



North Front Range  
**Metropolitan  
Planning  
Organization**

**Connected Communities 2055  
Regional Transportation Plan  
Outreach Strategy**

**North Front Range Metropolitan Planning Organization**

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# Introduction

## Outreach Strategy

The North Front Range Metropolitan Planning Organization (NFRMPO) leads the federal transportation planning process for the Fort Collins Transportation Management Area (TMA), the Greeley Urbanized Area (UZA), the Johnstown UZA, the Severance UZA, and the Eaton UZA. A major component of the federal transportation planning process is the Regional Transportation Plan (RTP), which evaluates existing conditions, trends, and needs, as well as potential future projects and funding to address those needs. The RTP must be multimodal and fiscally constrained.

To ensure a continuing, comprehensive, and cooperative process, the NFRMPO is embarking on an in-depth 2055 RTP Outreach Strategy (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 stakeholder and community engagement NFRMPO staff will undertake, including goals, objectives, and strategies, in the development of the 2055 RTP. 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 transportation-related goals, objectives, and performance measures
- Identify the priorities of communities, elected officials, and stakeholders
- Explain the purpose of the 2055 RTP process

### ❖ **Phase 2: Visioning**

- Discuss and identify potential projects
- Create vision plans for corridors based on existing plans and potential projects

### ❖ **Phase 3: Scenario Planning**

- Create scenarios for the NFRMPO to run through the Regional Travel Demand Model (RTDM)
- Evaluate logic and success of scenarios based on community input

### ❖ **Phase 4: Closing the Feedback Loop**

- Follow up with participants with the draft 2055 RTP
- Evaluate the final plan to expectations at the beginning of the process

## 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 and began a new update in fall 2025. This will allow the Public Involvement Plan to better influence the 2055 RTP. The 2022 PIP identifies the following guiding engagement principles:

- ❖ **Principle 1: Meet people where they are.**
- ❖ **Principle 2: Provide options for involvement, and be adaptable.**
- ❖ **Principle 3: Be a good community partner.**

❖ **Principle 4: Consistently evaluate what works and what doesn't.**

The 2022 PIP also identifies existing engagement strategies as well as new, developing engagement strategies.

**Timeline**

**Table 1** shows the expected timeline for each phase of the Outreach Strategy as of January 2026. 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 2055 RTP.

**Table 1: Expected Timeline**

Phase	2026				2027		
	Q1	Q2	Q3	Q4	Q1	Q2	Q3
Goals and Problem Statement	X	X					
Visioning		X	X	X			
Scenarios and Projects				X	X	X	
Closing the Feedback Loop						X	X*

\* TAC and Planning Council discussion and action

**Intended Audiences**

Throughout the development of the 2055 RTP, NFRMPO staff will interact with an array of stakeholders. One major recommendation from the 2022 PIP is to utilize partnerships more and to go where people are, rather than expecting them to come to the NFRMPO. These community groups have been identified for outreach throughout the 2055 RTP.

- ❖ **Planning Council** – Made up of elected officials from our local communities.
- ❖ **Technical Advisory Committee (TAC)** – Made up of planners, engineers, and transit staff from the local communities. TAC will provide input on the process, fiscal constraint, and potential projects.
- ❖ **Community Advisory Committee (CAC)** – Made up of members of the public. CAC will provide input on outreach strategies and help staff address the “so what” of the data.
- ❖ **Larimer County Mobility Committee (LCMC)/Weld County Mobility Committee (WCMC)/Northern Colorado Mobility Committee (NCMC)** – Made up of transit staff and human service agencies. LCMC, WCMC, and NCMC will provide input on the impacts of the transportation system on older adults, individuals with disabilities, and low-income individuals.
- ❖ **NoCo Bike & Ped Collaborative (NoCo)** – Made up of staff from local communities, state agencies, and local advocacy groups. NoCo will provide input on portions of the plan related to active transportation.
- ❖ **Local Community Colleges and Universities** – Colorado State University (CSU), University of Northern Colorado (UNC), Aims Community College, and Front Range Community College

(FRCC) are located within the NFRMPO region. Students and staff from colleges and universities can provide feedback on how the transportation system impacts them.

