



# CITY OF NORTHGLENN

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Manager

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# NORTHGLENN FACTS:

7.45 Square Miles

Population: 38,648 (DOLA)

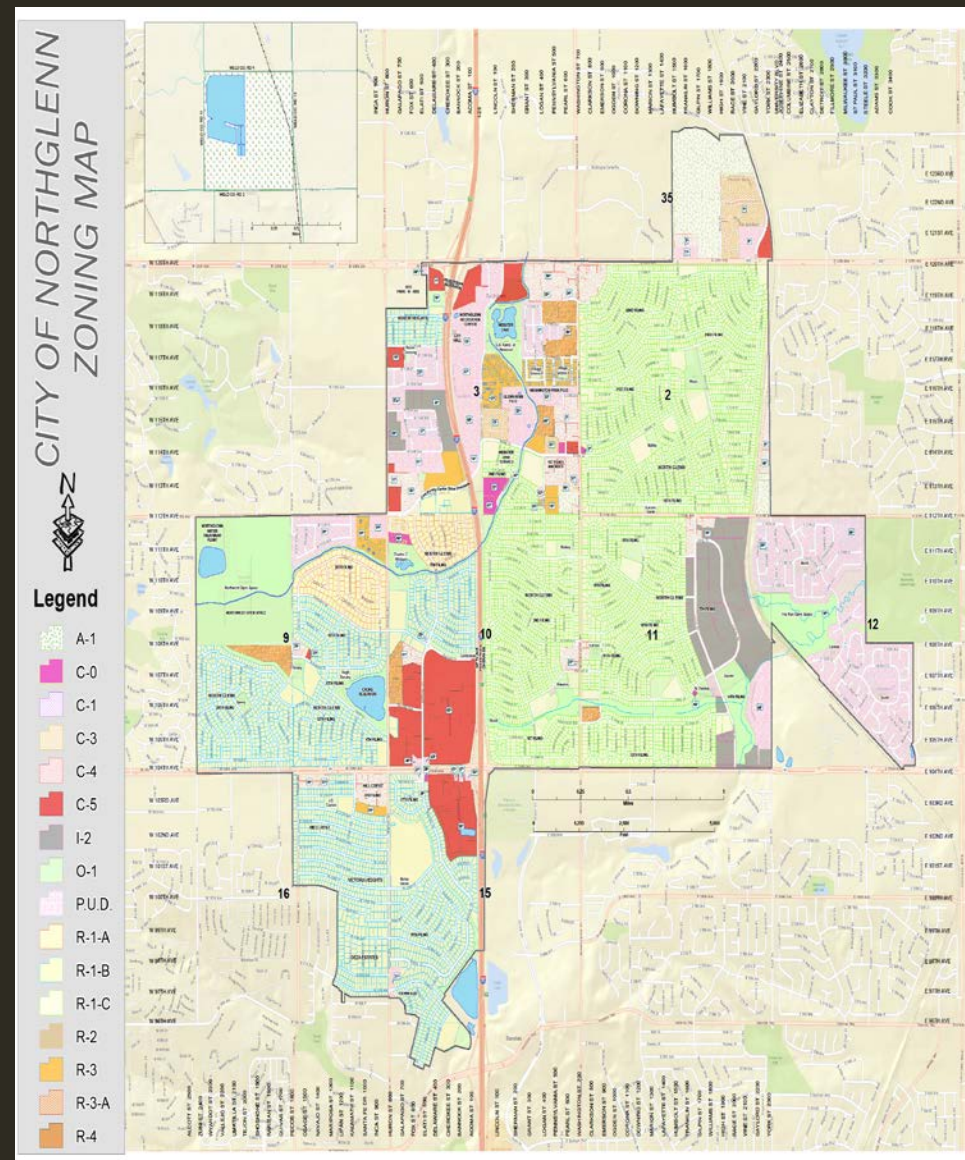
Median Age: 34.3

Racial Composition: 63% White  
Caucasian, 31% Hispanic or Latino,  
3% Asian, 3% Other

Educational Attainment: 86% High  
School Diploma or more, 18%  
Bachelor's Degree or more

Median HH Income: \$53,616

Northglenn ZIP Code is third hottest  
real estate market in the nation. On  
average, homes here sell within 11  
days, and over one third of new home  
buyers are millennials. (Realtor.com)



# NORTHGLENN PLANNING PROJECTS

## Recent Efforts

- Bees & Chicken Ordinance
- Northglenn Food Access Assessment (HEAL Survey)
- Civic Campus Master Plan
- 112<sup>th</sup> STAMP

## Projects in 2017

- Development Regulations Rewrite
- Bicycle and Pedestrian Master Plan
- Market Place Strategic Plan

# ENGAGEMENT TECHNIQUES USED

**Surveys**

**Open Houses**

**Public Meetings**

**Meeting residents where they are** (e.g. booths at community events, senior center activities, food pantries, youth activities, etc.)

