



PHASE 1 PUBLIC ENGAGEMENT SUMMARY

AUGUST 2021

Prepared for:

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TABLE OF CONTENTS

SECTION I Phase I Public Engagement Approach

SECTION 2 Project Awareness Strategy & Engagement Tools

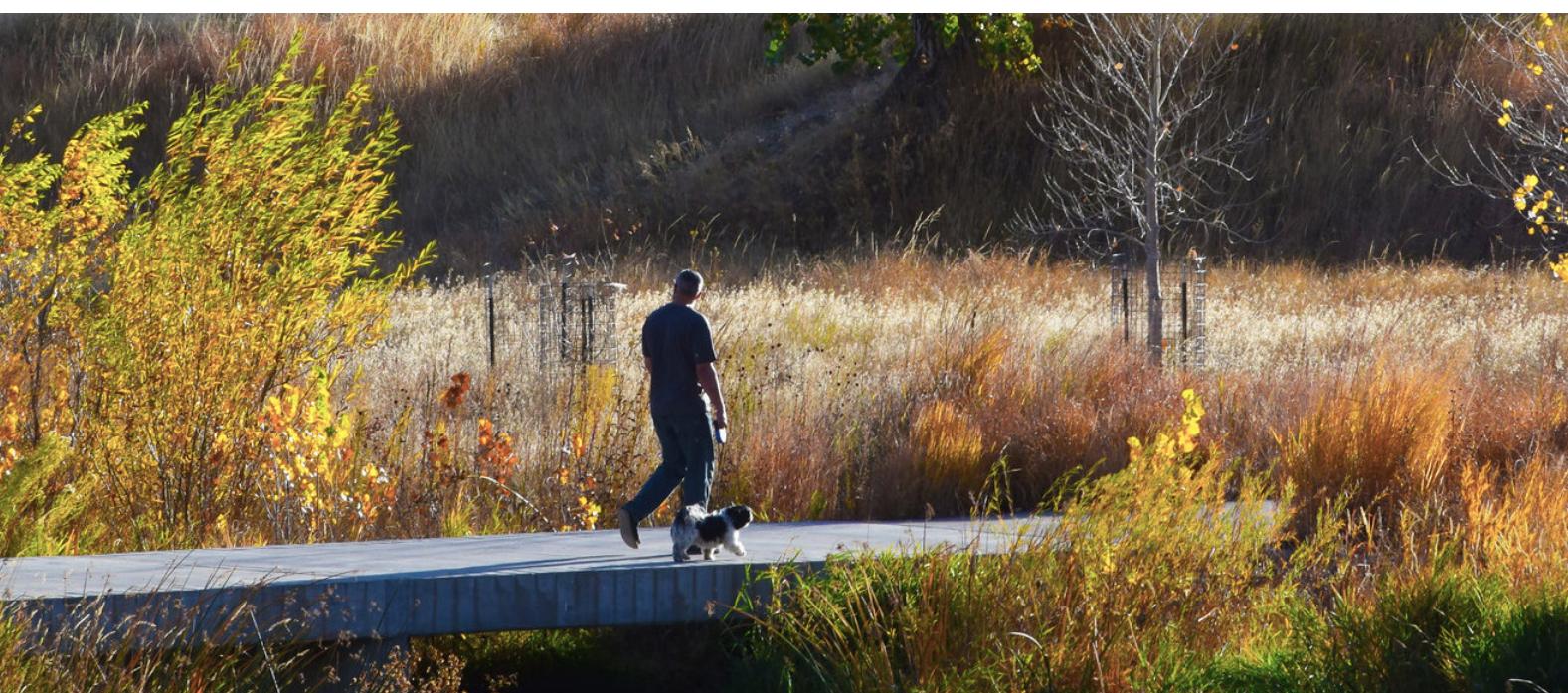
SECTION 3 Social Pinpoint Platform

SECTION 4 Public Survey

SECTION 5 In-Person Outreach

SECTION 6 Public Engagement Tool Utilization

SECTION 7 Next Steps



SECTION I: PHASE I PUBLIC ENGAGEMENT APPROACH

The City is updating its Transportation Master Plan (TMP). The 2035 TMP, completed in 2013, developed a unified vision to support a balanced, connected, and sustainable transportation system in the City. Since the development of this previous Transportation Plan, the range of mobility options and how transportation is used have evolved and the need for more interconnected and responsive options has grown. It is important that the City is not only prepared to adapt with changing transportation needs and priorities, but that it continues its innovative spirit to make Centennial a great place to live, play, work, and recreate.

Centennial's 2040 TMP will develop a holistic plan to ensure residents, employees, commuters, and visitors have access to a safe and reliable transportation system. The new plan will build on the previous TMP and continue to develop an efficient and balanced transportation system, while also setting the stage for further planning, design, and funding of capital, operational, and policy investments in the City.

Throughout the planning process, the City will host a variety of public engagement opportunities to encourage the community to provide input on existing issues and community needs, improvement opportunities, and priorities for transportation improvements. Given the previous physical distancing requirements due to COVID-19, Phase 1 outreach (Spring 2021) focused on online engagement tools and techniques. The project team participated in two in-person events in July 2020-to garner further input on transportation needs and opportunities.

