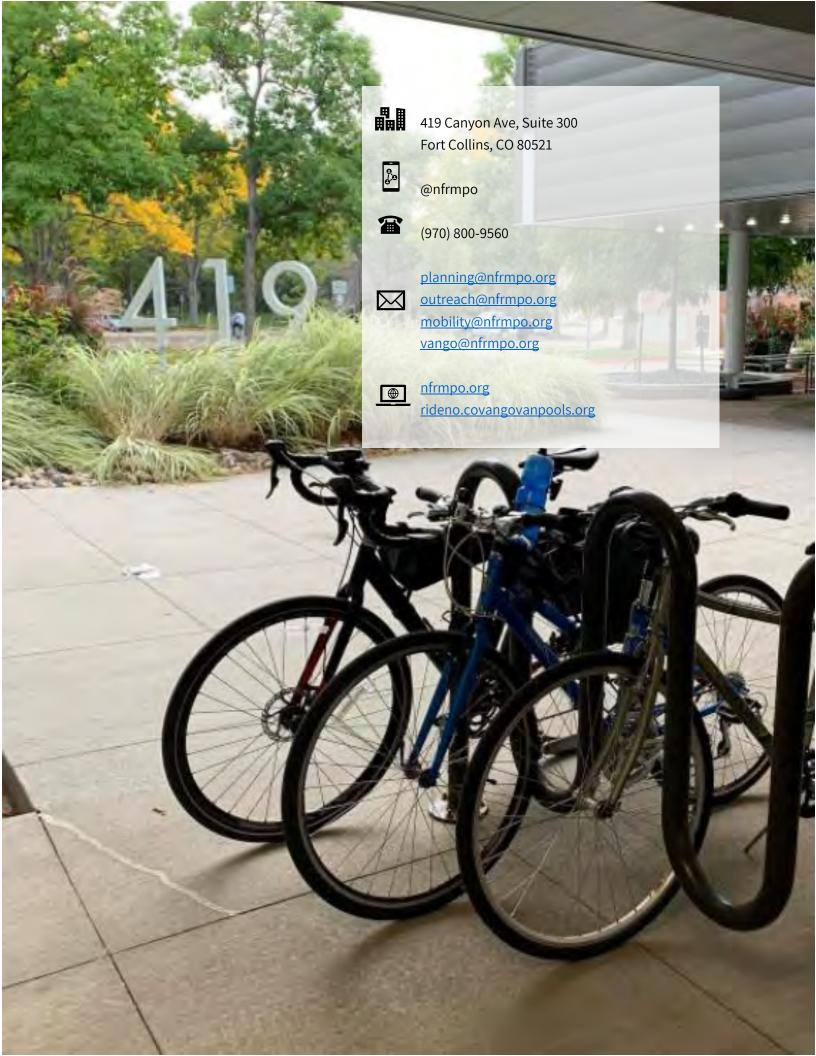
Suzette Mallette, Executive Director

Contents

The NFRMPO	1
Purpose	1
Structure	1
Area	2
Objective	3
Legislation	3
Title VI and ADA Coordination	4
Guiding Engagement Principles	5
NFRMPO Plans and Programs	5
Opportunities for Involvement	7
Engagement Strategies	8
COVID-19	8
Existing Strategies	9
Website	9
Social Media	9
Newsletters	10
Outreach Events	11
Public Comment Periods	12
Meetings	12
Partnerships	13
Surveys	13
Developing Opportunities	13
Technology	13
Virtual Engagement Events	15
Plan Specific Outreach Strategies	16
Micro Plans	16
Expanded Partnerships	17
Equity Planning Tool	18

Equity	y Focus	.18
Enν	vironmental Justice (EJ) Plan	.18
Lim	nited English Proficiency (LEP) Plan	.20
Rid	leNoCo – Mobility Access Sensitive Messaging	.22
Pot	tential Obstacles to Participation	.22
Succe	ess and Effectiveness	.24
Def	fining Success for the Agency	.24
Def	fining Success for the Public	.24
Меа	asures of Effectiveness	.24
Eva	aluation Process	.26
I	nternal Evaluation	.26
E	External Evaluation	.26
Apper	ndix A: List of Acronyms	.28
Apper	ndix B: Accommodations	.30
Apper	ndix C: Social Media Policy	.32
NF	RMPO Social Media Policy	.32
C	Comments Policy	.32
C	Official Public Comment	.33
F	Records Retention	.33
Apper	ndix D: Public Comment	.34
S	Strategies	.34
E	Evaluation	.34
E	Equity	.34
C	General	35

Figure 1: NFRMPO Organizational Structure	1
Figure 2: Map of the NFRMPO Region	2
Figure 3: Monthly NFRMPO Meetings	
Figure 4: NFRMPO Public Comment Periods	
Figure 5: NFRMPO EJ Areas Map	19
Figure 6: NFRMPO COC Areas Map	
Figure 7: LEP Map	
Figure 8: NFRMPO Access to Internet Map	
Figure 9: NFRMPO Engagement Strategy Measures of Effectiveness	



The NFRMPO

Purpose

Since its establishment in 1988, the North Front Range Transportation & Air Quality Planning Council (NFRT & AQPC), also known as the North Front Range Metropolitan Planning Organization (NFRMPO) has led the federal transportation planning process for Northern Colorado. In its bylaws, the NFRT & AQPC maintains the following focus areas.



Provide a forum to

identify, study and recommend solutions to regional transportation and transportation-related air quality problems.



Develop and formalize policies

involving regional transportation and transportation-related air quality planning and coordination of federal and state funding assistance.



Provide the organizational

framework to ensure
effective communication
coordination among
governmental bodies and
between public and
private agencies



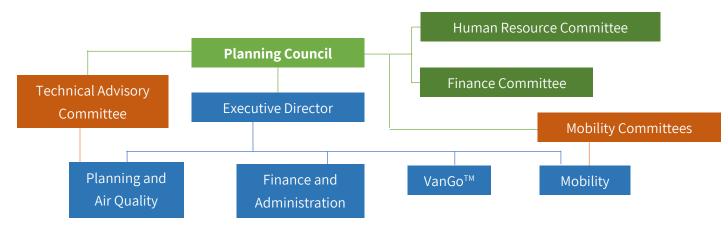
Pevelop and approve regional transportation and transportation-related air quality

plans

Structure

The NFRMPO structure includes the Planning Council, Planning Council subcommittees, Executive Director, NFRMPO staff, and committees. **Figure 1** identifies the structure. Additional descriptions about the committees are included in the **Opportunities for Involvement** section.

Figure 1: NFRMPO Organizational Structure



Area

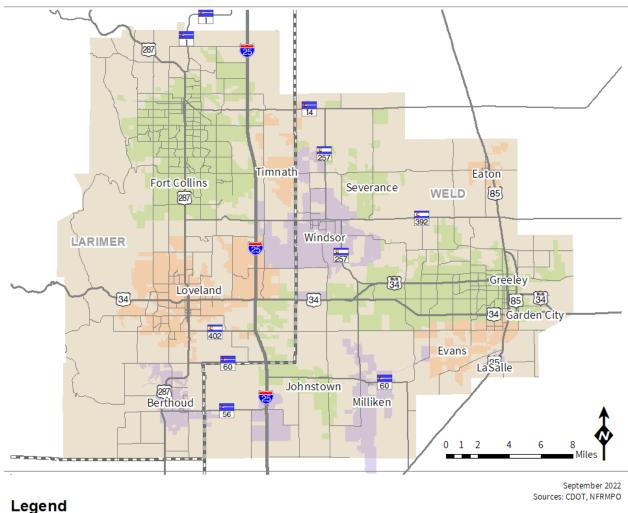
The NFRMPO region consists of thirteen communities and portions of two counties. The area is based on the Fort Collins Transportation Management Area (TMA), the Greeley Urbanized Area (UZA), and the surrounding area expected to urbanize in the next twenty years.

