

Community Outreach Plan



2020 Streets Improvements

March 30, 2019

Town of Erie Community Outreach Plan for 2020 Streets Improvements

1. Introduction

In 2018 Public Works, with the support of the Finance Department, presented issues related to Erie's degrading roadways as well as potential approaches to repairing them and conceptual estimates of cost. Key points included:

- The Town targets a standard Remaining Service Life (RSL) of 15 years for all streets, this is in line with best industry practices.
- Roughly 80 percent of the Town's streets are at or below an RSL of 15 or will be by 2021.
- At an RSL of roughly 10 repair methods become more costly in an exponential manner.
- The majority of the road miles needing repairs are local streets. Collector streets and arterial streets make up a relatively smaller figure, but also are in need of attention.

Source Information: October 16, 2018 Study Session, Street/Road Conditions – Long Term Funding and Needs.

Video : http://erie.granicus.com/player/clip/1946?view_id=9

Powerpoint Presentation:

<https://erie.legistar.com/View.ashx?M=F&ID=6784176&GUID=F65C1179-8EBF-4AAC-B6CB-50FCCE108807>

2. Plan Overview

The Town will need to engage the community from an "Involvement" approach (**exhibit A**). This approach ensures that we have gathered input from the community and that it informed our decision in a way that we can communicate back to the public our rationale. Tools for such involvements may include:

- Public outreach meetings.
- Emailed surveys.
- Outreach via social meetings.
- Informational meetings.
- Development of a community stakeholder group which can publicly champion the effort. Such a group would likely develop a slogan such as "Save our Streets (SOS)" and be provided funds for advertisements.
- We will also take advantage of support from the Colorado Asphalt and Paving Association (CAPA) to provide expert opinion and bring in local community leaders who have been successful in similar programs to advise our staff, Board and Stakeholder group.

3. Goals and Objectives

Vision

“Through collaboration with stakeholder groups, Town residents and businesses we will deliver quality data that increases public awareness and leads to mitigation actions that improve the quality of life for Erie residents.”

Slogan:

“SOS – Help Us Ensure Erie is the Best Place to Drive, Bike and Live.”

3.1. Goals

We intend to utilize the best metrics and methods available to achieve the goal of extending the service life of our streets, improving resident’s quality of life and providing safe and cost-effective solutions. We plan to switch from the RSL measurement approach to a Pavement Condition Index (PCI) metric ahead of this effort and already have the tools to do so. While the Federal Highway Administration (FHWA) utilizes RSL, most comparable local communities utilize a PCI metric. Making this switch will help us “tell our story” to our community with relevant comparisons. Our approach will follow the SMART principle:

- **Specific** – Who, What and Where
- **Measurable** – PCI and cost per mile
- **Action-Oriented** – Prioritized approach
- **Realistic** – Need to keep traffic flow reasonable and workload manageable
- **Time and Resource Constrained** – Funding availability, seasonal and workload considerations

The following is the community’s goal statement for this plan:

Bring all streets in the Town of Erie up to the targeted PCI level by 2026, and maintain that level going forward.

3.2. Objectives

To support the communication goal, this section of the plan will describe up to five objective statements to which measures can be applied to evaluate whether the objective is met. In addition, all communication activities (tools/tactics) undertaken by the community need to accomplish one or more of the objectives defined in this section. It is recommended that no outreach activities are conducted that do not meet at least one of the plan objectives.

The following are example objective statements:

- Increase understanding of streets issues and long-term costs by 75 percent among homeowners.
- Increase understanding of streets issues and long-term costs by 75 percent among HOAs.
- Increase awareness of streets issues and long-term costs 50 percent among business owners.
- Ensure that all information sent to target audiences contains at least one key message about streets issues.
- Obtain support for a 2020 ballot measure to create a mill levy to bring all streets up to standards, which will sunset upon completion of the project.

4. Roles and Responsibilities

Provided in this section is a list of individuals/other entities having a role in the development and implementation of the plan.

Name	Position	Organization	Responsibilities	Contact Information
Todd Fessenden	Plan Implementation Leader	Public Works	Drafts plan, seeks concurrence, updates plan, tracks implementation	tfessenden@erieco.gov 303-926-2895
Joe Smith	Engineering Manager and staff expert	Engineering Department	Ensures appropriate approach and solutions. Provides supporting data.	jsmith@erieco.gov 303-926-2895
Jody Lambert	O&M Manager and staff expert	Public Works	Ensures manageability of project and long-term maintenance goals. Provides supporting data	jlambert@erieco.gov 303-926-2895
Amber Luttrell	Community Outreach	Communications and Marketing	Oversees outreach efforts and advises of best methods. Collects and Disseminates data.	aluttrell@erieco.gov 303-926-2895
Farrell Buller	Partner	Broader View from a Town-Wide perspective.	Ensures appropriate internal and external stakeholders are informed, looks for ways to create synergy or shared efficiencies.	fbuller@erieco.gov 303-926-2895
Steve Felten	Funding	Finance	Provides financing options, costs are availability.	sfelten@erieco.gov 303-926-2895
Designated Town Resident	Community Liason and Outreach Leader	Public	Acts as community representative, build outreach team.	tfessenden@erieco.gov 303-926-2895
Mike Skinner	Expert Advisor	CAPA	Provides expert advice, support and materials. Connection to other local agencies.	tfessenden@erieco.gov 303-926-2895