**Other:** Press releases, websites, social media, mailings, Northglenn Connection, etc.

# LESSONS LEARNED

**Topic matters** – frame discussions around topics that are important to the community

**Be flexible** – offer a variety of ways for people to provide input

**Work with Partners** – reach out to community organizations, non-profits, outside agencies, etc.

**Define success** – know the goal before engaging the public

**Start the process early** – start the conversation with the community early in the project, so that their feedback can be incorporated into the process



**Questions?  
Thank You!**



# Federal Heights

"RISING TO GREAT HEIGHTS"

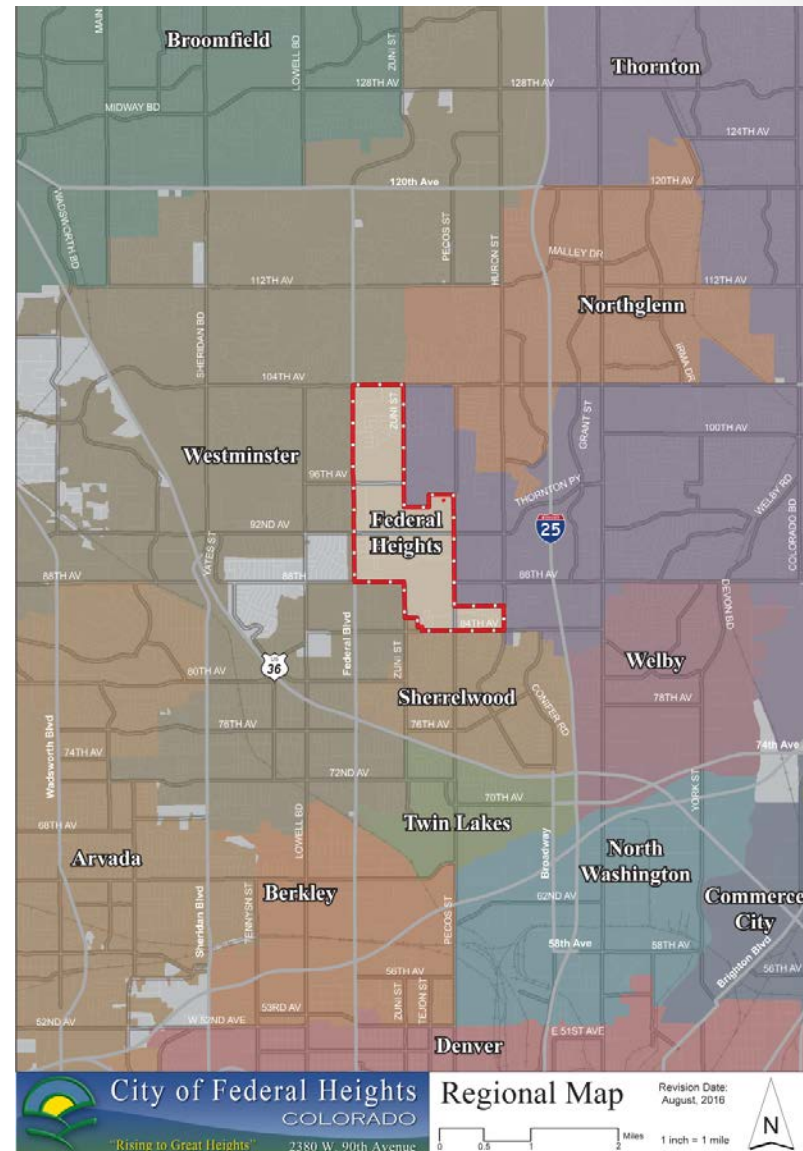
COLORADO

*Planning Projects, Outreach, and  
Engagement in a Small Community*

Will Lindsey, City Planner  
(303) 412-3530  
[wlindsey@fedheights.org](mailto:wlindsey@fedheights.org)