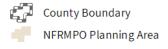
- Berthoud
- Fort Collins
- Eaton
- **Evans**
- Garden City

- Greeley
- Johnstown
- LaSalle
- Loveland
- Milliken

- Severance
- Timnath
- **Larimer County**
- **Weld County**
- Windsor

Figure 2: Map of the NFRMPO Region







Objective

Community members know the inner workings of their communities better than any staff at the NFRMPO, and the NFRMPO wants to work with community members to ensure this expertise and local knowledge is reflected in regional plans. Communities are made up of people with different thoughts, ideas, and opinions based on real-world experience, not federal regulations or technical analysis. Community members are an integral part of the transportation planning process and should therefore have opportunities to comment on and guide the major plans and products of the NFRMPO. The NFRMPO region is becoming increasingly diverse and NFRMPO staff wants to ensure all populations are included. Underserved populations like older adults, college students, low-income, minority, individuals with disabilities, and zero-car households should feel part of the public outreach process and that their input was considered and implemented.

The Public Involvement Plan (PIP) includes details on how the public can be engaged in the NFRMPO's planning process. This document provides schedules, comment opportunities, and information on how members of the public can be actively engaged in the transportation planning process. Utilizing the various strategies identified within this document, the public will be engaged early and often, with an understanding of how their feedback will be incorporated into the planning process. Active participation by a range of stakeholders improves the understanding of different viewpoints, different needs and concerns, and helps to identify common goals.

Legislation

Public involvement has been a noted expectation in federal transportation legislation dating as far back as the *Intermodal Surface Transportation Efficiency Act* (ISTEA) in 1991. The *Fixing America's Surface Transportation* (*FAST*) *Act*, passed in 2015, has reiterated the need for a robust public involvement program at the MPO and state levels. Most recently, the Infrastructure Investment and Jobs Act (IIJA) included guidance for the metropolitan planning program to encourage the use of social media and web-based tools to foster public participation and to solicit public feedback during the transportation planning process.

In addition to overarching public outreach requirements, various Executive Orders and laws have further shaped the public outreach process.

- **1.** The *Civil Rights Act of 1964* states "no person in the United States...can be excluded from participation in, be denied the benefits of, or be subjected to discrimination under any program or activity receiving federal financial assistance.
- 2. Executive Order 12898 (Environmental Justice) directed federal agencies to provide minority and low-income communities' access to public information and public participation in addition to identifying and addressing the disproportionately high and adverse human health or environmental effects of federal programs, policies, and activities on those populations.

- **3.** Limited English Proficiency (LEP) is addressed in *Executive Order 13166*, which requires Federal agencies to examine the services they provide, identify any need for services to those with LEP, and develop and implement a system to provide those services so LEP persons can have meaningful access to them.
- **4.** The *Americans with Disabilities Act* (ADA) requires public entity's facilities to be accessible to or usable by individuals with disabilities, ensuring participation in the public process.
- **5.** The *Freedom of Information Act* (FOIA) requires federal agencies to disclose any information required under FOIA unless it falls under one of nine exemptions which protect interests.
- **6.** Colorado Sunshine Laws state all meetings of a quorum of three or more members of a body at which any public business is discussed or at which any formal action may be taken must be open to the public unless an exception applies.
- **7.** Colorado Open Records Act (CORA) requires all public records to be open for inspection by any person at reasonable times with some exceptions.
- **8.** The <u>Justice40 Initiative</u> passed by Executive Order 14008 by President Biden, states 40 percent of the benefits from Federal investments must be within disadvantaged communities "that are marginalized, underserved, and overburdened by pollution."

Title VI and ADA Coordination

Title VI compliance is ongoing and falls under the duties of NFRMPO staff, which includes, but is not limited to, activities such as reporting, data collection, and providing technical assistance to subrecipients by supplying information (posters, guidelines, and compliance requirements) and direct access to the NFRMPO's Title VI Coordinator.

Title VI forms and requests for reasonable accommodations are available on the NFRMPO website at https://nfrmpo.org/title-vi/.

The NFRMPO ADA policy addresses the needs of people with disabilities living within the NFRMPO region. The ADA states "except as otherwise provided in §35.150, no qualified individual with a disability shall, because a public entity's facilities are inaccessible to or unusable by individuals with disabilities, be excluded from participation in, or be denied the benefits of the services, programs, or activities of a public entity, or be subjected to discrimination by any public entity." The NFRMPO policy addresses all aspects of the NFRMPO, including programs run by the agency. The NFRMPO does not discriminate on the basis of disability in the admission to, or operations of programs, services, or activities. Employment is also covered by the policy.

Further information about ADA coordination as well as contact information for the NFRMPO ADA coordinator and the ADA Complaint Form can be found on the NFRMPO website at https://nfrmpo.org/title-vi/

Guiding Engagement Principles

The NFRMPO should hold four principles in mind as staff plans outreach strategies and identifies opportunities to include the public in the decision-making process. Each plan and program require its own strategy, but the overarching principles which guide NFRMPO engagement with the public are:



Meet people where they are.



Provide options for involvement, and be adaptable.



Be a good community partner.



Consistently evaluate what works and what doesn't.

NFRMPO Plans and Programs

The NFRMPO has three major deliverables: the *Unified Planning Work Program* (UPWP); the *Transportation Improvement Program* (TIP); and the *Regional Transportation Plan* (RTP). The UPWP sets out the activities of the NFRMPO over two fiscal years; the TIP documents transportation funding and investments over a four-year period; and the RTP guides transportation investments over the next two decades based on established visions and goals. In addition, the NFRMPO also produces other documents and plans, which have different expectations and processes. These are explained further in this chapter.

All Plans are taken to the Technical Advisory Committee (TAC) or Mobility Committees for discussion and recommended for Planning Council adoption or approval. Comments from the public, TAC, and Mobility Committees are taken into consideration before the Plans are adopted by the Planning Council. Members of the Planning Council are made aware of all public comment, which is included as an appendix in each Plan.

Regional Transportation Plan (RTP)

Every four years, the NFRMPO updates its longrange transportation plan, which analyzes land use and multimodal transportation scenarios based on anticipated funding. Ultimately, the RTP includes a fiscally constrained list of prioritized projects on regionally identified corridors.

Unified Planning Work Program (UPWP)

Every year, the NFRMPO budgets the federal and state transportation funds for planning and programming and acknowledges planning projects undertaken by agency partners that use federal or state funds.

Transportation Improvement Program (TIP)

Every two years, the NFRMPO holds a Call for Projects for transportation funding. Annually, the NFRMPO works with its partner agencies to identify regionally significant projects funded through federal and state transportation funds.

Active Transportation Plan (ATP)

Every four years, the NRFMPO evaluates its Regional Active Transportation Corridors and prioritizes strategies to improve active transportation modes in the North Front Range.

<u>Coordinated Public Transit/Human Services</u> <u>Transportation Plan</u> (Coordinated Plan)

Every four years, the NFRMPO works with its transit and human service transportation partners to evaluate improvements to the transportation system for older adults, individuals with disabilities, and low-income individuals.

Freight Plan/Freight Northern Colorado

In conjunction with CDOT's Statewide Freight Plan, the NFRMPO develops a strategy and framework to improve freight movement in and through Northern Colorado.

VanGo™ Vanpools

VanGo[™] Vanpools provides a transportation demand management (TDM) tool to reduce congestion. People who start and end their commutes in similar locations can pay a monthly fee for maintenance, gas, and insurance, and share driving responsibilities.

