

Appendix A: Public Outreach

Public Outreach

Appendix A of the 2050 Regional Transportation Plan

Public Involvement Plan

The NFRMPO updated the Public Involvement Plan (PIP) in 2022 to assist in the guidance of public participation in the planning process for the 2050 RTP. The NFRMPO Planning Council adopted the 2022 PIP on December 1, 2022. The 2022 PIP builds on the successes and lessons learned from the 2019 PIP. Strategies from the 2022 PIP were incorporated into the development of the 2050 RTP. Application of these strategies are explained in the following sections.

Image 1: Cover of the 2022 Public Involvement Plan



Major updates to the 2022 PIP impacting the were:

- Lessons learned about public involvement during the COVID-19 pandemic;
- Guidance from the Infrastructure Investment and Jobs Act (IIJA) including an increased focus on social media and virtual engagement opportunities; and
- Updated and new engagement strategies

The [2022 PIP](#) also includes a process for evaluating the effectiveness of NFRMPO outreach strategies. To ensure effectiveness of engagement strategies, evaluation of public outreach should always be assessed based on the four Guiding Engagement Principles as outlined in the [2022 PIP](#):

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.

Outreach Strategy

The NFRMPO developed the [2050 RTP Outreach Strategy](#) in October 2021¹. The Strategy was created to ensure a continuing, comprehensive, and cooperative planning process and was intended to define the purpose of each phase of outreach, including desired outcomes, strategies and benchmarks. The Strategy outlined four phases of the [2050 RTP](#) planning process. Within this document the outreach activities implemented during the four phases are documented.

Phase 1: Goals and Problem Statement

- Set specific transportation-related goals
- Identify the priorities of communities, elected officials, and stakeholders
- Explain the purpose of the [2050 RTP](#) process

Phase 2: Visioning

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

Phase 3: Scenario Planning

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

Phase 4: Closing the Feedback Loop

- Follow up with participants with draft [2050 RTP](#)
- Evaluate the final plan to expectations at beginning

¹ The [2050 RTP Outreach Strategy](#) was developed prior to the adoption of the [2022 PIP](#) and therefore references the [2019 PIP](#).

Phase 1: Goals and Problem Statement

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 section of the 2050 RTP.

Timeline

Anticipated: October 2021-December 2021

Executed: October 2021-April 2022

Image 2: A screenshot of the 2050 RTP website



Strategies Implemented

- **Website** – NFRMPO Staff created a project website for the 2050 RTP. The website was published on the front page of the NFRMPO website, and in the NFRMPO *On the Move* quarterly newsletter.
- **Video** – NFRMPO staff created an introductory video to the 2050 RTP which was posted to the NFRMPO YouTube Channel and to the 2050 RTP Website.
- **Partner Presentations** – NFRMPO began partner presentation in 2021 following the Kickoff of the RTP and through April 2022. The partner presentations covered the information included in the introductory video, introducing the plan purpose, structure, component plans, and timeline. Presentations during this phase were given to the following groups:
 - Loveland Transportation Advisory Board
 - Greeley Citizen Transportation Advisory Board
 - Fort Collins Bicycle Advisory Committee
 - Fort Collins Transportation Board

- NFRMPO Technical Advisory Committee (TAC)
- NFRMPO Community Advisory Committee (CAC)
- NoCo Bike and Ped Collaborative

Phase 2: Visioning

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.

Timeline

Anticipated: April 2022-July 2022

Executed: November 2022-April 2023

Image 3: NFRMPO Staff during the visioning phase



Strategies Implemented

- **TAC Discussion** – Discussions were held with the TAC and Planning Council to determine and finalize the NFRMPO regional corridors.
- **Community Conversations** –
 - NFRMPO staff convened the model steering team made up of local land use, transit, and transportation planners to facilitate conversations around the Land Use Allocation Model (LUAM) and Regional Travel Demand Model (RTDM)
 - NFRMPO Staff discussed the regional corridor development process with the CAC.
- **Virtual Outreach**
 - NFRMPO Staff maintained the 2050 RTP Website.
 - An ArcGIS Story Map Collection was created to host online interactive content including Story Maps, Visioning Activities, and a survey.

