

PHASE ONE PUBLIC ENGAGEMENT RESULTS
IN-PERSON POP-UP OUTREACH AND ONLINE SURVEY
SUMMER/FALL 2019

BACKGROUND

DRCOG is working on the 2050 Metro Vision Regional Transportation Plan, a document that guide the region’s future multimodal transportation system. The plan is our long-range vision for regional transportation through 2050 and anticipates the transportation infrastructure and services needs as our region grows. This document summarizes results of initial public engagement activities.

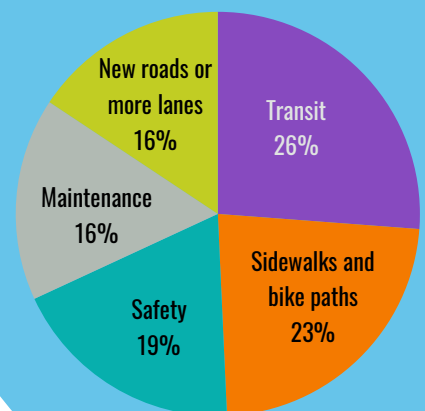
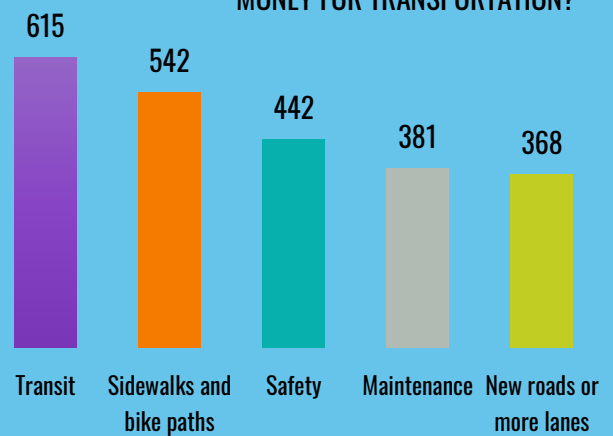
IN-PERSON POP-UP OUTREACH

In July and August 2019, DRCOG staff attended six different festivals and fairs around the region: the Colorado Black Arts Festival, the Gilpin County Fair, the Westminster Latino Festival, the Boulder County Fair, the Aurora Global Fest, and the Colorado Classic Open Streets event. At each event, DRCOG staff introduced event attendees to the regional transportation plan effort, distributed information about how to participate in the planning process, and asked attendees to participate in a game at our booth.

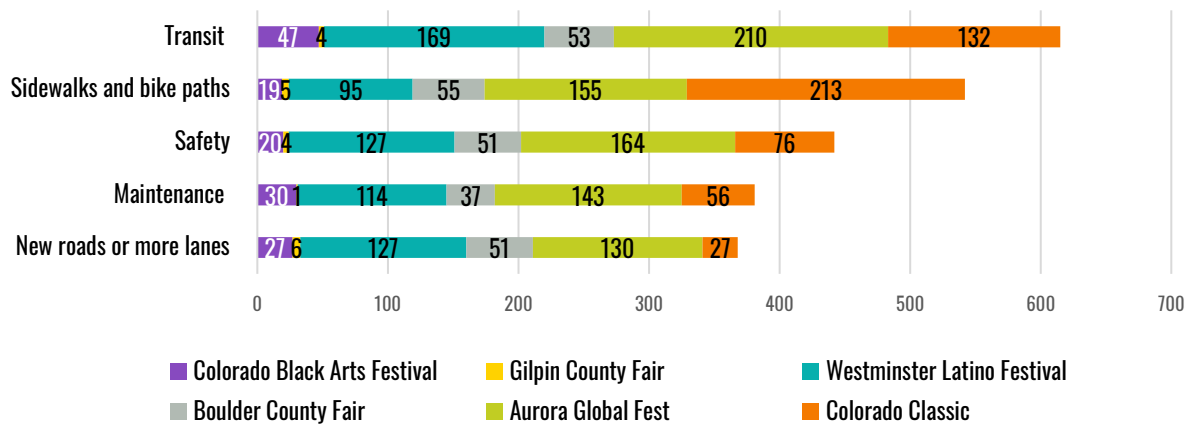
The game involved five buckets that each represented a different aspect of the transportation system: maintenance, sidewalks/bike paths, new roads or more lanes, safety, and transit. A card on the table included the main prompt for the game: “How would you use your money for transportation?” Each participant was given five plastic gold coins and was asked to distribute the coins amongst the buckets based on what was most important to them or what they would fix about the transportation system if they were in charge of funding decisions.

A total of approximately 470 people gave their input by playing the game and dozens more interacted with staff at the booth. The compiled results of the activity are documented to the right. Results displayed by event are noted on the following page.

RESULTS: HOW WOULD YOU USE YOUR MONEY FOR TRANSPORTATION?



