



TOWN OF ERIE, CO | JANUARY 8, 2025

Erie PROST Strategic Plan + Performing Arts Feasibility Study

Community Engagement Plan



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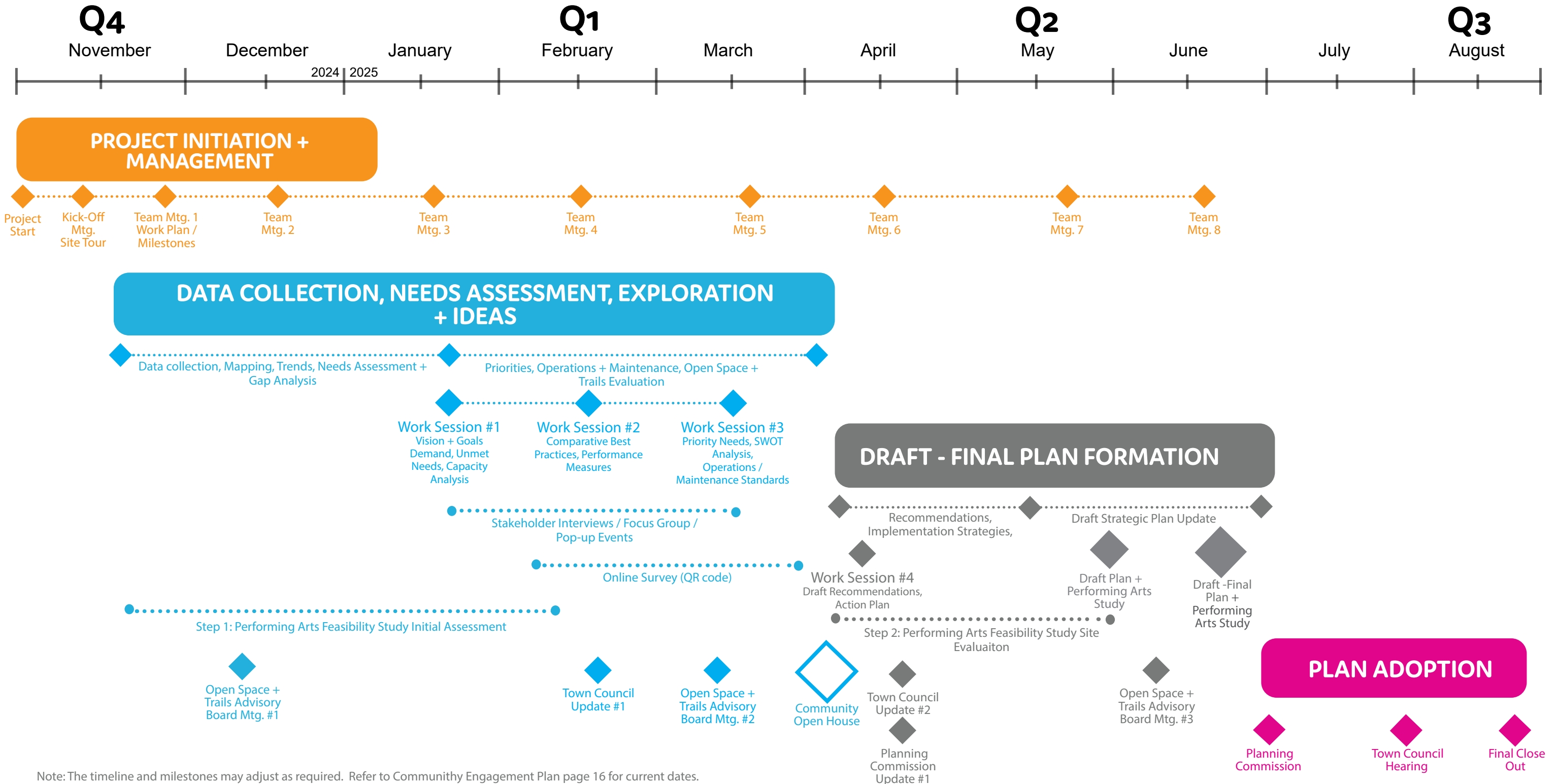
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Project Overview

