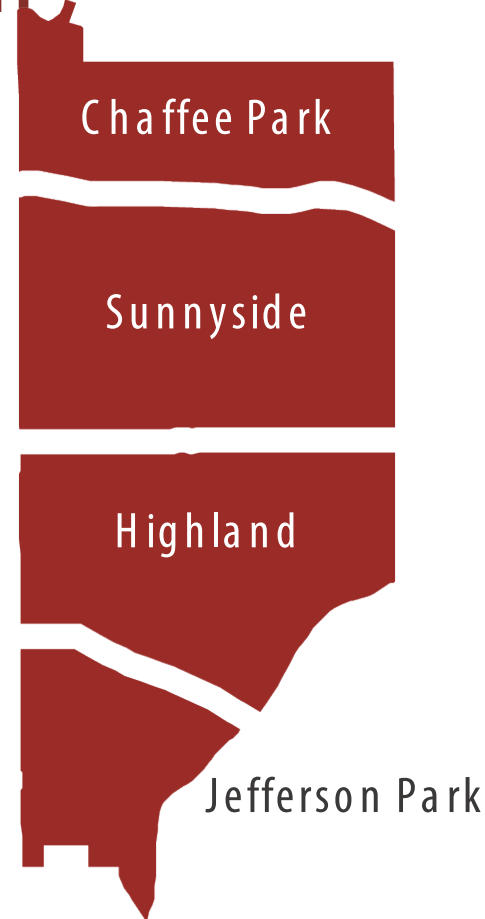


Near Northwest Area Plan

Steering Committee Meeting #17

December 12th, 2022 | 6:00-8:00pm

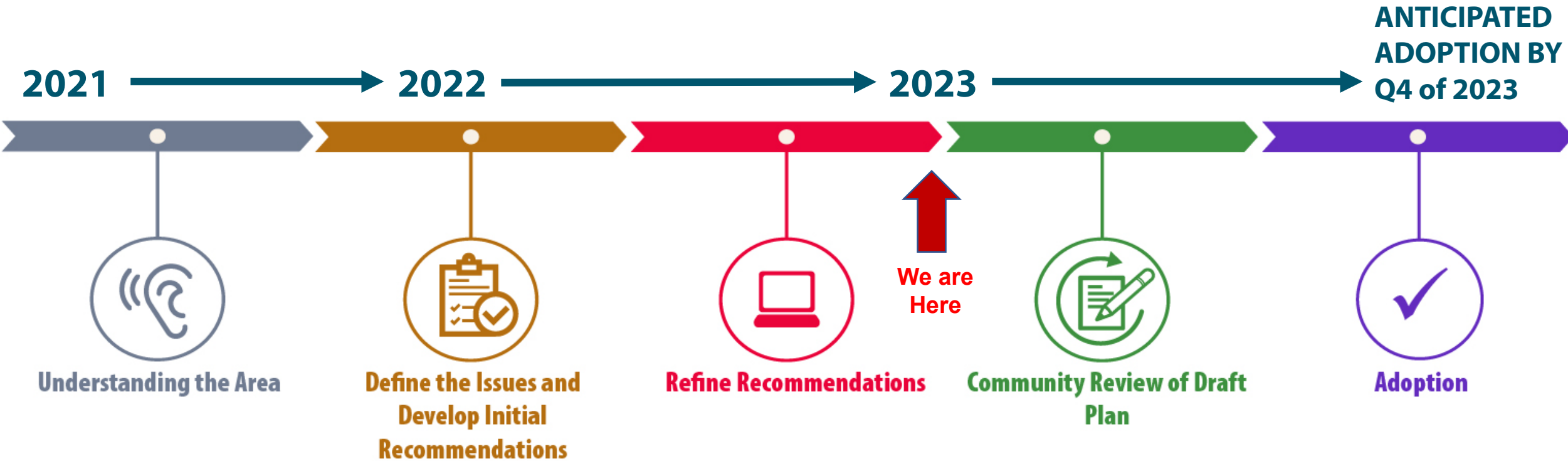
NEAR
NORTH
WEST



Agenda

- *6 - 7 PM | Dinner*
- *7 - 7:30 PM | Meeting Items*
 - *Follow-Up on October SC Discussion*
 - *Next Steps*
 - *Plan Organization*
 - *Approach to SC Review of Draft Plan*