RESULTS BY EVENT



OBSERVATIONS:

Transit, sidewalks/bike paths, and safety received the most overall coins. Transit was the highest priority of attendees at the Colorado Black Arts Festival, the Westminster Latino Festival, and the Aurora Global Fest, and second-highest at the Colorado Classic and Boulder County Fair. Sidewalks and bike paths were rated highest at the Colorado Classic and Boulder County Fair, but received the least number of coins at the Colorado Black Arts Festival and the Westminster Latino Festival.

ONLINE SURVEY

DRCOG hosted an online survey to solicit input from the public on several high-level questions to help inform the development of the plan. The first five questions were designed to understand the public's opinions about the current status of the regional transportation system, as well as their values and priorities for the future of transportation in the region. The final seven questions were entirely optional and served to document the demographics of respondents to better understand who participated in the survey. The survey was available in both Spanish and English.

This survey is an engagement tool for collecting feedback from the public; it is not intended to express a scientific, statistically-valid representation of all of the region's residents. Understanding the demographics of respondents through the optional questions helps us determine whether we need to use additional methods in the future to hear from a wider range of people in the region.

The survey was promoted through an eblast sent to over 2,700 people on existing DRCOG mailing lists as well as through multiple Spanish and English social media posts on Twitter, Facebook, and Instagram. The eblast requested additional distribution of the survey through each recipient's own organizations or networks.

Between September 4 and October 6, 2019, 594 people submitted responses to the survey. The majority of responses came from City & County of Denver residents (45 percent), followed by Arapahoe County (15 percent), and Jefferson County (14 percent). One percent of responses came from people living outside the DRCOG region. For a comparison of demographic characteristics of respondents to the regional population, see pages 11 and 12.

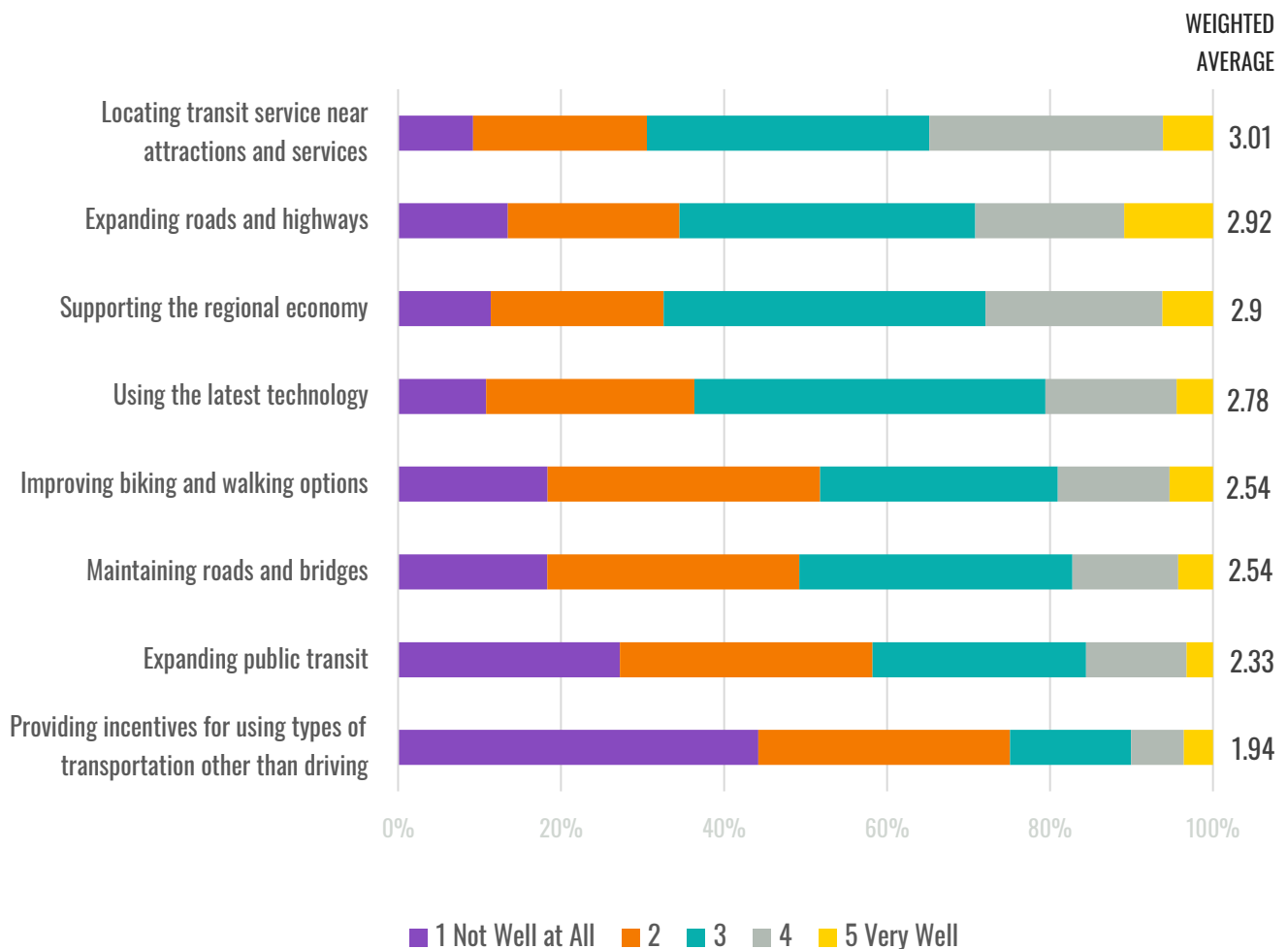
The remainder of this report documents the results of the survey and provides some observations about the responses, highlighting some of the variations in responses by residents of different counties. The results and responses from both this survey and the in-person outreach events will be used to inform the ongoing development of the plan.