The Town of Erie is launching a comprehensive Parks, Recreation, Open Space, and Trails (PROST) Strategic Plan Update, alongside a feasibility study for a Performing Arts Center. The initiative aims to balance current needs with anticipated growth over the next decade by evaluating existing assets and planning for sustainable development. By aligning with industry best practices and the standards of the National Recreation and Park Association’s (NRPA) Commission for Accreditation of Park and Recreation Agencies (CAPRA), the project seeks to enhance recreational offerings, preserve open spaces, and promote cultural opportunities for the community.

Project Goal and Objectives

Goal

To ensure an equitable and sustainable balance of programs, facilities, and amenities while fostering a thriving parks and recreation system that meets the needs of the community and supports future growth.

Objectives

- 1.Comprehensive Strategic Plan Development
 - Create a guide with actionable recommendations based on a needs assessment and best practices.
 - Conduct a thorough inventory of existing parks, open spaces, trails, and recreation facilities.
- 2.Data-Driven Decision-Making
 - Utilize data from a statistically valid needs assessment to inform future planning.
- 3.Feasibility Study for a Performing Arts Center
 - Assess community interest, potential locations, financial implications, and operational considerations for a Performing Arts Center.
- 4.Sustainable Growth Management
 - Develop strategies to accommodate anticipated population and service demand increases over the next ten years.
- 5.Implementation Strategies and Measurable Outcomes
 - Establish clear goals, policies, and guidelines with measurable implementation plans for long-term impact.

Community Engagement Goal

The community engagement goal is to engage in a meaningful dialogue and involve a broad range of community and neighborhood stakeholders and the general public in developing the vision for the Erie PROST Strategic Plan (Plan).

Stakeholders’ input and aspirations will be directly reflected in the formation of the long-range vision, design principles and concept alternatives, and ultimately in the development of a preferred plan.

Community Engagement Objectives

Engage people with diverse experiences and views: Ensure that people of different backgrounds can learn about and provide input for project decisions.

Strive to be inclusive and transparent throughout the planning process.

Build on previous work: In communicating with stakeholders, proactively provide information on existing policies, visions, and goals – including the comprehensive plan, neighborhood plans, and others– that apply to PROST related facilities as those inform the criteria for developing and analyzing the vision and alternatives.

Ensure stakeholders are well informed: Provide, clear, timely and accessible information about the project, its purpose, goals, schedule and what it will mean for stakeholders. Utilize a variety of communication methods in order to engage diverse communities.

Reflect and/or acknowledge input in decisions: Show that the project is listening to stakeholders by reflecting how input influences designs, alternative evaluation, and other project decisions.

Throughout the planning process, the Town and the project team will document input and provide feedback on how public input has influenced the Plan.

Strengthen community and empower participants: Through involvement in the planning process, educate, embolden and enable citizens as advocates and ambassadors in future Town processes.

Target Audiences: Stakeholders and Focus Groups

The target audience is a group of people or entities that the project aims to engage with, influence, or serve. It encompasses stakeholders and focus groups, representing everyone who is affected by or can impact the project. The target audience provides the foundation for tailoring communication, engagement, and project outcomes to meet community needs effectively.

Stakeholders

A stakeholder is any individual, group, or organization with a vested interest in the project’s outcomes. Their involvement is essential for ensuring the project aligns with broader community goals and securing necessary support or approvals.

Focus Groups

A focus group is a smaller, carefully selected subset of the target audience brought together to provide in-depth feedback and insights on specific aspects of a project. They offer qualitative data to guide project refinement and ensure it resonates with various user groups.

