



SCI Gold Corridor Working Group – Meeting #5
Arvada City Hall, 8101 Ralston Avenue, Anne Campbell Room
October 1, 2013, 1:30 pm – 4:00 pm

Meeting Summary (As of 10/08/13)

Attendees

CWG Members

- Adams County Housing Authority: Don May
- Adams County – Planning: Joelle Greenland
- Arvada Urban Renewal Authority: Clark Walker
- City of Arvada: Jessica Prosser
- City and County of Denver – Public Works: Jenn Hillhouse
- Jefferson County Housing Authority: Alan Feinstein
- City of Wheat Ridge: Sally Payne, Steve Art, Ken Johnstone
- Regional Transportation District: Mike Turner

Others

- CDR Associates (Facilitator): Laura Sneeringer
- Reconnecting America: Mike Madrid
- Denver Regional Council of Governments (DRCOG): Paul Aldretti, Ashley Kaade, Flo Raitano
- Place Matters: Jocelyn Hittle

Action Items

- CWG Members will respond to requests for input and review for the Oct 30th Public Forum, sent by Ashley Kaade on October 2nd.
- Mike Turner will explore opportunities for RTD to have an informational booth at the Public Forum regarding connectivity to station areas. (Completed – information sent to DRCOG on Oct. 4th)
- Jurisdictions will submit Catalytic Site proposals, using the provided template, by COB, October 30th.



Agenda

- Welcome, Introductions and Agenda Overview
- Overview and Discussion of Gold Corridor Public Meeting Plan
- Refine the Draft Vision and Goals
- Discuss Next Steps for Selecting a Catalytic Site

Meeting Materials (available on the Website or FTP Site)

- Agenda (Website)
- Vision and Goals – Draft Gold, and examples from the West and East Corridors (FTP site)
- Evaluation Criteria for the Catalytic Site and Corridor-Wide Implementation Strategy Technical Assistance (FTP site)
- Template for Catalytic Site Proposals (FTP site)

Updates

The following SCI events are scheduled. Please contact Paul Aldretti, DRCOG, for additional information (paldretti@drcog.org; 303-480-6752).

- The SCI Consortium Meeting is being held on October 10, 2013. It will include a presentation on how changing demographics impact planning.
- A Regional Resource Fair will be held on October 29th at the REI Flagship Store in Denver.

Overview of East Corridor Public Meeting

Jocelyn Hittle, PlaceMatters, and Ashley Kaade, DRCOG, provided an overview of the purpose and format of the Gold Corridor Public Forum. The agenda for the public meeting was crafted based on input from the Gold Stakeholder Committee, the Gold Corridor Working Group and others who have worked in the corridor and are aware of past public outreach and issues facing the corridor.

The logistics for the public meeting include:

- The public meeting will be held on Wednesday, October 30 from 5:30-8:00pm. The tentative location is Wheat Ridge Recreation Center near the Arvada Ridge station. The meeting is meant to be a drop-in event for people to spend approximately 30-45 minutes.
- Spanish translation services will be available.
- Free bus passes are available through DRCOG and RTD.
- Ashley Kaade is working with SCI partners, the jurisdictions' Public Information Officers, City Council members, FRESC and others on outreach. CWG members are encouraged to share the invitation with their distribution lists.
- This is the only currently planned public meeting.

Goals of the public meeting include:

- Educate participants about existing planning work along the Gold Corridor
- Build awareness and encourage continued participation
- Provide a positive interactive experience for participants
- Gather input on how community members' visions align with the proposed vision, amenity distribution needs and ideas on implementation strategies



There will be several booths in the room, including the following. Feedback from CWG members is incorporated.

- **Welcome and orientation table** with instructions on how to participate, information about other activities in the corridor, etc.
- **Overview presentation** – a repeating 10-minute presentation will cover:
 - An overview of the corridor with a series of facts and images. This should include an overview of parallel initiatives to eliminate any confusion.
 - Why corridor planning is important.
 - Why input is important and how it will be used.
- **“Walk the Line”** – includes a diagram of the entire corridor (perhaps laid out on the floor) with boards that show station-specific land use plans and strengths and challenges. Staff from the different jurisdictions and RTD will be available to answer questions. Corridor-wide strengths and challenges will also be included to help participants think at a corridor-scale. Participants will suggest what services/amenities are desired along the corridor and where they could be placed using pre-determined potential amenity icons, such as recreation, retail, and housing. Participants can provide more detail on a white board next to the icon magnets, if they choose.
- **Community Treasures and Concerns** – Participants will use a Touchtable to map current assets and concerns. They will also use MindMixer for non-spatial comments.
- **“I Imagine the Gold Corridor...”** – Participants will be recorded on a video camera or they will write down ideas on a small white board and have their picture taken with it regarding what they want the Gold Line to be.
- **Know the Corridor Quiz** – Participants will answer questions about the Gold Corridor and Denver region. This activity will help dispel any fears community members may have.

Additional ideas and comments from the group include:

- There was some concern that the amenities exercise may set unrealistic expectations on what is possible along the corridor, even with disclaimer information stating that Station Area Plans will not change. The Public Forum planners will be thoughtful about how to frame this as a conceptual exercise. One suggestion was to frame it as, “If you were a private developer working within existing plans, where would you put amenities?” If specific, non-conceptual questions are raised (e.g., the parking garage at Olde Town Arvada), jurisdiction staff will be available to discuss.
- It was suggested that the amenity icons be changed to include both “recreation/entertainment” and “parks”.
- It would be helpful to have a booth describing how people can connect to the stations. RTD will explore opportunities from previous public meetings. DRCOG’s “Way to Go” Website tool could potentially be used.
- A board showing the complete build-out is necessary to show how the Gold Line connects to other transit lines in the region.
- The importance of locating assets near transit should be incorporated, potentially as part of the presentation or quiz.
- There was a concern that underprivileged areas may not be represented. Other tactics may be necessary to reach these groups, such as outreach being conducted by FRESC.



Refine the Draft Vision and Goals

The group revised the Vision and Goals. The updated Vision and Goals and an overview of changes made are available on the FTP site. The group combined goals where appropriate and eliminated some detail that is more appropriate as implementation strategies. They added one goal related to dense development and sustainability and re-worked the vision statement.

Ideas for Proposals for Catalytic Site

The Corridor Working Group discussed next steps for selecting a Catalytic Site. Current funding allows \$300,000 for a Catalytic Site and \$150,000 for technical assistance to refine Corridor-Wide Implementation Strategies. As requested by the group, DRCOG will explore whether these resources can be combined to provide more flexibility within each Corridor. There would still need to be separate site-specific and corridor-wide components, but the CWG would have flexibility in how much to allocate to each.

CWG members will submit Catalytic Site proposals, using the shared template, before the November meeting. DRCOG highlighted the need to support the SCI Sustainability Principles.

It was noted that selection on this corridor may be more challenging than others since there are multiple jurisdictions, and it will be impossible to choose a site along jurisdictional boundaries like the West Corridor. One member noted an interest in choosing a project that will gain the public's attention and highlight that the line is opening soon.