RideNoCo

RideNoCo is a one-call/one-click center focused on mobility assistance for older adults and individuals with disabilities. Mobility specialists provide personalized support finding the best mobility options to meet your needs.

Air Quality

The NFRMPO is part of the Denver-North Front Range 8-Hour Ozone Nonattainment Area and contains two Maintenance Areas for CO (Fort Collins and Greeley). The NFRMPO is the designated lead planning agency for Carbon Monoxide (CO) and works with the Regional Air Quality Council (RAQC), which is the designated lead planning agency for ozone. In addition, the NFRMPO works with the Air Pollution Control Division (APCD) and the Environmental Protection Agency (EPA) to develop plans to address air quality issues and ensure the NFRMPO's regional Transportation Plans meet or exceed air emission requirements.

Opportunities for Involvement

Get involved with the NFRMPO by attending one of the NFRMPO's monthly meetings, Figure 3.

Figure 3: Monthly NFRMPO Meetings

Day of Week

		SUN	MON	TUES	WED	THU	FRI	SAT
1	1					Planning Council		
	_					6:00 p.m.		
	2				NoCo Bike & Ped	CAC		
	_				10:00 a.m.	6:00 p.m.		
	3				TAC	LCMC		
4				1:00 p.m.	1:30 p.m.			
				1.00 μ.π.	(Odd months)			
				WCMC				
	4			1:30 p.m.				
				(Even months)				

Planning Council

Made up of elected officials from the thirteen communities and two counties, the Transportation Commissioner, and a representative from the Colorado department of Public Health & Environment Air Pollution Control Division (CDPHE-APCD), the Planning Council sets transportation policy for the region.

Community Advisory Committee (CAC)

Members of the public provide learn about the transportation planning process and provide direct input on the NFRMPO's plans, programs, and projects.

Technical Advisory Committee (TAC)

Made up of planning, engineering, and transit staff from each of the communities, Colorado Department of Transportation (CDOT), APCD, Federal Transit Administration (FTA), Federal Highways Administration (FHWA), and the Regional Air Quality Council (RAQC), the TAC provides technical guidance on transportation policy in the region.

NoCo Bike & Ped Collaborative

Staff from parks, planning, and transportation agencies, and advocates discuss the implementation of the *Active Transportation Plan* and the Regional Active Transportation Corridors.

<u>Larimer County Mobility Committee</u> (LCMC) & <u>Weld County Mobility Committee</u> (WCMC)

Made up of staff from transit agencies, human service agencies, and advocates, the LCMC and WCMC focuses on improving transportation for older adults, individuals with disabilities, and low-income individuals and implementing the *Coordinated Public Transit/Human Services Transportation Plan*.

Joint Mobility Committee

The Joint Mobility Committee is the name of the combined gathering of the LCMC and WCMC. Meetings are typically held twice a year on a LCMC and WCMC meeting date at a central location, such as Windsor, along with a virtual option via Microsoft Teams. The Joint Mobility Committee discusses topics and issues of regional significance to strengthen bonds of communication and collaboration in the region related to transportation and mobility needs.

Engagement Strategies

The NFRMPO utilizes a variety of strategies, techniques, and tools to engage with and solicit feedback from individuals who use the transportation system in the region. There are several strategies the NFRMPO has deployed in the past which are explained in the **Existing Strategies** section, including ways these strategies have been utilized in the past, and ways the strategies may be expanded upon in the future. Additionally, there are several new strategies the NFRMPO staff should consider implementing which are detailed in the **Developing Opportunities** section. The NFRMPO should implement as assortment of strategies during plan and program development to ensure greater proportion of the regional population has opportunities to be engaged.

COVID-19

Providing opportunities for public engagement was complicated due to the COVID-19 pandemic and restrictions on in person gatherings. Engagement efforts were shifted online for the majority of 2020 and 2021 with limited in person engagement over the two years. The NFRMPO worked to increase online public engagement during the time where in-person activities were restricted including:

- Implementation of Virtual and Hybrid meetings using the GoToMeeting platform
- Community Remarks mapping for the <u>Active Transportation Plan</u>
- Virtual outside partner presentations
- Distribution of digital surveys (2020 Active Transportation Challenge and EJ Plan)
- Increased social media presence
- Convening of a virtual Community Advisory Committee (CAC)
- Online transportation related activities for kids including coloring pages, scavenger hunts and puzzles

The NFRMPO will continue to utilize the strategies implemented during COVID-19 along with the strategies identified in this section.

Existing Strategies



Website

The NFRMPO website (nfrmpo.org) is the central hub of information about the work being completed by the NFRMPO. The website is updated regularly by staff with plans and programs, as well as the meeting packets and minutes for Planning Council, TAC, and other public meetings. The NFRMPO website is scheduled for ADA improvements in FY2023.



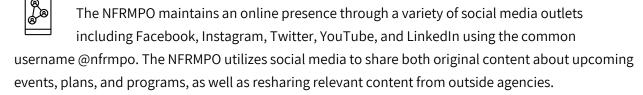
Screenshot of nfrmpo.org/calendar homepage.



Screenshot of nfrmpo.org homepage.

meetings, events attended by NFRMPO Staff, and office closures. Calendar entries include relevant details about the event, including physical location or virtual meeting information, links to meeting materials (if applicable), and are categorized to help the public easily identify applicable events.

Social Media



The calendar

to date with NFRMPO hosted

housed within the website is kept up

- Event promotion The NFRMPO utilizes social media outlets to promote events hosted by or attended by MPO staff. Staff promotes summer outreach events to inform community members what events Staff will be attending and encourage the public to seek out the NFRMPO booth.
- **Education** The NFRMPO social media pages are a venue to help educate the public on various transportation related topics. This is completed by promoting national events including Air Quality Awareness Week and Rural Road Safety Awareness Week. The NFRMPO will continue to seek out relevant educational opportunities to share on social media.
- **Promoted posts** A promoted post is a social media post that the NFRMPO pays the platform to make more visible to a wider audience. Promoted posts allow for messaging to be pushed to social media users who may not already follow the NFRMPO social media pages. The NFRMPO

can use promoted posts for major plan milestones, public comment periods, and surveys. In 2022 the NFRMPO promoted posts for the Shift Your Ride campaign and the LinkNoCo Self-Guided meeting.

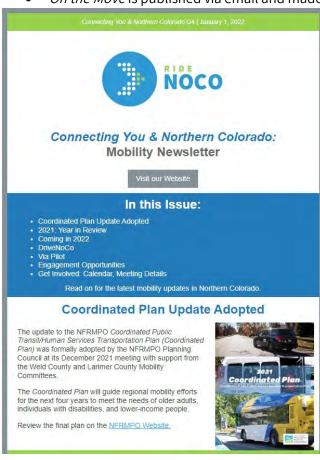
Media Packets – The NFRMPO should work with local agencies to build a contact list for
distribution of social media materials. Providing materials for partner agencies to create
original posts on their social media pages allows for NFRMPO messaging to be distributed to a
greater percentage of the population via an organization the public is more familiar with.



Newsletters

The NFRMPO produces three newsletters:

• On the Move is published via email and made available on the NFRMPO's website. Information



Screenshot of RideNoCo newsletter

on how to sign up for the newsletter is available on social media. Each quarterly newsletter contains articles about recently completed or upcoming projects, NFRMPO and partner agency events, and other transportation-related information, while also providing updates about construction projects and important meeting dates.

- Connecting You & Northern Colorado: Mobility Newsletter is a quarterly newsletter produced by RideNoCo and includes updates about the program as well as information on mobility coordination within the region.
- VanGo[™] publishes a yearly *Safety Meeting Newsletter.* Available through the
 VanGo[™] website and via email, the newsletter
 provides updates about safety, upcoming
 events, driving tips, and other useful
 information for current and potential users of
 VanGo[™].

