

## **Engagement Strategy – Trade-offs and Opportunities Window: Nov. 2020 -Jan. 2021**

The next engagement window for the East Boulder Subcommunity Plan is part of Phase 2 of the [East Boulder Engagement Plan](#), addressing the question “Who Do We Want to Be?” During this window, the team will collect input from community members across the city and additionally, will target specific audiences for participation, including residents of the San Lazaro Mobile Home Park, East Boulder workforce and commuters, East Boulder business owners and residents living in neighborhoods surrounding the East Boulder subcommunity.

Online engagement for this phase of the project includes three major products, (1) a 3D digital model of each alternative future concept that will depict how potential land use changes may impact the built environment and (2) Video presentation of East Boulder context and choices that is image-rich and easy to understand in English and Spanish (3) a community survey<sup>1</sup> that will direct participants to make choices between significant trade-offs that may result from changes to land use in East Boulder.

### **Engagement Tactics**

- 1. Video Presentation (English and Spanish)** – Purpose is to provide an accessible way for community members to understand the big picture and learn about the choices and questions. The video will provide imagery to describe the tradeoffs around alternative land use concepts, context information, how the Subcommunity planning effort includes a Station Area Plan for the 55<sup>th</sup> & Arapahoe area, how to use the BeHeardBoulder (BHB) tools for feedback.
- 2. Online community workshops.** Key purpose is to clarify information and provide a venue for community members to ask questions and discuss information with other community members. This can easily be replicated for smaller groups. We will host at least one event in English and at least one event in Spanish focusing on residents in San Lazaro and Vista Village neighborhoods.  
Includes:
  - Record Zoom meeting for later viewing
  - Break-out rooms for Q&A, discussion
- 3. A survey** that will provide quantifiable data about community choices impacting decisions about change in land use. Community members will be provided with descriptions of the proposed concepts and analysis describing the differences between choices for the provided indicators. They will be asked to prioritize outcomes based on tradeoffs.
  - Survey will be hosted on BHB; paper copies made available by request for targeted groups.
  - This will not be a random sample statistically valid survey. Any and all community members who would like to participate will be able to. Staff and working group members will work to invite a wide range of community members to participate to ensure we hear from a wide range of community members and groups to obtain balanced citywide feedback.

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<sup>1</sup> Note: the survey will be hosted primarily on BeHeardBoulder in English and Spanish. It will not be a statistically valid random sample survey. It will be open to all. With extensive outreach and notification, the aim is to ensure the survey is completed by a wide range of respondents.

## **Targeted Groups**

Staff and working group members will reach out directly to groups and organizations to inform about the process and invite participation in the workshops and online engagement.

- East Boulder Residents
  - San Lazaro (assistance from WG members)
  - Nearby Neighborhoods (assistance from WG members, Neighborhood Liaison, HOAs for Brookfield Neighborhood, Arapahoe Ridge, Parc Mosaic, Verdant and Fairways Apartments,...)
- East Boulder Businesses and Employees
  - Property-Owners (WG members, East Boulder Leadership Council, Crescent Real Estate, Flatirons Business Park, JCC, ...)
  - Key Employers (Ball Aerospace, Boulder Community Health, Corden Pharma, Boulder Chamber, Naropa, ...)
- Potential future residents – Young professional group(s)
- Civic and advocacy organizations around the 6 goal areas
  - Small Local Business – Chamber,
  - Housing Affordability and Diversity - BHP, BARA,
  - Placemaking and Quality Design – ULI,
  - Access and Mobility – Community Cycles, Pedestrian Advisory Committee,
  - Resilience and Climate Commitment - Ecocycle
  - Arts and Culture – Boulder Creative Collective
- Other Civic Groups / Local Interests (Better Boulder, Growing Up Boulder,

## **Communications Planning - Generating Interest and Awareness**

Staff and Working Group members will collaborate to ‘get the word out’ and ensure that people understand why they should care about this planning effort to shape a big part of Boulder for years to come and the significant opportunities that would benefit Boulder.

In response to the COVID crisis, our planning and engagement teams have shifted all the in-person engagement work to an online space. Engaging online can present equity issues for those who do not have access to the technology required to fully participate and create a “digital divide” in the community. To address this issue, the team is proactively preparing to use the following tactics:

- Contracting with two Community Connectors to collect feedback from members of the San Lazaro and Vista Village neighborhoods
- Mailing physical postcards and flyers to households
- Offering paper materials and survey for those who cannot access online material
- Opportunity to win East Boulder “goodies” for completed surveys
- Range of social media and standard communications platforms: next door, planning e-newsletter, citywide newsletter, utility bills (dec),
- Local news outlets (opinion piece in Camera, coverage by Boulder Beat)