

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). While Metropolitan Planning Organizations are not federally required to create freight plans, the [2026 Freight Northern Colorado Plan \(FNC\)](#) will address freight planning as an essential component of the [2050 Regional Transportation Plan](#) to pursue funds for freight and freight benefitting projects. To ensure a continuing, comprehensive, and cooperative process, the NFRMPO is embarking on an in-depth [2026 FNC 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 [2026 FNC](#). In addition, the NFRMPO is working to benchmark its outreach to measure success of this outreach strategy.

- Phase 1: Goals, Vision Statement, Outreach Plan, Formatting
 - Set specific freight-related goals
 - Explain the purpose of the [2026 FNC](#) and the planning process
 - Analyze previous FNC
 - Identify stakeholders
- Phase 2: Outreach, Data Collection, Plan Outline
 - Identify the infrastructural problems related to freight in the Region
 - Update and obtain freight-related data
 - Identify the priorities of communities, elected officials, and stakeholders
- Phase 3: Plan Drafting
 - Discuss and identify potential freight projects
 - Analyze past data and future projections
- Phase 4: Plan Finalization, Adoption
 - Follow up with participants with draft [2026 FNC](#)
 - 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 July 2024 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 2026 FNC.

Table 1: 2026 FNC Timeline

Phase	2024		2025				2026	
	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2
Goals, Vision Statement, Outreach Plan, Formatting								
Outreach, Data Collection, Plan Outline								
Plan Drafting								
Plan Finalization, Adoption								

1.4 Intended Audiences

Throughout the 2026 FNC 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)
- Freight Advisory Council (FAC)
- Delivery Companies
- Freight Trucking Companies
- Freight Rail Companies
- Airports and Aviation-Related Freight Companies
- Local transportation advisory boards
- Chambers of Commerce
- Colorado Department of Transportation (Headquarters and Region 4)
- NFRMPO Planning Council

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 FNC 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 FNC-specific newsletters as appropriate.

1.7 Other Notes

NFRMPO staff are 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 FNC meetings will all be hybrid to allow for flexibility for attendants.

2. Phase 1: Goals, Vision Statement, Outreach Plan, and Formatting

2.1 Timeline

Phase 1 will start in July 2023 and go through September 2024.

2.2 Desired Outcome

The desired outcome of Phase 1 is to provide a set of goals to guide the development of the plan and refine how this plan is intended to be used and interpreted. 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 update the “Freight Planning” page on the NFRMPO website. This update will include information about the importance of freight in the region, the freight planning process, current phases, previous plans, the outcomes of each phase, and ways to provide input.

3. Phase 2: Outreach, Data Collection, and Plan Outline

3.1 Timeline

Phase 2 will occur between October 2024 and September 2025.

3.2 Desired Outcome

The desired outcome of Phase 2 is to gather a better understanding of the freight system and what the needs are for the region. The comments from outreach and surveys and 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 freight data.
- **Survey-** this survey will ask stakeholders to provide feedback about freight in the region, including what is going well, what could be improved, and what their priorities are. Survey will be promoted through online and in-person venues.
- **Community conversations-** NFRMPO staff will meet with transportation planners, freight planners, and other community staff to identify local priorities and gather necessary data.
- **State and regional conversations-** NFRMPO staff will state and regional freight planners to ensure cohesion among freight planning project needs and gather necessary data.
- **Partner Presentations-** NFRMPO will meet people where they are, presenting at existing community meetings.
- **Website-** NFRMPO staff will keep the "Freight Planning" page updated with new information, maps, the outcomes of Phase 1, and ways to stay involved.
- **Social Media-** NFRMPO staff will create and implement a social media campaign to gather feedback from the public on their freight priorities and to keep the public informed on FNC progress

4. Phase 3: Plan Drafting

4.1 Timeline

Phase 3 will occur between April 2025- March 2026.

4.2 Desired Outcome

The desired outcome of Phase 3 is to identify potential future freight projects. These projects will be determined through conversations with various stakeholders and data analysis. The writing of the plan itself will also occur during this phase.

4.3 Strategies

- **TAC Discussion** – NFRMPO staff will continue to discuss TAC's freight priorities.
- **Community Conversations-** NFRMPO staff will continue to meet with municipal staff and with other stakeholders to gather input on potential freight projects.
- **Social media-** NFRMPO staff will use social media to gather input from the public.

- **Website-** NFRMPO staff will keep the “Freight Planning” page updated with information, maps, and ways to stay involved.

5. Phase 4: Plan Finalization and Adoption

5.1 Timeline

Phase 4 will occur between April 2026 and at the latest June 2026.

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. The plan is expected to be published and available to the public by the end of this phase.

5.3 Strategies








- **Public Comment Period-** The FNC 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.
- **FNC Brochure/Fact Sheet/FNC Executive Summary-** 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 outreach success evaluation.

Table 2: [2022 PIP](#) Evaluation Matrix

<u>Strategy</u>	<u>Metrics</u>
 <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 style="text-align: center;">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 style="text-align: center;">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 2026 FNC, including evaluation of comments received and utilized strategies. NFRMPO staff will also propose process improvements based on internal and external feedback.