Outreach Events

NFRMPO staff attend events around the region to engage with the public face to face. Through these events, the NFRMPO can gauge interest and approval as well as receive input on the NFRMPO's plans and processes. A variety of tactics are used during outreach events to engage with event attendees:

 Transportation Trivia – a fun, no-stress way to teach community members about various transportation topics including transit, trails, air quality, and mobility. The transportation trivia is a family- and kid-friendly tool to help educate and



NFRMPO, Ripley Design, and VFLA Staff at 2021 Bike to Work Day booth in Fort Collins

- open the door for more in depth conversations. Example trivia questions include asking people to show the proper hand motions for turning right, left, and stopping while riding a bicycle, the Planning Council representative, and questions about transit and active transportation corridors.
- **Retractable banners and posters** eye catching posters like maps and banners can start conversations and have been successful for VanGo[™], Simple Steps, Better Air (the ozone education program from RAQC), and RideNoCo.
- Informational items brochures, Rider's Guides, VanGo[™] fare cards, and other informational items produced by the NFRMPO or partner agencies (such as the RAQC and local transit agencies) are be displayed on the table at events. Informational materials are intended to help visualize and explain plans or studies being promoted. In addition to brochures and flyers, the NFRMPO utilizes maps, charts, graphs, and illustrations which are easy of the public to understand and enhance key points of the topics being presented. Contact information is



NFRMPO booth set-up at 2022 Greeley Stampede

readily available for individuals who have further questions or concerns.

• **Promotional items** – RideNoCo, VanGo™, Simple Steps, Better Air, and the NFRMPO all have promotional items that can be given away. Examples of these promotional items are magnets, stress balls, activity books and crayons, tote bags, pens, lollipops, and bike lights. The NFRMPO strives to provide promotional materials that are relevant and useful to the public. In addition to attending community events, NFRMPO staff also attend public meetings and working groups throughout the region. NFRMPO staff also attend various transportation board meetings to present specific projects or plans under development.



Public Comment Periods

During each Planning Council and TAC meeting, members of the public are given the opportunity to comment on the items for action before the respective body. Dates, agendas, and packets for these events are posted on the NFRMPO website prior to each meeting. Additionally, public comments are requested on a variety of NFRMPO activities. The NFRMPO will provide a reasonable number of calendar days for public input, typically 30 days. Federal and state requirements may influence the length of the public comment period. The TIP, RTP, and this PIP will also be provided for an appropriate public comment period. Required public comment periods lengths are listed in **Figure 4.** Additional plans produced by the NFRMPO generally have 30-day public comment periods which are announced at TAC and Planning Council meetings and are also generally released for 30-day public comment periods. All opportunities for public comment are posted on the home page of the NFRMPO's website and on the public comment page: nfrmpo.org/public-comment.

Figure 4: NFRMPO Public Comment Periods

Plan or Program	Public Comment Period Length
Air Quality Conformity	30 Days + Public hearing
<u>Articles of Association</u>	21 Days
PIP	45 Days
RTP	30 Days
TIP and TIP Amendments	30 Days
<u>UPWP</u>	Plan: 30 Days
	Amendments: 14 days
VanGo™	30 Days (fare increases)

Meetings

During the COVID-19 pandemic, many public agencies including the NFRMPO, moved inperson meetings to a virtual format. Following the resumption of in person activities, the NFRMPO has continued to host meetings in a hybrid format, allowing for participants to be either in person or online. In addition to meeting participants having a virtual option, this allows community members to participate remotely as opposed to having to travel across the region to provide public comment.

Partnerships

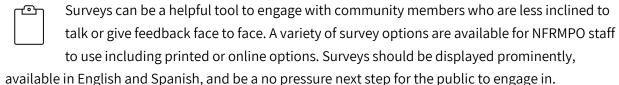


The planning process involves more than just the NFRMPO and community members and requires the NFRMPO to work with other public agencies to tackle major regional issues.

The NFRMPO will continue working with local governments and other organizations when member agencies are doing outreach. This provides the NFRMPO with an understanding of what is happening at the local level and provides the public additional opportunities to understand what the NFRMPO is doing. The NFRMPO can provide the local agency with supplementary outreach tools and can spread awareness of such events. For example, the NFRMPO has shared booth spaces with 60+ Ride, a volunteer transportation service provider for older adults in Weld County, at several outreach events. This partnership allows for more in depth discussion on mobility programs from RideNoCo as well as helping promote transportation services to those who need them.

Further, local communities consistently provide input to the NFRMPO. Elected officials and municipal staff participate in their own public involvement processes and bring the results to the attention of the NFRMPO. One tool the NFRMPO uses are the region's local Transportation Boards, which provide transportation input to the various City Councils. Receiving this input from municipal staff and elected officials allows staff to incorporate it into plans, ensuring the local municipalities provide valuable insight, and guarantee a continued conversation.

Surveys



Developing Opportunities

Teo

Technology

Technology and changing demographics mean the NFRMPO must be open to new techniques for engaging the public. Interactive tools allow agencies to use the Internet to reach out to a wider group and to provide more in-depth responses at a time and location convenient for them.

Interactive Mapping

Interactive online mapping offers a way for the public to visualize and engage with data and projects NFRMPO staff produce in a more meaningful way. In the past, the NFRMPO has used CommunityRemarks® in this capacity, but the NFRMPO has been utilizing the suite of online options offered by Esri ArcGIS Online to build maps and products customized to the needs of each project or plan. Staff will continue to increase the use of interactive mapping to help educate and inform as well as be a forum for the public to provide feedback.

Example: Walk Audit Story Maps

Following the 2022 Foothills Mall & Midtown Fort Collins Walk Audit, the RideNoCo team created an ArcGIS StoryMap to share findings and recommendations of the event.

Foothills Mall & Midtown Fort Collins Walk Audit



Screenshot of Foothills Mall & Midtown Fort Collins Walk Audit ArcGIS Story Map

Poll Everywhere

Poll Everywhere (Poll EV) is a tool the NFRMPO can use to conduct live polling during meetings and events. Poll EV allows users to submit responses to questions either online or via text and stores responses to allow for export or analysis. The NFRMPO staff should continue to explore options on how to use the various functionalities of Poll EV during outreach events and meeting.

Example: TDM Webinars

PollEV has been used for various NFRMPO meetings including the TDM Webinars hosted in 2022.

Respond at PollEv.com/nfrmpo974 (Fit Text NFRMPO974 to 22333 nace to join, then text your message

What resources would help you incorporate TDM?

- " Identifying best practices (i.e effective strategies) employed by other MPOs and municipalities."
- " The guaranteed ride program is huge . Sharing that more widely " $\!\!\!\!$
- " Love the idea of a toolkit that I could share with decision makers at my org $\mbox{\sc "}$

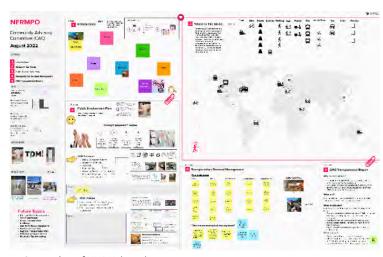
Screenshot of PollEV question

Mural

Mural is an online collaboration forum which allows for interactive online activities replicating how meetings may have been conducted using whiteboarding activities. Mural allows for online meetings to be more interactive and collaborative with features such as sticky notes, diagramming, and voting.

Example: CAC Mural Board

The NFRMPO has used Mural to help facilitate discussions during CAC meetings.



