

# Memorandum

**TO:** Mayor and City Council

**FROM:** Patrick Goff, City Manager

**DATE:** February 1, 2016

**SUBJECT:** 38<sup>th</sup> Avenue Streetscape Design Process Results Update

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## **Introduction**

This is an update regarding the results of Part 1 of the Cre8 your 38 Streetscape Design Process. Approximately 250 people attended the first Cre8 your 38 meeting January 14<sup>th</sup> and due to lack of capacity a second meeting was held on January 21<sup>st</sup> with approximately 75 people attending. An online survey was made available to anyone unable to participate in either meeting. Meeting one participants were also offered an online survey containing the design options created in the second meeting.

## **Background**

### *Meetings*

At the meetings, after a short presentation, participants engaged in small group discussions and worked together to create their group proposal for the streetscape design of 38<sup>th</sup> Ave. There were 33 design options presented in total at the two meetings. People were given voting clickers which were used to vote “Yes” or “No” to the question: “Should this design option move forward?”

At meeting one there were only approximately 176 voting clickers available so voting had to take place in two rounds. In the first round of voting there were 176 active participants and each design option received a total of 157 to 171 votes (Every participant did not vote for every design). In the second round of voting at meeting one there were 21 active participants and each design option received a total of 19 to 21 votes. At meeting two there were 64 active participants and each design option received a total of 43 to 63 votes (Every participant did not vote for every design).

### *Survey*

Prior to the January 14 meeting, we received feedback regarding the limited dates and times of the Cre8 Your 38 meetings. With this in mind and because of the large turnout on January 14, we announced that we would use an online survey to be able to get input from as many people as possible on the design concepts created at both meetings.

The intent to use a survey was announced at the January 14 meeting, as well as on the City’s website, Facebook page and Twitter feed beginning January 15. Individuals who are registered via the website to receive automatic notices from the City received an email with the Cre8 Your 38 new meeting and survey information. An email was sent to City Council on Tuesday, January 19 recapping the key details for next steps for Cre8 Your 38, including the survey.

### **Addressing survey concerns:**

*Concern #1:* An online survey could open up participation in Cre8 Your 38 to those beyond the Wheat Ridge Community. The survey attempted to address this concern by:

- Requiring that individuals provide their name and address; email address and telephone numbers were optional;
- Survey takers could not advance in the survey if they did not answer these questions.

*Concern #2:* The Cre8 Your 38 process was designed to build consensus within the community, using a presentation, table dialogue, and an interactive design activity. Because survey takers did not participate in the meetings, they would not have the benefit of hearing the presentation, discussing core values and design elements with others in the community, asking questions of the consultant and/or city staff or creating a design concept. The survey attempted to address this concern by:

- Including a brief overview of core values and requiring survey takers to rank the core values;
- Including a brief overview of the design process used at the meeting and requiring survey takers to acknowledge that they read the information.
- Survey takers could not advance in the survey if they did not answer these questions.

*Concern #3:* The Cre8 Your 38 process was designed so that the consultants could take the top designs from the first public meeting and further develop them for presentation at the February 11<sup>th</sup> meeting; allowing time for the survey could delay or hinder this process. The survey attempted to address this concern by:

- Limiting the amount of time that the survey was available.

*Concern #4:* An online survey could allow for multiple voting by meeting participants or new participants. The survey attempted to address this concern by:

- Requiring that individuals taking the survey provide their name and address to advance in the survey;
- Requiring that individuals taking the survey answer questions about meeting participation before being able to advance in the survey;
- Setting the survey to automatically disqualify respondents based on their answers to the participation questions
  - For the New Participant Survey, if the respondent answered “Yes” to the question asking if they participated in either public meeting, the respondent would not advance in the survey and received a message explaining the survey process.
  - For the Meeting 1 Participant Survey,
    - If the respondent answered “Yes” to participating in Meeting 1, they would proceed to the next question.
    - If the respondent answered “No” to participating in Meeting 1, they would be disqualified and not proceed.
- Comparing the list of survey respondents to the meeting sign-in sheets from both Public Meeting 1 and Public Meeting 2;

*Concern #5:* The participants from the January 14 meeting would not have an opportunity to provide input on the designs created at the January 21 meeting. This concern was addressed by:

- Creating a separate survey for participants from the January 14 meeting, including a core values discussion, design process over and the nine design concepts created at the January 21 meeting;
- Requiring participants to answer two questions about their meeting participation before being able to advance in the survey.