ONLINE SURVEY: SUMMARY OF RESPONSES BY QUESTION

Q1: HOW WELL DO YOU THINK THE REGIONAL TRANSPORTATION SYSTEM IS DOING IN EACH OF THE AREAS LISTED BELOW? RATE EACH OF THEM ON A SCALE OF 1 TO 5, WITH 1 BEING “NOT WELL AT ALL” AND 5 BEING “VERY WELL”.

OBSERVATIONS:

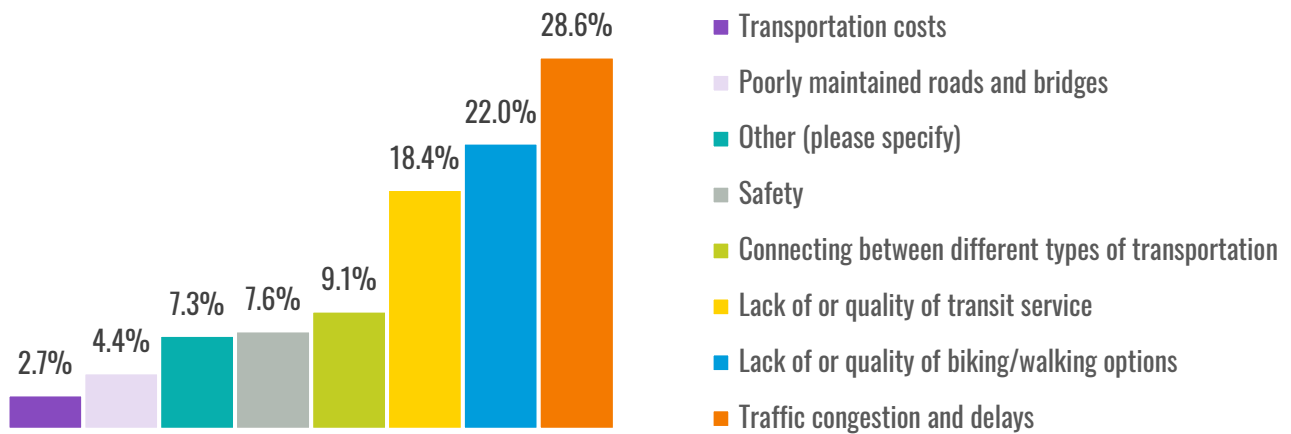
- › Residents rated the regional transportation system as average in most areas. Locating transit service near attractions and services received the highest average rating, while providing incentives for using types of transportation other than driving received the lowest rating.
- › Adams, Arapahoe, Douglas, and Jefferson gave lower ratings than Denver and Boulder to how well the region performs in expanding roads and highways and maintaining roads and highways.
- › Denver and Boulder gave lower ratings to locating transit service near attractions and services, using the latest technology, improving biking and walking options, and expanding public transit.



Q2: IN YOUR DAILY LIFE, WHAT IS YOUR MOST CRITICAL TRANSPORTATION CHALLENGE? SELECT THE ONE CHALLENGE THAT IS MOST CRITICAL TO YOU.

OBSERVATIONS:

- › Traffic congestion and delays was the most critical transportation challenge cited in every county but Denver, where lack of quality biking/walking options was the most critical challenge. Lack of quality transit service was also more often selected than traffic congestion and delays as the most critical challenge in Denver.
- › Adams County differed from other counties in that poorly maintained roads and bridges was the second most frequently selected transportation challenge, instead of lack of quality transit service or lack of quality biking/walking options.