Government + Advisory Boards	Interests
<ul style="list-style-type: none"> • Open Space and Trails Advisory Board • Planning Commission • Sustainability Advisory Board • Tree Board 	<ul style="list-style-type: none"> • Policy alignment • Long-term planning • Sustainability goals
Community Representation	Interests
<ul style="list-style-type: none"> • HOA representation • DEI Groups 	<ul style="list-style-type: none"> • Equitable access • Neighborhood engagement • Inclusive programming
Youth, Adult, + Education Advocates	Interests
<ul style="list-style-type: none"> • Erie Youth For Change • School District Representatives • Active Adults 	<ul style="list-style-type: none"> • Youth development • Education partnerships • Multigenerational activities
Partner/Business Organizations	Interests
<ul style="list-style-type: none"> • Chamber of Commerce • Recess Factory • EEDC • Sponsors/Community Partners 	<ul style="list-style-type: none"> • Economic impact • Event collaboration • Community outreach
Recreation Users and Volunteers	Interests
<ul style="list-style-type: none"> • Recreation Programming Groups (pickleball, contracted programs, volunteer coaches, Erie Community Center users) • Private Sport Groups (Ignite Soccer, Coal Creek Little League, Erie Youth Football, Sports Stable, Cricket) 	<ul style="list-style-type: none"> • Facility improvements/ additions • Program diversity • Volunteer recognition
Outdoor Enthusiasts and Advocates	Interests
<ul style="list-style-type: none"> • Park/Trail Advocacy Groups (Slides and Sunshine, Friends of Coal Creek, Disc Golf) • Open Space Volunteers and Resident Experts • Ag leasees 	<ul style="list-style-type: none"> • Trail connectivity • Park conservation • Outdoor recreation
History and Culture Focus	Interests
<ul style="list-style-type: none"> • Historic Preservation Advisory Board • Erie Historical Society • Cultural Arts Programming/Events 	<ul style="list-style-type: none"> • Preservation efforts • Heritage education • Cultural events
Erie Staff	Interests
	<ul style="list-style-type: none"> • Operational efficiency • Resource allocation • Staff development • Interdepartmental coordination

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Demographics and Language Translation Needs

Any language translation services are beyond the contract scope of work and would be the responsibility of the Town of Erie.

Key Messages

1. Comprehensive Community Enhancement

The PROST Strategic Plan Update and Performing Arts Center Feasibility Study aim to enhance Erie’s parks, recreation, open spaces, and cultural offerings to meet the community’s growing and diverse needs.

2. Data-Driven and Inclusive Planning

The project leverages a robust needs assessment and widespread community engagement to ensure the strategic plan reflects the priorities and aspirations of Erie residents.

3. Sustainable Growth and Equity

The initiative is designed to create a balanced, equitable, and sustainable system of programs, facilities, and amenities that address current gaps and prepare for Erie’s anticipated population growth over the next decade.

4. Cultural and Economic Development

The feasibility study for a Performing Arts Center explores the potential to boost local culture and economy by providing a space for artistic expression, community events, and increased tourism opportunities.

5. Commitment to Excellence

The project adheres to the highest industry standards and best practices, as outlined by the National Recreation and Park Association (NRPA), ensuring quality, accessibility, and long-term impact.

Communications and Engagement Techniques

Communication and engagement techniques are tied to the overall project and public participation objectives to create a complementary suite of tools that will provide specific audiences access to information and allow them to meaningfully and constructively engage in the planning process. In particular, the project team will take care to ensure that those with diverse experiences and views have the opportunity for involvement.

