

Revised Draft – October 1, 2008

(Note: The planning team will update this document periodically and update the schedule on at least a quarterly basis.)

Why is participation important?

Building understanding of and strong support for the Commerce City Comprehensive Plan and Transportation Plan (C3 Vision) lies in successful outreach in the community, listening to the public, and participation of elected and appointed officials.

Getting to a successful plan involves five elements. The ROUTE is:

- Results-Focused—The plan process needs to stick to a schedule, keeping the end-result in mind.
- Offering Information—The process should help educate people about choices and implications, building on an understanding of conditions and current plans and studies.
- User-Friendly—The information needs to be user-friendly and compelling.
- Transparent—The process needs to be open and accessible to the public—easy for people to see how their ideas are integrated.
- Engage People—The process needs to be interactive, creative, and fun with many opportunities for all Commerce City people to get involved.

What is the participation plan?

To achieve successful community outreach and get broad and diverse input, as well as focused expertise, the C3 Vision plan will depend on a series of events, grouped under three outreach categories:

- (1) City-wide Outreach,
- (2) Target Focused Groups, and
- (3) Hold Leadership Study Sessions.

1. City-wide Outreach

Project Logo and Promotional Materials

Promotional materials, such as bookmarks, banners, posters, and flyers with a consistent project logo will help advertise the C3 Vision plan and make it easy for the community to identify.

Project Website—24-7 on: www.CCvision.com

The dedicated project website, which can also be accessed through the city’s website, will provide an avenue for community participation and it will provide up-to-date materials and schedules. Work products will be available to download and review. It will also provide a 24-hours per day, 7-days a week (24-7) forum for comments (through email, forms, on-line polls, and questionnaires) and an alternative for people who do not want to or can not attend meetings.

Community Polls

The planning team will conduct on-line and live polls throughout the process (up to four).

How will the city notify people about events?

The city will publicize community meetings and the website through posters and flyers, local media, mailings, and other avenues, including:

- ✓ Press releases for Channel 8 TV and media,
- ✓ Ads and articles in quarterly “City Lights”, and “Backyard”, and the “Beacon”,
- ✓ Flyers posted at the library, post office, churches, civic center, recreation centers, and other locations,
- ✓ A mailing list of community, business, and homeowner organizations (postcards),
- ✓ Website email list, and
- ✓ Other options that arise.

Community Meetings

The city will host meetings to provide opportunities for residents and other people to work together and identify solutions. Four series of events will occur at key milestones during the Comprehensive Plan effort (listed on the schedule as “community meetings”) and two will occur for the Transportation Plan process. These events will be facilitated, “hands-on” events, where the public can hear updates, review draft materials, and provide comments and ideas on materials, either with key-pad polling, mapping exercises, small group worksheets, or comment forms. To engage a geographic cross-section of residents and businesses, the city will hold meetings in the “southern/middle area and northern range.” We will also hold targeted meetings with businesses. (See “Targeting Focused Groups,” below.)

C3 Vision Plan “Road Show” (Booth/Poster Events)

The C3 Vision plan will “piggy-back” onto other local events as much as possible. Events include:

- **Neighborhood Outreach Program** (August 2008). Use the Fall 2008 event to raise awareness about the planning process and advertise the website. In 2009, the program will be a good avenue to raise awareness about the pending draft plan.
- **Holiday events:** Creepy Hallows Halloween, Hometown Holiday, Memorial Day parade.
- **Service Clubs/Senior:** Take the process to the Rotary Club and Senior Center regularly-scheduled meetings.
- **Community Organizations:** Coordinate with other organizations (e.g., Community Enterprises or Denver Foundation) or organizations that are hosting events (e.g., 9News Health Fair).

Putting posters in high traffic locations (e.g., at the post office, library, civic center, and recreation centers -- Reunion, Belle Creek) are another way to reach people.

Media and Outreach Materials

The planning team will provide regular project updates for the local media, letters and columns, and printing meeting notices in the newspaper (e.g. *City Lights, Backyard, the Beacon*). The planning team will coordinate with the city’s Public Information Office (PIO) to issue press releases and post information on Channel 8.

2. Target Focused Groups

Interviews and One-on-One meetings

Planning team members will meet informally with community members, elected and appointed officials, and other representatives periodically and as needed to discuss the overall project issues, goals, and opportunities.

Latino Outreach

The planning team will make project materials available and accessible to the Latino community including translation of materials and basic website information, and coordination through the Public Information Officer (PIO) with Our Lady Mother of the Church on 72nd Avenue to conduct events.

Citizens Advisory Committee (CAC)

The Citizens Advisory Committee (CAC) will be a sounding board that represents diverse viewpoints of neighborhoods, organizations, businesses, citizens, youth, and other stakeholders in the community. The City Council will appoint the committee that will meet eight to ten times to review materials and provide recommendations.

Technical Advisory Group (TAG) and Staff Working Group (SWG)

The Technical Advisory Group (TAG) will involve city department officials and other agencies to verify technical accuracy of data and information in the plan. Participants might include representatives from schools, utilities, public safety, city departments, and regional agencies (e.g., Adams County, Denver Regional Council of Governments (DRCOG), Regional Transportation District (RTD), Colorado Department of Transportation (CDOT), Denver International Airport (DIA), etc.). The Staff Working Group will operate as the core of the TAG. The TAG will meet as needed but not as frequently as the CAC.

Service Clubs, Business Organizations, and Focus Groups

From time to time, the planning team will provide presentations to local service club organizations and businesses and receive feedback via comment forms or other mechanisms. To arrange a time and date, organizations may contact:

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3. Hold Leadership Study Sessions

City Council and Planning Commission Study Sessions

During the effort the City Councilors will meet together with the Planning Commission periodically to ensure that their efforts are coordinated and will be reflected in the final plan. At other times, elected and appointed officials will meet separately.

The general schedule (See Three-Month Schedule for specific dates.)

Activity Name	2008					2009												2010	
	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec	Jan	Feb
Phase I: Startup Phase																			
Task 1-Project Kickoff Meetings	□	■	◆																
Task 2-Project Coordination/Public Outreach	□	■	□																
Phase II: Community Profile																			
Task 3-Inventory/Analysis	□	■	◆	●	■														
Phase III: Vision & Guiding Principles																			
Task 4-Citywide Vision and Guiding Principles				□	■	◆	▼	■											
Phase IV: Plan and Policy Directions																			
Task 5-Alternative Scenarios					□	◆	▼	●	◆	■									
Task 6-Policy Framework					□	■	◆	●	▼	□									
Phase V: Draft and Final Plan																			
Task 7-Draft Comprehensive Plan								□	■	◆	▼	●							
Task 8-Adoption Draft/Hearings													■						
Phase VI: Transportation Plan																			
Task 9-Transportation Plan Refocus													◆	■					
Task 10-Existing Deficiencies/Short-Range Improvements											□	■	◆	■					
Task 11-Refine Travel Demand Model												□	■	●	■				
Task 12-Assess Future Deficiencies & Address Long-Range Improvements														□	◆	■			
Task 13-Develop Transportation Plan																□	●	◆	■
Project Milestones																			
Citizens Advisory Committee Meetings	◆																		
Community Meetings	■																		
City Council Study Session	▼																		
Planning Commission Study Session	●																		
Adoption Hearings	■																		