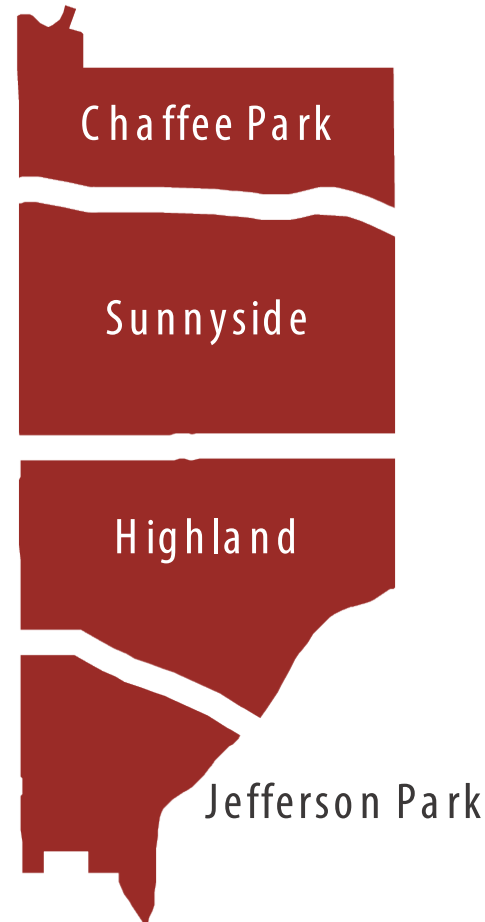


Near Northwest Area Plan

Steering Committee Meeting #16

October 25, 2022 | 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 will be with Steering Committee members
- Members of the public can send chat questions, and we will try to answer if we have time at the end
- Meeting is being recorded



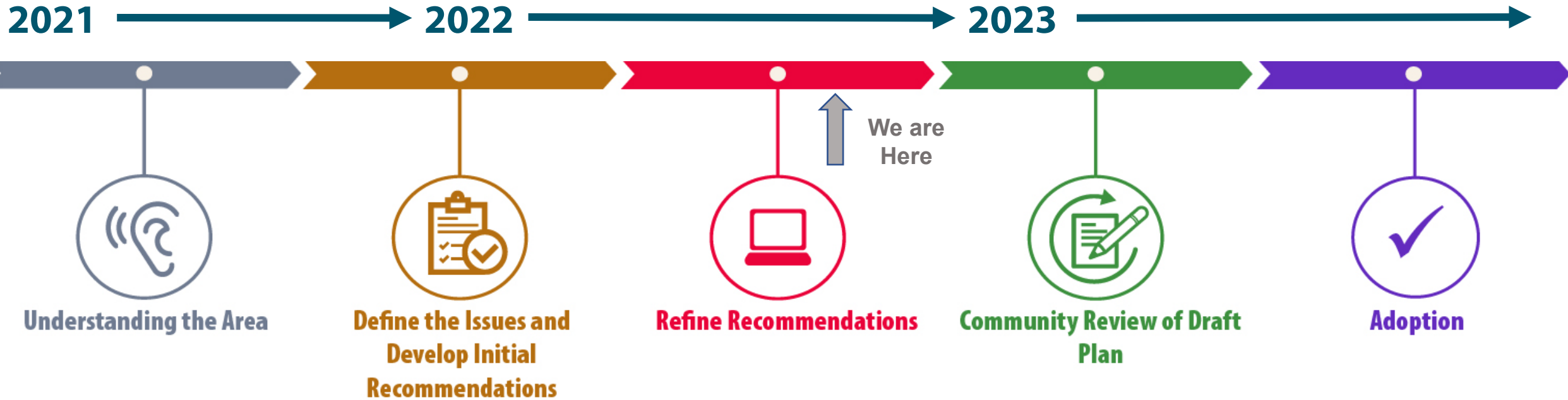
Meeting Ground Rules

- 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

- Introduction
- Discuss Adjustments to Outreach
 - Recap on Phase 1 & 2 (lessons learned)
 - Outreach Adjustments (short vs long-term)
- Group Discussion
- Break
- Next Steps

Timeline



Traditional Outreach Over Time (Phase 1 & 2)

- **1080 people joined the email list**
 - *Near Southeast = 847*
- **296 participants in public meetings** (in person and virtual)
 - *Near Southeast = 327*
- **989 traditional online surveys taken**
 - *Near Southeast = 1,242*
- **1,871 comments received through the online mapping tool**
- **580 community members engaged at 26 community meetings or events**
- **11 Steering Committee meetings held**

LEGEND:

What has worked fairly well

What has worked ok or could get better at

Haven't been doing or hasn't been successful

Traditional Outreach Over Time (Phase 1 & 2)

- **5,000+ paper flyers delivered to every home** to promote neighborhood workshops (turnout not great)
- **3 Street Campaigns** visiting over 50 locations to deliver flyers, stickers, decals and **yard signs** around area business districts, major streets, schools and neighborhood parks (success unknown)
- **Post in August 2021 edition of The Denver NorthStar** (success unknown)

LEGEND:

What has worked fairly well

What has worked ok or could get better at

Haven't been doing or hasn't been successful

Focused Outreach Over Time (Phase 1 & 2)

- **600 Promotora hours in the community** spent meeting people at grocery stores, food banks, business districts, schools, churches, and other cultural gathering places
- **347 intercept surveys** resulted in an **almost 50/50 response rate on the last online survey** from “focused” vs. “traditional” demographics!!!
- **513 youth** have been engaged thanks to Mike
- **Distributed bilingual flyers** with plan information at 19 community-serving locations

LEGEND:

What has worked fairly well

What has worked ok or could get better at

Haven't been doing or hasn't been successful

Post-Pandemic Community Engagement Trends

- Online article (link) from *Building Dialogue* states:
 - **Focus on Equity and Inclusion** (translation, focused engagement)
 - **Provide “windows of time”** to engage (not just a single meeting)
 - **Interactive webpages** (e.g. StoryMap)
 - **Use social media**
 - **Provide virtual experiences** that mimic a workshop
 - **Crowdsource data/research**
 - **Hot spots and pop ups** (i.e. go to the people)
 - **Narrated presentations** (post online)
 - **QR Codes**

LEGEND:

What has worked fairly well

What has worked ok or could get better at

Haven't been doing or hasn't been successful

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?**

Discussion

- Are there certain adjustments that will be more effective, less effective?
- What other ideas do you have for improving outreach?

Outreach Adjustments (current phase)

- **Extend the deadline of and drive people to online surveys, including:**
 - More yard signs with involvement from planning team & SC members
 - Conduct more pop-ups to engage on the spot and point people online
 - Work with schools to reach parents
 - Personalized emails to follow up with past survey respondents

Discussion

- Are there certain adjustments that will be more effective, less effective?
- What other ideas do you have for improving outreach?
- Where would be the best location for a pop-up to promote the process/survey?

Closing & Next Steps

Upcoming Events

- Lambuth Family Center | Friday, October 28th
- Highland Halloween Parade | Sunday, October 30th

SC Meetings

- Since Nov/Dec meetings land on Holiday weeks, suggest having our next meeting in early December to discuss draft recommendations
- In-person Holiday potluck? Will send out a poll to see which dates work best for people

HW Assignments

- Forward surveys to 5-10 of your neighbors
- 2-3 volunteers from each neighborhood to help distribute 3-4 yard signs where you think it makes the most sense