Techniques	Audiences	Participation objectives	Roles
Kick-off Mtg.	<ul style="list-style-type: none">• PROST Leadership Team	<ul style="list-style-type: none">• Kick-off the project and provide initial input to the vision of the master plan from community and Town leaders and staff	<ul style="list-style-type: none">• Consultant team to provide the agenda and lead the summit, with input and participation from Town staff
Project Website	<ul style="list-style-type: none">• All audiences	<ul style="list-style-type: none">• Provide information about the project purpose, schedule, frequently asked questions, opportunities for involvement and means of contacting the project team	<ul style="list-style-type: none">• A project specific website will NOT be provided by and maintained by the consultant team• The consultant team will provide text and graphic content for the website, with language translation services support by the Town
Stakeholder Interviews (Up to 5)	<ul style="list-style-type: none">• Government & Advisory Boards• Community Representation (HOA, DEI groups)• Youth, Adult, & Education Advocates• Partner/Business Organizations	<ul style="list-style-type: none">• Initial interviews to clarify expectations and outcomes at the start of the planning process• Understand perspectives and concerns so they can be addressed in a timely way, at the start of the project and at major project milestones	<ul style="list-style-type: none">• The consultant team and Town staff will interview a variety of stakeholders throughout the planning process• The consultant team will conduct and summarize stakeholder interviews which they lead• The Town team will conduct and summarize stakeholder interviews which they lead• Town staff will schedule and coordinate logistics

Techniques	Audiences	Participation objectives	Roles
Focus Group Sessions (Up to 3)	<ul style="list-style-type: none"> • Recreation Users/Volunteers • Outdoor Enthusiasts/Advocates • History/Culture Focus • Erie Staff 	<ul style="list-style-type: none"> • Understand perspectives, concerns and desires of community members so they can be addressed in a timely way, at the start of the project and at major project milestones 	<ul style="list-style-type: none"> • The consultant team will conduct and summarize meetings • Town staff will schedule and coordinate logistics
Community Open House Event (1)	<ul style="list-style-type: none"> • General audiences • Community members and property owners 	<ul style="list-style-type: none"> • Gather broader community input to connect with the community, inform participants, engage in discussions on community values project goals, objectives and vision at key project milestones • Open House event will offer on-site Spanish language interpretation by the Town • School district coordination 	<ul style="list-style-type: none"> • Town will coordinate event logistics including scheduling, securing and paying for facility rentals and equipment • Town and consultant will staff events
On-line community survey (1)	<ul style="list-style-type: none"> • General audiences 	<ul style="list-style-type: none"> • Provide for broader community input, opportunity to build capacity, connect and inform the community, and solicit input on community values, project goals, objectives and vision • Provide convenient access to open house information and input opportunities for those who are not able to attend in-person events • Language translation functionality will be included 	<ul style="list-style-type: none"> • The consultant team will develop, implement and summarize on-line open houses with input from Town staff
Social media outreach using existing Town quarterly newsletter and social media channels	<ul style="list-style-type: none"> • General audiences 	<ul style="list-style-type: none"> • Provide timely information about the project, and opportunities to learn more and get engaged, particularly around key milestones and in conjunction with on-line and in-person events 	<ul style="list-style-type: none"> • Town Communications staff will implement social media outreach with input on strategy, schedule and content from the consultant team

Techniques	Audiences	Participation objectives	Roles
Fact sheets and FAQs	<ul style="list-style-type: none"> General audiences 	<ul style="list-style-type: none"> Provide foundational information in a printed format suitable for sharing for use at briefings, meetings and community events Information will be provided using easy-to-understand language, including graphic elements to aid usability Translation in Spanish language will be provided by the Town 	<ul style="list-style-type: none"> Content to be provided by the consultant team Layout, production and translation will be completed by Town staff
Pop-up Events (Up to 3)	<ul style="list-style-type: none"> All audiences 	<ul style="list-style-type: none"> Provide an opportunity for project staff to have conversations with stakeholders Expand awareness of the project, its purpose, schedule and opportunities to be involved Engagement will reach stakeholders who might not otherwise be involved in the project by meeting them at existing community events 	<ul style="list-style-type: none"> Event tabling at community events such as picnics and other events. Consultant will attend town and neighborhood events / picnics, where stakeholders will be present The pop-ups would not be at formal events but rather we coordinate with coffee shops, restaurants, and other shops to “pop-up” in front of their store to engage visitors as they come in
Planning Commission Update (2)	<ul style="list-style-type: none"> Planning Commission General audiences 	<ul style="list-style-type: none"> One Planning Commission Update will present work completed to date and receive guidance on future plan development One Planning Commission Hearing will occur on the Draft Plan 	<ul style="list-style-type: none"> Presentations to be delivered by Town staff with presentation materials developed by the consultant team
Open Space and Trails Advisory Board Meeting (3)	<ul style="list-style-type: none"> Board members 	<ul style="list-style-type: none"> Provide information about initial community engagement findings, and gather information on current priorities and needs 	<ul style="list-style-type: none"> Presentations to be delivered by Town staff with presentation materials developed by the consultant team

