COMMUNITY OUTREACH

Beginning in summer 2016, the Denver Moves: Transit team attended community events and neighborhood meetings and hosted workshops and pop-up events throughout the city. The project team also engaged with and received input from a 28-member Task Force and a Youth Advisory Group.

This appendix contains more information on the various Denver Moves: Transit outreach and community engagement activities presented in Chapter 2. The project team also attended additional community events and meetings, as part of the Denveright multi-plan coordination, which are not listed in this appendix.
TRANSIT VISION COMMUNITY EVENTS (AUGUST—SEPTEMBER 2016)

Where We Were
- CHUN Annual National Night Out BBQ (Capitol Hill)
- Denver Days District 4 Picnic & Jazz (Southeast Denver)
- Osceola Block Party (Northwest Denver)
- Taste of Ethiopia (Montbello)
- University Hills Neighborhood Association Annual Picnic
- Loteria Night (West Denver)
- Back to School Family Resources Expo (Southwest Denver)
- Movie on the Green (Stapleton)
- BuCu West Chile Fest (Westwood)
- Fall Fest (Auraria Campus)
- Seniors in September

How We Engaged
- Paper surveys
- Activity map boards
- Project information boards
- Materials in English, Spanish, Amharic, and Tigrinya

What We Heard
- Top priorities for transit in Denver:
  - Frequent
  - Dependable
  - Comprehensive
  - Convenient
  - Affordable
- Denver Moves: Transit should accomplish:
  - Easier travel between neighborhoods
  - Improved walking and biking connections to transit
  - Add high capacity transit
  - Make buses faster and more reliable
  - Better connections to existing rail

What We Asked
- What are the top three priorities for transit in Denver?
- What should Denver Moves: Transit accomplish?
- What transit stops and stations in Denver should be improved?
- Where in Denver is it difficult to get to a transit stop or station?
- Where in Denver should there be new or improved transit service?
- How often do you use transit?
- What mode of transportation do you use to get to work? Run errands?

What This Informs
- Development of the Denveright Vision
- Development of the Denver Moves: Transit goals and recommendations
DENVERIGHT COMMUNITY VISIONING WORKSHOPS (OCTOBER 2016)

Where We Were
- McNichols Building (downtown Denver)
- New Hope Baptist Church
- North High School
- Jewish Community Center
- College View Elementary

How We Engaged
- Activity map boards
- Community vision quilt
- Project information boards
- Online survey

What We Asked
- What would get you to ride the bus and train more often?
- Where would you add transit service in Denver? (new service, improved speed and reliability, increased frequency, or increased service hours)
- Where would you add other amenities in Denver? (passenger information, bike access or parking/storage, pedestrian access to transit, or enhanced stations and stops)
- What goals would you like to see Denver Moves: Transit accomplish?

What We Heard
- Workshop participations would ride the bus and train more often if service was faster, more frequent, and easier to use.
- Goals the community would like to see Denver Moves: Transit accomplish:
  - Help to create a more livable community
  - Create great places at stops and stations

What This Informs
- Development of the Denveright Vision
- Development of the Denver Moves: Transit goals and recommendations
WHAT WE HEARD (2016)

The following 7-page document was published in early 2017 to summarize community feedback between the launch of the Denver Moves: Transit process and the end of 2016.
Denver Moves: Transit
What We’ve Heard - February 2017

All across Denver, we’ve been reaching out to hear from you about how we can make transit better for everyone who lives, works, and visits our city.

Through all of our conversations with the community, three key themes emerged about the kind of transit system you want for Denver:

**Connected Transit**
Better connections to all neighborhoods and for all residents are a critical piece of great transit. This means bringing service to more places and addressing the needs of riders regardless of age, race, gender, or financial means.

**High Quality Transit**
Transit service should be fast, frequent, and easy to use. High-quality transit is reliable and dependable, so that it can meet people’s daily needs without confusion, disruption, or inconvenience.

**Healthy Transit**
Providing great transit will make our residents and communities healthier and better connected. Transit plays an important role in creating livable and sustainable neighborhoods that support safe and healthy lives.
“Transit means freedom to go when you want to go and where you want to go...the better it works, the more freedom you have.”
Connected Transit
What We’ve Heard - February 2017

40% of Denver residents who want to see improved connectivity feel that current transit options don’t take them where they need to go.

75% of Denver residents surveyed who are 18 years old or younger ride the bus on a weekly basis.

“Denver needs a system that fills the gaps in neighborhoods.”

“Transit should be affordable to people on minimal incomes.”

“We need more direct routes and service.”

“Denver should be a connected city and region.”

“Transit fares are high and confusing.”

What would you like to see Denver Moves: Transit accomplish?

What types of new connections would you like to see?

“The west side has no alternative transportation options...we live in a transportation desert!”