- ❖ **Local Transportation Advisory Boards** – Located in Fort Collins, Loveland, and Greeley, made up of members of the public. Transportation advisory boards can provide feedback on the current conditions in their communities as well as discuss how their local communities fit into the regional context.
- ❖ **Chambers of Commerce** – Located in Fort Collins, Loveland, Berthoud, Evans, Greeley, Windsor. Chambers of Commerce can provide feedback from a business perspective, including on freight needs.
- ❖ **Area Agencies on Aging (AAAs)** – Located in Larimer County and Weld County, made up of older adults. The AAAs can provide feedback on how the transportation system currently works for older adults as well as issues that are potentially oncoming.
- ❖ **Non-Governmental Organizations (NGOs)** – The NFRMPO should communicate with regional, state, and federal agencies related to environmental mitigation, including CDOT's NEPA unit, HUD, State Historic Preservation Office, etc.

In general, NFRMPO staff should promote RTP-related items to social media and should partner with local communities and agencies to promote on social media. This expands the overall audience of the RTP's social media campaigns.

While balancing outreach fatigue, NFRMPO staff will keep stakeholders informed throughout the process. This is to ensure a feedback loop and avoid asking for input without follow-up.

### Communities of Concern

Historically marginalized communities, called Communities of Concern (COCs), 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 RTP development process, NFRMPO staff will dedicate time to attend 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.

For identified projects, NFRMPO staff will dedicate time to in-depth analyses for COCs. This will include discussing project benefits and burdens with communities as well as working with project sponsors to identify outreach opportunities and strategies.

## Social Media and Traditional Media

As of the end of 2025, the NFRMPO has the following social media: Facebook, X, Instagram, Threads, LinkedIn, and YouTube. NFRMPO staff 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 RTP-specific newsletters as appropriate.

The NFRMPO should produce press releases at key milestones in the RTP process to engage a wider audience. The NFRMPO publishes notices for Planning Council meetings in the three largest regional newspapers.

## Fact Sheets

Throughout the development of the 2055 RTP, fact sheets will be created to help the public and stakeholders understand the purpose of the plan, as well as the topics and issues it includes and addresses. All fact sheets will be posted on the 2055 RTP project webpage and distributed at outreach events.

## 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.

# Phase 1: Goals and Problem Statement

## Timeline

Phase 1 will start in January 2026 and go through June 2026.

## 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 and will influence the Goals, Objectives, Performance Measures, and Targets (GOPMT) section of the 2055 RTP. Additionally, regional corridors will be evaluated for revisions and additions.

## Strategies

- ❖ **Website** – NFRMPO staff will create a project website designed to be interactive and educational. This will include information about what the plan includes, current phases, previous plans, and ways to provide input.
- ❖ **Partner Presentations** – NFRMPO staff should meet people where they are, presenting at existing community meetings.
- ❖ **TAC Discussions** – NFRMPO staff will work with TAC to update the GOPMT and revise Regionally Significant Corridors (RSCs), Regional Active Transportation Corridors (RATCs), and Regional Transit Corridors (RTCs).

- ❖ **Video** – NFRMPO staff will record a version of the partner presentation to put on the project website for those who cannot attend a meeting.
- ❖ **Social Media** – NFRMPO staff will create a 2055 RTP social media campaign.

## Phase 2: Visioning

### Timeline

Phase 2 will occur between June 2026 and December 2026.

### Desired Outcome

The desired outcome of Phase 2 is to envision the future of the region based on the goals identified in Phase 1 and the projects submitted by the NFRMPO member communities. The Vision Plans will inform scenarios in Phase 3.

### Strategies

- ❖ **TAC Discussions** – NFRMPO staff will discuss projects submitted by member communities and create visions for RSCs, RATCs, and RTCs.
- ❖ **Community Conversations** – NFRMPO staff will meet with land use planners, transit planners, parks planners, and other community staff to identify local priorities and discuss projects.
- ❖ **Pop-up Events** – NFRMPO staff will attend events throughout the region to discuss projects and priorities with members of the public.
- ❖ **Surveys** – The survey will ask stakeholders to provide feedback on what they like about the region and transportation corridors, what could be done better, and what their priorities are. Survey will be promoted through online and in-person venues.
- ❖ **Website** – NFRMPO staff will keep the project website updated with updated information, new maps, and ways to stay involved. Online RSC, RATC, and RTC visioning tools will be created to gather feedback from members of the public.
- ❖ **Social Media** – NFRMPO staff will prepare a campaign related to RSC, RATC, and RTC visioning.