Public Engagement Timeline

The development of the 2040 TMP began in March 2021 and is anticipated to be complete by January 2022. Key elements of the public engagement effort include:



PHASE I (Spring 2021)
Needs & Opportunities



PHASE 2 (Summer 2021)
Trade-offs



PHASE 3 (Fall 2021)
Validation

PUBLIC ENGAGEMENT BY THE NUMBERS

ONLINE INPUT



APPROXIMATELY
200

COMMENTS & SURVEY RESPONSES

IN-PERSON EVENTS



OVER
150

PEOPLE REACHED AT IN-PERSON EVENTS

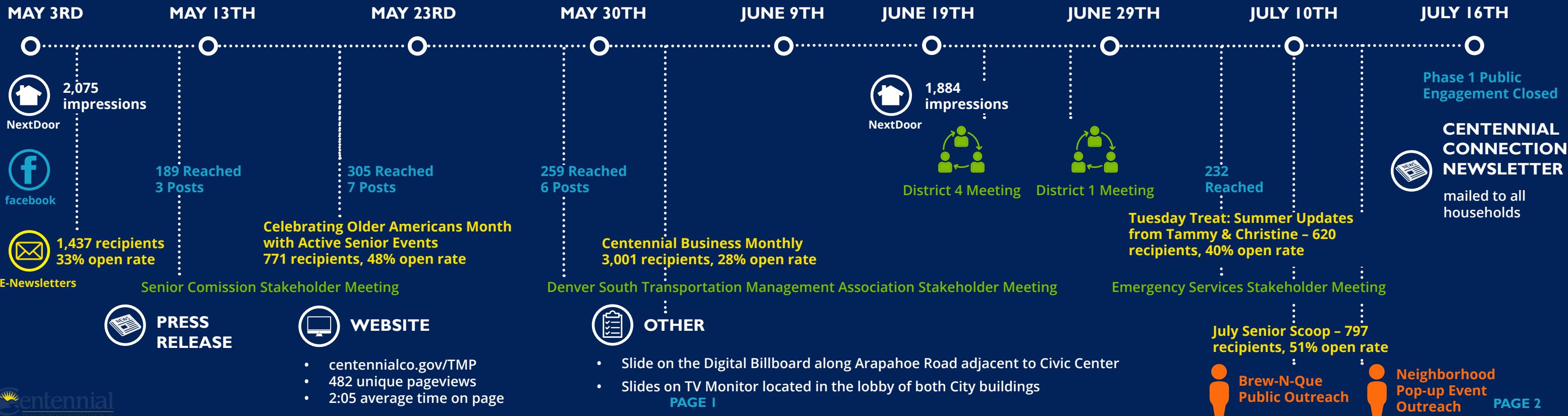
STAKEHOLDER MEETINGS



5

STAKEHOLDER MEETINGS WITH DIFFERENT GROUPS FROM AROUND THE CITY

Phase I: Public Engagement Performance Metrics



SECTION 2: PROJECT AWARENESS STRATEGY & ENGAGEMENT TOOLS

To ensure broad distribution of information and to engage as many people as possible that live, work, and play in the City of Centennial in the planning process, a project awareness strategy was developed to direct people to learn more about the project and to provide input using online engagement tools.

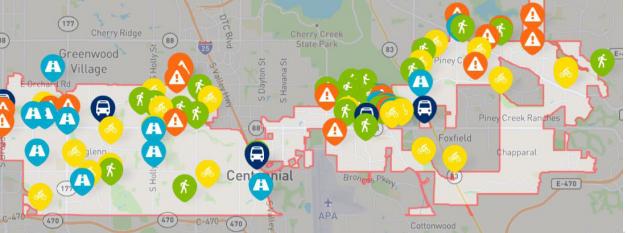
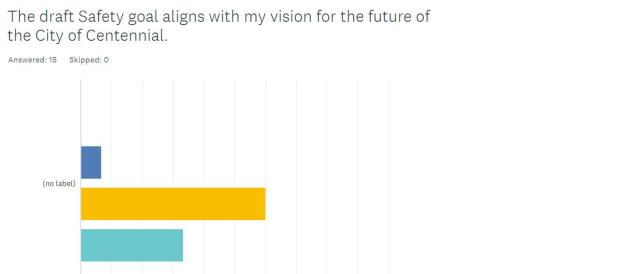
Project Awareness Strategy

The following tools and strategies were used to inform the public about the TMP process. Most of the public engagement tools were provided online with minimal in-person opportunities due to the COVID-19 pandemic.

- Project webpage centennialco.gov/tmp
- City of Centennial social media platforms
- City of Centennial newsletters and press releases
- Social media campaigns
- Newsletter articles
- Contact list e-blasts
- Digital billboards
- Project business cards
- In-person outreach events

Engagement Tools

The TMP project webpage was the primary repository of information for public engagement and housed all engagement tools. The key tools used to gather input for Phase 1 are summarized below.

	Platform	Engagement Goal	Snapshot of Engagement Tool
Online Commenting Map	Social Pinpoint	<ul style="list-style-type: none">• Gather location specific comments about transportation issues and opportunities	
Virtual Idea Wall	Social Pinpoint	<ul style="list-style-type: none">• Gather input about the overall transportation network• Allow participants to interact with one another by "liking" and "disliking" other peoples comments	
Online Survey	Survey Monkey	<ul style="list-style-type: none">• Gather input from the community on transportation goals and priorities	

SECTION 3: SOCIAL PINPOINT PLATFORM

The Centennial TMP webpage hosted two different opportunities for community input through the Social Pinpoint platform. Through the idea wall and comment map options, community members shared their perspectives on current transportation issues they encounter and offered insight into how the transportation system can be improved to better serve the people of the City of Centennial. In total, both the idea wall and comment map received approximately 160 comments.

Public comments from Phase 1 engagement included a wide range of concerns related to traffic calming improvements to developing a more interconnected pedestrian and bicycle network across the City.

Public input gathered through the idea wall and comment map have been further analyzed and organized according to 16 key themes to provide more specificity about the needs and desires for a more responsive transportation system. More information on the 16 key themes according to each modal and safety category is provided in the key findings below.