What We’ve Heard - February 2017

15% Easier travel between neighborhoods

14% Improved non-motorized connections to transit

10% Add high capacity transit

9% Make buses faster and more reliable

20% Better connections to existing rail
Transit has to be the easiest choice to get where you want to go.

Transit options have to be fast enough and frequent enough to meet the daily needs of Denver riders. Quicker and easier trips make for a more predictable, reliable, and dependable transportation experience.

User-Friendly
Transit riders want a travel experience that is approachable and easy to understand. People want better wayfinding, more amenities at stops and stations, and more information about transit in Denver.

What do you think of the quality of transit, traffic, and transportation in Denver?

15% Love
85% Could improve

"Transit has to be the easiest choice to get where you want to go."

High Quality Transit
What We’ve Heard - February 2017

What are your top priorities for improving transit in Denver?

- Affordable
- Convenient
- Comprehensive
- Dependable
- Frequent
- High Quality Transit
- Fast & Frequent
- User-Friendly

17%
16%
14%
13%
12%

1013 of participants in the Denveright Community Visioning Workshops would ride the bus or train more often if service was faster, more frequent, or more user-friendly.
What are your top priorities for improving transit in Denver?

- Frequent: 17%
- Dependable: 16%
- Comprehensive: 14%
- Convenient: 13%
- Affordable: 12%

43% of participants in the Denveright Community Visioning Workshops would ride the bus or train more often if service was faster, more frequent, or more user-friendly.

“Transit has to be the easiest choice to get where you want to go.”

“Transit options have to be fast enough and frequent enough to meet the daily needs of Denver riders. Quicker and easier trips make for a more predictable, reliable, and dependable transportation experience.”

“Fast & Frequent User-Friendly High Quality Transit What We’ve Heard - February 2017

“What do you think of the quality of transit, traffic, and transportation in Denver?”

Could love

Transit riders want a travel experience that is approachable and easy to understand. People want better wayfinding, more amenities at stops and stations, and more information about transit in Denver.

“The A line ease to get downtown. Excellent option vs. driving.”

“Leaving the car at home and walking to the light rail.”

“What I love about transit in Denver is...”

“That there would be lighting and a bus seat at my bus stop.”

“That the light rail is expanding and easy to use.”

“What I wish for transit in Denver is...”

“I want to see a more complete transit system.”

“Public transit was more understandable to the elderly...I need help using it.”

“What I wish for transit in Denver is...”

“The design of transit stations can represent identity.”
Denver Moves: Transit

"Access to public transit is so important for a healthy city."

"We have to get kids more active, and transit can be a part of that."

3 in 10 commuters in Denver travel by foot, bike, transit, carpool, or work from home, while 7 in 10 Denver commuters travel by car alone.

What We’ve Heard - February 2017

Healthy Transit

Sustainable
Great transit helps reduce auto pollution and congestion and can help make Denver a healthier place for everyone. A strong transit system will help Denver meet sustainability goals, including Greenhouse Gas Emissions reduction.

Livable
Denver residents love their neighborhoods, and transit can make neighborhoods even better with community connections and more mobility options. Community-minded transit will make our neighborhoods healthier, happier, and more resilient.

What goals would you like to see Denver Moves: Transit accomplish?

- Improve community health
- Support economic development and access to jobs
- Create great places at stops and stations
- Help to create a more livable community

Denver residents surveyed most wanted a transit system that made their communities healthier, more accessible, and more livable.
Healthy Transit
What We’ve Heard - February 2017

What goals would you like to see Denver Moves: Transit accomplish?

<table>
<thead>
<tr>
<th>Goal</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Help to create a more livable community</td>
<td>7%</td>
</tr>
<tr>
<td>Create great places at stops and stations</td>
<td>6%</td>
</tr>
<tr>
<td>Support economic development and access to jobs</td>
<td>4%</td>
</tr>
<tr>
<td>Improve community health</td>
<td>3%</td>
</tr>
</tbody>
</table>

40% of Denver residents surveyed most wanted a transit system that made their communities healthier, more accessible, and more livable.

“Access to public transit is so important for a healthy city.”

“What I love about transit in Denver is...”

“Good transit can make communities and neighborhoods safe for families and students to access.”

“What I wish for transit in Denver is...”

“More affordable housing near transit.

“Provide pedestrians with priority crossings, so people do not have to risk their safety to make a connection.”

“The Union Station North neighborhood... proximity to transit, but maintains its neighborhood feeling.”

“It’s not where you live, it’s how you move!”