# Federal Heights Facts

- **1.78** square miles
- Population: **12,381** (2015)
- Median Age: **31.2** years
- Racial Composition: **71%** Caucasian, **29%** other races (47% identify ethnically as Hispanic/Latino)
- Educational Attainment: **70%** High School Diploma or Higher, **9%** with a Bachelor's Degree or Higher
- Median HH Income: Approximately **\$36,998**
- Extremely Low Income HH: **19%**
- Lowest Tax Millage Rate in AC: **0.68**
- Lack a Diversified Housing Stock: **45%** Manufactured Homes

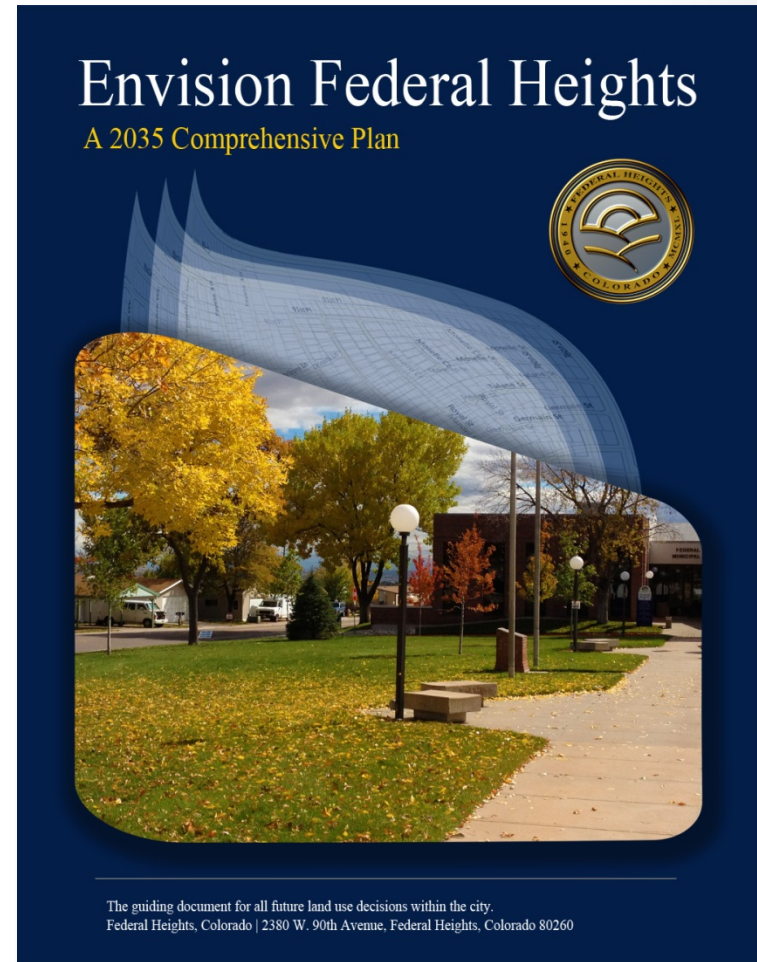


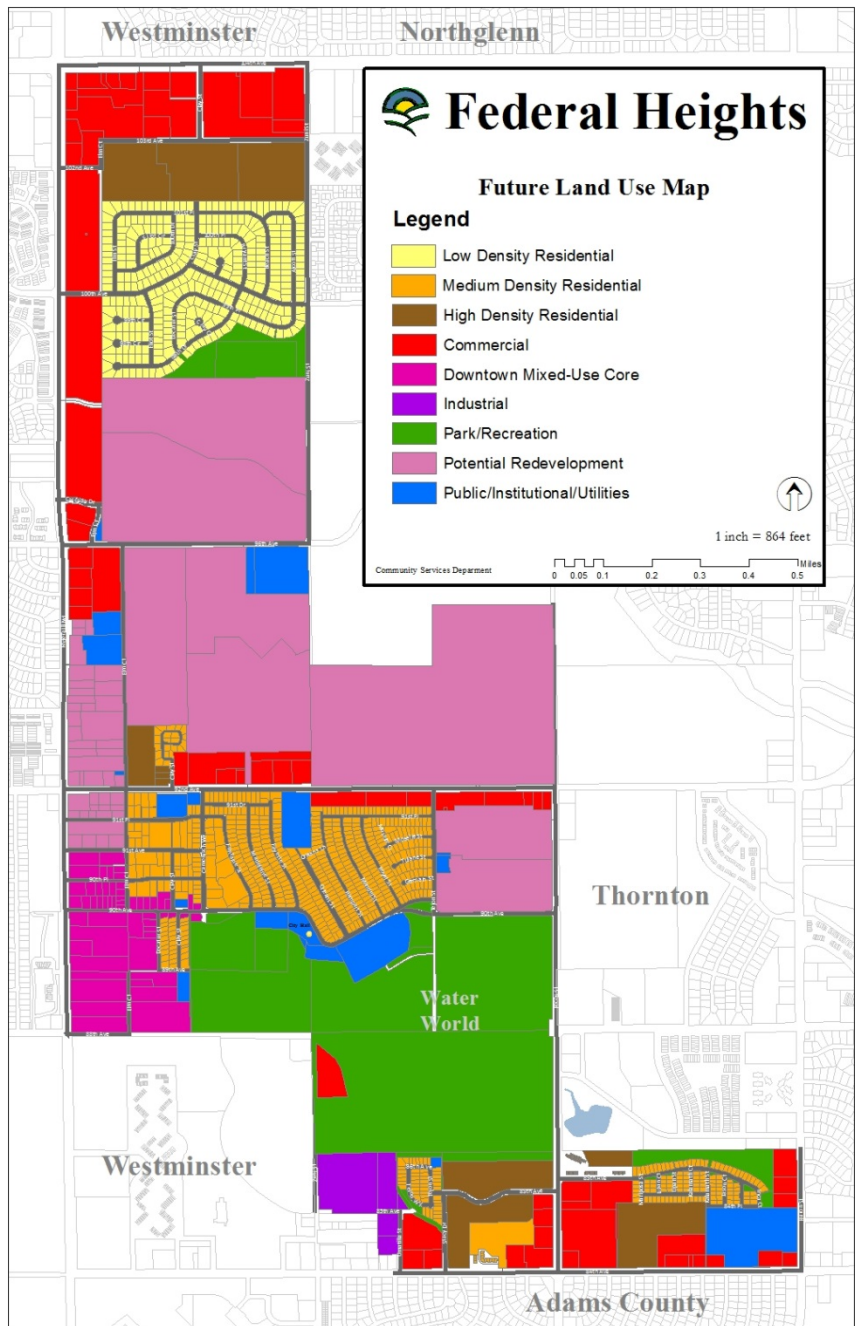
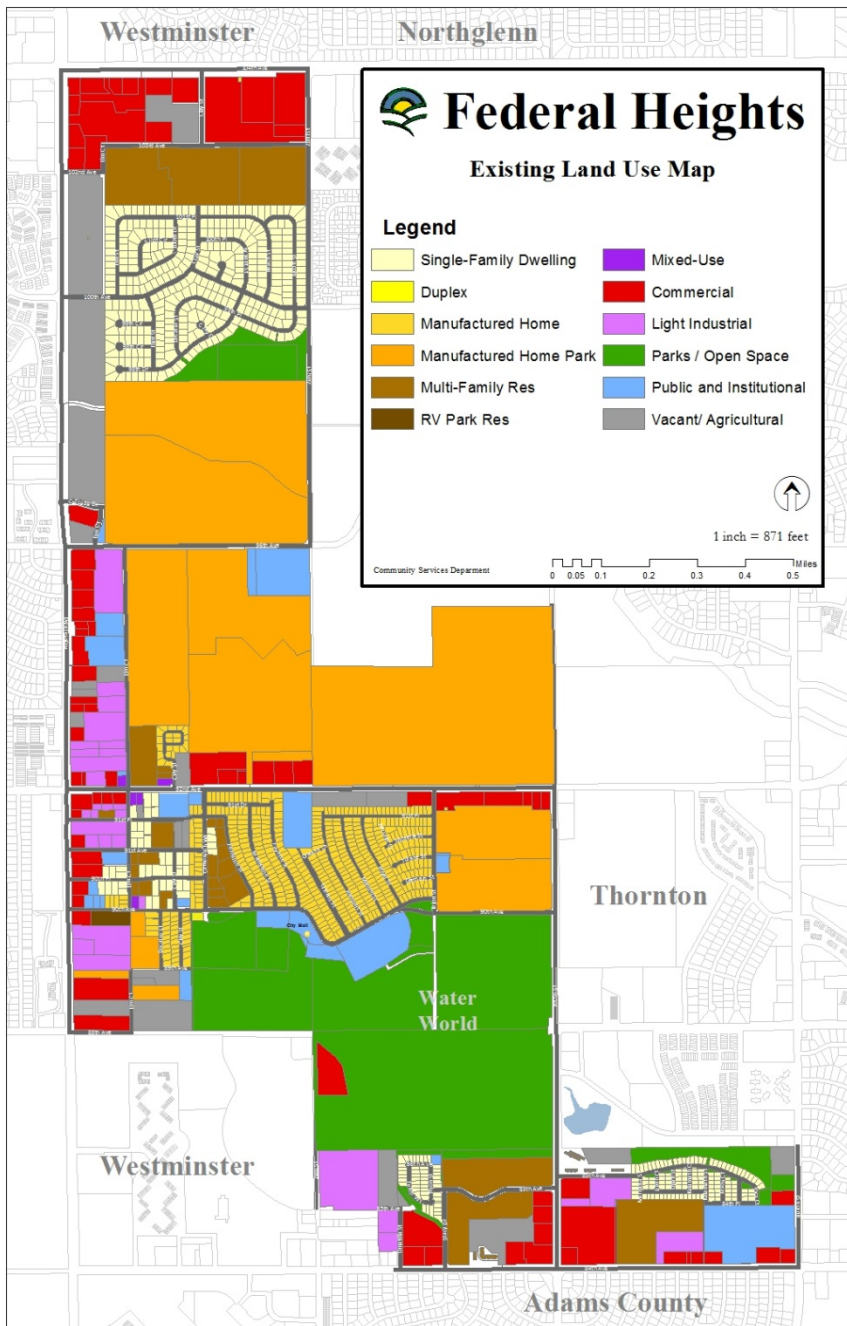
Federal Heights



