

1. Introduction

1.1 Outreach Strategy

The North Front Range Metropolitan Planning Organization (NFRMPO) leads the federal transportation planning process for the Fort Collins Transportation Management Area (TMA) and the Greeley Urbanized Area (UZA). The 2025 Active Transportation Plan (ATP) will fulfill the federal requirement to address bicycle and pedestrian planning as a component of the 2050 Regional Transportation Plan. To ensure a continuing, comprehensive, and cooperative process, the NFRMPO is embarking on an in-depth 2025 ATP Outreach Strategy. This Outreach Strategy was created by staff with the intention of defining the purpose of each phase of outreach, including desired outcomes, strategies, and benchmarks.

This outreach strategy will explain the four phases of community engagement NFRMPO staff will undertake, including goals, objectives, and actions, in the development of the 2025 ATP. In addition, the NFRMPO is working to benchmark its outreach to measure success of this outreach strategy.

- Phase 1: Goals and Problem Statement
 - Set specific active-transportation related goals
 - Identify the priorities of communities, elected officials, and stakeholders
 - Explain the purpose of the 2025 ATP and the planning process
- Phase 2: Existing Condition/Active Transportation Facilities Data Update
 - Identify the infrastructural problems related to Active Transportation in the Region
 - Update the NFRMPO's Active Transportation facilities data
- Phase 3: RATC Visioning
 - Discuss and identify potential projects along or impacting RATCs
 - Create visions plans for RATC corridors based on potential projects and existing plans
- Phase 4: Closing the Feedback Loop
 - Follow up with participants with draft 2025 ATP
 - Evaluate the final plan to expectations at beginning

1.2 Public Involvement Plan

The NFRMPO's outreach strategy is defined in its Public Involvement Plan (PIP). The current PIP was adopted by the NFRMPO Planning Council in December 2022. The 2022 PIP identifies the following principles for evaluation:

1. Meet people where they are.
2. Provide options for involvement and be adaptable.
3. Be a good community partner.
4. Consistently evaluate what works and what doesn't.

1.3 Timeline

Table 1 shows the expected timeline for each phase of the Outreach Strategy based on the expected October 2, 2023, kick-off. While the exact timeline is subject to change, the figure shows a reasonable timeline to interact with stakeholders and incorporate the feedback and discussions into the next step of the 2025 ATP.

Table 1: 2025 ATP Timeline

Phase	2023	2024				2025
	Q4	Q1	Q2	Q3	Q4	Q1
Goals and Problem Statement						
Existing Condition/Active Transportation Facilities Data Update						
RATC Visioning						
Closing the Feedback Loop/Adoption						

1.4 Intended Audiences

Throughout the 2025 ATP planning process, NFRMPO staff will interact with an array of stakeholders. The NFRMPO will implement strategies from its Environmental Justice (EJ) Plan to ensure participation by vulnerable and underserved communities. One major recommendation from the EJ plan and the 2022 PIP is to utilize partnerships and go where people are to increase engagement. Potential community groups have been identified below. The NFRMPO will continue to seek out additional partnerships to engage with throughout the planning process.

- Technical Advisory Committee (TAC)
- Community Advisory Committee (CAC)
- Larimer County Mobility Committee (LCMC)/Weld County Mobility Committee (WCMC)/Northern Colorado Mobility Committee (NCMC)
- Local transportation advisory boards
- Chambers of Commerce
- Areas Agencies on Aging (AAAs)
- Environmental Agencies
- Universities
- Youth Advisory Boards
- Local bicycle advisory boards
- University Transportation Departments

- Boys and Girls Clubs

1.5 Environmental Justice and Communities of Concern

The EJ Plan identifies goals and strategies to increase outreach to historically marginalized communities. Historically marginalized communities, called Communities of Concern (COCs) in the EJ Plan, include communities with higher-than-regional averages of low-income, minority, Limited English Proficiency (LEP), older adults and youths, populations with a disability, female-headed households, the homeless and unhoused populations, and zero-car households.

NFRMPO staff will ensure all public outreach materials are written in a way to ensure the messaging and purpose are clear and concise. This may require NFRMPO staff working with community partners to translate topics into more manageable terms.

During the ATP development process, NFRMPO staff will dedicate time to attending community events, meetings, and events in COCs. In addition, materials will be available in English, large-text, and Spanish; NFRMPO staff can prioritize translating into additional languages as requested.

1.6 Social Media and Traditional Media

As of fall of 2023, the NFRMPO has the following social media: Facebook, X, Instagram, LinkedIn, and YouTube. NFRMPO will expand the reach of these pages and partner with communities and agencies to increase interactions. The NFRMPO produces agency-wide and Mobility-focused newsletters quarterly and a VanGo™ newsletter semiannually. The NFRMPO will prepare ATP-specific newsletters as appropriate.

1.7 Other Notes

NFRMPO staff should be prepared to adjust these strategies as necessary to avoid community and staff fatigue. Reaching out to the same communities continuously can be burdensome, so NFRMPO staff will need to be thoughtful of communities' time. In-person ATP meetings will all be hybrid to allow for flexibility for attendants.

2. Phase 1: Goals and Problem Statement

2.1 Timeline

Phase 1 will start in October 2023 and go through December 2023.

2.2 Desired Outcome

The desired outcome of Phase 1 is a set of goals to guide the completion of the plan. These goals will be based on the priorities of the general public, stakeholders, and community partners. These goals will guide the development of the plan. This phase will also consider what things need to be updated and included in this iteration of the plan.