“That there was still a bus route at Lowry Family Health Center... patients desperately need these services.”
BUILD YOUR OWN TRANSIT SYSTEM INTERACTIVE SURVEY (MARCH—JULY 2017)

Where We Were
- Online
- Neighborhood drop-in workshops and transit stops (as described on following pages)

How We Engaged
- Online interactive survey in English and Spanish

What We Asked
- Using a $100 budget, select strategies that are most important to improve transit (transit service, capital improvements, access and connections, and customer amenities, programs, and information).
- Mix and match potential improvements to see how costs and benefits change.
- Answer follow-up questions about why you made your decisions in the survey.
- Do the Denver Moves: Transit goals capture what you hope the plan will accomplish?
- What would help you ride the bus or train more often?

What We Heard
- Top improvements selected within the $100 budget:
  - More rail
  - Higher frequency bus service
  - Improved pedestrian and bicycle access to transit
  - More fare pass programs
  - Better transit connections
- Top reasons for selecting the improvements:
  - More reliable transit service
  - More direct connections on transit between neighborhoods
  - More/improved bicycle and pedestrian connections to transit
  - More comfortable wait for the bus or train
- Top responses for what would encourage riding the bus or train more often:
  - The bus and train went where you want it to go
  - Transit ran more often
  - Shorter or more direct transit trip
  - Cost of transit was lower

What This Informs
- More than 75% of respondents felt the goals capture what they hope the plan will accomplish.
- Development of Denver Moves: Transit goals, strategies, and recommendations
## Build Your Own Transit System Interactive Survey

### Transit Service

<table>
<thead>
<tr>
<th>Service Type</th>
<th>Description</th>
<th>Your Overall Benefits</th>
<th>Your Costs</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Higher frequency bus service</strong></td>
<td>Buses would operate more frequently on major corridors than they do today. For example, a route that currently runs every 30 minutes might run every 15 minutes.</td>
<td>Better speed, frequency, and reliability</td>
<td>$20</td>
</tr>
<tr>
<td><strong>Enhanced bus service with limited stops</strong></td>
<td>Buses would have fewer stops, resulting in higher operating speeds and reduced travel times.</td>
<td>Better speed, frequency, and reliability</td>
<td>$10</td>
</tr>
<tr>
<td><strong>On-demand bus (e.g., Access-A-Ride)</strong></td>
<td>On-demand service means that a bus or shuttle is summoned upon the request of the passenger. Although this type of service is already available through RTD Access-a-Ride, education about how to use this service and potentially providing subsidies for riders could help enhance the service. Additional on-demand service could also be developed in lower-density areas with less demand for all-day frequent service.</td>
<td>Better speed, frequency, and reliability</td>
<td>$10</td>
</tr>
<tr>
<td><strong>Extended bus service hours</strong></td>
<td>Buses would operate later into the evening or for longer periods on weekends.</td>
<td>Better speed, frequency, and reliability</td>
<td>$10</td>
</tr>
<tr>
<td><strong>Better transit connections</strong></td>
<td>Bus service would be expanded to areas that are underserved or not served at all by existing transit routes by identifying new route options or increasing how often buses run between certain destinations.</td>
<td>Better speed, frequency, and reliability</td>
<td>$20</td>
</tr>
</tbody>
</table>
NEIGHBORHOOD DROP-IN WORKSHOPS (APRIL—MAY 2017)

Where We Were
- Cake Crumbs (Northeast Denver)
- Corky Gonzales Library (Northwest Denver)
- Southwest Rec Center
- Denver Broncos Boys and Girls Club (Montebello)
- Colorado Station @ I-25
- Denver Public Library (Central Branch)
- Dazbog Coffee (Cherry Creek)

How We Engaged
- Paper surveys in English and Spanish
- Online Build Your Own Transit System interactive survey (via iPads) in English and Spanish
- Project information and goals boards

What We Asked
- What are the 5 most important transit service improvements for Denver?
- Are the draft goals correct?
- Do the findings from the State of the System Report match your experience?

What We Heard
- Most important transit improvements:
  - Higher frequency and enhanced bus service
  - More fare pass programs
  - More high-capacity transit service
  - Earlier/later and more weekend service
  - More amenities at stops and stations

What This Informs
- Confirmation of the Denver Moves: Transit plan goals and needs identified in the State of the System Report
- Development of Denver Moves: Transit plan priorities
TRANSIT RIDER OUTREACH (JUNE—JULY 2017)

Where We Were
- I-25/Broadway Station
- Decatur-Federal Station
- Union Station
- Colorado and Colfax

How We Engaged
- Paper survey

What We Asked
- What are the 5 most important transit service improvements for Denver?