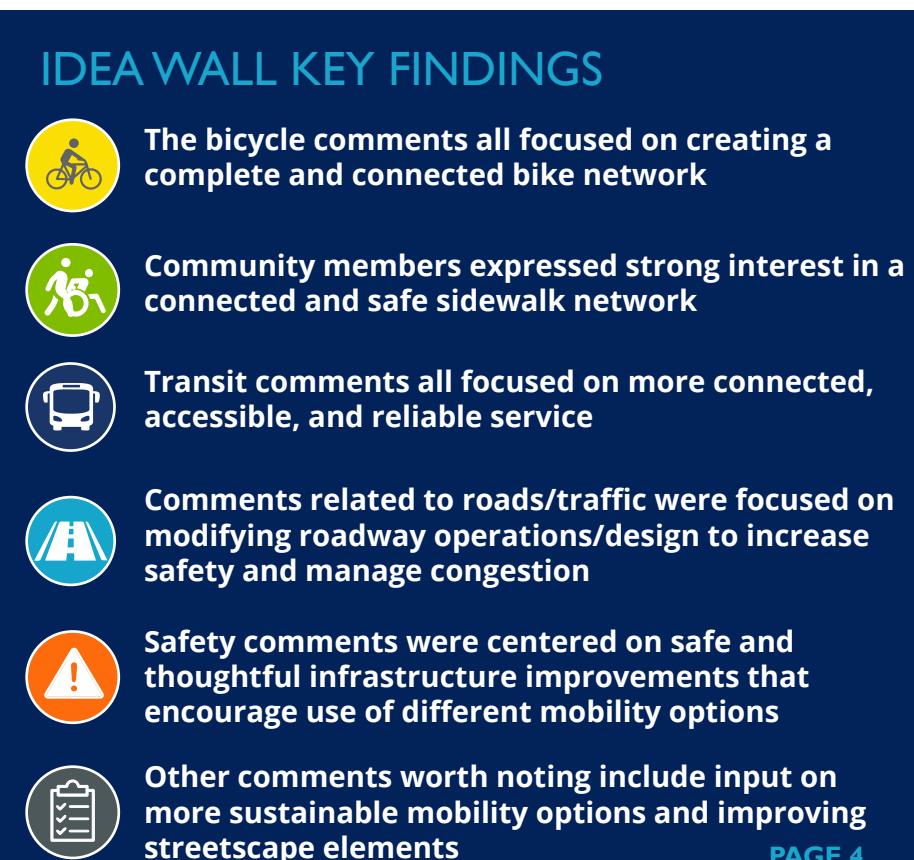
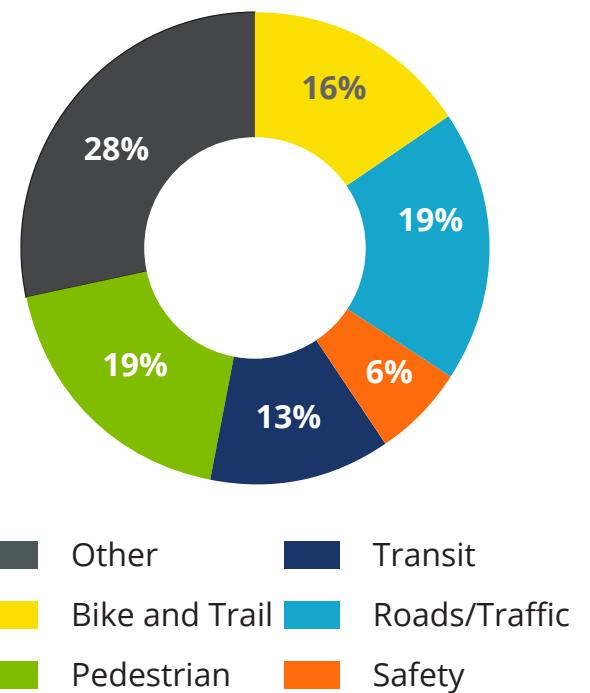
Idea Wall Input

Through the idea wall tool, community members voiced their opinions on the current state of the transportation system and improvements they would like to see. Approximately 30 comments were received and more than 50 interactions between comments, using the up and down voting tools, were provided. Approximately a third of the comments were categorized under "Other" and focused on the need for sustainable mobility options and improving streetscape elements in the City. Pedestrian comments (19 percent), roads and traffic comments (19 percent), and bike and trail comments (16 percent) closely followed. Transit and safety comments made up 13 and 6 percent of the comment categories respectively. Overall, the idea wall comments all focused on the need for greater connectivity across all modes.

Idea Wall Key Findings

As stated, the comments under each modal or safety category were coded and compiled according to the ideas and themes expressed by community members. From this input, a wide range of key findings emerged from the idea wall:

IDEA WALL COMMENTS BY CATEGORY



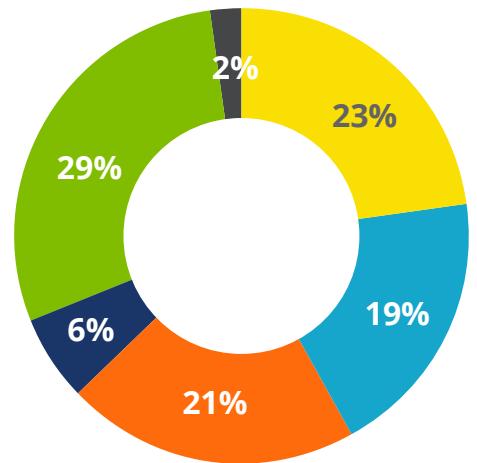
Comment Map Input

The comment map offered community members an opportunity to identify specific locations where they would like to see improvements. Approximately 130 locations with associated modal or safety improvements were identified by community members. Pedestrian comments made up almost 30 percent of the total comments, followed by bike and trail comments at 23 percent. Safety and roads/traffic comments made up nearly 20 percent of the total input each. Transit resulted in six percent of the total map comments and other comments were just two percent of the total responses.

Comment Map Key Findings

Similar to the idea wall, input from the comment map was also categorized under modal and safety categories. Comment map key findings are summarized below and illustrated on the map on the following page.

COMMENT MAP INPUT BY CATEGORY



Note: Comment map results includes input from the Centennial TMP public outreach and Centennial specific comments gathered from the Arapahoe County TMP public outreach effort.

