

Appendix B:
**PUBLIC OUTREACH
SUMMARIES**



B



Community Outreach Summary

BACKGROUND

The City of Longmont established Enhanced Multiuse Corridors with the adoption of the Envision Longmont Multimodal and Comprehensive Plan. Enhanced Recreation Connections were also established in the Parks, Recreation, and Trails Master Plan. While there was a general understanding of the goals and intent of the designated corridors in both the Parks, Recreation and Trails Master Plan and Envision Longmont, additional work needed to be completed to better understand the optimal locations, design, function, and prioritization for these multi-use corridors. So, in early 2017, the City retained Fehr & Peers to assist in developing a plan that would evaluate, prioritize and provide initial design concepts for Longmont's Enhanced Multiuse Corridor network. An important component to this planning process was to gather community input.

COMMUNITY INPUT

The community provided a lot of ideas and suggestions around multimodal transportation options and active recreation during the Envision Longmont planning process and throughout the Parks, Recreation, and Trails Master Plan update. This input was used as the basis for this effort; however, the project team, consisting of City staff from Planning and Development Services, Natural Resources, and Engineering, and the consultants from Fehr & Peers and Kimley Horn, recognized that additional, specific outreach would need to be conducted as part of this process. City staff took the lead on the public outreach effort, which is summarized below.

STAKEHOLDERS

A number of stakeholders were identified for this project. These include: residents, employees, business owners, property owners, bicycle advocates, park and trail users, elected officials, members of several advisory boards, the Regional Transportation District (RTD), and City staff – particularly staff responsible for snow removal, landscaping maintenance, and concrete and roadway maintenance. Stakeholders were contacted and notified through press releases, direct emails, social media, and community events and meetings.

WEBSITE

A project website was developed early on to provide information to the community: <https://longmontcolorado.gov/departments/departments-n-z/planning-and-development-services/transportation-planning/enhance-multi-use-corridor-plan>. A bit.ly was also developed to assist in easily and quickly navigating to the main project website: <http://bit.ly/enhanced-corridor-plan>

SOCIAL MEDIA

Press releases, and survey notices were shared through the City's Facebook, Twitter and NextDoor accounts. Information about the project, including notices for community meetings was also shared on social media

COMMUNITY SURVEYS

The project team developed surveys to gain an understanding of preferences and concerns from the community. Surveying was done on-line and in person at community events. Information on the project, including definitions, was provided on the survey instrument and on the project website.

On-line Surveying

The City used several on-line surveys to reach a wide variety of project stakeholders.

The first survey was conducted during the initial phase of the project to gather baseline information. Six multiple choice questions were asked. Respondents were asked to pick from a list of choices or indicate their preferences using photos. Opportunities to provide additional information was included for all questions. The survey was advertised on the project website, in the City's e news, as well as on Facebook and Twitter. The survey ran for approximately 6 weeks and over 1,500 responses to the survey were received; see attachment 1 for full survey results. In addition, several general comments on the project were received via Facebook when notice on the survey was posted; these further informed the project team; see attachment 2 for Facebook comments.

After the community meeting was held in November 2017, a simple prioritization survey was also distributed. This survey asked respondents to prioritize corridors and share any other relevant information. The purpose of this short on-line survey was to allow people who could not attend the community meeting as opportunity to weigh in on the corridor prioritization.

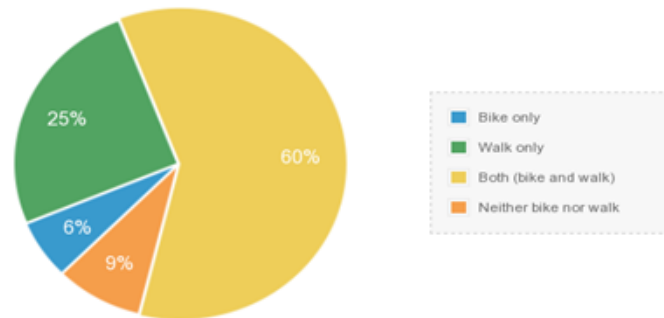
As the plan document was drafted, the project team began collecting additional, corridor specific information. A more detailed survey asked questions about parking, safety, and preference on design, among other things. This survey collection effort began in February 2018 and ran through March 2018. In order to gather this more detailed information, the City partnered with LiveWell Longmont, a local community based organization focused on healthy eating and active living in Longmont, who provided support through coordinating several community partners that worked to collect survey responses within priority corridors.