- A social media campaign was created to promote the Corridor Visioning Activities and the Popup events throughout the region.
- The Corridor Visioning Activities were promoted through a specific RTP Corridor Visioning Newsletter and through the *On the Move* newsletter.
- NFRMPO staff prepared media kits for community engagement offices and public information officers at NFRMPO local agencies and local Chambers of Commerce to promote the 2050 RTP development process and the Corridor Visioning Activities.
- **Partner Presentations** – Staff gave presentation to partner agencies and groups January and April 2023 to the following partners:
 - Greeley Citizens Transportation Advisory Board
 - I-25 Coalition
 - US34 Coalition
 - US85 Coalition
 - Fort Collins Transportation Board
 - Fort Collins Bicycle Advisory Board
 - Larimer County Workforce Development Board
 - LCBE Community Champions
 - Northern Colorado Mobility Committee
 - NoCo Bike and Ped Collaborative
 - Northern Colorado Elected Officials
- **Pop-up Events** – NFRMPO Staff hosted popup events across the region at the following locations to discuss the Corridor Visioning Activities. During these popup events Staff talked to over 265 community members, collecting input on what their priorities and concerns are for the NFRMPO regional corridors.
 - Lincoln Park Library – Greeley
 - Transportation Projects Fair – Fort Collins
 - Riverside Library – Evans
 - Harmony Library – Fort Collins
 - Clearview Library Trivia – Windsor
 - Loveland Public Library
 - Johnstown Public Library
 - Eaton Public Library
 - Milliken Library
 - Clearview Library
 - Old Town Library – Fort Collins
 - Berthoud Library
 - Council Tree Library – Fort Collins

- CSU Earth Day

Image 4: NFRMPO Staff at a popup event



Phase 3: Scenario Planning

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).

Timeline:

Anticipated: October 2022-January 2023

Executed: May 2023-July 2023

Strategies Implemented

- **TAC Discussion / Model Steering Team** – NFRMPO staff discussed scenario inputs with the TAC, Model Steering Team, NoCo Bike and Ped Collaborative, Community Advisory Committee, and Planning Council.
- **Community Conversations** – NFRMPO Staff presented at the CDOT 4P Meetings in both Larimer and Weld Counties and the Larimer County Regional Elected Meeting.

Phase 4: Closing the Feedback Loop

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.

Timeline

Anticipated: June 2023-September 2023

Executed: June 2023 – Present

Image 5: NFRMPO Staff at a popup event



Strategies Implemented

- **Pop-up Events** – Staff attended the following community events beginning in April 2023. At the 13 events attended between April and August 15 staff talked to approximately 1,935 community members about the NFRMPO, RTP, and regional transportation planning.
 - Timnath Safety Fair
 - Berthoud Day
 - Johnstown BBQ Day
 - Fort Collins Open Streets
 - Greeley Stampede
 - Bike to Work Day (Fort Collins, Greeley, Windsor, Evans, and Loveland)
 - Eaton Days
 - LaSalle Day
 - Milliken Beef n’ Bean Day
 - The following events will be held between August 15 and October 1. NFRMPO staff will discuss the Draft and Final RTP during these events:

- Severance Days
 - Loveland Corn Roast Festival
 - Windsor Harvest Festival
 - Evans Heritage Day
 - Fort Collins Open Streets
- **Public Comment Period** – The public comment period for the 2050 RTP was open from July 10 through August 9, 2023. A draft version of the plan was accessible through the NFRMPO website, the 2050 RTP website, and the ArcGIS Online Story Map Collection page. During the public comment period, the NFRMPO received comments from six community members and seven local and partner agencies. Comments received during the process are summarized in the following section and were incorporated into the draft plan as practicable.
- **TAC and Planning Council Discussion** – Public comment opportunities were available during TAC and Planning Council meetings. TAC and Planning Council were presented the Draft 2050 RTP, comments and recommendations received during these discussions were incorporated into the final plan.
- **Social Media** – The Draft 2050 RTP and public comment period were promoted through the NFRMPO social media channels including Facebook, Instagram, LinkedIn, and Twitter. Additionally, the notice of public comment was sent to the following mailing lists:
 - *On the Move* newsletter
 - RTP Updates
 - TAC
 - Planning Council
 - NoCo Bike and Ped
 - Chambers of Commerce
 - Community Advisory Committee
 - Mobility Committees

Next Steps

NFRMPO staff will continue to create content related to the finalized 2050 RTP including the following:

- **Final Plan** – The final 2050 RTP will be posted on the NFRMPO website, 2050 RTP website, promoted through the *On the Move* newsletter and social media channels.
- **RTP Brochure, Fact Sheets, Executive Summary, and/or ArcGIS Story Maps** – As outlined in the 2022 PIP, NFRMPO staff will create educational content related to the 2050 RTP to be available to the public. This content will be intended to highlight the main takeaways of the plan in an easy to consume format. Materials will also be created

for Spanish language translation. This content will be promoted through the same channels as other RTP content.

- **Outreach Evaluation** – NFRMPO staff will continue to evaluate the effectiveness of the 2050 RTP outreach strategy with community partners and the NFRMPO Community Advisory Committee (CAC).