COMMENT MAP KEY FINDINGS

The bicycle comments were focused on improving existing bike/trail infrastructure to address safety concerns

Pedestrian concerns made up the highest number of responses on the commenting map, with almost all comments focused on the need for a connected and safe sidewalk network; other comments under this category focused on increased accessibility for all users

Transit comments primarily focused on the need for connected, accessible, and reliable service. A smaller number of comments called for improving existing transit infrastructure and amenities

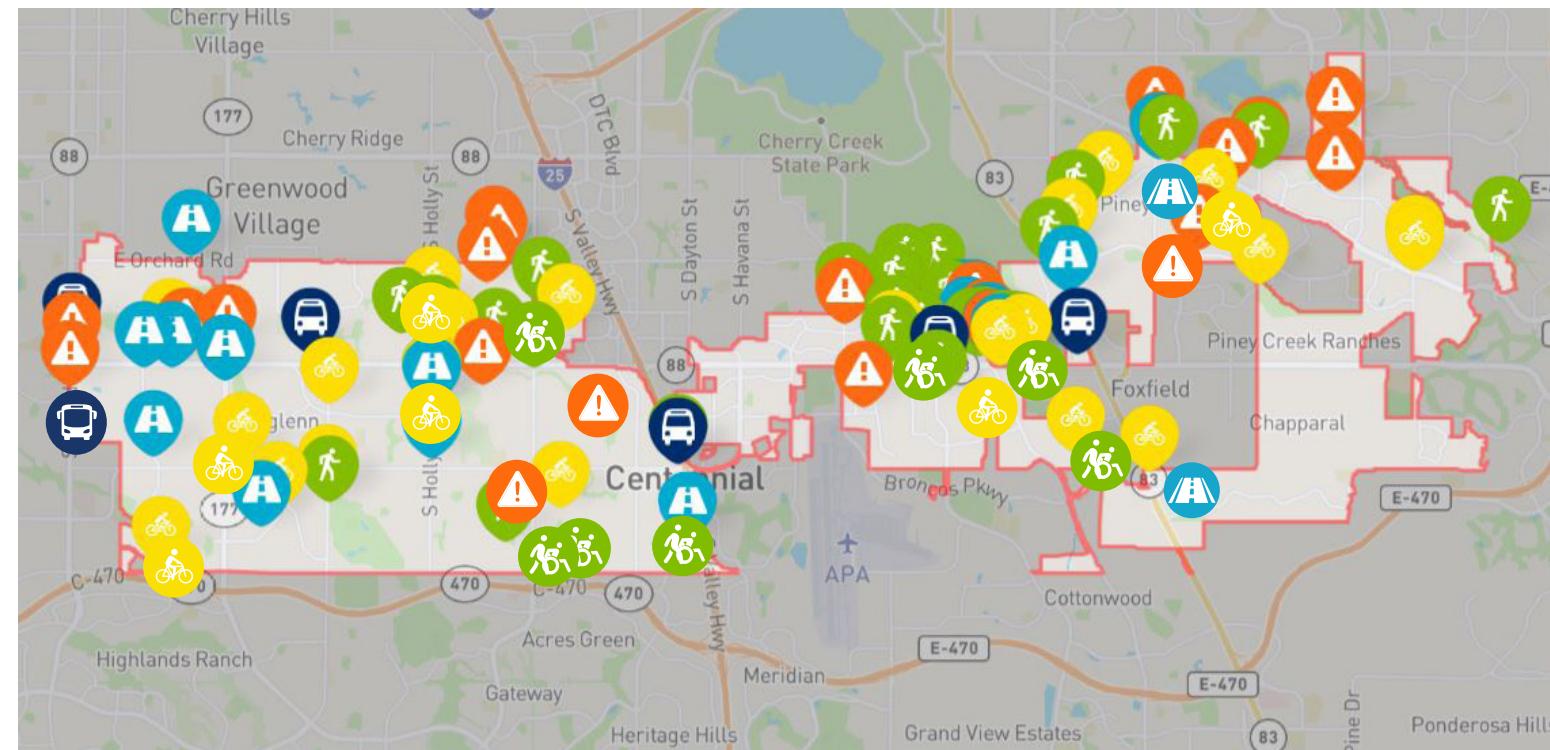
Comments related to roads/traffic were focused on modifying roadway operations/design to increase safety and manage congestion

Safety comments revealed that respondents were concerned with the need for traffic calming infrastructure to improve safety, improving intersection and crossing accessibility for all modes, and seasonal maintenance of roadways

Other comments focused on the need for streetscape improvements

Public Comment Map Input Distribution

Centennial TMP Comment Map Results



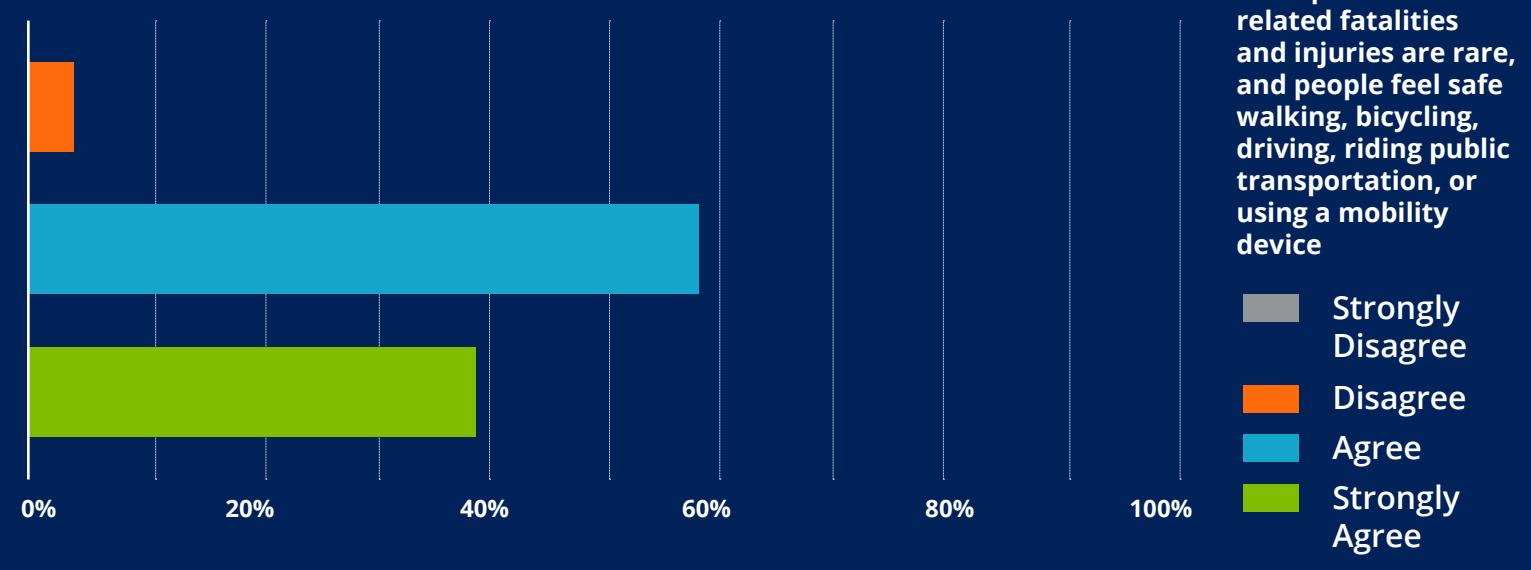
Note: Comment map results includes input from the Centennial TMP public outreach and Centennial specific comments (22 total comments) gathered from the Arapahoe County TMP public outreach effort.

