

DRAFT

Public Involvement Plan

88th Avenue Environmental Assessment

Commerce City

November 2018

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Project Background

Commerce City is proposing improvements to a 1.6 mile stretch of 88th Avenue between I-76 and Highway 2. To start the process, they are conducting an Environmental Assessment (EA) which is a federally required process to develop a recommended alternative and evaluate environmental and community impacts of the improvements for any alternatives under consideration.



Project Goals

The project goals are to improve capacity on 88th Avenue, provide a new bridge over the railroad crossing west of Rosemary St., improve safety for pedestrians and bicyclists, and improve lighting, drainage and landscaping. To achieve these goals, the initial design considerations for the EA include:

- Widening 88th Avenue from 2 lanes to 4 lanes with appropriate turn lanes and median
- Upgrading the traffic signal at the intersection of 88th Avenue with Rosemary Street and connect all signals between I-76 and Highway 2
- Changing the existing railroad at-grade crossing to become a grade-separated structure
- Constructing sidewalks along both sides of the roadway and provide bike facilities through the corridor in accordance with the City's adopted Bike-Walk-Fit Plan
- Provide roadway and capacity elements with minimal ROW impact
- Accommodate the UDFCD Storm Sewer

Project Timeline

The preliminary design and environmental analysis phase of this project is expected to be complete by December 2019. Once complete, final design will likely occur throughout 2020, with construction to follow as early as 2021. A few highlights to expect in the coming months include:

- Oct-Nov 2018: Traffic and environmental data collection and survey work in the corridor
- Nov-Dec 2018: Early outreach to major corridor stakeholders
- **Feb/Mar 2019: First Public Meeting**
- Feb-Aug 2019: Alternatives development and analysis
- **Sep/Oct 2019: Second Public Meeting**
- Oct-Dec 2019: Project preliminary design documentation and NEPA clearance

Public Involvement Process

This plan will be flexible and adapt according to the social and political risk assessment and unique characteristics of the communities surrounding the project area. Throughout the process, the team will partner with Francisco Miraval (Project Vision 21), who has deep rooted experience in the community on transportation projects and other social equity matters, will not only provide the team with Spanish-translation services, but also be a bridge between the project team and the Hispanic and local community population in the close vicinity of 88th Avenue (approximately 50% of the residents in the study area qualify as minority according to census data).

Outreach Goals and Objectives

- Engage stakeholders and the public to create awareness about the purpose of the study through stakeholder focus groups, public events, social media, media relations and a website
- Partner with local jurisdictions, elected officials, key influencers, and CDOT to promote project milestones
- Collect meaningful feedback to inform the technical team
- Transform complex technical data into comprehensive communication materials
- Educate stakeholders and the public on potential solutions that are developed by the technical team
- Determine which investments are most important to the community and prioritize based on the feedback received

Team Contacts

Name	Role	Email
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Target Audience

- Local and regional governments
- ADA community
- Low-income or minority communities (environmental justice)
- Local businesses
- Neighborhood organizations
- Roadway users, including bicycle and pedestrian advocacy groups
- Property owners
- Developers

Key Messages

- Commerce City is proposing improvements to a 1.6 mile stretch of 88th Avenue between I-76 and Highway 2.
- Commerce City is conducting an Environmental Assessment (EA), which is a federally required process to develop recommended improvements and evaluate environmental impacts for the improvements.
- Initial project goals are to improve capacity on 88th Avenue, provide a new bridge over the railroad crossing west of Rosemary St., analyze roadway and driveway access points, improve safety for pedestrians and bicyclists, and improve deficient infrastructure.
- The preliminary design and environmental analysis phase of this project is anticipated to be complete by December 2019.
- Final design may occur throughout 2020 and construction could begin after that – as early as 2021.

Project Milestones

Milestone	Purpose
Initiation	<ul style="list-style-type: none">• Identify risks and best practices associated with project and adapt PIP to results• Notify the public of the project and what's to come
Scoping	<ul style="list-style-type: none">• Gather public feedback that will assist in the development of alternatives
Alternative development & evaluation	<ul style="list-style-type: none">• Gather public feedback on alternative options that will be considered in the alternatives evaluation
Integrated NEPA and design	<ul style="list-style-type: none">• Present final alternatives and educate the public on next steps

Social & Political Risk Assessment

A social and political risk assessment will take place to identify key issues related to the project area by analyzing previous public comment through researching past media stories and social media posts, as well as lessons learned from similar projects that took place in the area.

Projects include:

- Irondale Plan
- HWY 2
- 72n Avenue Station (RTD)
- North Metro Corridor (RTD)
- Quebec Expansion
- Tower Road Expansion
- Mile High Greyhound Park Redevelopment (Suncor Boys & Girls Club)
- 104th Avenue expansion

In addition, the team will schedule 10 one-hour interviews with key stakeholders as determined by the City to help identify issues to consider when developing the framework for future corridor improvements.