5. Stakeholders

We will employ the Strategic Framework for Public Engagement as a tool for use with stakeholders and our outreach team, which includes the following key Elements:

- What is the Topic of Engagement?
 - Street Condition
- What are we trying to achieve?
 - Support for a mill level which will sunset at completion of project
- How will our decisions affect the community?
 - Reducing cost in future by being proactive
- What level of Engagement are we promising?
 - Involve the Community
- What is the reach of this engagement initiative?
 - Community-wide, Businesses, HOA's and stakeholders
- How will we follow through?
 - Workshops, attending local meetings (HOAs, Chamber, etc), social media outreach, surveys, events at ECC, as well as selected efforts taken from the IAP2 toolbox.

Primary Stakeholders:

The following are the community's primary stakeholder groups to receive targeted outreach:

1. Homeowners

2. Business Owners

3. HOA's

4. Metro Districts

5. Old Town residents (alley improvements)

Secondary Stakeholders: List the secondary stakeholders who also will receive targeted outreach, but at a reduced level of effort.

The following are the community's secondary stakeholder groups to receive targeted outreach:

1. Internal staff

2. Local agencies such as CDOT, Left Hand Water, O&G, United Power, Landfill, Xcel, Boulder County, Lafayette, Broomfield to coordinate projects.

3. Paving Contractors

4. CAPA

5. Developers – for coordination and policy understanding

6. Communication Tools and Tactics: Stakeholder Engagement Approach

Stakeholders will be engaged through a variety of means described above in section 5. Public Works and Engineering will work with the Communications and Marketing Manager to ensure the most efficient and targeted approaches are utilized to achieve support. We will also create a citizen support group to help spread the message both prior to and after the creation of a 2020 ballot measure. We may employ a consultant to help with this effort as well.

Stakeholder Group: Media [Lead: John Smith, Communications]

Objective:

To ensure street condition messages are included extensively in local media coverage at key project milestones throughout the community's street project and outreach activities.

Tactics: **(Need Amber's Input Here – we can start with IAP2 Toolbox)**

- Media kits (to include frequently asked questions, fact sheets, newsletters)
- Press releases
- Editorial board

Evaluation:

Conduct media content analysis to determine the frequency, accuracy, and timeliness of local media coverage of the key messages.

The following are the community's tools and tactics for each stakeholder group identified in this COP:

PRIMARY STAKEHOLDERS:

Stakeholder Group: Homeowners

Objective: Engage and Develop Support for Project

Tactics: Various outreach efforts noted in sections 5 & 6

Evaluation: Gather statistical data through Communications and Marketing (C&M) Department

Stakeholder Group: [Insert stakeholder group and lead]

Objective: Developers

Tactics: Fact sheet on what Town will be replacing/repairing vs. developer responsibilities

Evaluation: Gauge understanding as part of reduced requests for Town funded, but development generated costs for repairs

Stakeholder Group: [Insert stakeholder group and lead]

Objective: Business Owners

Tactics: Outreach through C&M and Community Development to develop support

Evaluation: Engagement and active support from Business Owners

7. Communication and Outreach Activities Action Plan

Activity	Deadline	Responsibility	Detail/Strategy/Status
Current (1 to 3 months)			
Develop plan and Cost	7/1/19	Joe/Jody	
Look at Funding Sources	6/1/19	Todd/Steve	
Set Timeline & Long-Term Plan	7/1/19	Todd/Joe/Jody	
3 to 6 months			
Set Budget Expectations	7/15/19	Todd/Joe/Steve	
Achieve Board Support/Present	7/15/19	Todd/Joe	
Outreach Efforts	8/1/19	Todd/Joe/Amber	
6 to 9 months			
Solicit Contractors/RFP's	2/1/20	Joe/Jody	
Coordinate with other Ballot Issues	12/1/19	Todd/Farrell	
9 to 12 months			
Finalize Ballot Issue	5/1/20	Todd/Farrell	
Initiate Project	4/15/21	Joe/Jody/Todd	

Appendix A: Potential Stakeholders

- Homeowners
- Board of Trustees
- Business Owners
- Floodplain and stormwater managers
- Local government agency officials and department heads
- Town land use planners
- Local chapters of regional/national associations (Chamber of Commerce, HOA'S, MD'S, ETC)
- Old Town Residents
- Paving Contractors
- Developers
- Lenders and banks
- General public