Techniques	Audiences	Participation objectives	Roles
Other communication tools	<ul style="list-style-type: none">General audiences	<ul style="list-style-type: none">Promote wide awareness of the project and opportunities for involvement by distributing information in existing communication tools including Town newsletters and press releases	<ul style="list-style-type: none">Content to be provided by the consultant team with implementation by Town staff
Town Council (3)	<ul style="list-style-type: none">Town CouncilGeneral Audiences	<ul style="list-style-type: none">One Town Council Update will present work completed to date and receive guidance on future plan developmentTwo Town Council hearings will take place on the Draft Plan	<ul style="list-style-type: none">Presentations to be delivered by Town staff with presentation materials developed by the consultant team

Communication protocols

Town staff, the consultant team and Working Group members all have a role in communicating about the project and documenting incoming communications from stakeholders for inclusion in project processes and records. The Project Manager is the primary point of contact for communications regarding the project. However, communication protocols will aid the orderly dissemination and recording of information.

Key points of contact

Town Staff:

- Luke Bolinger Director
- Charlene LeRoy Business Services Division Manager
- Jeff Rau Business Services Supervisor
- Jay Mauer Recreation Supervisor - Facility Operations
- Kathy Kron Development & Neighborhood Services Division Manager
- Levi Moser Recreation Supervisor Programs
- Matt Spinner Parks and Open Space Assistant Manager
- Mike McGill Parks & Open Space Division Manager
- Rachel Wysuph Recreation Division Manager
- Taylor Ingro Recreation Supervisor - Cultural Arts
- Ashley Burger Communications & Marketing Manager

Consultant Team:

- Keith Walzak DTJ, Project Manager
kwalzak@dtjdesign.com
- Michelle Regan DTJ, Parks + Open Space Planner
mregan@dtjdesign.com
- Ken Ballard Ballard*King
ken@ballardking.com
- Stacey McMath Webb Mgmt
stacey@webbmgmt.org
- Sheri Amass Creative Links
sheri@creativelinks.com



Project Lead
Urban Planning + Design



Recreation Analysis



Performing Arts Feasibility
Study



Performing Arts Feasibility
Study



Web Platform

Communication Protocols by Communication Type

Communication Type	General Protocol	PWG /Public Distribution
General Town and project email, social media channels, and phone calls	Town Communications staff to record and respond as appropriate and coordinate with Town and consultant project managers as needed	Summary information reported as needed, to be determined by the Town PM
On-line survey input, open houses, community events	Consultant team to compile, summarize and report to the Town PM	Summary information proved to the public on-line, in print, and/or by request
Stakeholder interviews, special interest outreach	Consultant team to summarize and provide to the Town PM	Summary information may be shared as appropriate but any agreed-upon confidentiality of sensitive information will be maintained to the extent allowed by law
Project Working Group	<p>To the extent practicable, PWG members will include the Town PM on any comments and questions regarding the project.</p> <p>Project-related discussion and deliberation among PWG members shall take place in an open and transparent manner and occur during meetings, or including all members if on email or conference call.</p>	PWG meeting materials may be shared electronically with the public as determined by the Town PM
Consultant team	All substantive project-related communications between members of the consultant team with Town staff and members of the public will be shared with the Town PM and Consultant PM	Not applicable
Media	All media inquiries to Town staff, the consultant team, and PWG members will be routed to authorized Town Communication Staff for response	Not applicable