Each stakeholder will be invited via phone and sent a calendar invite. One HDR staff member will attend to facilitate and take notes. Project Vision 21 will also attend the interviews to not only provide Spanish-translation services, but also be a bridge between the project team and the local community.

Once the social and political risk assessment is complete, the team will create a report that compiles media/social media findings, trends and results of stakeholder interviews. This PIP will also adapt to the results to better suit the needs of the community, and each of the 10 stakeholders will have an opportunity to attend a two-hour session to review the overall project process and the PIP. This will ensure all outreach elements and the level of effort associated with them are appropriate, and satisfy both the Environmental Justice requirements (to avoid disproportionate impacts to low income and/or minority populations) and the City's desire to be a good neighbor.

Stakeholder Interview List

1. Flea market
2. FedEx
3. Drive-in
4. Wikiup Residential Park
5. Phil Foster (Pete Gunnerson)
6. Agasi family
7. Intsel Steel/Stein family
8. Burlington Ditch Reservoir and Land Co
9. School district
10. Ministerio Palabra De Vida

Workback Schedule

Date	Task	Role
Week of 11/12/18	Schedule 10 stakeholder interviews in coordination with Project Vision 21	HDR
Week of 11/26/18	Research past media stories, social media posts, and lessons learned from similar projects that took place in the area.	HDR
Weeks of 12/3/18 12/10/18 12/17/18	Hold 10 stakeholder interviews	HDR/Project Vision 21 EST (when needed)
Weeks of 12/17/18 1/2/19	Compile results and develop the social and political risk assessment report	HDR
Week of 1/7/19	Send draft risk assessment report to EST for review	HDR
	Review draft risk assessment report and provide edits to HDR	EST
Week of 1/14/19	Send final risk assessment report to the City for review	HDR
	Review final risk assessment report and provide edits to HDR	City
Week of 1/21/19	Send updated PIP based on findings from report	HDR/EST
	Review final PIP and provide edits to HDR	City

Stakeholder Database

Establish and maintain a computerized list of appropriate interested parties for the communication process. The list will be a combination of contacts suggested by the City, Project Vision 21 and project team and will be compiled in an excel document. The information on the list shall include as a minimum:

- Name
- Organization/Firm (if any)
- Mailing/E-mail address
- Phone/Fax number

The contacts will be compiled from the list below, as supplemented by the Project Team and the attendees at public meetings:

- Public Agencies
- Elected/Appointed Officials
- Neighborhood Groups
- Property Owners/Tenants
- Business Interests
- Special Interests
- Media Contacts
- Citizens from the surrounding study area
- Landowners of currently undeveloped properties in proximity to the project
- Regional Transportation District (RTD) representatives

- Leaders from associations like the Urban Land Institute or the Denver Transit Alliance
- Leaders from faith organizations

The team will associate a specific strategy (how they will be reached) and schedule (when they will be reached) for each stakeholder/public category that will identify methods for public notification and dissemination of information, such as newsletters, flyers, door hangers, website content, press releases, and miscellaneous informational materials, among others.

Workback Schedule

Date	Task	Role
Week of 11/12/18	Begin compiling existing and researched contacts	HDR/Project Vision 21/EST
Week of 11/26/18	Send draft contact list to City for review/additions	HDR
Week of 12/17/18	Add contacts referenced from 10 stakeholder interviews and finalize list	HDR

Community Events

Community Conversations/Block-by-Block Meetings:

To even further engage key businesses and property owners along 88th Avenue, our team will implement block-by-block meetings to communicate and receive feedback on project milestones. Two sets of these meetings will be held with people identified by the team and vetted with the City to further engage them in identification of issues and to share project information. Each round of Block-by-Block meeting will consist of four (4) one and a half (1.5) hour presentations to small groups presenting geographic subsets of the project area. Each round of meetings will take place over the course of one (1) day.

Existing Event Attendance

The team will attend 10 existing events throughout Commerce City by having activity and participation booths/tents at the gathering. Each event will have iPads loaded with surveys, Project Vision 21 Facebook Live video, easy-to-understand collateral materials, and give-a-ways to provide the public an opportunity to speak to project team members and give meaningful feedback on the planned improvements. Questions received during the event will be addressed and considered during the development of recommended alternative. Existing events may include:

- Commerce City's "Neighborhood Outreaches" – Summer 2019
- Art Show & Tree Lighting – December 2018 / 2019
- Memorial Day Parade – May 2019
- Commerce City Trunk or Treat – October 2019

Additional events will be identified by the City, Project Vision 21 and during the stakeholder interviews.

Individual Landowner Meetings

Businesses or property owners might be identified during the block-by-blocks or social and political risk assessment that may need one-on-one attention. Eight (8) meetings with those

identified will be scheduled during project development to identify issues which need to be considered and require possible mitigation or resolution.