# Federal Heights Planning Projects

- **Updating the City's Comprehensive Plan**
  - Last CP Update was 1997
  - Work Started Fall, 2015
  - Put on hold during staff changes from March 2016-June 2016
  - Current Status: 70% complete
- **Ruston Park Master Plan**
- **DRCOG Boomer Bond Assessment Program**





# Engagement Techniques

- Community Meetings at City Hall
- Translation services at events
- Online/Mail-In Surveys
- City Newsletter (Federal Heights Focus)
- Social Media
  - Twitter, Facebook, Nextdoor, etc.

**FEDERAL HEIGHTS** Focus [www.fedheights.org](http://www.fedheights.org)

SEPTEMBER / OCTOBER 2016

**COMMUNITY** updates

City of Federal Heights - City Council  
**Trick or Treat Street**  
*Join Us!*

County Fair Family Safe Entertainment | **Monday Oct. 31st** | 6:00 p.m. | Federal Heights City Hall 2380 W. 90th Ave.

[www.fedheights.org](http://www.fedheights.org) | 303-412-3561  
[www.facebook.com/fedheights](https://www.facebook.com/fedheights) | [www.twitter.com/fedheights](https://www.twitter.com/fedheights)

Please join us for the annual Halloween Trick or Treat Street! The festivities will be on Monday, October 31st at 6 p.m. at City Hall. This is a safe and fun alternative to traditional trick or treating. City Hall will be decorated and City Council and City Staff will be in costume to greet your little ones. For more information, contact Clelia at 303-412-3561. Bring your family and friends, don't forget to wear costumes too!

**MULTICULTURAL EVENT**  
Thank you to all that attended the Ward 1, Multicultural Event on July 21. It was a fun filled evening with music from the Mighty Nice Band, dance folklorico by the NO MO Violence Cultural Dance Group, Himong Traditional Dance by Daughters of the Full Moon ( Ntxhais Hli Xiab). A sincere thank you to the following businesses that donated to our giveaways: Hyland Hills, Water World, Big Time Fun Center and King Soopers. Federal Heights appreciates the donations and encourages residents to shop locally!

**Tree and Shrub Giveaway**  
Saturday, September 17 Hilltop Gardens at 9:00 a.m.  
**Trick or Treat Night**  
Monday, October 31 City Hall at 6:00 p.m.