### **Survey Delivery:**

- The surveys went live at approximately 3:00 PM on Friday, January 22 with a deadline of 8:00 PM on Monday, January 25.
  - The surveys were posted with instructions on the City’s website, and automatic notifications were sent to the website’s distribution list
  - The survey information and basic instructions were posted on the City’s Facebook page and Twitter feed, with a link to the survey landing page on the City’s website.
  - City Council and Mayor were emailed the survey instructions, as well as links to the survey landing page and Facebook post
  - Meeting 1 Participants for whom we had valid email addresses were emailed directly with the appropriate link

### **Survey Participation:**

- 673 individuals started the New Participant Survey.
  - Of those 673, 508 individuals fully completed the survey.
  - Of those 508, 10 individuals did not properly complete the name and address section
    - Eight individuals listed a first name in the Name box and a last name in the Address box
      - These eight responses are included in vote totals.
    - Two individuals entered either an initial or a word in the Name box and a single digit number in the Address box
      - These two responses were not included in vote totals.
  - Of those 508, two individuals completed the survey twice.
    - These responses were not included in the vote totals.
- 138 individuals started the Meeting 1 Participant Survey
  - Of those 138, 104 individuals fully completed the survey
    - Of those 104, two individuals did not properly complete the name and address section
      - These individuals listed a first name in the Name box and a last name in the Address box
        - These responses were included in the vote totals
    - Of those 104, two individuals fully completed the survey twice
      - These responses were not included in the vote totals.

### **Overall Results**

- 33 design concepts were created by meeting participants
  - 1 design concept featured two lanes of travel
  - 8 design concepts featured four lanes of travel
  - 24 design concepts featured three lanes of travel (two lanes with a center turning lane)

- 6 design concepts received at least 50% support to move forward in the process (At least 51% of participants and survey takers said yes to these designs)
  - All six of these designs feature three lanes of travel
- The average support for the 8 design concepts featuring four lanes of travel was 23.29%
- Support for the single design concept featuring two lanes of travel was 44.44%
- Support for other design elements (bike lanes, amenity zones, etc.) was mixed

### **Next Steps**

As noted above, the January results appear to indicate consensus on a three-lane roadway section. The next public meeting will seek to build consensus on the additional streetscape elements that were shown in the highest ranking designs. The February meeting will include an overview of the January process and polling results, a discussion of streetscape elements and implications, small group design work, and interactive clicker polling.

Last month, discussion centered around core values and designs were presented relative to existing right-of-way. This month, the presentation and small group design work will focus on how specific types of bike lanes, parking, sidewalks, and amenities can be implemented next to a three-lane roadway and relative to existing right-of-way, existing curbs, estimated costs, and adjacent improvements. In an effort to build upon the work of the last meeting, small group design work will now include plan views (bird's eye) in addition to cross-sections.

Unlike in January, this meeting will not have a follow-up online survey. In this phase of the project, decision-making becomes more complex and becomes more challenging to duplicate online. In order to accommodate a larger number of people, the February meeting will be located in the gymnasium at the Wheat Ridge Recreation Center and can accommodate 450 participants.

The following meeting details will be disseminated through the City's various communications channels:

- The public meeting is scheduled for Thursday, February 11 from 6 to 8pm in the gymnasium at the Wheat Ridge Recreation Center (4005 Kipling Street).
- Shuttle service from the Active Adult Center (6363 W. 35<sup>th</sup> Avenue) will be provided at 5pm.
- Shuttle service between the Recreation Center and Everitt Middle School parking lot (3900 Kipling Street) will be provided beginning at 5:30 pm.
- Childcare services will be provided for free at the Recreation Center for children ages 6 months to 10 years.
- Because of the complex nature of information that will be provided at this meeting and the need for interactive discussion on design elements and their implications and potential costs, participating in the meeting is critical and we will not be able to offer online participation.

### **ATTACHMENTS:**

1. Cre8 Your 38 Meeting and Survey Data