Stakeholder Visioning Tour

One 2-hour tour of the proposed design through the project area will take place during the project for key stakeholders. This can be a walking tour or bus tour with stops along the way depending on the amount of people, weather, etc.

Stakeholder Work Sessions

Four (4) stakeholder work sessions will take place during key milestones with members from the TAC, the 10 identified social and political risk interviewees and other key stakeholders identified throughout project development.

Graphic Design & Collateral Material Development

Meeting & Event Materials

The team will develop content for any and all marketing/outreach materials using existing Commerce City templates and outreach mechanisms. Project Vision 21 will provide Spanish translation for all materials, as decided upon by the City. Those communication channels include, but are not limited to:

Tool	Distribution Outlet
1 fact sheet	In-person meetings and website
1 brochure	In-person meetings and website
20 display boards	In-person meetings and website
Monthly city-wide newsletter	Email distribution list, social media and website
4 infographics	In-person meeting materials, social media and website
4 door hangers	Distribute to nearby residents as an invite to events, to provide general information and/or solicit feedback
1 PowerPoint presentation	In-person meetings
10 cell-phone videos	Website and social media
1 animation video	Website and social media

Advertisements

Up to four advertisements will be designed and distributed to agreed-upon media and community newsletter outlets. The following reflect a list of options:

- Commerce City Sentinel Express
- Gateway News
- Denver Post
- Westword
- Radio 1150 AM (SPANISH)

Project Vision 21 to leverage existing relationships with local radio and other media outlets to advertise upcoming events and opportunities for feedback.

Ambassador and Stakeholder Toolkit

To broaden our outreach, we propose developing an ambassador program and toolkit that would include the project brand. Our team will identify key stakeholders and businesses in the inclusive outreach plan. Ambassadors who will receive the toolkit will be identified by the team, Project Vision 21, and vetted with the City. Ambassadors may include:

- Commerce City – City Council
- Commerce City Chamber of Commerce
- Commerce City's Capital Improvements Projects Citizen Advisory Committee (CIPCAC)
- Wikiup Mobile Home Community
- Mile High Flea Market Visitor Center/Booth
- The 88 Drive-In Theatre
- Lowe's Distribution
- FedEx Ground Center
- Other residential communities, business parks and civic groups

The toolkit provided will have all the materials the stakeholder groups need to successfully educate their constituents, employees and residents about the proposed improvements on 88th Avenue. It will also provide a method to direct the public to the project website or a project staff person to document feedback that can be incorporated in to the decision-making process for the project.

The toolkit will include all materials listed above and distributed electronically bi-monthly updates of the toolkit will be sent via email to the list of ambassadors.

Communication and Feedback Tools

Interactive Comment Map

A project area map will be created to be used and updated throughout the project. At each public comment milestone, the map will be updated to include the areas we need and want public feedback on. The map will be created to be used in print form at meetings and events. A total of four (4) map versions will be created during the project timeframe.

Social Media and Project Website

A social media calendar with weekly post content and graphics/visuals will be produced and provided to the City to post on social media channels as the City deems appropriate. Content and graphics will be created for the City's web team to build a subpage on the City's existing website. All graphics, meeting and event schedules and materials, videos, advertisements, and other announcements will be curated by the Strategic Communications team and posted on the project website.

Text Message Notifications

The Consultant will produce a calendar of text message notification blasts that promote project kick-off, project milestones/where we are in the process, event and meeting notifications,

opportunities to participate, and cell-phone based quizzes. Up to twenty (20) text messages will be created.

Door Hanger Outreach

Door hangers are an effective tool to notify residences and businesses about project kick-off, milestone, events/meetings and opportunities to provide input. Up to four (4) will be designed, and the Strategic Communications team will manage the printing and distribution of the door hangers. A one-mile radius will be used from the project limits.

Workback Schedule (Door hanger #1)

Date	Task	Role
Week of 11/26/18	Develop first door hanger to educate the public – mailer will duplicate as a fact sheet to be added to the website	HDR
Week of 12/3/18	Send draft door hanger to EST for review	HDR
	Review draft door hanger and provide edits to HDR	EST
Week of 12/10/18	Send final door hanger to the City for review	HDR
	Review final door hanger and provide edits to HDR	City
Week of 12/17/18	Distribute door hanger (using Door Hangers Direct)	HDR

VMS Content

The Consultant will create content for the City's public works department's VMS signs to use in the area. The signs will promote public event opportunities.

Comment Management and Reporting

Monthly comment management reports will outline the public and stakeholder input from each of the meetings and events listed above.

Final Public Involvement Report

The final public involvement report/appendix will be included in the overall final plan/report. It will recap each outreach effort, the return on investment, public and stakeholder comments, lessons learned and best practices, and next steps to maintain public and political input for the project.