Project Team Meetings

Item	Schedule
Project Team Meetings	8 Meetings to occur ~monthly through the duration of the project
Working Sessions	4 Meetings to occur through the duration of the project

Key Milestone / Deliverables Protocols

- Communication materials content (web, social media, fact sheets, etc.) prepared by the consultant to be provided to the Town one week before the final material is needed. Staff reviews generally due two weeks upon receipt of deliverable with consolidated written comments
- Draft deliverables to be provided in PDF
- Town Project Manager review prior to distribution

PHASE I:

- Project Team Meeting #1 11/20/25
- Project Team Meeting #2 12/18/25
- Project Work Plan (PWP) 01/03/25
- Draft Community Engagement Plan (CEP) 01/03/25

PHASE II:

- Project Team Meeting #3 01/15/25
- Working Session #1 01/22/25
- Project Team Meeting #4 02/19/25
- Working Session #2 02/12/25
- Performing Arts Feasibility Study (Step 1) 01/30/25
- Data Collection & Site Inventory Analysis 02/28/25
- Facilities Needs Assessment (NRPA & Gaps) 02/28/25
- Programs & Services Needs Assessment 02/28/25
- Community Open House Event 04/--/25

PHASE III:

- Working Session #3 03/12/25
- Draft Recommendations, Implementation Strategies, & Action Plan 03/13/25
- Project Team Meeting #5 03/19/25
- Draft Plan #1 03/19/25
- Working Session #4 04/09/25
- Performing Arts Feasibility Study (Step 2) 04/02/25
- Project Team Meeting #6 04/16/25
- Draft Plan #2 04/16/25
- Project Team Meeting #7 05/21/25
- Draft Plan #3 05/21/25
- Project Team Meeting #8 06/18/25

PHASE IV:

- Final Draft Plan 06/18/25
- Final Plan Approval Summer 2025

Engagement Schedule

Phase 1: Project Initiation (November - December 2024)

Activity	Schedule
Project Kick-off Mtg.	November 7, 2024
Project Team Mtg. #1 (RFI, Draft CEP)	November 20, 2024
Town Project Website Coordination Mtg. (Survey QR code)	January 7-8, 2025
Project Graphic Standards	December 2024
Project Website, setup and other communications materials	January 2025
Draft newsletter, social media, outreach material promoting in-person and on-line events	January 2025

Phase 2: Exploration + Ideas (November 2024 - March 2025)

Activity	Schedule
Revise and detail engagement schedule based on phase 1 outcomes	January 3, 2025
Develop revised content for project website, factsheet, and other communications materials	February 2025
Project Website update	
Project Team Mtg #2	December 18-19, 2024
Project Team Mtg #3	January 15, 2025
Project Team Mtg #4	February 19-20, 2025
Community On-line Survey preparation	December 11- January 20, 2025
Community On-line Survey #1	
Work Session #1	January 22, 2025
Work Session #2	February 12-13, 2025
Stakeholder Interviews	January 6 - February 11, 2025
Open Space + Trails Advisory Board Mtg #1	December 9-10, 2024
Focus Group Sessions (3)	January 6 - February 11, 2025
Town Council Update	January 21-22, 2025
Community Open House Event #1	April 7-16, 2025
Open House Communications + Print Media	January 9- February 14, 2025

Phase 3: Draft - Final Plan Formation (March - June 2025)