The Longmont Multi-Use Corridor Survey resulted in 2,462 survey being collected through a variety of methods. Five Community Outreach Partners targeted several corridors—21st Avenue, Mountain View Ave., and Gay Street—via door-to-door surveying and visiting community hubs, like businesses, parks and events. Specific community hubs targeted included the OUR Center, the Youth Center, Centennial Pool, Community Food Share drop-off sites, the Memorial Center, the Recreation Center, Dizzy's Family Fun Center, and the Longmont Public Library. In mid-March, information was also sent out by the City to neighborhood NextDoor subscribers. This netted a considerable amount of additional surveys.

The survey data shows that there are consistencies across corridors for biking and walking habits, predilections, and opinions; there doesn't appear to be dramatic differences in the data for individual corridors. The majority of survey respondents reported being active; only 8.7% said that they neither biked nor walked, and the majority said they did both, as shown in the chart below.

Do you currently bike or walk for transportation, recreation or exercise in Longmont?

Answered: 2460 Skipped: 1



The main reasons reported for not walking or biking included: not having enough time, having physical limitations, and not having a bike (for the non-bikers). Most bicyclists reported biking one to several times a week and most walkers reported walking at least once a day to a few times a week. In terms of feeling safe, the majority of bicyclists rated feeling a 3 or 4 out of 5 (with 5 feeling the safest) in Longmont generally, and a 4 or 5 in their neighborhoods. When surveyed about desired destinations, the Greenway (75%), parks (57%), and downtown (46%) were the top picks for bikers. Similarly, walkers chose parks (63%), greenways, and trails (61%) and downtown (37%), as their top destinations.

When surveyed about safety, bicyclists reported:

- They would prioritize being completely separated from cars on a sidewalk or side path (40%),
- Having a designated bike lane with pavement striping and signage (22%), and
- Being separated from cars with some type of physical barrier (16%)

Surveyed walkers (choosing as many of these options as they wanted) would want to walk more frequently if the City of Longmont implemented:

- More sidewalks, side paths, and off-street trails (53%),
- Wider sidewalks, side paths, and off-street trails (41%),
- Increased separation from cars (39%), and
- More trees and landscaping (35%)

All survey respondents who reported walking and/or biking were asked if the City were to invest money to make improvements for pedestrian and bicyclists, where the money would best be spent. The top priorities are shown in the table on the next page:

	Response Percent	Response Count
Maintain what we already have	28.47%	615
Build more sidewalks, side path, and/or off-street trails	56.99%	1231
Make existing sidewalks, side paths and/or trails wider	20.32%	439
Build separated bike facilities, like protected bike lanes, on roadways	29.86%	645
Improve road and railroad crossings and intersections	16.71%	361
Increase landscaping along existing routes	10.19%	220
Add lighting	20.05%	433
Improved wayfinding and signage	8.1%	175
The City should not spend any money on bicycle or pedestrian infrastructure	1.44%	31
Other (Please Specify)	7.73%	167


When asked if the City was to repurpose the existing right of way to make improvements for pedestrians and bicyclists, which of the following would be the most important, respondents prioritized the provision of bike and pedestrian facilities on both sides of the street (47%), existing ROW landscaping be enhanced (35%) and existing ROW landscaping be preserved (23%).

A full report and complete survey data is being compiled and will be posted on the City's website.

Visual Preference Surveys





At several community events and meetings, staff prepared a visual preference survey board to get information on what type of corridor treatments people were most interested in for arterials vs. collector and local streets. An example of the actual board is shown here:

City of Longmont Enhanced Multiuse Corridor Plan



Enhanced Multi-Use Corridors are street corridors that provide a safe, comfortable, low-stress bicycle and pedestrian facility, much like a multi-use trail, to provide connectivity within the City's trail system and multi-modal transportation network. These facilities can look different depending on the characteristics of the street and the right-of way available. The City wants to know what options you think might work in Longmont...