What We Heard

Corridor Visioning

Throughout the Spring, the NFRMPO launched the Corridor Visioning Activities as part of the [2050 Regional Transportation Plan](#). Through a set of three online interactive mapping activities, people who live, work, or travel through the North Front Range region were able to vote on corridors and comment on their vision for the Future of Transportation in the region. In addition to the online activities, NFRMPO staff talked to people at libraries across the region. NFRMPO staff also presented to a variety of groups including Transportation Boards, Highway Coalitions, and mobility committees. Overall, there were over 200 responses received through in person and online comments (note: responses do not indicate individual responders, one responder may have submitted multiple responses).

Survey responders were asked to provide their ZIP code so we would know where people were responding from. We received responses from 20 zip codes across Northern Colorado.

Figure 1: Map showing the zip codes of corridor visioning survey takers

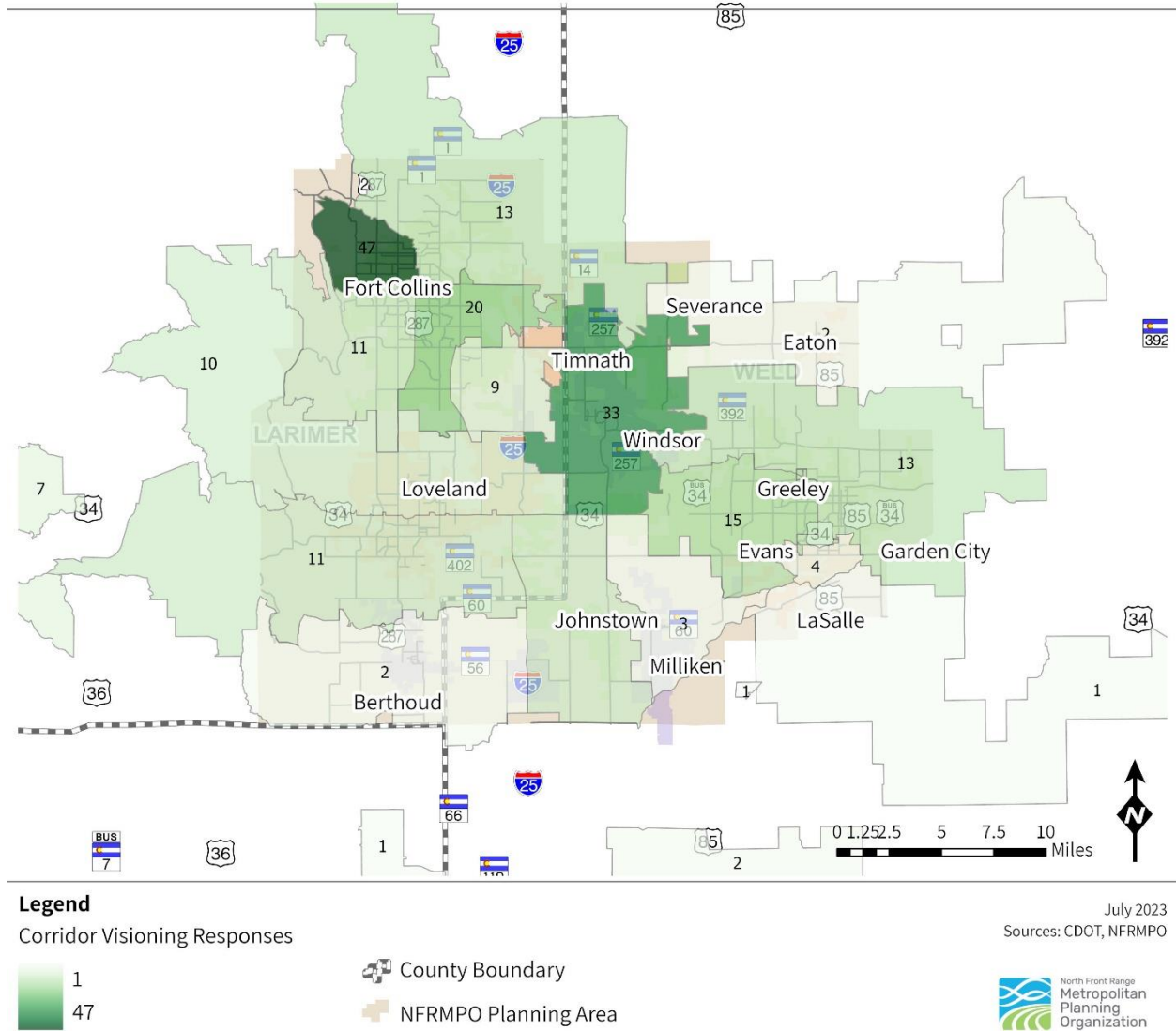
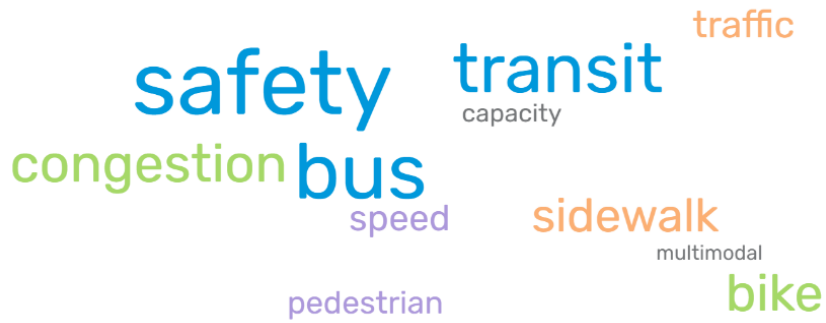