Activity	Schedule
Work Session #3	March 12-13, 2025
Work Session #4	April 9-10, 2025
Project website update	
Quarterly newsletter (by the town), social media updates	
Open Space + Trails Advisory Board Meeting #2	March 12-13, 2025
Town Council Update #2	April 9-16, 2025
Project Team Mtg #5	March 19-20, 2025
Project Team Mtg #6	April 16-17, 2025
Project Team Mtg #7	May 21-22, 2025
Project Team Mtg #8	June 18-19, 2025
Performing Arts Feasibility Study (Step 2)	February 6- April 2, 2025
Planning Commission Update #1	April 9-17, 2025
Draft - Final PROST Strategic Plan Update + Performing Arts Feasibility Study	June 18-19, 2025

Phase 4: Plan Adoption (July - August 2025)

Activity	Schedule
Open Space + Trails Advisory Board Endorsement (1)	June 9-10, 2025
Town Council Hearing (1)	July 22-23, 2025
Planning Commission Update #2 (Plan Endorsement)	June 18-19, 2025
Project website update	July 2025

Note: Final engagement and deliverables schedule may vary

Evaluation

Metrics for evaluation

Evaluation of Community Engagement program and activities will follow general metrics associated with the desired objectives of each tool or activity. Evaluative metrics will link back to communications and involvement objectives.

Metrics include:

- Website analytics (types of visitors as best defined)
- Number of participants engaged through interactive on-line engagement, Pop-up, Stakeholder/Focus Groups and Open House Event, and in-person outreach activities
- Participation in Team meetings
- Number and diversity of comments received through the outreach process
- General levels of satisfaction with the public engagement process (as documented by comments provided by the general public throughout the plan process)

Methods for evaluative data collection

The project team will collect data for evaluation of public participation activities to adapt and improve future techniques, and for reporting to stakeholders and decision-makers. For open house and pop-up events, simple sentiment and evaluation surveys may be conducted via a tablet computer, paper exercise, or on-line survey link. The project will deploy on-line customer service surveys to the project email list in coordination with key project milestones.

Appendix

- Town Staff
- Open Space and Trails Advisory Board
- Planning Commission
- Town Council
- Stakeholder Groups

Town Staff Roster

Staff Person	Position/Department
Luke Bolinger	Director
Charlene LeRoy	Business Services Division Manager
Jeff Rau	Business Services Supervisor
Jay Mauer	Recreation Supervisor - Facility Operations
Kathy Kron	Development & Neighborhood Services Division Manager
Levi Moser	Recreation Supervisor Programs
Matt Spinner	Parks and Open Space Assistant Manager
Mike McGill	Parks & Open Space Division Manager
Rachel Wysuph	Recreation Division Manager
Taylor Ingro	Recreation Supervisor - Cultural Arts
Ashley Burger	Communications & Marketing Manager

Open Space and Trails Advisory Board

Board Member
Bill Rigler
Ken Martin, Chair
Phil Brink
David Tazik
Christine Felz, Vice Chair
Joe Swanson
Timothy Payne
Matt Spinner, Staff Liaison
Chris LaRue, Staff Liaison

Planning Commission

Commission Member
Martin Laws, Vice Chair
Sherri Booth
Tim Burns, Chair
Robert (Bob) Braudes
Kiley Baham
Delaney Dreckman
Ben Hemphill
Kelly Driscoll, Staff Liaison
Doug Trettin, Staff Secretary

Town Council

Council Member
Andrew Moore, Mayor
Anil Pesaramelli, Council Member
John Mortellaro, Council Member
Dan Hoback, Council Member
Brandon Bell, Council Member
Emily Baer, Council Member
Brian O’Connor, Council Member

Stakeholder Groups

Government & Advisory Boards

Open Space and Trails Advisory Board
Planning Commission
Sustainability Advisory Board
Tree Board
Town Staff
MDAT
Parks & Recreation Staff

Community Representation

ONE (HOA representation)
DEI Groups (therapeutic recreation parents, Being Better Neighbors)

Youth, Adult, & Education Advocates

Erie Youth For Change
School District Representatives
Active Adults

Partner/Business Organizations

Chamber of Commerce
Recess Factory
EEDC
Sponsors/Community Partners