2.3 Strategies

- **Website-** NFRMPO staff will create a project website beginning with Phase 1, to be interactive and educational. This will include information about the current phases, previous plans, the outcomes of each phase, and ways to provide input.
- **Survey-** this survey will ask stakeholders to provide feedback on what they like about the region, what could be done better, and what their priorities are. Survey will be promoted through online and in-person venues.
- **Partner Presentations-** NFRMPO will meet people where they are, presenting at existing community meetings.
- **Video-** NFRMPO staff will record a version of the partner presentation to put on the project website for those who cannot attend the meeting.
- **Social Media-** NFRMPO staff will create and implement a social media campaign to gather feedback from the public on their Active Transportation priorities.

3. Phase 2: Existing Condition/Active Transportation Facilities Data Update

3.1 Timeline

Phase 2 will occur between January 2024 and June 2024.

3.2 Desired Outcome

The desired outcome of Phase 2 is to gather a better understanding of the Active Transportation system and what the need is for the region. The data gathered during this phase will guide the plan's content.

3.3 Strategies

- **TAC Discussion-** NFRMPO staff will discuss TAC's priorities and request data from the communities to update the NFRMPO's Active Transportation data.
- **NoCo Bike and Ped Collaborative-** NFRMPO will engage with NoCo Bike & Ped Collaborative throughout the planning process. NFRMPO staff will work with NoCo Bike & Ped Collaborative to update the NFRMPO's Active Transportation data.
- **Community conversations-** NFRMPO staff will meet with land use planners, transportation planners, parks planners, and other community staff to identify local priorities.
- **Website-** NFRMPO staff will keep the project website updated with updated information, new maps, the outcomes of Phase 1, and ways to stay involved.
- **Social media-** NFRMPO staff will use social media to keep the public informed on ATP progress.

4. Phase 3: RATC Visioning

4.1 Timeline

Phase 3 will occur between April 2024- December 2024.

4.2 Desired Outcome

The desired outcome of Phase 3 is to envision the future of the Regional Active Transportation Corridors (RATC) based on the goals identified in Phase 1 and existing conditions identified in Phase 2. The RATC visions will guide RATC development.

4.3 Strategies

- **TAC Discussion** – NFRMPO staff will discuss the RATCs with TAC to gather input on the communities vision for these corridors.
- **NoCo Bike & Ped Collaborative**- NFRMPO staff will discuss the RATCs with NoCo Bike & Ped Collaborative and work with the group to update the RATC 10-Year Project Pipeline.
- **Community Conversations**- NFRMPO staff will continue to meet with municipal staff and with other stakeholders to gather input on the RATCs.
- **Events**- NFRMPO staff will attend events to gather input from the public.
- **Corridor-specific conversations**- NFRMPO staff will meet with local stakeholders who are impacted by specific RATCs as needed.
- **Social media**- NFRMPO staff will use social media to gather input from the public on the RATCs.
- **Website**- NFRMPO staff will keep the project website updated with updated information, new maps, and ways to stay involved. NFRMPO staff will create an ArcGIS Online portal to gather information and feedback on the RATCs.

5. Phase 4: Closing the Feedback Loop

5.1 Timeline

Phase 4 will occur between December 2024 and at the latest March 2025.

5.2 Desired Outcome

The desired outcome of Phase 4 is to close the feedback loop and report back to participants from Phases 1, 2, and 3 what NFRMPO staff heard and are presenting to the Planning Council.

5.3 Strategies








- **Events**- NFRMPO staff will attend events, including potential pop-up events, to discuss the draft [2025 ATP](#) with members of the public.
- **Public Comment Period**- The ATP will be open for a 30-day public comment period prior to final discussion with TAC and Planning Council.
- **TAC and Planning Council Discussion**- Public comment will be available at meetings as well as input from members of the TAC and Planning Council as Discussion Items.
- **Website**- the website will have information for the outcomes of phases 1, 2, and 3, as well as draft chapters for public review.
- **Social media**- the NFRMPO will promote the draft plan and public comment opportunity.
- **ATP Brochure/Fact Sheet/ATP Micro Plan**- NFRMPO staff will complete the plan brochure and fact sheet after the plan is approved by Planning Council.



6. Evaluation

6.1 Metrics

Table 2 is from the [2022 PIP](#) and identifies potential measures for evaluation.

Table 2: 2022 PIP Evaluation Matrix

Strategy	Metrics
 <p>Website</p>	<ul style="list-style-type: none"> • Visits • Common searches • Number of document downloads • Most visited pages
 <p>Social media</p>	<ul style="list-style-type: none"> • 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
 <p>Newsletters</p>	<ul style="list-style-type: none"> • Number of subscribers • Number of new subscribers • Number of subscribers opening newsletter • Number of link clicks
 <p>Outreach Events</p>	<ul style="list-style-type: none"> • 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
 <p>Partnerships</p>	<ul style="list-style-type: none"> • Annual number of partnered events
 <p>Public comment periods</p>	<ul style="list-style-type: none"> • Number of comments received • Substance of comments received
 <p>Meetings</p>	<ul style="list-style-type: none"> • Attendance • Comments made at and after meetings • Staff discussions after meetings

 <p>Surveys</p>	<ul style="list-style-type: none"> • Number of responses filled out in each language • Number of requests to forward survey • Total number received
 <p>Title VI, EJ, and ADA</p>	<ul style="list-style-type: none"> • Number of requests for alternate formats • Number of participants in meetings • Number of requests for translations

6.2 Incorporation into Plan

Outreach summaries and this outreach strategy will be an appendix in the 2025 ATP, including evaluation of comments received and utilized strategies. NFRMPO staff will also propose process improvements based on internal and external feedback.