SEPTEMBER / OCTOBER 2016 | fh FOCUS PG. 1



# Lessons Learned

- **Assess** which communities and populations are missing key information or are not involved
- **Seek input** from participants on how the process is working for them
- Conduct meetings in venues that are **accessible and welcoming** to all community members
- **Evaluate** public involvement processes on a regular basis
- Develop **culturally appropriate** strategies to involve diverse constituencies



FEDERAL HEIGHTS  
MUNICIPAL COMPLEX

Questions?  
Thank You!

Federal Heights  
City and Council Chambers  
Administrative Offices  
Community Room  
← Police Department  
→ Fire Department

COMMUNITY ROOM

2380

NO PARKING FIRE LANE

NO PARKING FIRE LANE



*City of Aurora*

# Innovative Outreach, Engagement and Lessons Learned



# AURORA COMMUNITY PROFILE

154.31 square miles

Population: 351,200 (2014)

54<sup>th</sup> largest city in the U.S.

Located in Adams, Arapahoe  
and Douglas Counties

Median age: 33.4

Average HH size: 2.65

Median HH income: \$52,275

12.3% of families in poverty



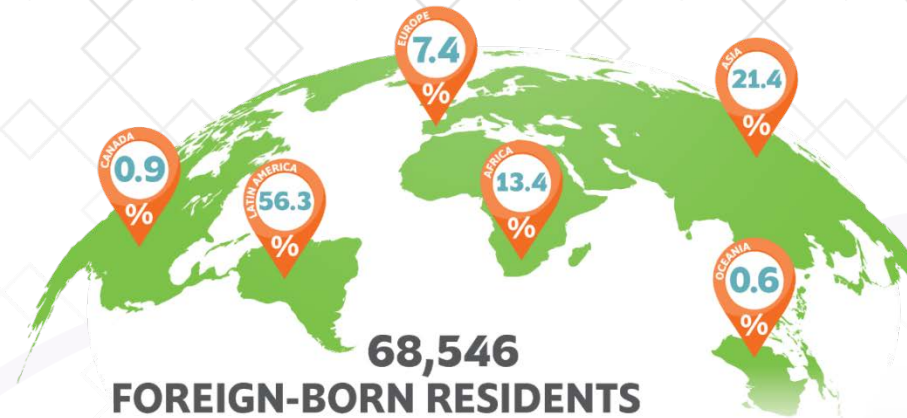
# A DIVERSE COMMUNITY

## Racial Composition:

- 46.3% White Non Hispanic/Latino
- 16.0% Black or African American
- 5.0% Asian

28.9% self-reported as Hispanic/Latino

9<sup>th</sup> highest diversity & 10<sup>th</sup> most integrated city in U.S.\*



**68,546**  
**FOREIGN-BORN RESIDENTS**

Source: U.S. Census American Community Survey, 2010-14



**133**

Languages spoken by students  
in Aurora Public Schools

By the Numbers:

**20.2%**

Foreign-born residents

**32**

Countries represented in the Aurora Global Fest  
fashion show

Welcome



\* Source: Brown University's American Communities Project study of 100 most populous U.S. cities





# AURORA PLACES

planning tomorrow's city

Aurora Places  
Comprehensive  
Plan

Zoning Code  
Update



**WHAT'S YOUR VISION FOR AURORA?**

**ABOUT THE PLAN**  
Aurora Places will serve as the city's road map, describing how Aurora should look in 10 to 20 years and how the city will get there. It will touch on the places where we live, work and have fun, how we get from Point A to Point B and how we use our resources.

**GET INVOLVED**  
The comprehensive planning process is designed to promote community involvement and encourage citizen participation. The success of this planning effort will depend on engaging our community.