Figure 1 Additional Description: The map above shows the top zip codes where corridor visioning survey respondents live. More responses to the survey were seen in zip codes near Fort Collins, Timnath, and Windsor.

The top themes we heard in response to our Regionally Significant Corridors were safety, transit, congestion, sidewalk, traffic, bike, speed, pedestrian, capacity, and multimodal. The top themes we heard about our transit corridors were increased frequency, evening and weekend service, local connections, and bike parking and transport. For the active transportation corridors, the most significant themes were connectivity, safe crossings, and separated multi-use paths.

Image 6: The most significant themes brought up in response to Regionally Significant Corridors



We asked responders to let us know what mode of transportation they currently travel each corridor by and how they would like to travel the corridor. 80 percent of responses said they currently travel the corridor by car, but traveling by car dropped to only 20.5 percent when asked how you would like to travel the corridor. Most responders (almost 40 percent) stated they would like to travel around the region by transit, either by bus or another form of transit, followed by bike at almost 30 percent.

Figure 2: Survey Responses for Current Travel

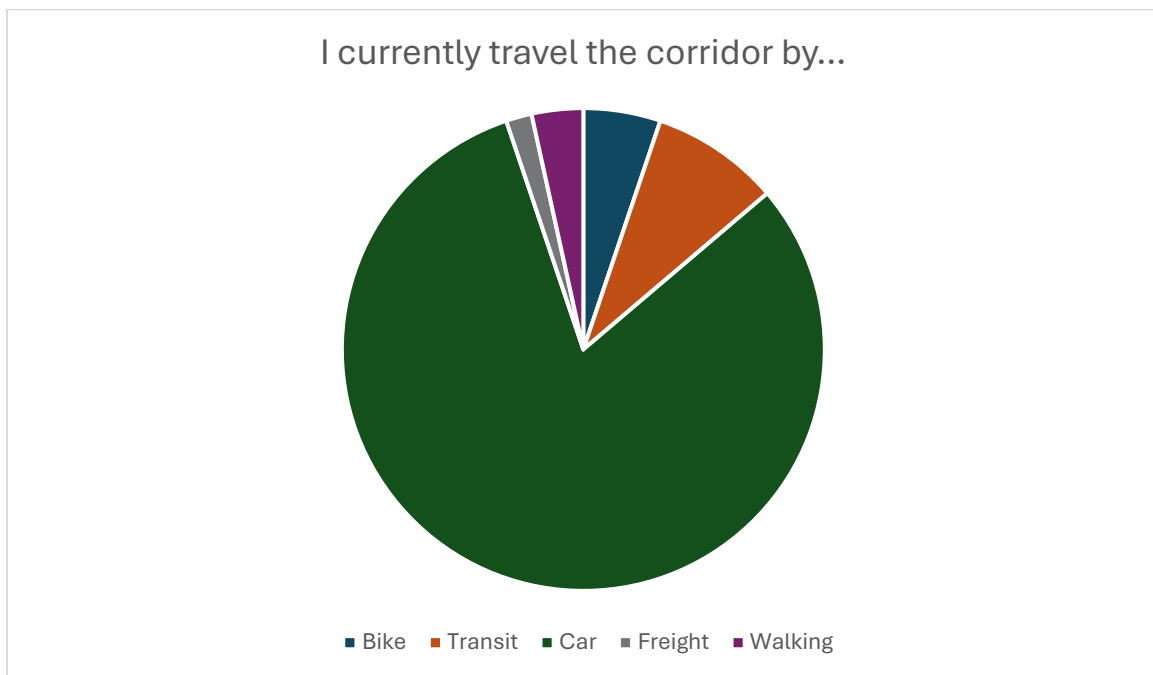
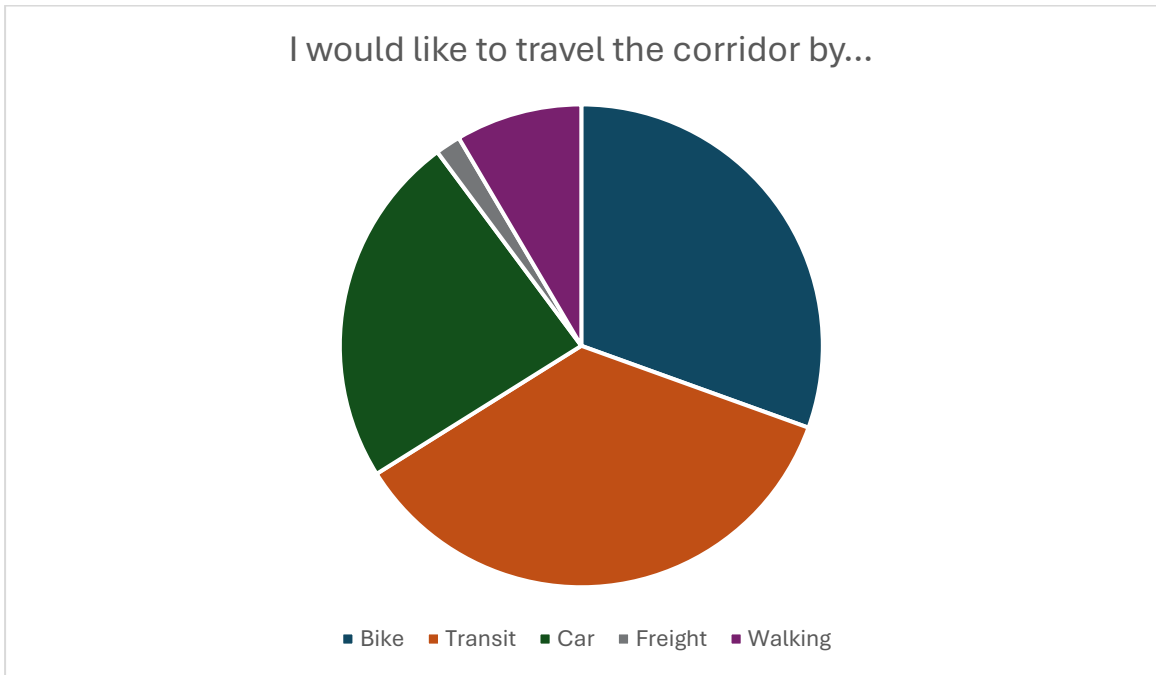