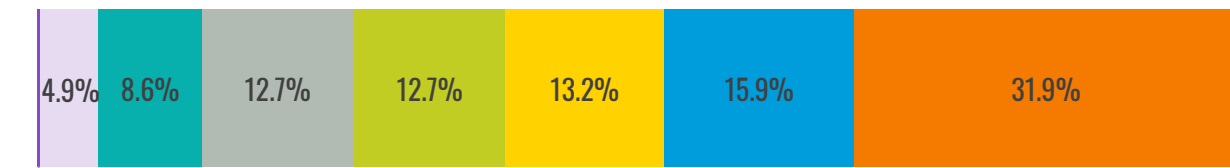
“OTHER” WRITTEN RESPONSES:

Air pollution | Ride hailing for older adults, people in wheelchairs | Inefficient use of tax money | Construction disrupting sidewalks and bus routes | Roadway space for too many modes | At-grade train crossings | Poor traffic engineering and signal timing | No restrooms at transit stops | Dangerous scooters | Access to the mountains for recreation | HOV requirement of 3 people | Global warming and climate change | Lack of first and last mile solutions | No transportation challenges | More than one option or all of the above

Q3: THE SUCCESS OF A TRANSPORTATION SYSTEM INVOLVES MANY DIFFERENT FACTORS. IN YOUR OPINION, WHICH FACTOR IS MOST IMPORTANT TO A SUCCESSFUL REGIONAL TRANSPORTATION SYSTEM?

OBSERVATIONS:

- > Transit was rated the most important overall, followed by people spending less time in traffic.
- > Transit was rated most important in four of the six largest counties.
- > People time was most important in Arapahoe and Douglas counties, and second most important in Adams and Jefferson.
- > In contrast to other counties, health was the second most frequently selected factor in Boulder County.
- > Equity was more frequently selected as most important in Adams County, compared to other counties.



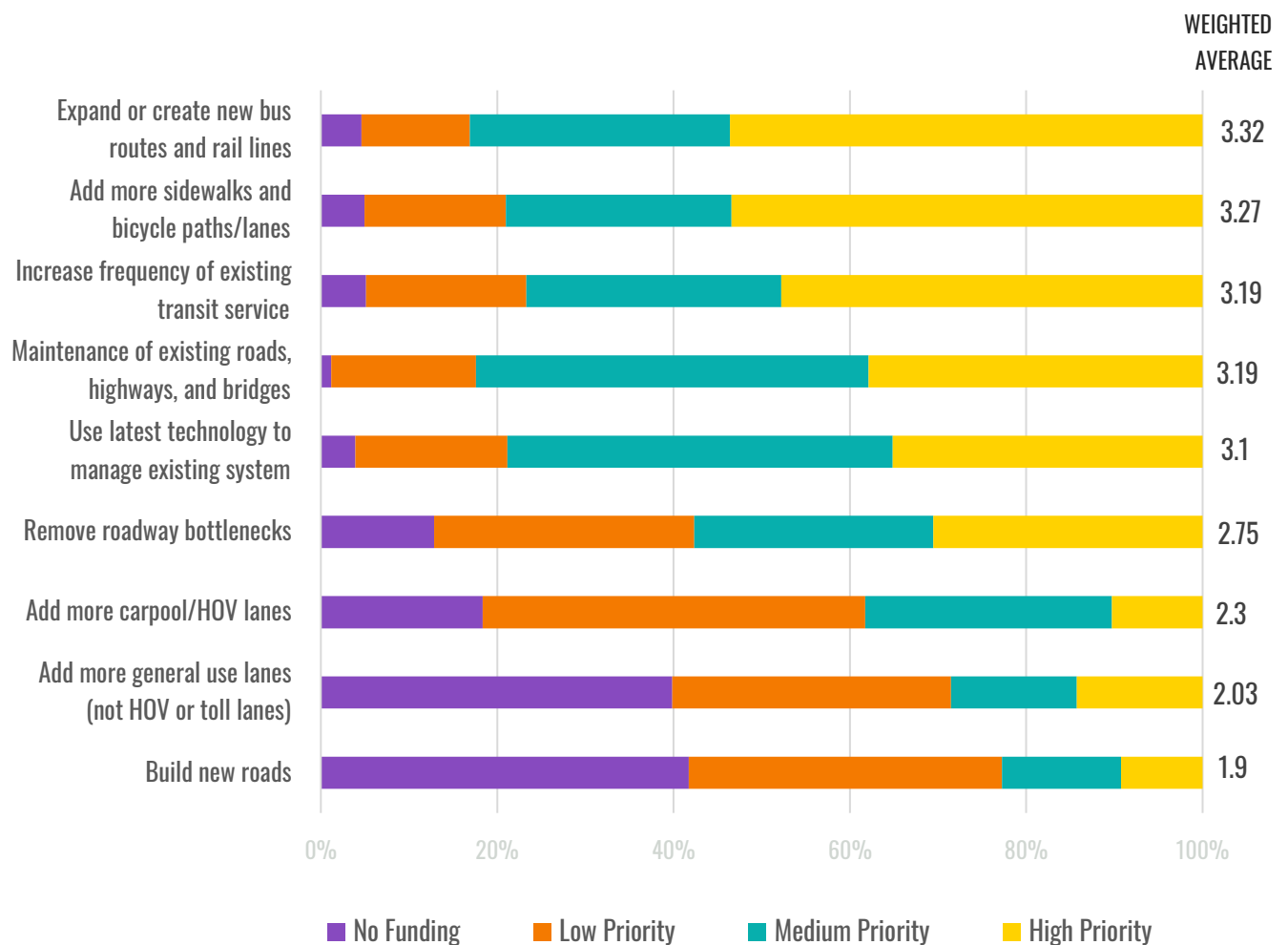
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- Freight time: Delivery trucks spend less time in traffic.
- Other (please specify)
- Cost: Housing and transportation costs are manageable for households of all incomes.
- Safety: Fewer people are seriously injured or die from crashes.
- Health: Community health is improved, because of less pollution from transportation and more people are able to walk and bike to get places.
- Equity: It's easier for older people, people of color, people with low incomes, or people living with disabilities to access places they need to go.
- People time: People spend less time in traffic.
- Transit: Transit is more frequent, convenient, and goes to more places.