Screenshot of MURAL board

Virtual Engagement Events



The NFRMPO should explore implementing various forms of online engagement events including online open houses, virtual self-guided public meetings, and webinars. Virtual events remove the barrier for participants of traveling across the region to attend an

NFRMPO led event. Online meeting such as a virtual Self-Guided meeting allow for participants to be educated and provide feedback at the time and place of their choosing. Virtual Engagement events can take many forms based on the needs and desired outcomes of the topic. The flexibility and customization of each event ensures the

Example: Link NoCo Self-Guided Meetings

HDR, the project consultant, developed a self-guided meeting for the LinkNoCo project, developing maps, graphics, and descriptions to explain the proposed corridor recommendations. Participants were asked to read through the background, process, and recommendations, and answer guided questions about the corridors or leave comments throughout. The



Screenshot of Link NoCo Self Guided Meeting

self-guided meeting was open for two weeks and promoted via social media, on the project website, at meetings, the MPOs mailing lists, and through discussions with the public. More than 400 people participated.

Plan Specific Outreach Strategies



The NFRMPO should develop an outreach strategy document prior to embarking on major planning activities. The outreach strategy will allow for the NFRMPO to understand the desired outcomes and assist in choosing the appropriate strategies to achieve those

outcomes. The Outreach Strategy document should outline the following:

- Definition of goals and desired outcomes
- Timeline
- Intended Audiences
- Specific outreach strategies, and
- Evaluation metrics

The Outreach Strategy should be included as an appendix or the plan and include a summary of activities completed, an evaluation of success, and recommendations for future plans.

The outreach summary should include the answers to the following questions:

- 1. Were enough activities held to attract the highest number of participants? Were they the right type of activities? Were they held where the underrepresented populations live or gather? Were there unforeseen circumstances staff can avoid in the future?
- 2. Did online activities engage more than in-person activities?
- 3. What changes can be made for the next iteration of the Plan.

Example: At the outset of the <u>2050 RTP</u> development, NFRMPO staff created an outreach strategy including discrete phases of outreach which aligned with the phases of plan development. The outreach strategy can be found at <u>the link</u> and will be included as an appendix to the <u>2050 RTP</u>.

Micro Plans



Many NFRMPO plans and documents are lengthy and technical. This information is useful to NFRMPO and local agencies but may not be the most accessible to the general public. The NFRMPO should create condensed versions of planning documents which communicate

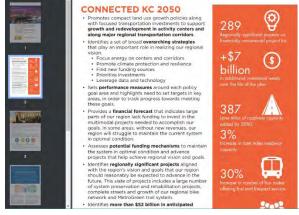
complex concepts using plain language, infographics, and visualizations to illustrate data and information. The goal of Micro Plans is to be easily accessible may be published in a variety of formats including print, digital, or online interactive. Micro Plans should be available for review during public comment periods to allow for the public to revie. Additionally, the NFRMPO should consider opportunities for translating Micro Plans when appropriate or upon request.

Example: Connected KC 2050

With the development of their long-range plan, the Mid-America Regional Council (MARC) created

a project website which served as a user-friendly central hub of information for community members. The website breaks down elements of the as a way for users to navigate to the information most relevant to them. Additionally, MARC created a <u>plan summary</u>, a high level view of what was included in the full plan. This summary is a concise but visual six-page document, serving as an accessible introduction of the plan for the general public and is available in both English and Spanish.

what should our transportation system look like between now and 2050? User-friendly central embers. The website by for users to | Connected Keep of the Control of the Co



Screenshots from Connected KC website and plan summary

Expanded Partnerships

In addition to the partnerships the NFRMPO has with its member agencies, the NFRMPO should explore additional opportunities for partnerships to engage with populations not being reached through current channels. The 2021 *EJ Plan* included a list of possible

partnerships included in the Community Resource Inventory appendix. The NFRMPO will utilize this inventory to expand the outreach network. The NFRMPO should look for further opportunities to expand on partnership including colleges and universities as well as libraries and community organizations.

The NFRMPO should seek opportunities to partner with other local agencies when setting up event booths. By partnering with more widely recognized partners or organizations who have existing relationships with the public, the NFRMPO may have the opportunity to engage with community members who may not ordinarily approach an NFRMPO booth.



Photo of NFRMPO and Safe Kids Larimer County staff at Everybody Bike Day booth

Example: Safe Kids Larimer County @ Everybody Bike Day booth

For 2022 Everybody Bike Day (Bike to Work Day) the NFMRPO partnered with Safe Kids Larimer County at a booth in Loveland. This partnership allowed for NFRMPO Staff to talk to participants about safety while Safe Kids Larimer County assisted participants with bicycle helmet fittings.

Equity Planning Tool



Included as a recommendation from the 2021 EJ Plan, a digital equity planning tool allow the NFRMPO and its local member agencies to decide on the most effective strategies for reaching various target populations based on factors such as the intent of the outreach (to

educate, solicit feedback, promote a program, etc.), the intended audience (general, youth, older adults, communities of concern, etc.), and more. The tool would serve as a starting point, allowing filtration of options to focus on a menu of strategies appropriate for their project. This tool could be expanded to include location-based EJ analysis and suggested stakeholders.

Example: <u>Miami-Dade TPO Public</u>
Outreach Strategy page



Screenshot of Niami-Dade Public Outreach Strategy Page

Equity Focus

The NFRMPO strives to ensure all members of the community have equal access to the resources and information provided by the NFRMPO. The NFRMPO takes its interactions with underserved communities seriously, ensuring low-income and minority community members have opportunities to participate in the transportation planning process. NFRMPO staff aims to expand community outreach, identify new strategies, and build relationships within the region. To better ensure equitable outreach, the NFRMPO adopted the Environmental Justice (EJ) Plan in 2021 and the Limited English Proficiency (LEP) Plan in 2022. Additionally, in 2021, the RideNoCo program began developing outreach strategies based on access to mobility options. Each of these efforts are described in this section.

Environmental Justice (EJ) Plan

The NFRMPO <u>Environmental Justice (EJ) Plan</u> was adopted in April 2021 and created a framework for better integrating EJ and equity throughout the NFRMPO's work. The <u>EJ Plan</u> included:

- Analysis of access to the decision-making process across the region
- Identification of partnerships and engagement strategies
- Clearly defined benefits and burdens that fit our local and regional context

- Consideration of additional EJ populations, or Communities of Concern (COC), including those with above average rates of limited English proficiency (LEP), older adults and youths, individuals with disabilities (ambulatory, self-care, independent living, hearing, vision, or cognitive difficulties), female headed households, homeless and unhoused, and zero-car households
- Recommended actions to improve EJ and equity considerations in transportation planning

EJ areas, as outlined in the EJ Plan, are census block groups which have a higher percentage than the regional average of low-income households or minority persons. The EJ areas map is updated annually with the most recent American Community Survey (ACS) data. Figure 5 shows the EJ areas as of the 2016-2020 ACS.

ollins 🗸 Timnath 257 LARIMER Windsor Loveland Johnstown Milliken Berthoud September. 2022 Legend Sources: CDOT, NFRMPO County Boundary ACS 2016-2020 Environmental Justice Area NFRMPO Planning Area ^{Nerth Front Rang} Metropolitan Planning Organization

Figure 5: NFRMPO EJ Areas Map

The COC area map, shown in **Figure 6**, illustrates the census tracts in the region and the number of COCs in comparison to the regional average.