Figure 3: Survey Responses for Future Travel



We asked respondents to prioritize each of our corridor types and the following rose to the top:

Regionally Significant Corridor: I-25

Image 7: Vehicles driving on I-25



Regional Transit Corridors: Bustang

Image 8: A Bustang bus



Active Transportation Corridor: Poudre River Trail

Image 9: The Poudre River Trail going under a bridge



The NFRMPO has incorporated the comments and themes into the Corridor Vision section the [2050 RTP](#). To view all the comments made during the Corridor Visioning activity check out the [RTP Collection page](#).

Draft 2050 RTP Public Comment Period

During the 30-day public comment period for the [2050 RTP](#), the NFRMPO received 13 comments from community members, local agency staff, and partner agencies. The public comments received are summarized and grouped by theme.

Capacity Expansion and Multimodal Transportation Options

Community members commented that projects submitted for incorporation in the [2050 RTP](#) were heavily focused on expanding or widening roadways and highways. Concerns were expressed that the projects may result in induced demand within the region and there should be a greater focus on maintaining the existing roadway system in addition to expanding transportation options within the region. Concerns were expressed that there is not enough focus on expanding transit options within the region and to connect the North Front Range to the Denver region.

Community members commended the [2050 RTP](#) for the expansion of active transportation options with the build out of the Regional Active Transportation Corridors (RATCs).

Public comments noted a significant amount of flexible funding outlined in the Fiscally Constrained Plan is allocated to capacity expansion projects and that the community would like to see more of the flexible funding allocated to active transportation and transit projects.

Air Quality

Comments received from community partners articulated concern about the relationship between the 2050 RTP and the Colorado GHG Transportation planning standard, noting the goal of the GHG Planning Standard is to reduce greenhouse gas emissions for the transportation system and expressed concern that the Planning Standard may not be achieving the intended result.

Comments received noted the desire for additional funding to be allocated to GHG Reduction strategies to further the strategies outlined in the NFRMPO GHG Transportation Report.

Safety

Public comments included concern about the safety targets included within the Plan and the desire for safety targets to be more closely tied to the NFRMPO Safety Vision. Comments received noted there may be better ways to report fatal and serious injury rates other than by vehicle miles traveled (VMT). Suggestions were made to calculate the rate by population (per

capita). Comments were made requesting the NFRMPO set more ambitious targets to pursue zero fatal and serious injuries.

Comments were received expressing a desire for the NFRMPO to pursue a Vision Zero Action plan through the Safe Streets and Roads for All (SS4A) grant which would allow more NFRMPO member agencies to apply for future construction funding.