Q4: FUNDING IS LIMITED FOR TRANSPORTATION PROJECTS, SO IMPROVEMENTS MUST BE PRIORITIZED. PLEASE INDICATE WHETHER YOU THINK EACH OF THE FOLLOWING TRANSPORTATION PROJECTS SHOULD BE GIVEN A HIGH, MEDIUM, OR LOW PRIORITY FOR FUNDING, OR IF NO FUNDING SHOULD BE SPENT.

OBSERVATIONS:

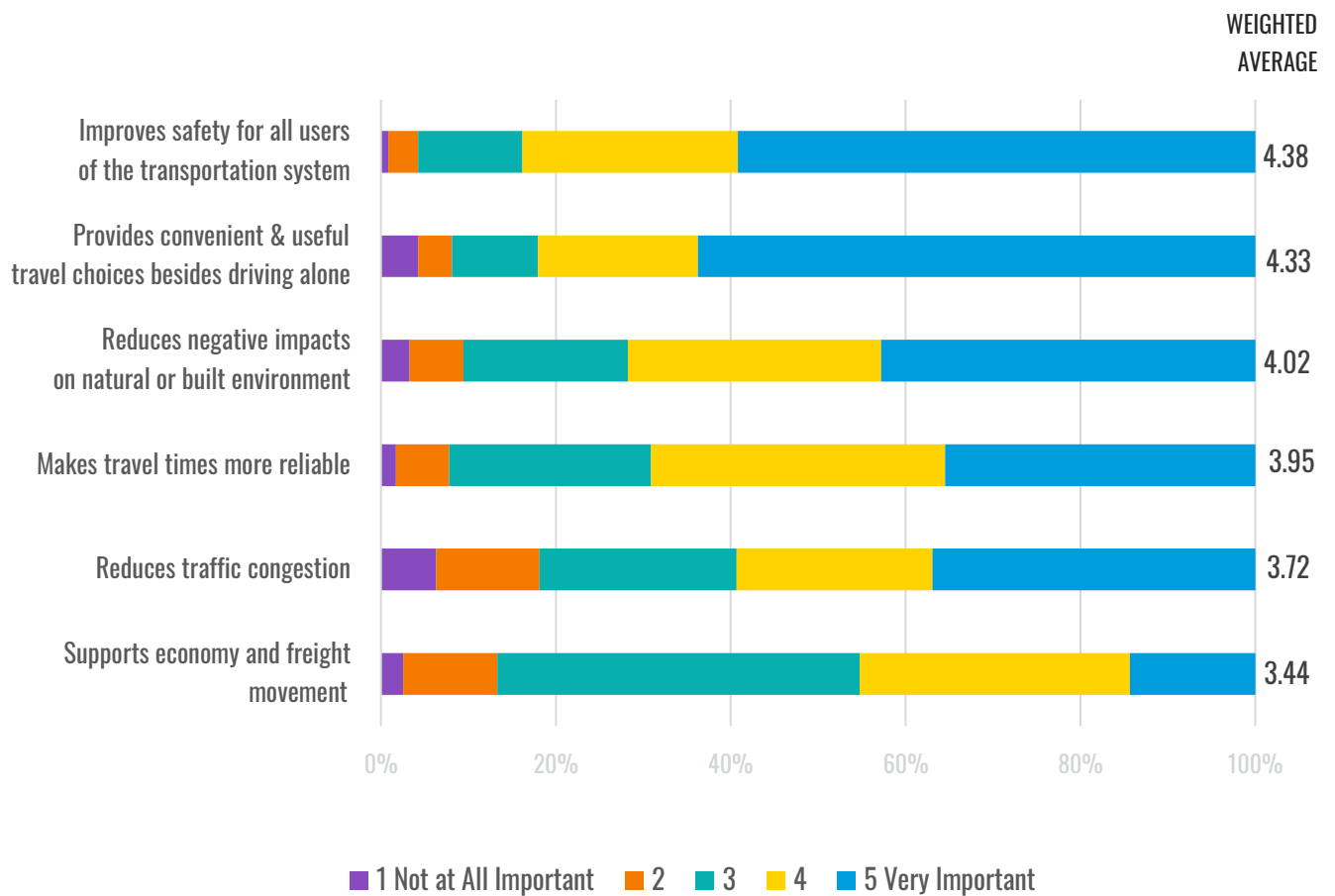
- > Overall, respondents gave the highest priority to expanding or creating new bus routes and rail lines, adding more sidewalks and bicycle paths/lanes, maintenance of existing roads, highways, and bridges, and increasing frequency of existing transit service.
- > Boulder and Denver did not give as high of priority to maintenance of existing roads, highways and bridges as other counties.
- > Boulder and Denver were very similar in that residents gave the highest priority to expanding or creating new bus routes, adding more sidewalks and bicycle paths/lanes, and increasing the frequency of existing transit service.
- > Douglas County residents placed the highest priority on maintenance of existing roads, highways, and bridges, removing roadway bottlenecks, and using the latest technology to manage the existing transportation system.



