

Executive Summary

Overview

The **Public Involvement Plan (PIP)**, updated every four years, establishes how the NFRMPO will engage the public and stakeholders in its planning processes. The PIP outlines schedules, strategies, and methods to ensure all community members can participate meaningfully and stay informed.

The NFRMPO has four guiding engagement principles: meet people where they are, provide adaptable options for involvement, be a good community partner, and consistently evaluate what does and does not work.

Plans and Programs

The NFRMPO produces four core products: the Regional Transportation Plan (RTP), Transportation Improvement Program (TIP), Unified Planning Work Program (UPWP), and the Public Involvement Plan (PIP). Additionally, the NFRMPO produces several additional plans, including the Active Transportation Plan (ATP), Coordinated Public Transit/Human Service Transportation Plan (Coordinated Plan), Freight Northern Colorado Plan, and Congestion Management Process (CMP). The NFRMPO also administers the RideNoCo mobility coordination program, VanGo™ vanpool services, and air quality planning programs.

Strategies

The NFRMPO employs a broad array of engagement tools across four levels: inform, consult, involve, and

collaborate. The appropriate strategy and engagement level will tailor to the approach of each Plan or Program's scope.

- **Websites and social media** — Active presence on Facebook, Instagram, X, LinkedIn, BlueSky, and YouTube, supplemented by a regularly updated website and three quarterly newsletters.
- **Outreach events** — Staff attend farmer's markets, community festivals, Bike to Work Day, and other local events, prioritizing small-scale gatherings for more meaningful conversation.
- **Virtual engagement** — Hybrid meetings, online open houses, self-guided public meetings, and digital surveys ensure access for those unable to attend in person.
- **Surveys and interactive mapping** — Online tools including ArcGIS StoryMaps and surveys (available in English and Spanish) allow the public to visualize data and provide input.
- **Public hearings and comment periods** — Formal review periods of 30 to 45 days are provided for major plans, with public comments presented to the Planning Council.

Measuring Success

The NFRMPO tracks effectiveness through both quantitative metrics (social media analytics, survey response counts, meeting attendance, comment volumes) and qualitative assessment against the four guiding engagement principles.