Performance Measures

Public comments noted the desire for more ambitious targets to be set for non-single occupant vehicle travel, daily VMT per capita, and safety. Concern was expressed about the regional performance measure related to increased active transportation facilities, indicating the target may be unreasonable for local agencies and there may be a better way to capture the intent of the performance measure. Comments were received regarding congestion and noted a desire to see travel time reliability and delay reduction performance measure acknowledge induced demand.

Local Agency Input

Local agency staff revised RTP sections with an eye toward local perspective, including how the RTP reflects local plans and programs.

Lessons Learned

Through the 2050 RTP development process, outreach, and public comment, NFRMPO staff documented lessons learned and adaptations for future iterations of the Regional Transportation Plan.

Outreach Strategy

The 2050 RTP Outreach Strategy was developed prior to the adoption of the 2022 PIP and therefore does not fully reflect the strategies outlined within the PIP. Future RTP outreach strategies should implement the strategies outlined in the 2022 PIP. Additionally, future iterations of the PIP should implement lessons learned within the 2050 RTP process.

The 2050 RTP Outreach Strategy outlined opportunities and strategies which were not fully implemented during the 2050 RTP development process including the development of a RTP specific newsletter and creation of fact sheets for each discrete phase of the RTP. An effort should be made to implement these strategies for future planning processes.

Intended Audiences

The NFRMPO will continue to expand outreach to better include all target audiences, with a focus on environmental justice populations, Chambers of Commerce, area agencies on aging (AAAs), safety groups, environmental agencies, Limited English Populations (LEPs), and youth.

The NFRMPO staff should continue to work with partner agencies included in the NFRMPO 2021 Environmental Justice Plan's Community Resources Inventory.

The NFRMPO should endeavor to expand community conversations and popup events to more diverse audiences.

Public Comment Implementation

Though much of the public comment received about the 2050 RTP was incorporated into the final document, some comments relating to the process may not be implemented in the 2050 RTP due to timing and process constraints. These such comments will be preserved for future RTP iterations in addition to other NFRMPO plans and programs which will be developed in the upcoming planning cycle.

Materials

The following pages are examples of outreach materials used throughout the 2050 RTP development process:

- 2050 RTP Branding
- 2050 RTP Introduction Presentation
- Corridor Visioning Social Media Examples
- Corridor Visioning Activity Screenshots
- Story Map Collection Screenshot
- 2050 RTP Get Involved! Survey example

Image 10: The logo for the 2050 RTP



RTP Example Presentation

Image 11: Slide 1 of an RTP example presentation



Image 12: Slide 2 of an RTP example presentation

Introduction

- Updated every four years (September 2019)
- Consider all travel modes: transit, freight, bike/ped, roadway, emerging technology, etc.
- Must have a 20+ year planning horizon
- Projects must be fiscally constrained
- Must meet air quality conformity requirements

2050 RTP

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Image 13: Slide 3 of an RTP example presentation

What's new **2050 RTP**

- Greenhouse gas budgets
- Focus on the “**so what**” of the data and **emerging trends**
- Reduce duplicate information
- RTP-focused **Outreach Strategy**



Image 14: Slide 4 of an RTP example presentation

Existing Plans **2050 RTP**



Image 15: Slide 5 of an RTP example presentation

Plan Structure

- 1. Planning Context**
What does our region/agency look like today?
- 2. Trends**
Socioeconomic, transportation, emerging trends and technology, and security/safety
- 3. Visioning and Scenario Planning**
What does the region look like as it grows and develops?
- 4. Funding and Financing**
What projects should the region fund and with what money?
- 5. Appendices**

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Image 16: Slide 6 of an RTP example presentation


Outreach **2050 RTP**

2021	2022				2023		
Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3
Phase 1a (Goals, Problem Identification)		Phase 2 (Goal ranking, Corridor Visions)		Phase 3 (Scenarios and Projects)		Phase 4 (Education)	

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Image 17: Slide 7 of an RTP example presentation

Outreach Strategies **2050 RTP**



- Website: nfrmpo.org/rtp/2050-rtp
- Social Media
- Videos and Presentations
- Surveys
- Community Events
- Building on local efforts and plans

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Image 18: Slide 8 of an RTP example presentation

Questions & Contact Info **2050 RTP**

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Corridor Visioning Social Media Examples

Image 19: Example 1 of a social media post for corridor visioning



Image 20: Example 2 of a social media post for corridor visioning

MY VISION FOR THIS CORRIDOR IS...