Q5: HOW IMPORTANT SHOULD EACH OF THE FOLLOWING FACTORS BE WHEN POLICYMAKERS ARE DEVELOPING TRANSPORTATION POLICIES & PLANS FOR THE DENVER REGION? RATE EACH OF THEM ON A SCALE OF 1 TO 5, WITH 1 BEING “NOT AT ALL IMPORTANT” AND 5 BEING “VERY IMPORTANT”.

OBSERVATIONS:

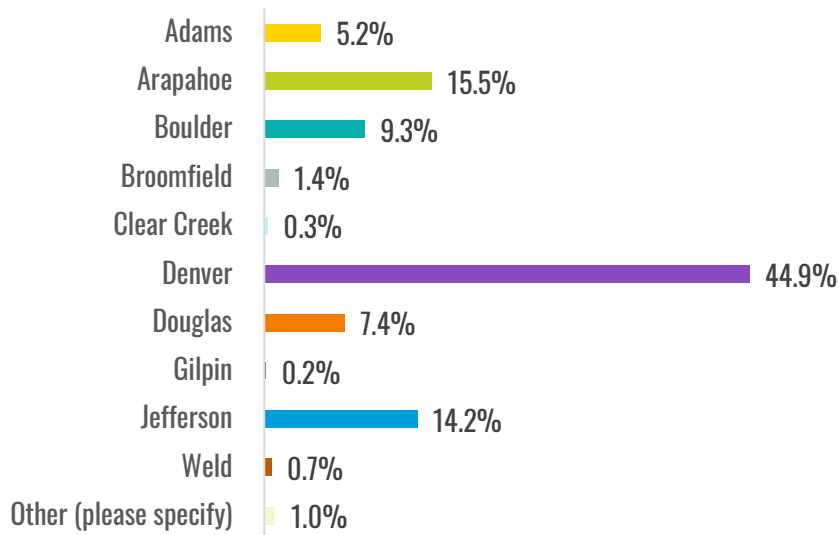
- > Improving safety is important to all residents.
- > Reducing traffic congestion is more important to residents of counties such as Adams, Arapahoe, and Douglas.
- > Making travel times more reliable is also more important to residents of counties such as Arapahoe, Douglas, and Jefferson.
- > Providing convenient and useful travel choices besides driving alone, and reducing negative impacts on natural or built environment is more important to Denver and Boulder County residents.



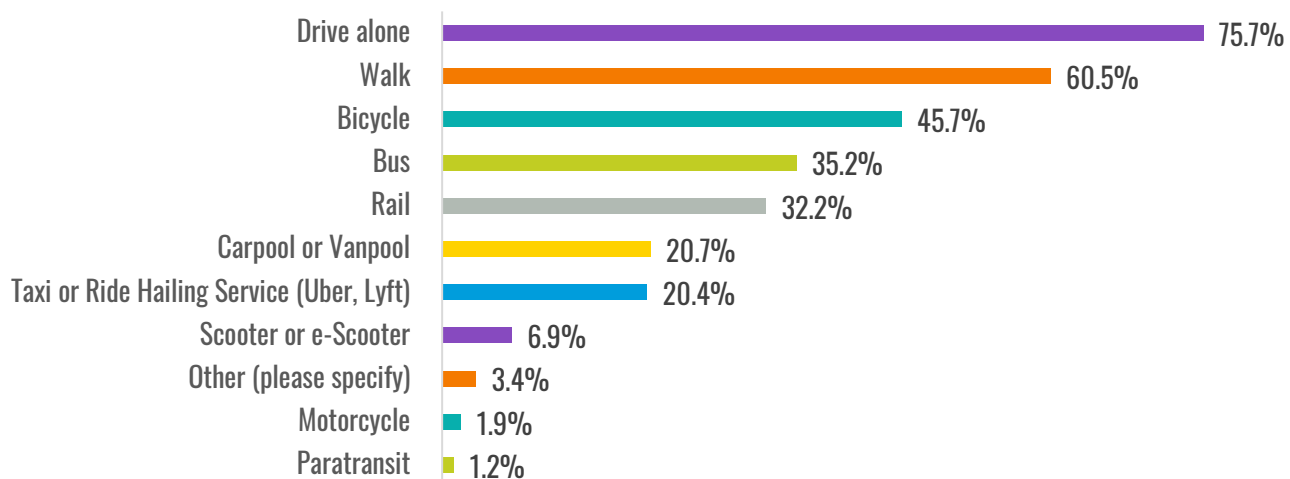
ONLINE PARTICIPANT DEMOGRAPHICS

594 people participated in the survey. In addition to the questions above, participants were also asked to provide optional demographic information to help DRCOG understand if our survey tool is reaching a representative group of people from the region. These results will allow us to better tailor our future outreach and ensure we hear a wide range of perspectives.