Timeline



Follow-Up on October SC Discussion

Update on Outreach (short-term adjustments)

Ideas Staff Suggested

- More yard signs: 20+ yard signs at parks
- Conduct more pop-ups: 3 community events
- Work with schools: Newsletter content for 4 schools (Skinner MS, North HS, Denver Montessori & Guardian Angels Catholic School)

Other SC Suggestions Incorporated

- Establish a clear deadline to make it more urgent
- RNO meetings: SUNI & JPUN
- Pointed Messaging for Flyers: Flyers created and distributed with help from SC members

Update on Outreach (result)

- Total Online Survey Respondents **10/31**: 205
- Total Online Survey Responses **11/30**: 634 (+400)

- Data generally shows that email marketing vs. social media/other marketing is about even in terms of driving people to the surveys

Note: Slide from Last Meeting

Suggestions for Outreach Adjustments (for draft plan phase)

- **Host one larger meeting**
- **Spend more time going to pre-existing meetings/events** (e.g., RNOs, pop-ups)
- **More interactive online options and easier to engage** (to comment on plan)
- **Other ideas to consider?**

Other Ideas Discussed

What You've Told Us	What We'll Work On
Making use of RNO meetings in the future	Will do and coordinate as part of draft plan phase
Opportunity to involve SC members, outside of meetings, to help with outreach	Will start a poll to understand committee members' preference for additional involvement
Improve messaging – more concise, pointed to issues and topics people are drawn to	Have incorporated in recent e-blasts and will continue to keep this in mind
Livestreaming SC meetings	Will make meetings and recordings more accessible and easier to find
Making the SC larger	Decided it's not the best idea for few reasons: hard to play catch-up, resulting in confusion and less time to talk about draft plan; has also been unsuccessful in past projects. Will consider for future NPIs

Next Steps: Discuss outreach strategy with SC in the future

Electronic Communications

Email list

- Tool: Constant Contact
- Subscribers: 1,105
- Open rate: 50-60% (industry average is 21%)
- Reach: 11,321

The number of times someone on the plan list opened an email. This number does not refer to unique users because a single user will open multiple emails over the life of the plan.

Electronic Communications

Social media

- Tool: NextDoor
- Users in our target neighborhoods:
 - Chaffe Park: 1,846
 - Jefferson Park: 2,441
 - Highland: 6,686
 - Sunnyside: 5,381
 - Sunnyside Northwest: 593

ND sets its own neighborhood boundaries and separated out Sunnyside into two areas.

- Reach: 4,251

The number of times a NextDoor user in one of our target neighborhoods saw a post about the plan on their newsfeed (or in an email, depending on their settings).

Electronic Communications

Social media

- Tool: Facebook promoted posts

Promoted or sponsored posts target users in the area plan's geography for a period of about two weeks. The posts appear in newsfeeds multiple times during that time. Without paid promotion, posts would only reach Facebook users who follow the official City and County of Denver Facebook page

- Reach: 15,101

The number of times a Facebook user in one of our target neighborhoods or a Facebook user that follows the official City and County of Denver Facebook page saw a post about the plan on their newsfeed.

Electronic Communications

Social media

- Tool: Twitter
- Followers: 5,641
- Reach: 15,067

The number of times a Twitter user who follows CPD's account saw a post about the plan on their newsfeed.