## Phase 3: Scenario Planning

### Timeline

Phase 3 will occur between October 2026 and May 2027.

### Desired Outcome

The desired outcome of Phase 3 is to create and run scenarios based on the regional goals identified in Phase 1 and the vision plans created through Phase 2. These scenarios will be run through the NFRMPO's Regional Travel Demand Model (RTDM) and Land Use Allocation Model (LUAM).

## Strategies

- ❖ **TAC Discussions / Model Steering Team** – NFRMPO staff will discuss scenario inputs and outputs with the TAC and the Model Steering Team.
- ❖ **Community Conversations** – NFRMPO staff will meet with land use planners, transit planners, parks planners, and other community staff to identify local priorities and discuss the inputs and outputs.
- ❖ **Website** – NFRMPO staff will keep the project website updated with updated information, new maps, and ways to stay involved.

## Phase 4: Closing the Feedback Loop

### Timeline

Phase 4 will occur between June 2027 and September 2027.

### 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 have worked on and present the plan to the TAC and Planning Council.

## Strategies

- ❖ **Pop-up Events** – NFRMPO staff will table at local community events to discuss the draft 2055 RTP with members of the public.
- ❖ **Public Comment Period** – The RTP will be open for a 30-day public comment period prior to final discussions 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.
- ❖ **RTP Executive Summary and Brochure** – Once the plan is adopted, the NFRMPO will create a 2055 RTP Executive Summary as well as a Brochure, which will summarize the plan.

## Evaluation

### Metrics

**Table 2** is from the 2022 PIP and identifies potential metrics for evaluation.

**Table 2: 2022 PIP Evaluation Matrix**

Involvement Tool	Metrics
<b>Website</b>	<ul style="list-style-type: none"> <li>❖ Visits</li> <li>❖ Common searches</li> <li>❖ Number of document downloads</li> <li>❖ Most visited pages</li> </ul>
<b>Social Media</b>	<ul style="list-style-type: none"> <li>❖ Number of annual site visits</li> <li>❖ Number of new followers</li> <li>❖ Comments received by users</li> <li>❖ Analytics, including Facebook likes and shares, retweets, success of Facebook promotion, blog comments, Instagram likes</li> </ul>
<b>Meetings</b>	<ul style="list-style-type: none"> <li>❖ Attendance</li> <li>❖ Comments made at and after meetings</li> <li>❖ Staff discussions after meetings</li> </ul>
<b>Newsletters</b>	<ul style="list-style-type: none"> <li>❖ Number of subscribers</li> <li>❖ Number of new subscribers</li> <li>❖ Number of subscribers opening newsletter</li> <li>❖ Number of link clicks</li> </ul>
<b>Surveys</b>	<ul style="list-style-type: none"> <li>❖ Number of responses filled out in each language</li> <li>❖ Number of requests to forward survey</li> <li>❖ Total number received</li> </ul>
<b>Public Comment Periods</b>	<ul style="list-style-type: none"> <li>❖ Number of comments received</li> <li>❖ Substance of comments received</li> </ul>
<b>Title VI and ADA</b>	<ul style="list-style-type: none"> <li>❖ Number of requests for alternate formats</li> <li>❖ Number of participants in meetings</li> <li>❖ Number of requests for translations</li> </ul>
<b>Outreach Events</b>	<ul style="list-style-type: none"> <li>❖ Total number of interactions</li> <li>❖ Major themes and discussion topics</li> <li>❖ Quantity of promotional giveaways</li> <li>❖ Quantity of informational giveaways</li> <li>❖ Attendance of events in at least 80 percent of NFRMPO member communities</li> </ul>
<b>Partnerships</b>	<ul style="list-style-type: none"> <li>❖ Annual number of partnered events</li> </ul>

## Incorporation into Plan

An outreach summary will be included in Chapter 1 of the 2055 RTP. Additionally, an appendix of the 2055 RTP will include in-depth information on 2055 RTP outreach, including an evaluation of comments received, utilized strategies, and information on events and surveys conducted during plan development. NFRMPO staff will also propose process improvements based on internal and external feedback.