SECTION 4: PUBLIC SURVEY

Community input was also gathered through an online public survey, and was promoted both virtually and during in-person events. The public survey asked community members a series of questions that focused on whether the draft TMP goals reflect community values and if they provide the right direction for the future of transportation and mobility for the City.

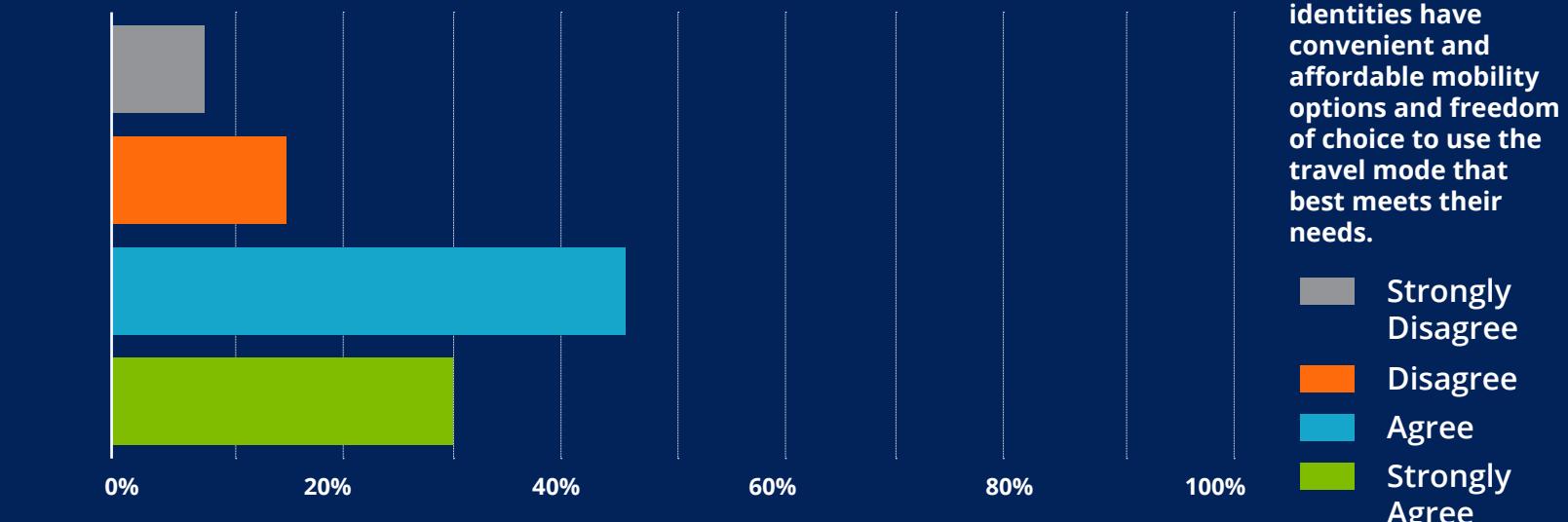
Almost 30 responses were recorded. More detail and key findings on responses for each of the seven draft TMP goals are provided below.

The draft Safety goal aligns with my vision for the future of the City of Centennial.



- Respondents who disagreed did not have further comments
- Respondents who agreed expressed that people walking, rolling, and bicycling do not have safe ways to get around the City
- Respondents who strongly agreed wanted more pedestrian infrastructure

The draft Flexible Mobility goal aligns with my vision for the future of the City of Centennial.

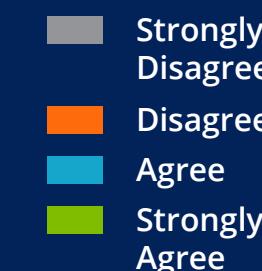


- Respondents who disagreed were hesitant to invest in public transportation as many Centennial residents are likely to continue using their vehicles to get to needed destinations
- Respondents who agreed expressed that having different public transportation options available for community members would encourage more people to use transit
- Respondents who strongly agreed asked for more work on this issue and for easier, more accessible information about mobility options