"SAFE AND CONVENIENT TRAVEL FOR PEOPLE OUTSIDE OF A CAR - WALK FOR RECREATION, BIKE AND BUS FOR COMMUTING"

- JOHNSTOWN RESIDENT COMMENT ON THE SH402/FREEDOM PARKWAY REGIONALLY SIGNIFICANT CORRIDOR



**SHARE YOUR VISION!
CLICK THE LINK ABOVE**

North Front Range Metropolitan Planning Organization 2050 RTP

Image 21: Example 3 of a social media post for corridor visioning

**NFRMPO
2050 RTP**

"I WOULD LIKE TO SEE GREATER BICYCLE SAFETY ON 35TH AVE"

- GREELEY RESIDENT COMMENT ON GREELEY / LASALLE ACTIVE TRANSPORTATION CORRIDOR




IMAGE CREDIT: GREELEY PUBLIC WORKS

CORRIDOR VISIONING

North Front Range Metropolitan Planning Organization 2050 RTP

Corridor Visioning Activity Screenshots

Image 22: A screenshot of a map activity used during the Regionally Significant Corridor visioning process

2050 RTP Corridor Visioning: Regionally Significant Corridors

Find address or place

Filter list by map

RSC-01: I-25	18 ♥
RSC-02: US34	8 ♥
RSC-03: US34 Business	3 ♥
RSC-04: US85	2 ♥
RSC-05: US85 Business	1 ♥
RSC-06: US287	12 ♥
RSC-07: SH1	0 ♥
RSC-08: SH14	7 ♥
RSC-09: SH56	1 ♥
RSC-10: SH60	3 ♥
RSC-11: SH257	4 ♥
RSC-12: SH392	7 ♥
RSC-13: SH402/Freedom Park...	4 ♥
RSC-14: LCR3/WCR9.5	0 ♥

Image 23: A screenshot of a map activity used during the Regional Transit Corridor visioning process

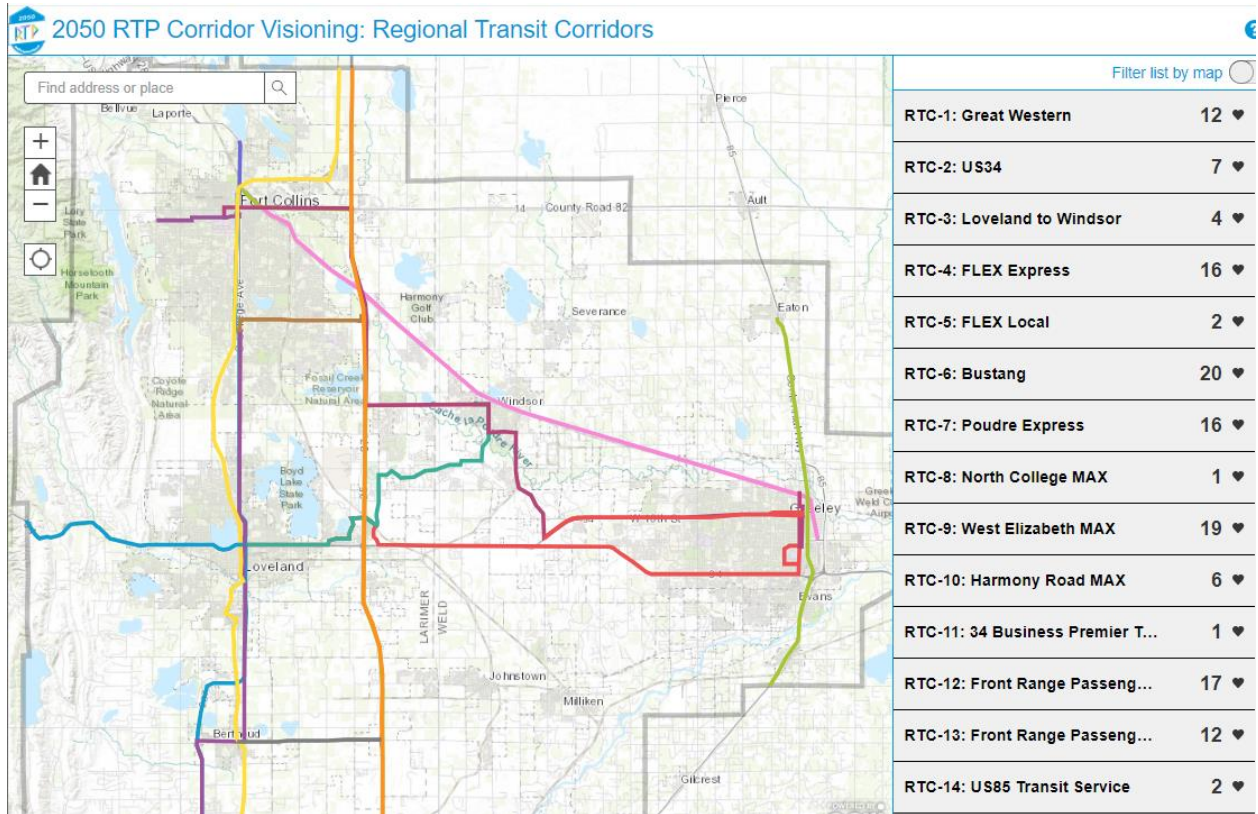


Image 24: A screenshot of a map activity used during the Regional Active Transportation Corridor visioning process