Severance Fort Collins Timnath 257 Eaton WELD LARIMER Windsor 34 Greeley 34 85 34 402 Loveland Garden City Evans 85 60 60 Berthoud LaSalle Johnstown Milliken 56 September. 2022 Legend Number of Communities of Concern Sources: CDOT, NFRMPO County Boundary ACS 2016-2020 NFRMPO Planning Area ^{Rom Eront Range} Metropolitan Planning Organization

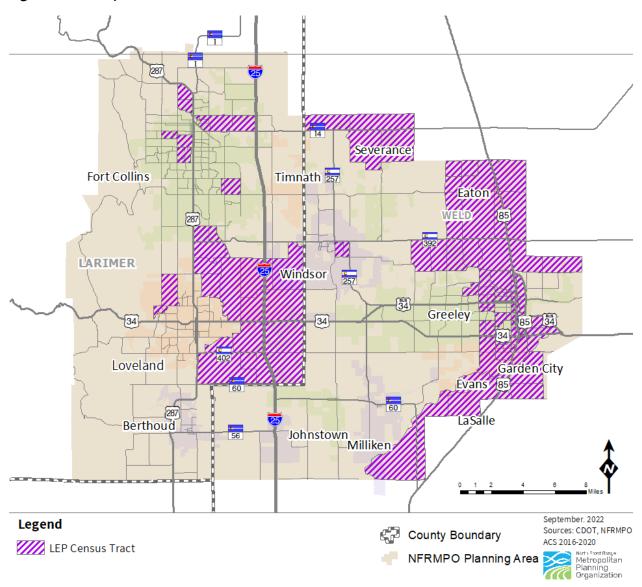
Figure 6: NFRMPO COC Areas Map

The full <u>EJ Plan</u> can be found at: https://nfrmpo.org/wp-content/uploads/2021-environmental-justice-plan.pdf.

Limited English Proficiency (LEP) Plan

The <u>NFRMPO LEP Plan</u>, adopted in May 2022 outlines the LEP populations in the NFRMPO region and includes a language assistance plan to help guide the NFRMPO in working with individuals with LEP.

Figure 7: LEP Map



The <u>LEP Plan</u> can be found in *Appendix E* of the <u>2022 Title IV Plan</u>: <u>https://nfrmpo.org/wp-content/uploads/2022-title-vi-plan.pdf.</u>

Additionally, in 2022 the NFRMPO contracted with LanguageLink, an over-the-phone translation service with the ability to translate into over 200 languages. NFRMPO staff can utilize this service to engage with a broader range of community members.

The NFRMPO staff will work with partner agencies to identify opportunities for translating information and documents upon request and when appropriate. To help facilitate communication with non-English speakers, the NFRMPO will consider developing a Spanish language webpage as a resource for information on the NFRMPO.

RideNoCo - Mobility Access Sensitive Messaging

As the RideNoCo program has developed, the need for context sensitive messaging based on access to mobility options became evident. RideNoCo has begun developing messaging strategies based on the following tiers:

- Areas with reliable and varied mobility options
- Areas with limited mobility options
- Areas with no (known/institutional/organizational) mobility options

Defining these contexts will help RideNoCo tailor outreach based on the unique needs within each community and provide different assets to communities with many mobility options compared to communities with limited or no mobility options.

Potential Obstacles to Participation

The strategies outlined within the <u>2022 PIP</u> are intended to encourage a diversity of engagement within the NFRMPO region. The NFRMPO acknowledges there continues to be obstacles which prevent the public from engaging in the NFRMPO planning process including:

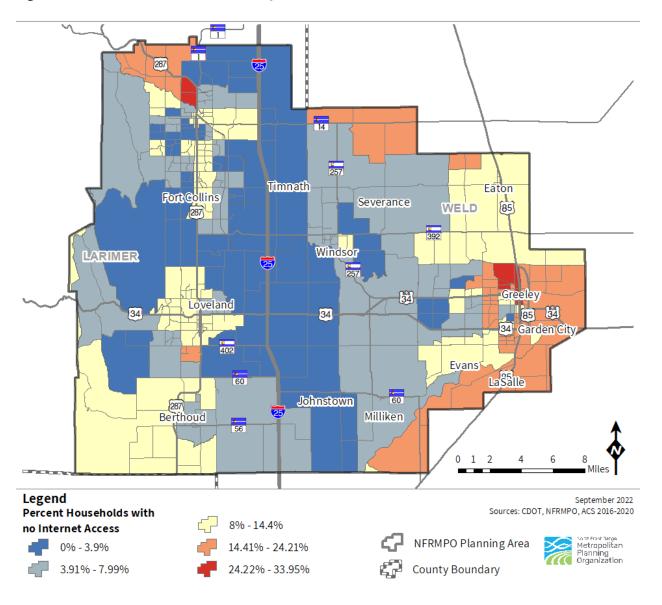
- Lack of physical access to a location, including lack of transportation to a physical location
- Lack of time to participate in events or meetings
- Limited access to internet, ability or knowledge required to participate in virtual events
- Dearth of understanding of the NFRMPO and the regional transportation planning process
- Pre-existing levels of distrust between community members and decision makers
- Consideration of the costs versus the benefit of participation, particularly regarding underserved communities' participation on the CAC

With an increased focus on technology strategies at all levels of government, it is important to take into consideration the communities which have little to no access to internet. **Figure 8** shows the areas within the NFRMPO region which have limited access to internet.

Acknowledging the time and effort commitment which is required of participating on a committee outside of working hours, the NFRMPO should investigate ways in which compensation can be provided to traditionally underserved populations to encourage a diversity of participation on the CAC.

The NFRMPO will continue to research and evaluate strategies to overcome the identified obstacles to ensure all members of the community have access to the resources and information provided by the NFRMPO. During evaluation of outreach activities, the NFRMPO should continuously consider ways in which these obstacles may be addressed and overcome.

Figure 8: NFRMPO Access to Internet Map



Success and Effectiveness

Defining Success for the Agency

The success of the NFRMPO's PIP and strategies can be measured both qualitatively and quantitatively. As illustrated in **Figure 9** there are several ways the NFRMPO can evaluate the effectiveness of an individual strategy. In addition to these numerical measures, the NFRMPO can analyze the depth of engagement by ensuring the strategies aligned with the four guiding engagement principles.

- Plans, studies, and other NFRMPO actions will reflect the concerns, needs, and vision of the public.
- A cross-section of the region's population is represented, including protected and underserved populations.
- To maintain an open dialogue with community members and commuters throughout the public participation process.
- To work with key stakeholders, members of the public, and member jurisdictions to coordinate participation during the planning process.
- Each strategy will be evaluated on a timely basis.

Defining Success for the Public

As a resident or visitor to the NFRMPO region, members of the public can expect the following:

- Easy access to current and upcoming plans and documents
- Convenient opportunities to provide input on NFRMPO activities
- Consideration of all community members regardless of race, color, national origin, or income status, sex, age, and disability
- Full and fair participation by all potentially affected communities in the transportation decision-making process
- A demonstration of explicit consideration and thoughtful response to public input received during the development of NFRMPO plans and programs.
- Reasonable accommodations regarding meeting locations, technology, and translation services to ensure all populations feel welcome and engaged in the planning process.
- Strategies which are tailored for specific populations and are evaluated on a timely basis to ensure success.

Measures of Effectiveness

The effectiveness of NFRMPO outreach strategies can be measured in a variety of ways. **Figure 9** outlines the strategies listed within this plan, and the metrics the NFRMPO will use to analyze effectiveness of each strategy.