What We Heard
- Most important transit improvements:
  - Higher frequency and enhanced bus service
  - More fare pass programs
  - More high-capacity transit service
  - Earlier/later and more weekend service
  - Better transit connections

What This Informs
- Development of the Denver Moves: Transit priorities and corridor improvements
MAJOR TRANSIT INVESTMENT CORRIDORS POP-UP ENGAGEMENT (AUGUST—SEPTEMBER 2017)

Where We Were
■ North High School Back to School Night
■ South by Southeast
■ Green Valley Ranch Farmer’s Market
■ Seniors in September
■ Mexican Independence Day Celebration
■ Auraria Fall Fest

How We Engaged
■ Paper survey in English and Spanish
■ Online survey in English and Spanish

What We Asked
■ Of the 19 potential corridors identified for transit capital investments, choose the 5 corridors that should be the top priority for Denver.
■ Select the 5 measures that are the most important in prioritizing transit investments.

What We Heard
■ Top 5 corridors that should be priorities for Denver:
  • Colfax Avenue
  • Colorado Boulevard
  • Federal Boulevard
  • Broadway/Lincoln
  • Speer Boulevard/Leetsdale Drive
■ Top measures to use in prioritizing transit investments:
  • Transit travel time and reliability/efficiency
  • Access to transit
  • Destinations served
  • Equity and affordability
  • Transit ridership

What This Informs
■ Development of the Denver Moves: Transit recommendations and corridor improvements
Over the past year, the Denver Moves: Transit team has been busy gathering your feedback about how to improve transit in Denver. We accomplished a lot in 2017, and your participation and input has been important, helping guide our work every step of the way. Here’s a snapshot of how many members of the community we heard from and key findings from our analysis and public input.

We’ll be kicking off 2018 with more community input opportunities in January and we hope to see you there!

More details available at www.denver.gov/denveright
PRELIMINARY RECOMMENDATIONS COMMUNITY OPEN HOUSES
(JANUARY—FEBRUARY 2018)

Where We Were

- Hiawatha Davis Jr. Recreation Center (North Denver)
- Harvey Park Recreation Center (Southwest Denver)
- Union Station (Central Denver)
- Scheitler Recreation Center (Northwest Denver)
- Evie Garrett Dennis Student Union (Far Northeast Neighborhood Plan Meeting and Resource Fair)
- Thomas Jefferson High School (joint community house with Hampden Corridor Study in Southeast Denver)

How We Engaged

- Paper survey and map boards
- Project information boards
- Flyers and surveys in Spanish
- Spanish interpreters at meetings
- Online survey

What We Asked

- Should any of the Priority Transit Corridors have a different level of investment [as shown on the map]?
- What types of improvements are most important on Priority Transit Corridors?
- Should any of the Frequent Transit Corridors have a different level of service [as shown on the map]?
- Which improvements to stops and stations are most important to you?

What We Heard

- Improvements most important on Priority Transit Corridors:
  - Dedicated transit lanes
  - Pedestrian and bicycle access
  - Speed and reliability improvements
  - Passenger experience

- Elements most important to prioritize to support the Frequent Transit Network:
  - High-quality access and connections
  - Real-time information
  - Transit priority treatments
  - Enhanced stops and stations

- Most important stop and station improvements:
  - Real-time traveler information
  - Bus shelters
  - Lighting
  - Safe crossings

What This Informs

- Prioritization of Denver Moves: Transit plan recommendations
- Future projects and programs
DENVER MOVES: TRANSIT TASK FORCE

The Denver Moves: Transit Task Force was a 28-member committee including Councilmembers, Commissioners, and neighborhood and community organization leaders. The Task Force informed the Denver Moves: Transit planning process by providing feedback at key milestones, sharing information with their communities/organizations, and bringing community input to the project team. The group met ten times between July 2016 and February 2018.

The Task Force topics and activities are outlined below. Meeting materials—including agendas, presentations, and meeting summaries—are available on the project website.

Meeting 1
- Overview of Denver Moves: Transit and plan development
- Role of the Task Force
- Areas of need and opportunity and desired outcomes of Denver Moves: Transit (group activity)

Meeting 2
- Project engagement updates
- Driving forces and demand for transit (presentation and group activity)
- Key outcomes and risks (group activity)

Meeting 3
- Task Force assignment summary: Take a transit trip (discussion)
- Our challenge and opportunity: Why Denver Moves: Transit (presentation)
- Translating desired outcomes to goals and measures of success (presentation and group activity)

Meeting 4
- Summary of outreach and engagement
- State of the System Report: Share something you learned (group activity)
- Review of draft goals and objectives (group activity)
- Setting priorities and developing an evaluation framework (group activity)

Meeting 5
- Introduction to Blueprint Denver and scenario planning (presentation)
- Connecting transit to land use and transportation scenarios (group activity)
- Developing and evaluating corridors based on goals and objectives (presentation)
- Build Your Own Transit System launch (group activity)
Thank you to the Task Force members. Their participation and input was instrumental in the creation of this plan. Thank you also to VisitDENVER for the use of their boardroom for Task Force meetings.