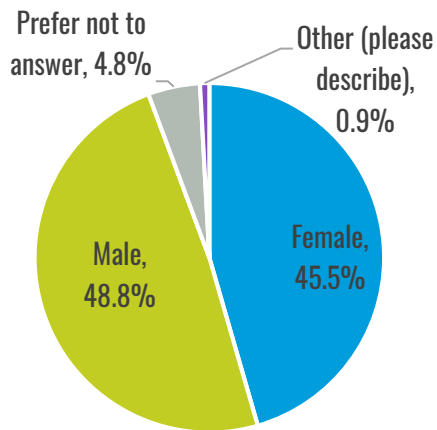
Q6: IN WHICH COUNTY DO YOU LIVE?



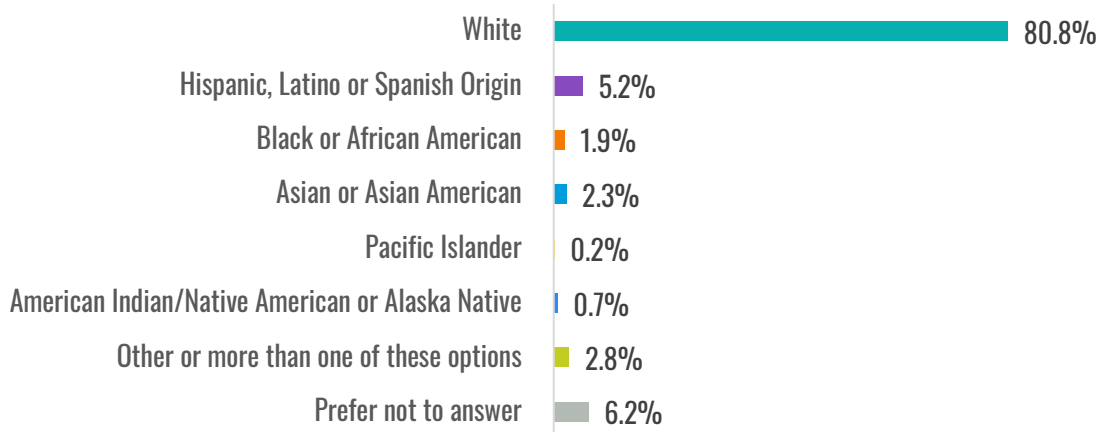
Q7: DURING A TYPICAL WEEK, WHICH OF THESE FORMS OF TRANSPORTATION DO YOU USE TO GET AROUND THE REGION? SELECT ALL THAT YOU USE.



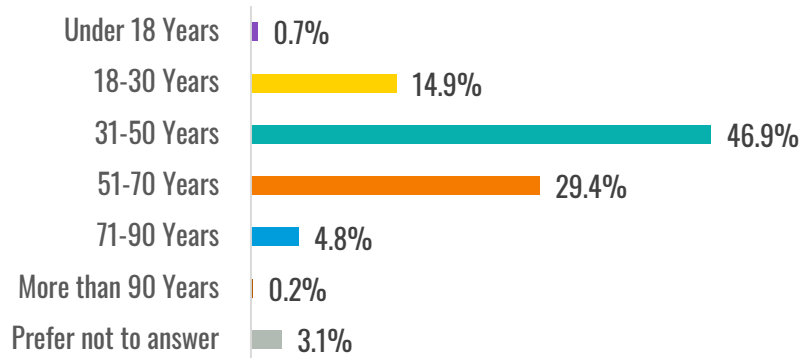
Q8: TO WHICH GENDER DO YOU MOST CLOSELY IDENTIFY?