Figure 9: NFRMPO Engagement Strategy Measures of Effectiveness

	<u>Strategy</u>	<u>Metrics</u>			
	Website	 Visits Common searches Number of document downloads Most visited pages 			
- - - - - -	Social media	 Number of annual site visits Number of new followers Comments received by users Analytics, including Facebook likes and shares, retweets, success of Facebook promotion, blog comments, Instagram likes 			
	Newsletters	 Number of subscribers Number of new subscribers Number of subscribers opening newsletter Number of link clicks 			
	Outreach Events	 Total number of interactions Major themes and discussion topics Quantity of promotional giveaways Quantity of informational giveaways Attendance of events in at least 80 percent of NFRMPO member communities 			
4	Partnerships	Annual number of partnered events			
+	Public comment periods	 Number of comments received Substance of comments received 			
	Meetings	 Attendance Comments made at and after meetings Staff discussions after meetings 			
	Surveys	 Number of responses filled out in each language Number of requests to forward survey Total number received 			
i	Title VI, EJ, and ADA	 Number of requests for alternate formats Number of participants in meetings Number of requests for translations 			

Evaluation Process

The NFRMPO should perform extensive evaluation of the public outreach process every two years, or at the midpoint of the Plan cycle. Evaluating the public involvement process on a consistent basis will ensure community engagement is working to the best of its ability and will better position the NFRMPO to plan outreach based on current events and trends. The evaluation will be both an internal and external effort including feedback from Staff, TAC, Planning Council, and the public. If significant changes are warranted following the evaluation the NFRMPO may consider amending the *PIP*.

To ensure effectiveness of engagement strategies, evaluation of public outreach should always be assessed based on the four Guiding Engagement Principles as outlined earlier in the document.



Meet people where they are.



Provide options for involvement, and be adaptable.



Be a good community partner.



Consistently evaluate what works and what doesn't.

Internal Evaluation

The NFRMPO produces an Annual Report each year, distributed to stakeholders and at public outreach events. This Annual Report includes an evaluation of public outreach throughout the year. In this section of the Annual Report, the NFRMPO can report out on relevant metrics listed in the Measures of Effectiveness table including social media and outreach event statistics, and major recurring themes during the past year of outreach.

In addition, the NFRMPO should analyze year over year trends within each outreach strategy to note which strategies may be underperforming and how these strategies may need to be adapted for better outcomes. NFRMPO staff will also review the Outreach Strategy and Summary following each plan.

External Evaluation

To complete the external evaluation, the NFRMPO may utilize surveys, whether verbally or written in person, or online, to evaluate interactions with the public. The survey may ask the following questions:

- Have you heard of the NFRMPO before?
- If so, how did you hear about the NFRMPO?
- How do you prefer to receive information?
- In what community do you live?
- In what community do you work?
- How do you usually get to work?
- Demographic data (optional)

NFRMPO Staff should, whenever possible, follow up with individuals who provide public comment or during the planning process to close the feedback loop and allow the community know how their comments and recommendations have been addressed.

Staff will also work with the CAC to gather feedback on the effectiveness of strategies implemented following the adoption of the *PIP* and solicit advice on how to better improve engagement processes.

Internal evaluations cannot be considered useful if they are not shared with the public. NFRMPO staff will share evaluations of the public involvement process in the following ways:

- Inclusion in the NFRMPO's Annual Report;
- Annual discussion with TAC and Planning Council and a formal analytical discussion every two years;
- In each plan as an introductory section and appendix;
- Posting to the NFRMPO website; and,
- By request.

Appendix A: List of Acronyms

- ACS American Community Survey (https://www.census.gov/programs-surveys/acs/)
- ADA Americans with Disabilities Act of 1990 (https://www.ada.gov/)
- **APCD** Air Pollution Control Division (https://www.colorado.gov/pacific/cdphe/apcd)
- **ATP** Active Transportation Plan (https://nfrmpo.org/bike-ped/)
- **BIL** Bipartisan Infrastructure Law (https://www.fhwa.dot.gov/bipartisan-infrastructure-law)
- CAC Community Advisory Committee (https://nfrmpo.org/public-involvement/committee/)
- **CDOT** Colorado Department of Transportation (https://www.codot.gov/)
- **CDPHE** Colorado Department of Public Health and Environment (https://www.colorado.gov/cdphe)
- **CORA** Colorado Open Records Act (https://www.sos.state.co.us/pubs/info center/cora.html)
- **CO** Carbon Monoxide
- **DTD** CDOT Division of Transportation Development (https://www.codot.gov/programs/planning)
- **EJ** Environmental Justice (https://www.epa.gov/environmentaljustice)
- FAST Act Fixing America's Surface Transportation Act (https://www.fhwa.dot.gov/fastact/)
- **FOIA** Freedom of Information Act (https://www.foia.gov/)
- **GHG** Greenhouse Gas
- **GIS** Geographic Information Systems
- IIJA Infrastructure Investment and Jobs Act (See BIL)
- ISTEA Intermodal Surface Transportation Efficiency Act of 1991
- (https://www.fhwa.dot.gov/planning/public_involvement/archive/legislation/istea.cfm)
- **LCC** Local Coordinating Council
- LCMC Larimer County Mobility Committee (https://nfrmpo.org/mobility/committees/)
- **LEP** Limited English Proficiency (https://www.lep.gov/)
- MAPG Mobility and Access Priority Group (formerly STC Senior Transportation Coalition)
- MPO Metropolitan planning organization (https://www.planning.dot.gov/mpo.asp)
- NFRMPO North Front Range Metropolitan Planning Organization (https://nfrmpo.org/)

NFRT&AQPC – North Front Range Transportation & Air Quality Planning Council, also known as the Planning Council (https://nfrmpo.org/planning-council/)

NoCo – Northern Colorado Bicycle & Pedestrian Collaborative (https://nfrmpo.org/bike-ped/noco/)

PIP - Public Involvement Plan (https://nfrmpo.org/public-involvement/)

RAQC – Regional Air Quality Council (https://raqc.org/)

RTP - Regional Transportation Plan (https://nfrmpo.org/rtp/)

STAC – Statewide Transportation Advisory Committee

(https://www.codot.gov/programs/planning/planning-partners/stac.html)

STIP – Statewide Transportation Improvement Program

(https://www.codot.gov/business/budget/statewide-transportation-improvement-program-stip-reports-information)

SWMPO – Statewide Metropolitan Planning Organization Committee (https://www.codot.gov/programs/planning/documents/planning-partners/swmpo)

TAC – Technical Advisory Committee (https://nfrmpo.org/tac/)

TC – Transportation Commission (https://www.codot.gov/about/transportation-commission)

TDM – Transportation Demand Management (https://nfrmpo.org/tdm/)

TIP – Transportation Improvement Program (https://nfrmpo.org/tip/)

TPR – Transportation Planning Region

(https://www.codot.gov/programs/planning/documents/planning-partners/TPR Small.jpg/view)

UPWP – Unified Planning Work Program (https://nfrmpo.org/upwp/)

UZA – Urbanized Area

WCMC - Weld County Mobility Committee (https://nfrmpo.org/mobility/committees/)

Appendix B: Accommodations

The NFRMPO works to accommodate any and all requests. NFRMPO staff requests all inquiries for accommodations be made at least 72 hours in advance of the meeting. Forms for Title VI complaints and records requests are included at the following links:

Title VI/ADA Complaint Form: https://nfrmpo.org/wp-content/uploads/TITLE-VI-ADA-COMPLAINT-FORM-2022-Updated.pdf

To request a translator, make a Title VI complaint, or inquire about a public outreach event, please contact:

NFRMPO – Title VI Coordinator 419 Canyon Ave, Suite 300 Fort Collins, CO 80521

Phone: (970) 800-9560 Email: staff@nfrmpo.org



Request to Inspect Public Records

	Return form to:					
Pursuant to the Colorado Open	Via mail:	North	Front Range MPO			
MPO will respond to this reques			Attn:	Attn: Office Administrator		
working days. This completed f			419 C	419 Canyon Ave, Suite 300		
to the Office Administrator at th			Fort C	Collins, CO 80521		
mail or email. The original of th		Via email	staff(staff@nfrmpo.org		
retained by the Office Administr	rator.					
	Date of Request:		Timo	of Request:		
	Date of Request.		Tille	or Request.		
Contact Information	Name					
	A -l -l					
	Address					
	City	State	Zip	Telephone Number		
	Email address					
Description of Record Desired						
Signature						
	Response Date		Metho	od of Delivery		
	Request denied?		Basis	for denial		
	·					
For NEDMBO Has Only						
For NFRMPO Use Only						
	Comments:					

Appendix C: Social Media Policy

NFRMPO Social Media Policy

September 21, 2022

The NFRMPO maintains a presence on social media to engage with, inform, and cultivate connections with members of the community. Various uses in which the NFRMPO engages on social media are outlined in the NFRMPO's <u>Public Involvement Plan (PIP)</u>. Social media is to be used by NFRMPO staff in a responsible, efficient, ethical, and legal manner in accordance with the mission of the NFRMPO.