Electronic Communications

Earned media

- Publication: Denver North Star
- Stories published: 3
- Readership: 34,000 copies distributed monthly
Reach is not included in metrics because we can't know how many individual people read a distributed copy and read a specific story.
- Coverage area: Jefferson Park, Highland, Sunnyside, Chaffee Park, Regis, Berkeley, West Highland and Sloan's Lake

Next Steps

- *Plan Organization*
- *Approach to SC Review of Draft Plan*

Plan Organization

1 Introduction

- Vision
- Planning for Equity

2 Plan Topics

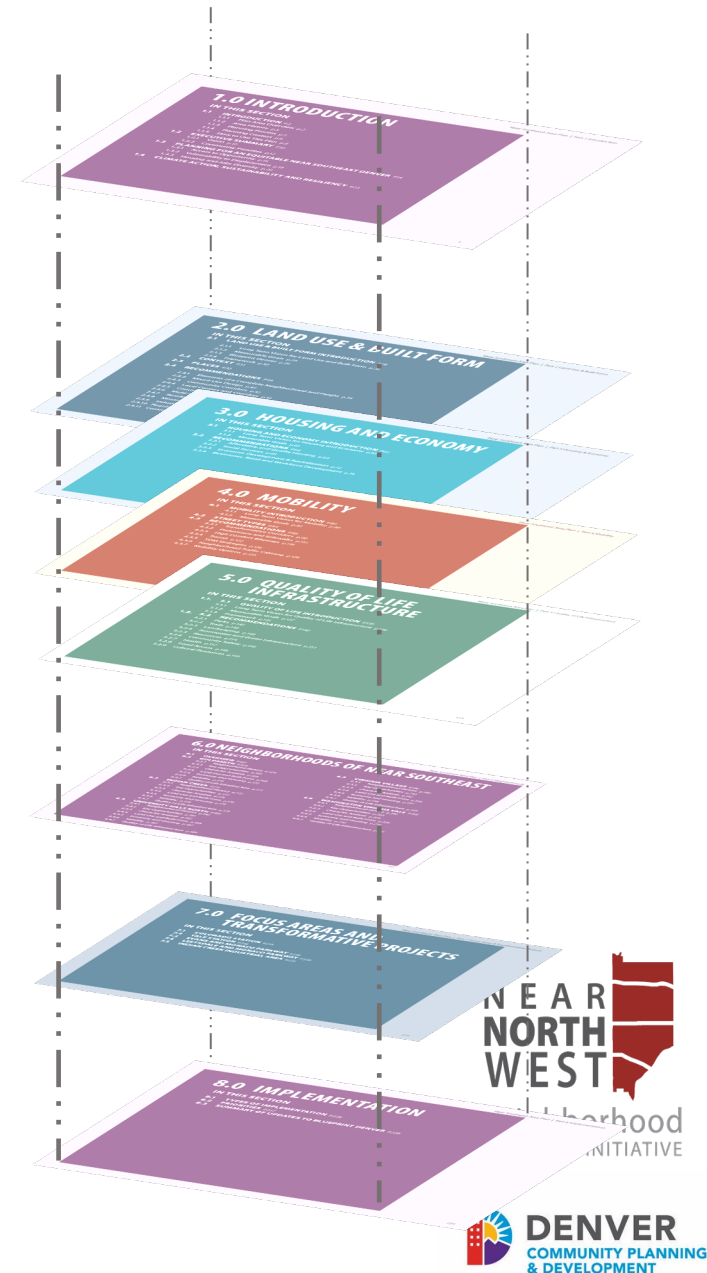
- Land Use and Built Form
- Economy and Housing
- Mobility
- Quality of Life (health, parks, environmental quality)

3 Neighborhoods

- Chaffee Park
- Sunnyside
- Highland
- Jefferson Park

4 Focus Areas & Transformative Projects

5 Implementation



Approach to SC Review of Draft Plan (tent.)

What We've Heard: Desire to see/review more details and spend more time reviewing as a committee

Goal is to review section by section each month

- **January** - Mobility
- **February** – Quality of Life & Economy
- **March** – Housing & Land Use
- **April** – Full SC Draft (introduction, implementation)

Opportunity to also include knowledge sharing opportunities (e.g., community land trust)

Connecting the Dots Across Different Topics

Focus Topics (from phase 2)

Affordable Housing & Wealth Building

Neighborhood Business Support

Health & Environment

Complete & Green Streets

Design Character & Preservation



Plan Topics

Land Use and Built Form

Economy and Housing

Mobility

Quality of Life