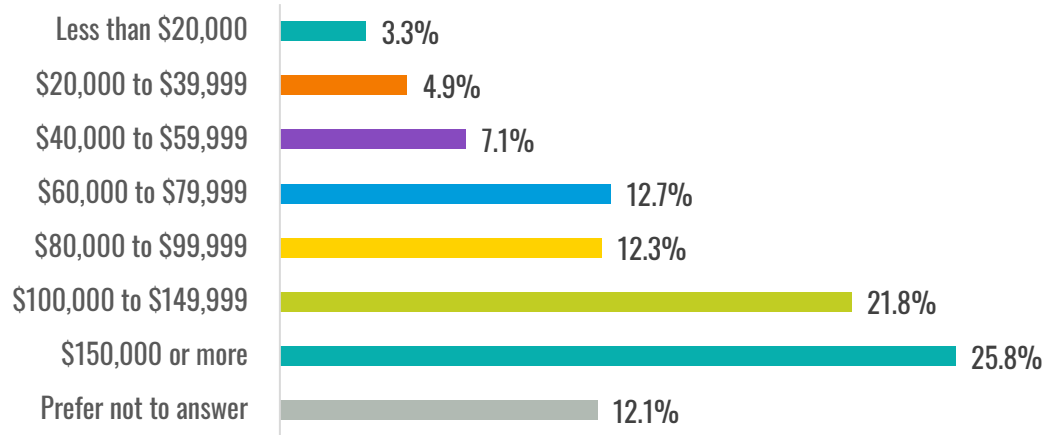
Q9: WHICH OF THESE OPTIONS BEST DESCRIBES YOUR ETHNICITY?



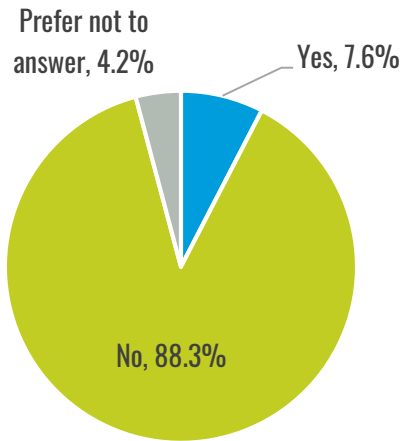
Q10: WHAT IS YOUR AGE?



Q11: WHAT IS YOUR ANNUAL HOUSEHOLD INCOME, BEFORE TAXES?



Q12: DO YOU HAVE ANY LIMITATIONS OR A DISABILITY THAT IMPACTS YOUR MOBILITY?



ONLINE PARTICIPANT COMPARISON TO REGIONAL POPULATION

The following tables help us analyze whether participants in the online survey were a representative group reflective of our diverse communities and broad range of experiences in our region. Groups that were underrepresented in respondent information by four percent or more are indicated in orange and groups that were overrepresented by four percent or more are indicated in blue.

COUNTY	PERCENT SURVEY RESPONDENTS	PERCENT OF POPULATION OF REGION
Adams	5.3%	15.7%
Arapahoe	15.7%	19.8%
Boulder	9.4%	9.9%
Broomfield	1.4%	2.1%
Clear Creek	0.3%	0.3%
Denver	45.3%	21.9%
Douglas	7.5%	10.5%
Gilpin	0.2%	0.2%
Jefferson	14.3%	17.6%
SW Weld	0.7%	2.0%

Respondents (593) minus those living outside DRCOG region (6)

GENDER	PERCENT SURVEY RESPONDENTS	PERCENT OF POPULATION OF REGION
Male	51.3%	49.8%
Female	47.8%	50.2%
Other (please describe)	0.9%	not available

Respondents (582) minus "prefer not to answer" (28)

RACE	PERCENT SURVEY RESPONDENTS	PERCENT OF POPULATION OF REGION*
White	86.2%	86.7%
Hispanic, Latino or Spanish Origin	5.5%	22.4%
Black or African American	2.0%	6.4%
American Indian/Native American/Alaska Native	0.7%	1.7%
Asian or Asian American	2.4%	5.2%
Pacific Islander	0.2%	
Other or more than one of these options	2.9%	Not available

Respondents (579) minus "prefer not to answer" (36).

*Does not include data for the portion of Weld County located within the DRCOG region. In addition, the Colorado Department of Local Affairs data differentiates by race (White, Black, American Indian, Asian/Pacific Islander) and ethnicity (Hispanic Origin or Not of Hispanic Origin), which allows for only a general comparison with the survey question. Data for Asian/Pacific Islander is combined.

AGE	PERCENT SURVEY RESPONDENTS	PERCENT OF POPULATION OF REGION*
Under 18	0.7%	21.6%
18-30 years	15.4%	18.8%
31-50 years	48.4%	29.0%
51-70 years	30.4%	22.9%
71-90 years	5.0%	7.4%
More than 90	0.2%	0.5%

Respondents (578) minus “prefer not to answer” (18)

*Does not include data for the portion of Weld County located within the DRCOG region.

INCOME	PERCENT SURVEY RESPONDENTS	PERCENT OF POPULATION OF REGION*
Less than \$20,000	3.7%	11.2%
\$20,000 to \$39,999	5.5%	15.3%
\$40,000 to \$59,999	8.1%	15.4%
\$60,000 to \$79,999	14.4%	10.0%**
\$80,000 to \$99,999	14.0%	13.6%***
\$100,000 to \$149,999	24.9%	17.4%
\$150,000 or more	29.4%	17.1%

Respondents (577) minus “prefer not to answer” (70)

*Does not include data for the portion of Weld County located within the DRCOG region.

**Available data is for 60,000-74,999.

***Available data is for 74,999-99,999.