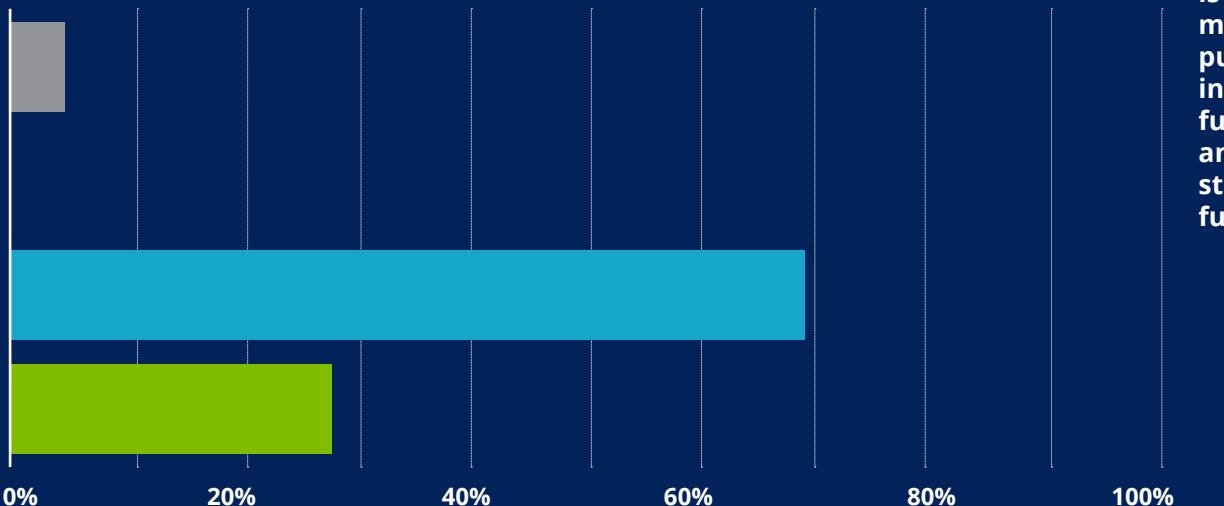


**FISCAL
RESPONSIBILITY
GOAL:**

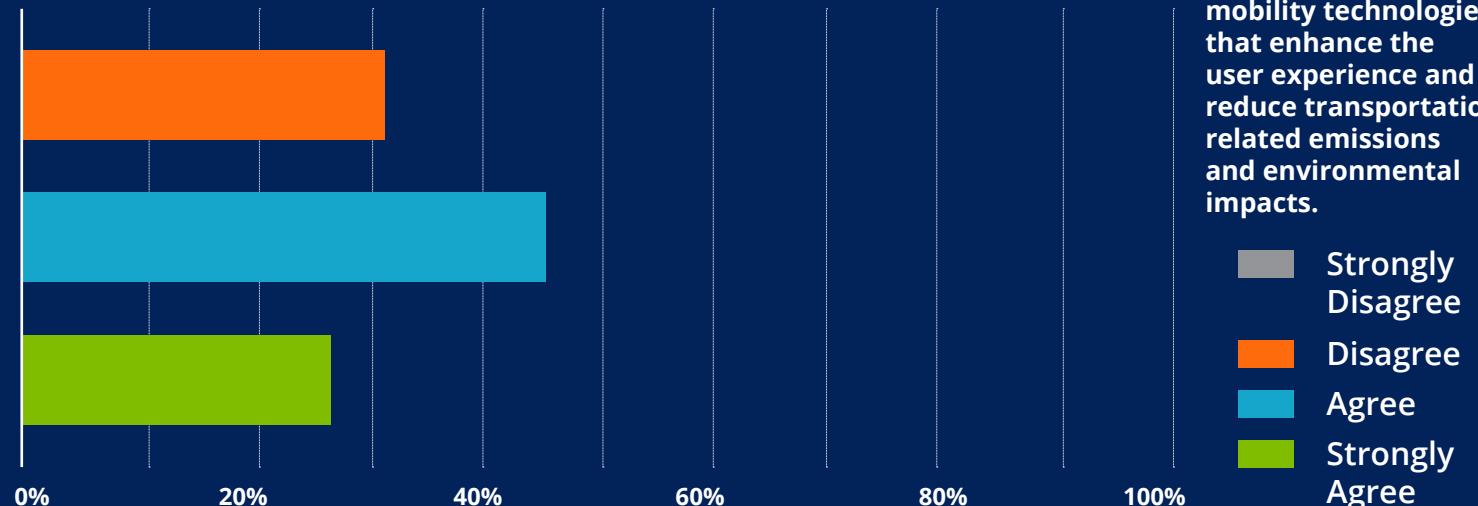
Transportation infrastructure is designed and maintained to optimize public benefit, and investments leverage funding opportunities and demonstrate good stewardship of public funds.



The draft Fiscal Responsibility goal aligns with my vision for the future of the City of Centennial.



The draft Innovation goal aligns with my vision for the future of the City of Centennial.



INNOVATION GOAL:

Transportation infrastructure and policies prepare for mobility technologies that enhance the user experience and reduce transportation-related emissions and environmental impacts.



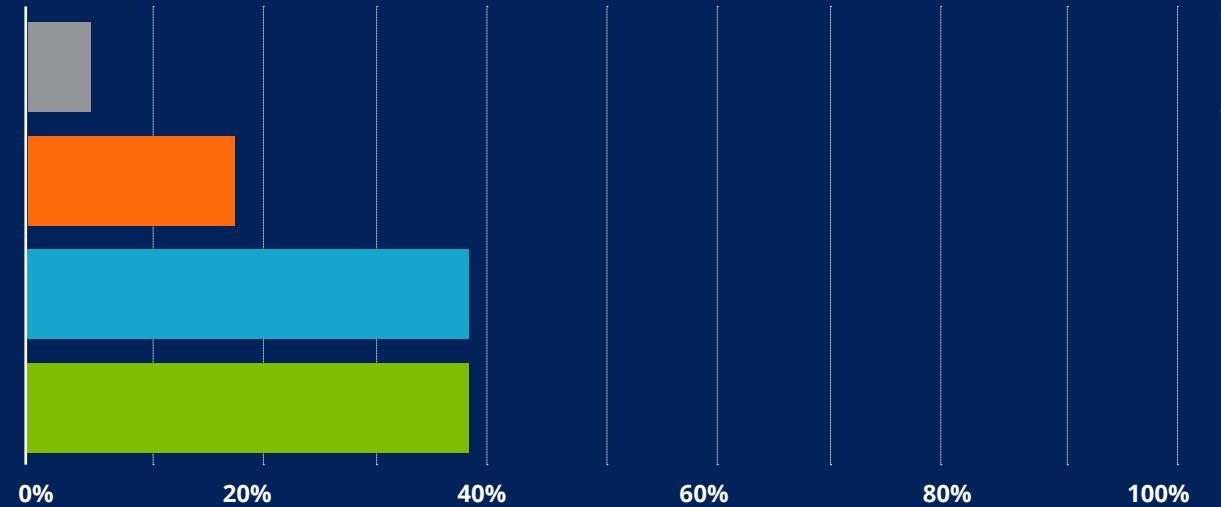
● Respondents who disagreed were worried that a greater focus on emerging technologies would detract or prevent existing issues from being addressed in the transportation system

● Respondents who agreed viewed the goal favorably because integrating more technology into the transportation system would increase efficiency and lower emissions and environmental impacts

● Respondents who strongly agreed expressed interest in more sustainable mobility options and adding EV charging stations across the City



The draft Efficiency and Reliability goal aligns with my vision for the future of the City of Centennial.

