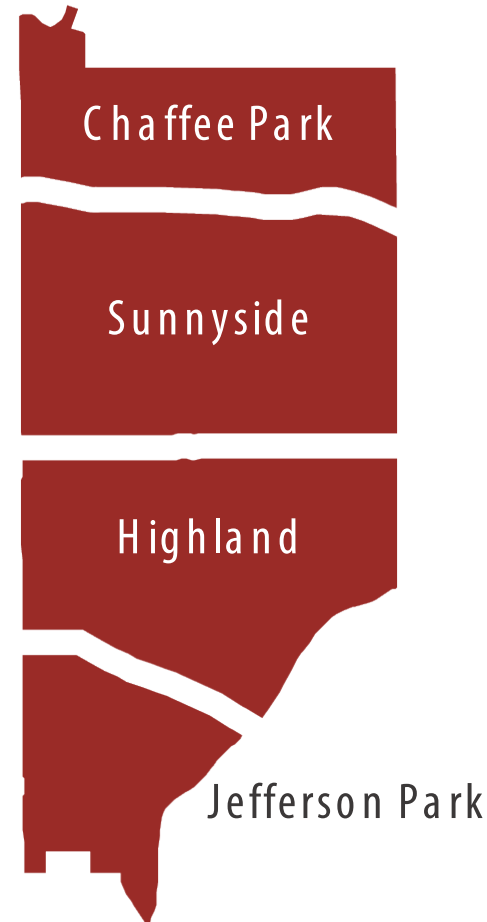


Near Northwest Area Plan

Steering Committee Meeting #20

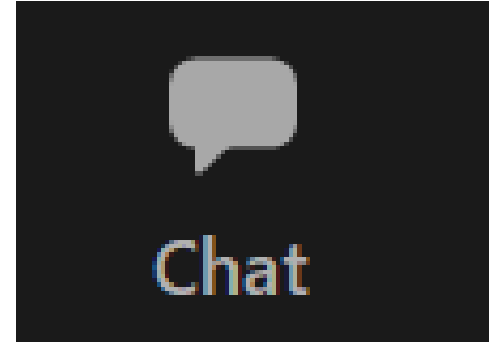
March 20th, 2023 | 6:00-8:00pm

NEAR
NORTH
WEST



Zoom

- Turn on video if possible
- Mute when you are not speaking
- Chat with Fernando if you have technical issues
- Meeting discussion and chat will be with Steering Committee members
- We have reserved time and will answer questions from the public at the end
- Meeting is being recorded



Meeting Ground Rules

- Allow room for all
- Firsts before seconds
- When agreeing, avoid repeating what others have said
- When disagreeing, be respectful and focus on the idea, not the person
- Utilize the raise hand function and/or chat
- Turn on your video if possible

Agenda

- ***Opening***
- ***Draft Plan Engagement Approach***
 - *Recap of What We Discussed*
 - *Overview of Approach*
- ***Mobility Section Update***
- ***Public Comment/Questions***

Timeline

2021

2022

2023

ANTICIPATED
ADOPTION BY
Q4 of 2023



Understanding the Area



Define the Issues and
Develop Initial
Recommendations



Refine Recommendations



We are
Here



Community Review of Draft
Plan



Adoption

Recap of What We Discussed

Note: Slide from October 2022 SC 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?**

Note: Slide from December 2022 SC Meeting

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



Draft Plan Engagement Approach

Overview

Strategy:

- Meeting people where they are at – scheduled events, intercept interviews, "office hours"
- One large "value added" launch event and resource fair
- Surveys and feedback-gathering at two levels:
 1. **In-depth review** -- on full plan available via Konveio or by request in-person with physical copies
 2. **Higher level** – most important maps/concepts, feedback gathered on 1) Did we address the major issues and needs in your community? 2) Any glaring issues/disagreement? 3) Prioritization – what category should be worked on first?

Overview

Engagement Stage 1 – May – June launch event

Driving participation to launch event and announcing draft is live online

- Send “save the dates” in May newsletters as soon as we confirm launch event
- Distribute via ads, signs, flyers, texts, newsletters
- Plan goes live week of June 5th or 12th
- Promotora outreach #1
- Launch event

Engagement Stage 2 – June event – August

Community events and focused outreach

- Focus groups (Quigg, Industrial, Business Owners)
- Tabling at summer events
- Meetings as invited
- Promotora outreach #2

Timeline



- Prior to launch:
- Flyers, mailers, yard signs
- Email and text blasts
- Promotora outreach

- RNO presentations
- Promotora outreach
- Tabling at events
- Focus groups (Quigg, businesses, industrial)
- "Office hours"

- Tabling at events
- Meetings as invited
- "Office hours"

Promotoras

- In Phase 2, Promotoras spent 600 hours in the community meeting people at grocery stores, food banks, business districts, schools, churches, and other cultural gathering places
- 347 intercept survey responses, 144 more in-depth interviews
- Represented greater age range, more diverse race/ethnicity
 - Traditional Engagement: 71% white, 81% homeowners VS Focused engagement: 69% Hispanic/Latinx, 54% renters
 - Also most effective at reaching Chaffee Park neighborhood (30% of respondents)
- Uncovered critical issues that didn't show up in traditional engagement:
 - Need for sense of cultural belonging and safety
 - Activities and social networks for growing Latinx elder population
 - Desire for robust after school youth programs
 - Barriers to food access

Promotoras

- Phase 4 Strategy:
 - Replicate success of previous approaches – outreach, intercept interviews, door-knocking
 - Continue to focus on Chaffee Park (where event and place-based tabling is less feasible)
 - Assist at Launch Event
 - Assist at other summer events that may attract more Spanish-speakers

Launch Event

- Value added: Agencies/Departments/Organizations with a focus on services and programs, future partners, and key issues in NNW

Org/Agency	Value Added
CASR	Rebates, EVs, solar
HOST	Rent assistance, weatherization
CPD	ADUs - new rules, how to permit
Parks and Rec	Programs, discounted rec center memberships
Dever Urban Gardens	Programs
The Park People/Denver Digs Trees	Tree and care program
Denver Water	Lead pipe replacement program
Xcel	Rebates, give-aways
DOTI	Shared streets program, bike lanes
Regis	Information on Regis Village
Bienvenidos Food Bank	Services

Input needed

- Summer events

 - **Community Events**

 - Jazz in the Park Markets/Pop-ups
 - Denver Days

 - **Group-Specific Events**

 - End-of-year School Events, Church Bazaars?

- Locations for "office hours," physical copies of plan, flyers and yard signs

 - Aztlan and Ashland rec centers
 - CD 10 office
 - Local Coffee Shops (Radiator, Pinwheel, 2914 Coffee)

 - **Location-Based Pop-ups**

 - 51st and Zuni Park
 - Jefferson Park

Input needed

- RNO Engagement In July
 - What would be the best way to engage with RNO groups after the release of the draft plan?
 - Present at General Meetings or Land Use Committee meetings? Virtual or in-person?

Mobility Update

- **Clean-up** (grammar, spelling, etc.)
- **Refinements to Existing Ideas** (e.g., Federal Bridge crossings - protective barriers and improvements at on/off ramps, potential bike facility on 33rd vs 32nd)
- **New Ideas** (e.g., more information on how plan addresses ADA, bus line to connect CP and Globeville, additional share-use paths)
- Keeping track in spreadsheet (can be shared once all comments have been reviewed)

Next Steps

- **Next Meeting**
 - **April 25th** – Housing and Land Use
 - **Week of May 8th or 15th** – Full SC Draft (In-Person)
 - **June 21st or 22nd (TBD)** – Launch Event

Public Comment/Questions