2050 RTP Corridor Visioning: Regional Active Transportation Corridors

Filter list by map <input type="radio"/>	
RATC-1: South Platte/American ...	5 ♥
RATC-2: Little Thompson River	2 ♥
RATC-3: Big Thompson River	8 ♥
RATC-4: Great Western/Johnsto...	5 ♥
RATC-5: North Loveland/Windsor	5 ♥
RATC-6: Poudre River Trail	15 ♥
RATC-7: Front Range Trail (West)	12 ♥
RATC-8: BNSF Fort Collins/Berth...	8 ♥
RATC-9: Johnstown/Timnath	3 ♥
RATC-10: Greeley/La Salle	2 ♥
RATC-11: US 34 Non-Motorized	7 ♥
RATC-12: Carter Lake/Horsetoot...	6 ♥

Story Map Collection Screenshot

Image 25: A screenshot showing the 2050 RTP Story Map

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Collection

2050 Regional Transportation Plan

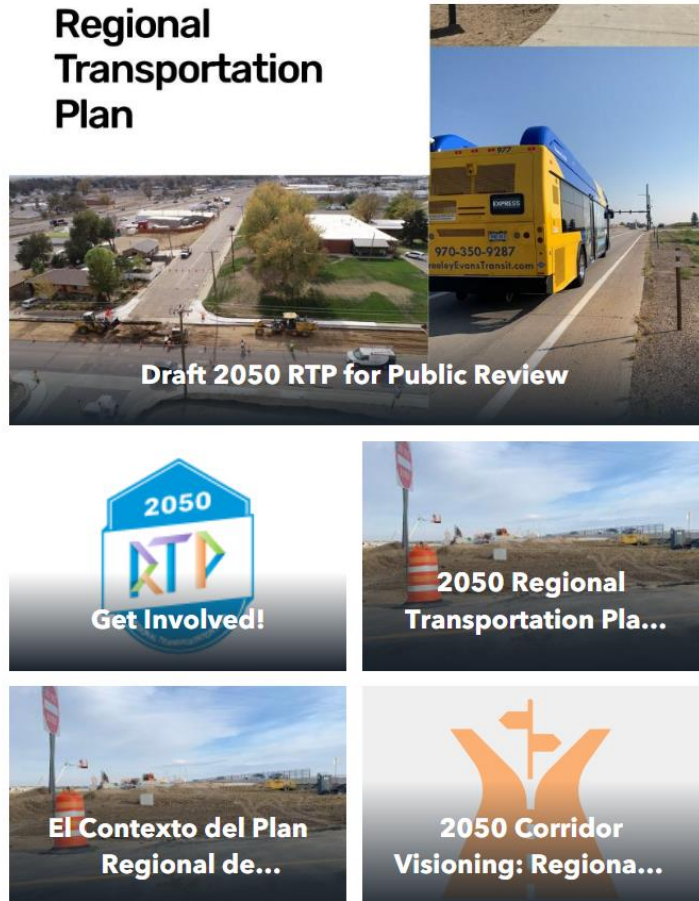
Learn more about the NFRMPO and the 2050 RTP.

NFRMPO, 2023

Get started

Learn about our long-range transportation and get involved!

- **2050 RTP for Public Review** - Provide comments on the plan through August 9, 2023.
- **2050 RTP Context** - learn about the plan and what we're working on.
- **2050 Corridor Visioning Activities** - see what people have said about our regional corridors.
- **Constituent Plans** - learn about some other plans that feed into the overall RTP, like the Congestion Management Process (CMP) and the Transportation Improvement Program (TIP).
- **Get Involved** - send your feedback via a survey about our regional transportation system.



2050 RTP Get Involved! Survey Example

Image 26: An example of a survey used while creating the 2050 RTP



The Future of Transportation in the North Front Range

The North Front Range MPO is taking a deep dive into how our transportation network operates today and what we need to do in the future. Provide your input on the vision for our transportation system.

Corridor Name and/or Number:

I currently travel this corridor by... Bike Bus Car Commercial Vehicle Walking

I would like to travel this corridor by... Bike Bus Car Commercial Vehicle Walking

I predominantly use this corridor for... Commuting (School/Work) Medical Recreation/Exercise Social Other

My vision for this corridor includes...

My primary concerns for the corridor are...



Image 27: An example of a survey used while creating the 2050 RTP



The Future of Transportation in the North Front Range

The North Front Range MPO is taking a deep dive into how our transportation network operates today and what we need to do in the future. Provide your input on the vision for our transportation system.

Additional Comments

ZIP Code (Required)

Name (optional)

Email Address (optional)

I would like to stay up to date on the Yes

2050 RTP! No



For more information visit nfrmpo.org/2050-rtp