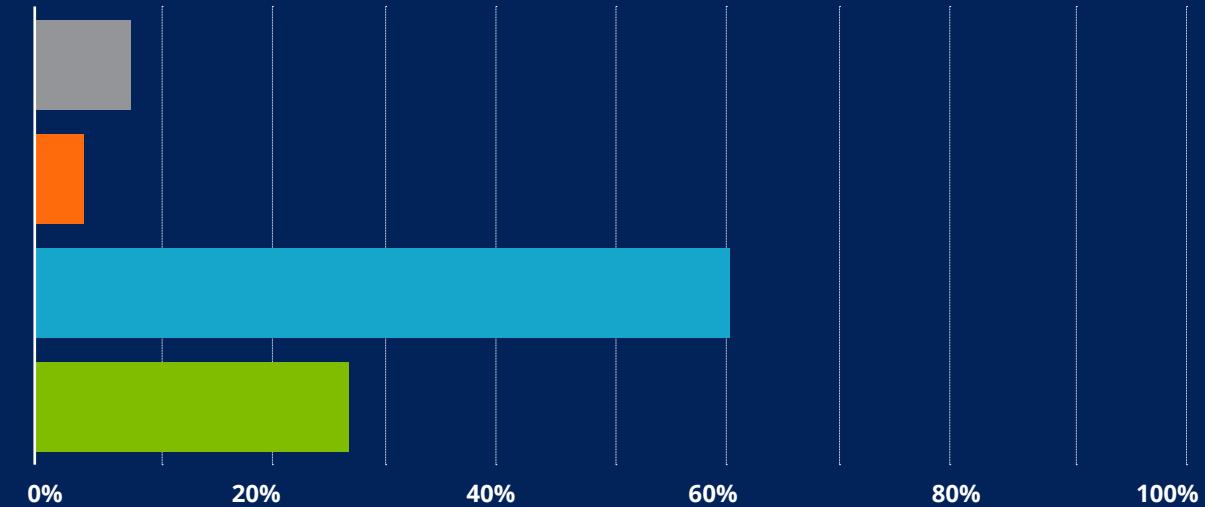


EFFICIENCY AND RELIABILITY GOAL:

The transportation network is optimized to minimize congestion and offer reliable travel times for people traveling in and through Centennial.

- Strongly Disagree
- Disagree
- Agree
- Strongly Agree

The draft Regionalism and Partnerships goal aligns with my vision for the future of the City of Centennial.



REGIONALISM AND PARTNERSHIPS GOAL:

Centennial is a leader in working with neighboring communities and regional partners to build cohesive regional networks for all modes of transportation.

- Strongly Disagree
- Disagree
- Agree
- Strongly Agree

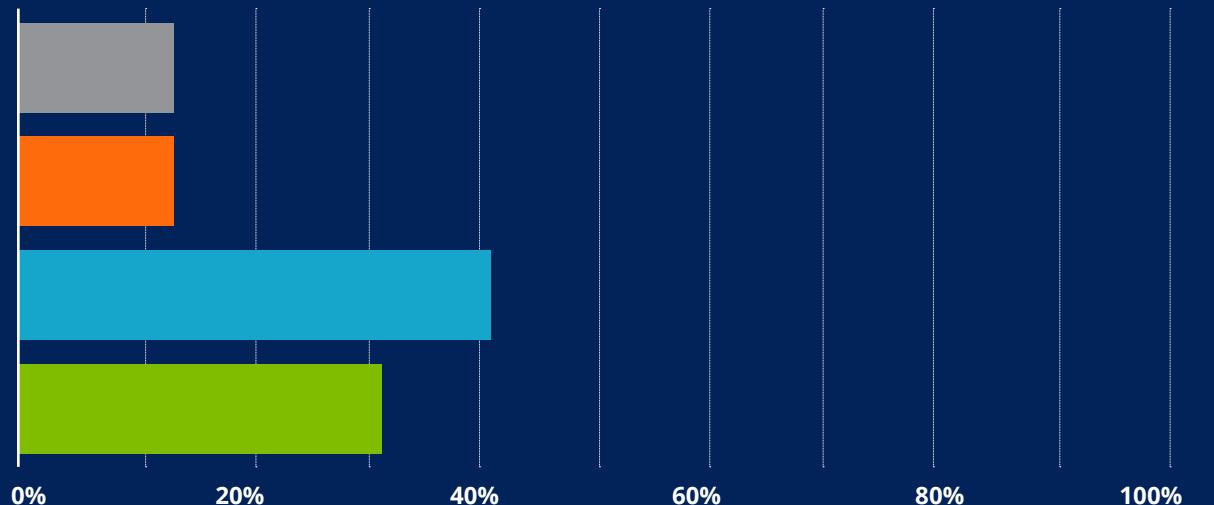
- Respondents who disagreed wanted the goal to be more explicit about transportation alternatives to improve efficiency and reliability
- Respondents who agreed also wanted different modes added to the goal language
- Respondents who strongly agreed communicated that this goal should be prioritized and more mobility options should be explored along specific corridors to improve efficiency of other modes of travel

- Respondents who strongly disagreed did not provide further comments
- Respondents who disagreed did not provide further comments
- Respondents who agreed focused on the City's regional infrastructure network and its importance to providing connectivity to other municipalities and for transporting goods and services in the region
- Respondents who strongly agreed did not provide further comments

Photo Credit: Uncover Colorado



The draft Economic and Community Vitality goal aligns with my vision for the future of the City of Centennial.