**JOIN US!**  
**Tuesday, Sept. 20**  
7 to 8:30 PM  
North Middle School  
12095 Marlowe Blvd  
Aurora, Colorado 80010

**Thursday, Sept. 22**  
2 to 3:30 PM  
Aurora Association of Realtors  
14001 E. Evans Drive  
Aurora, Colorado 80014

**Thursday, Sept. 22**  
7 to 8:30 PM  
Cheekree Trail High School  
25901 E. Arapahoe Road  
Aurora, Colorado 80016

Can't make it to one of the workshops?  
Go online and get involved!  
Complete a survey and create your own map at [www.AuroraPlacesPlan.com](http://www.AuroraPlacesPlan.com)  
Get some people together and do-it-yourself with the Workshop DIY Kit  
Contact Parish Gibson at 303.739.7194 or [auroraplaces@auroragov.org](mailto:auroraplaces@auroragov.org)

[www.AuroraPlacesPlan.com](http://www.AuroraPlacesPlan.com) | [auroraplaces@auroragov.org](mailto:auroraplaces@auroragov.org) | 303.739.7194

**AURORA PLACES**  
planning tomorrow's city



# ENGAGEMENT TECHNIQUES

## Traditional

- Community workshops
- Targeted workshops & interviews
- Community events & meetings
- Informational displays & feedback
- Traditional media tools

## Technology

- Project website
- Online surveys
- Interactive mapping activity
- Social media

## Community

- Steering Committee
- Developer's Joint Task Force (JTF)
- Local Outreach Team (LOT)
- Stakeholder partnerships



# LESSONS LEARNED

- Community engagement takes time
- Make a plan – be deliberate, strategic and flexible
- Outreach is networking
- Understand your audiences – and adapt the message and approach





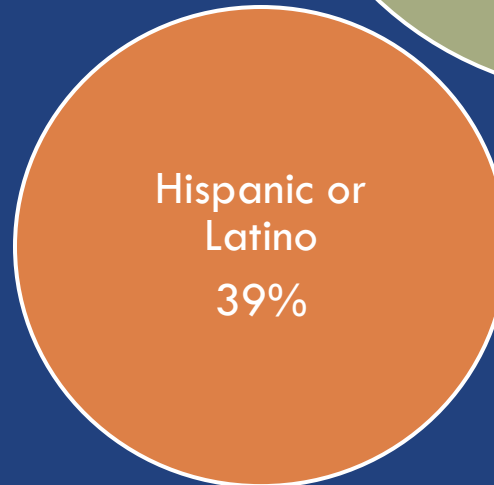
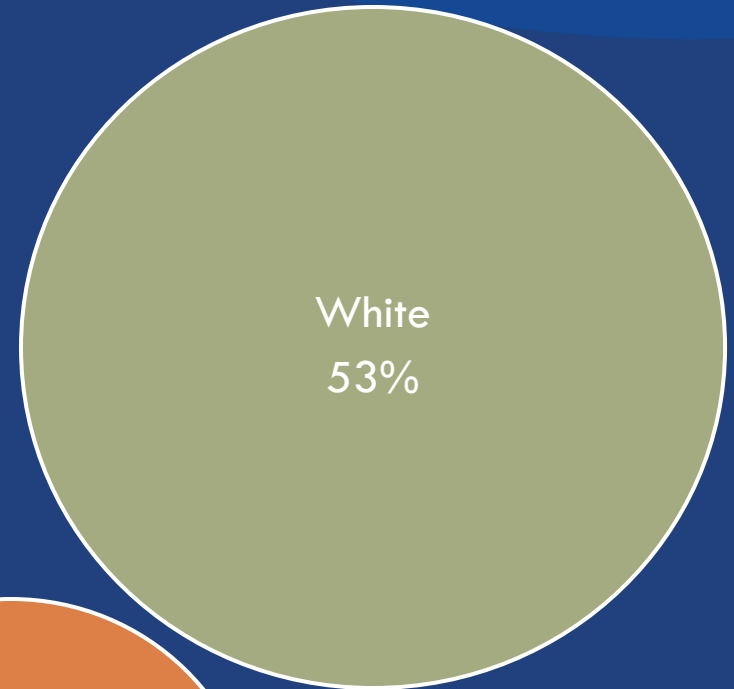
## ADAMS COUNTY

Long Range Strategic Planning Department



# Adams County Profile

- The area of Adams County is about **759,000 acres**.
  - South to North - **17 miles**
  - East to West - **72 miles**
- **Population: 480,317**
- **Median Age: 32.8**
- **Median HH Income: \$57,421**