Which of these Enhanced Multiuse Corridor examples would you like to see on/along major streets (arterials) in Longmont (select as many as apply):

	Traditional on-street bike lanes with sidewalks
	Buffer separated bikeways with sidewalks
	Wider multiuse "sidepaths" for walking, jogging and slower biking
	Walkways and bikeways detached and separated from the street

Preliminary Schedule

2017
Complete
the Plan



➔

2018 and Ongoing
Acquire
Funding

➔

2019 and Beyond
Design and
Construction

Which of these Enhanced Multiuse Corridor examples would you like to see on/along minor streets (collectors/locals) in Longmont (select as many as apply):

	Bike Boulevard—primarily for bike use and shared with other vehicles
	Physically separated (i.e., raised from the street level) bike facility from other vehicles
	Buffer separated bike facility within the street

Provide Additional Feedback

- Attend a community event in July
- Take our on-line survey: <http://bit.ly/multiusesurvey>
- Come to a workshop this fall

****Sign up for project updates and information****

COMMUNITY EVENTS AND MEETINGS

The project team participated in several community events and meetings to provide information about the project and gather input.

The team conducted visual preference surveys and collected sign up information from participants at the Bike to Work Day breakfast station at the Longmont Civic Center. City staff estimate that approximately 125 people visited this station; many engaged in conversations about the project with the project team and participated in the visual preference survey. The summarized results from the facility preference type survey are shown in the table below.

Enhanced Multiuse Corridors – Preference for Possible Facility Types from Bike to Work Day

FACILITY TYPE	TOTAL VOTES
Arterial - Traditional on-street bike lanes with sidewalks	37
Arterial - Buffer separated bikeways with sidewalks	23
Arterial - Wider multiuse "sidepaths" for walking, jogging and slower biking	14
Arterial - Walkways and bikeways detached and separated from the street	50
Collector/Local - Bike Boulevard—primarily for bike use and shared with other vehicles	11
Collector/Local - Physically separated (i.e. raised from the street level) bike facility from other vehicles	29
Collector/Local - Buffer separated bike facility within the street	27

The project team also participated in Rhythm on the River, which took place July 7, 2017. Staff estimates approximately 40 people were directly engaged at this event and provided input on the visual preference survey. The results from this event are shown in the table below.

Enhanced Multiuse Corridors – Preference for Possible Facility Types from Rhythm on the River

FACILITY TYPE	TOTAL VOTES
Arterial - Traditional on-street bike lanes with sidewalks	8
Arterial - Buffer separated bikeways with sidewalks	11
Arterial - Wider multiuse "sidepaths" for walking, jogging and slower biking	7
Arterial - Walkways and bikeways detached and separated from the street	21
Collector/Local - Bike Boulevard—primarily for bike use and shared with other vehicles	5
Collector/Local - Physically separated (i.e. raised from the street level) bike facility from other vehicles	13
Collector/Local - Buffer separated bike facility within the street	18

A focus group of cycling advocates was brought together to review information and provide initial feedback in early fall 2017. Subsequent one-on-one meetings with individuals from this group took place throughout the project.

A community-wide open house took place on November 14, 2017. This meeting was attended by approximately 60 community members. The project team provided an overview of the project; participants reviewed the overall network, evaluated preferred options for the specific corridors, and provided feedback about prioritization. They were also able to ask general questions of the project team. The corridors receiving the most support from the open house, and follow up survey, were Mountain View Avenue, followed by 21st Avenue and Gay Street.

ELECTED AND APPOINTED OFFICIALS

The project team initially presented information to the Transportation Advisory Board (TAB) and the Parks and Recreation Advisory Board (PRAB) in July 2017. Survey links and project updates were provided to each of these groups throughout the planning process.

In March 2018, the project team presented the draft plan to the TAB and PRAB for a recommendation. Both boards voted to recommend City Council accept the plan unanimously.

STAFF OUTREACH

City staff has also been consulted on this project. As mentioned previously, a diverse project team made of up staff from Planning and Development Services, Natural Resources, and Engineering met at least monthly to review specific items, offer input, and provide recommendations. In addition, specific staff were consulted around maintenance and snow removal considerations. Finally, leadership from Public Works and Natural Resources, as well as Planning and Development Services, were engaged to provide high level feedback on the overall network and preferred options for specific corridors.