The NFRMPO maintains the following social media channels:

- NFRMPO
 - o Facebook: https://www.facebook.com/nfrmpo/
 - o Instagram: https://www.instagram.com/nfrmpo
 - o LinkedIn: https://www.linkedin.com/company/nfrmpo/
 - o YouTube: https://www.youtube.com/@nfrmpo
- VanGo[™]
 - o Facebook: https://www.facebook.com/VanGoVanpools/
 - o Twitter: https://twitter.com/VanGoVanpools/
 - o Instagram: https://www.instagram.com/vango-vanpools/
- RideNoCo
 - o Facebook: https://www.facebook.com/RideNoCoCO/
 - o Instagram: https://www.instagram.com/rideno.co/
 - o Twitter: https://twitter.com/ridenoco

Comments Policy

Comments and opinions expressed by the public on any NFRMPO social media channel, including but not limited to Facebook, Instagram, Twitter, LinkedIn, or YouTube, are not the opinion of the NFRMPO, its employees, or the NFRMPO Planning Council. Visitors to the NFRMPO's social media are advised these sites serve as limited public forums, and all content is subject to monitoring. The NFRMPO reserves the right to remove comments which:

- Are outside the scope of the topic of the site or page;
- Contain graphic, obscene, explicit, or discriminatory language;
- Include sexual/pornographic content or links to such content;
- Encourage illegal or unlawful activity, including threats of harassment or violence, or violations of federal, state, or local laws;
- Include solicitations or advertisements including any promotion or endorsement of any financial, commercial, or non-governmental agency;
- Disclose personal, confidential, proprietary, or privileged information, including personally identifying information that could be used to commit identification fraud;

- Include content in support of or opposition to any person campaigning for election to a political office or promoting or opposing any ballot proposition; and/or
- Include any links suspected of containing a virus.

All comments made to a website maintained by the NFRMPO may be subject to the Colorado Open Records Act (CORA).

Official Public Comment

Members of the public are encouraged to engage and interact with content published on the NFRMPO's social media channels. Members of the public are also strongly encouraged to follow the public comment procedures outlined in the <u>PIP</u> for official public comment purposes including comments or suggestions on specific NFRMPO plans or work tasks, requests for accommodations, or public records requests.

The NFRMPO will respond to direct and relevant questions posted on its social media pages to the greatest extent feasible to help educate and inform the public on NFRMPO and transportation-related topics.

Records Retention

Social media sites are not the property of the NFRMPO, but the content posted remains the responsibility of the NFRMPO. The NFRMPO acknowledges social media tools are subject to public records law and will retain and dispose of social media records in accordance with CORA and the NFRMPO Records Retention policy. To the maximum extent practicable, the NFRMPO social media archive will include messages, posts (including images, videos, and text), profile informaiton, connections, and comments. Social media records will be retained for up to four (4) years or what is consistent with the most current NFRMPO Record Retention Policy.

As social media is an evolving means of public interaction, the NFRMPO social media policy is subject to amendment or modification at any time to ensure its continued use is consistent with its intended purpose as a limited forum. Questions or concerns regarding the NFRMPO presence in various social media channels should be directed to staff@nfrmpo.org.

Appendix D: Public Comment

The NFRMPO released the 2022 Public Involvement Plan for a 45-day public comment period from September 21, 2022 to November 5, 2022. In that time, the NFRMPO received feedback from four individuals and agencies. Comments received are grouped by topic below.

Strategies

- Thank you for the idea of micro-plans, that would be really helpful for many people. Do you think people will be able to provide comments using the micro-plan during a commenting period or will it just be a summary produced after adoption?
- Sounded like CAC will be continuing past the pilot period, congrats!
- Remove the update cycles of the documents unless that is the only cycle this document will be
 used for. If the NFRMPO foresees the PIP being used beyond those, either list every applicable
 cycle or remove the dates. You can include language elsewhere that dates and schedules will
 be reported in a different location.

Evaluation

- Has there ever been any evaluation done? This data, or pointing to that evaluation, should be
 included here. I suggest break it down by plan. How many people provided input or how many
 comments on the last RTP, for example. If this is something you've been monitoring over time,
 you could show for example a graph of survey responses which is hopefully increasing over
 time but probably not steadily (some surveys attract more attention than others).
- As a former MPO staff (in Virginia), the web metrics weren't very useful. It mostly showed us how many robots had attacked us. I tried tracking it monthly and after a few months decided it was a waste of my time.
- This is a lot of metrics to keep track of. What do you do with this data? How is it used?
- One of the most effective practices I did (in my former life as an MPO staff) was ask for a zip code in surveys. I produced a map with every survey that was color-coded for # responses received from each zip code. I had a table that compared the % of responses received from that zip code to the % of the population of the region from that zip code. Then I could purchase Facebook ads to target the under-responding zip codes next time I was promoting a survey.
- Will there be an effort to allow those who participate in opportunities to know what was done with the feedback they provided? How will you close the feedback loop?
- I wonder about the "quantity of promotional giveaways" as a metric; I've heard from other partners who feel like a "swag vending machine" at events. If it is tedious to collect or monitor, perhaps it is worth considering excluding it from the metrics.

Equity

• Will opportunities be available in languages other than English for non-English speakers to be involved? Including translating documents.

- I'm glad to see youth mentioned specifically. Will any engagement opportunities be tailored to the population?
- How do you define communities of concern?
- If you deem appropriate, please consider adding "youth" as an underserved population.
- The access to the internet map was surprising, that's a valuable piece of data to include, good job!

General

- I enjoyed the mix of text, pictures, and icons and found the draft easy to follow.
- This document describes HOW public engagement happens, but not WHY. Some specific
 examples of how and when public input it considered in decision making would help. The one
 mentioned I found was that public input is included as an appendix of documents that the
 Council makes decisions on.
- The biggest obstacle to participation is not knowing about the opportunity. Next biggest is not understanding it (which you include). How do you promote public participation opportunities? What resources do you have to spend on public participation? It's amazing how far a few dollars go on Facebook ads. (I tried out a few other platforms, but Facebook had the best return on investment.) The tool that made the biggest difference for equity was an email list of interested stakeholders. Every time I did a survey, I asked for email addresses. Most people don't fill that in, but some do, and next time I did a survey, I'd email that list. Since this is people who not only cared enough to take the survey but trusted you enough to give you their email address, I got the BEST response rate from that list. So I made sure to get out & meet people that would probably check certain boxes in the demographic section, and invite them to my email list. It took a couple years and then it was really making a difference in our #'s. We went from one survey where just 1 person identified as Black out of 500, to a survey two years later where 8% identified as Black (the region was 14% Black).