Native American 1% 

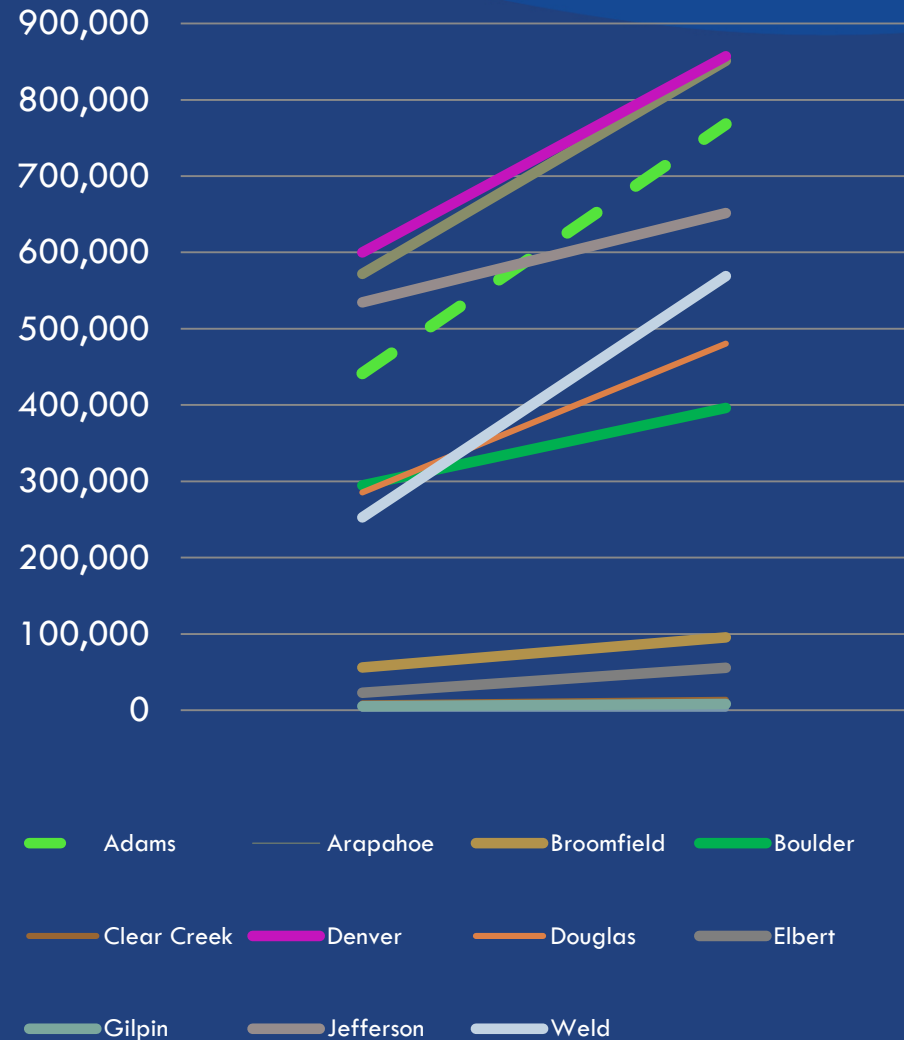
  
African  
American  
3%



# Growth

- Adams County is No. 3 in the nation for fastest job growth (at 6.4%).
- DRCOG projects Adams County to be the fastest growing county in the Metro Area in both population & employment through 2040.
- Adams County will increase by more than 150,000 households in the next 30 years.
- The population will nearly double by 2040.

**DRCOG- Denver Metro  
Population Growth: 2010-2040**





# Recent & Upcoming Plans

## Recent

- Welby Neighborhood Plan
- Federal Blvd. Framework Plan & HIA
- District Plan (jointly with City of Brighton)
- Making Connections in SW Adams County Planning & Implementation Plan

## Upcoming

- Clear Creek Corridor Trails & Connections Plan
- Hazard Mitigation Plan Update
- Washington & Pecos Corridor Plans
- Major Comp Plan Amendment- Aerotropolis



# Engagement Techniques

- ❑ Postcards to property owners and renters
- ❑ Spanish translation/ interpretation + radio adds, phone line, posters @ shops, schools, beauty parlors, etc.
- ❑ Instant voting
- ❑ Artist rendering
- ❑ Propensity modeling
- ❑ Project & Implementation tours
- ❑ Development Forums







# Lessons Learned

- *How you provide language options is very important*
- *We often rely too much on online tools*
- *Combine efforts: too many asks, not enough results*
- *Let the process inform the process, not just the product*
- *Bring in subject matter experts*