ECONOMIC AND COMMUNITY VITALITY GOAL:

The City's streetscapes and transportation system support economic vitality, connect neighborhoods, and promote a vibrant community identity.

- Strongly Disagree
- Disagree
- Agree
- Strongly Agree

- Respondents who strongly disagreed expressed that many community members would like to discourage connecting neighborhoods to prevent cut through traffic
- Respondents who disagreed wanted to focus on traffic flow and not necessarily streetscape elements or community identity
- Respondents who agreed added that connectivity and cohesion of all travel corridors is important and there should be regional collaboration on this effort
- Respondents who strongly agreed expressed interest in different transportation alternatives to ensure connectivity and easy access to different areas of the City

SECTION 5: IN-PERSON OUTREACH

Brew-N-Que Event and Neighborhood Pop-up Event

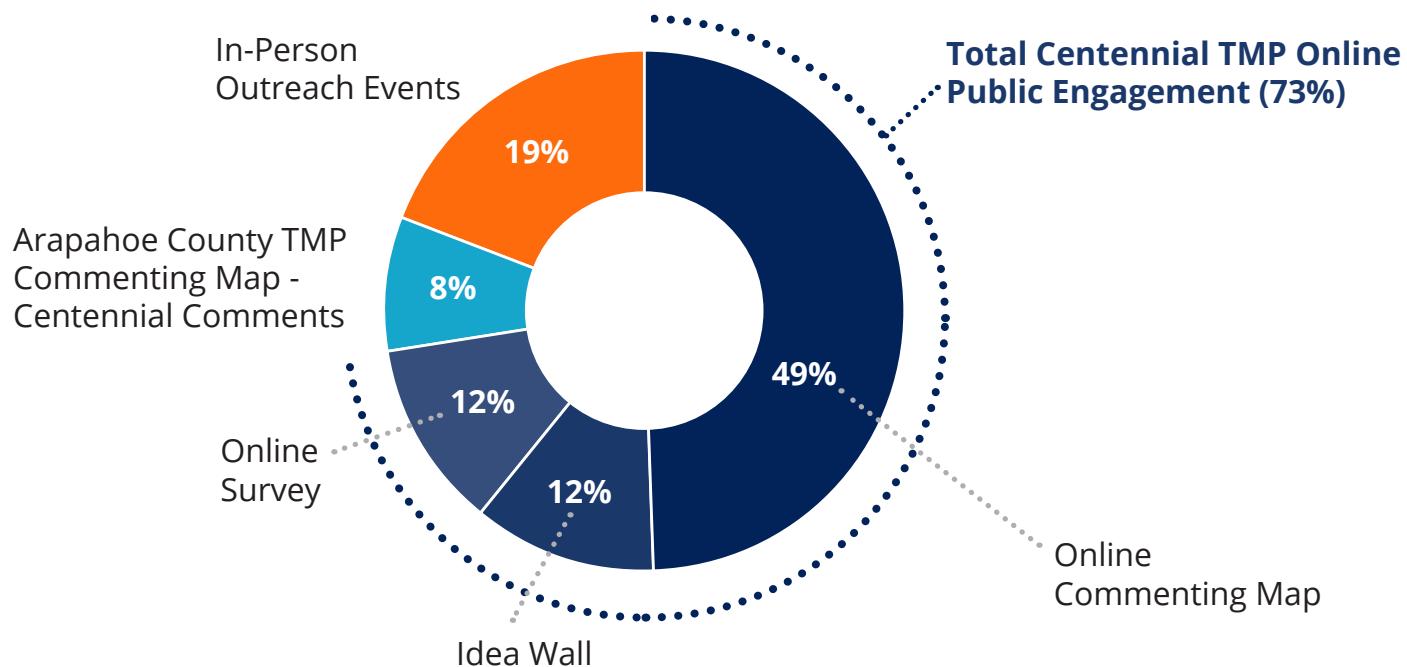
As COVID-19 restrictions rolled back, in-person events were held to ensure we reach more community members and gather as much feedback as possible. Outreach was conducted at the City's annual Brew-N-Que event on July 10th, where we were able to hand out hundreds of project business cards to drive people to our project webpage and gather more feedback on specific transportation challenges and opportunities. Additionally, outreach was conducted at a Neighborhood Pop-up event on July 13th. Through these two in-person events, we reached hundreds of community members and gathered over 50 comments. Common themes and feedback received are summarized below.

-  Bicycle/trail comments were focused on adding bike lanes along specific corridors like Bellevue Avenue and Smoky Hill Road and for greater connectivity between green spaces and residential areas like Willow Creek Trail
-  Community members expressed that more work is needed to address sidewalk gaps and sidewalk accessibility issues along corridors like Arapahoe Road
-  Transit comments were minimal, but tended to focus on the need for more accessible transit service in the City
-  Comments related to roads/traffic were primarily focused on seasonal roadway maintenance, optimized signal timing, and areas of congestion
-  Safety comments were centered on the need for intersection improvements in areas where there are a high number of crashes
-  Community members also expressed a need for more mobility options for older adults, enhanced multimodal options, and adding landscaped medians



SECTION 7: PUBLIC ENGAGEMENT TOOL UTILIZATION

Phase one of public outreach utilized several online and in-person tools. In total, the Centennial TMP online public engagement tools accounted for over 70 percent of the feedback received. The commenting map results made up a large portion of the feedback at almost 50 percent. Nearly 20 percent of the feedback that was gathered came from the in-person outreach that was held during the latter portion of phase one. Finally, input pulled from the Arapahoe County TMP public engagement effort accounted for eight percent of the results.



SECTION 7: NEXT STEPS

Findings from Phase 1 public engagement will be used to inform corridor needs as well as the strategies and project recommendations for the City of Centennial. The second public engagement opportunity will focus on trade-offs and will launch later this summer. It will be important to consider what worked well in the first phase of public engagement, such as online commenting maps, to ensure we provide the right tools for engagement throughout the TMP outreach process. The second phase of public engagement will focus on gathering input from the public about what transportation features are most important to the community and what the highest priority transportation investments are for the City.

