

LET'S GET MOVING.

Denver Moves Everyone 2050 | City Council Update



**DENVER MOVES
EVERYONE** 2050

Our Vision to
Move People,
Goods & Services

The plan will take approximately two years to complete, having kicked off in early 2021 and finishing in late 2022.



WHAT IS DENVER MOVES EVERYONE?

The Department of Transportation and Infrastructure (DOTI) kicked off its strategic transportation plan, called **Denver Moves Everyone 2050 (DME)**. This citywide transportation plan will identify mobility solutions that will make it easier for residents, employees and visitors of Denver to get where they want to go. The plan will prioritize equitable and safe transportation options for Denverites, and seek to improve the movement of goods and services, ensuring access to everything they need.

DME is a visionary transportation plan, looking 30 years into the future. The project will result in a fiscally constrained investment program, as well as unconstrained project, program and policy recommendations that enable us to achieve our vision in the long term.

Denveright is a set of community-driven plans that shape Denver's future land use, mobility, parks, recreational resources and more. Denver Moves Everyone will be integrated into the Denveright Plan framework.

WHAT ARE WE DOING?

The last time Denver completed a strategic transportation plan was in 2008. The region has experienced significant changes since, including population growth, growing safety challenges, evolving freight and transport needs, emerging transportation technologies, growing inequities and a heightened need to address them. Over this same period, the Department of Transportation and Infrastructure (DOTI) was established, evolving from Public Works into DOTI, with an increased focus on delivering mobility programs and maintaining an ever-growing system of diverse transportation assets.

Staff kicked off the DME project internally in February 2021, working to establish a comprehensive approach to community engagement and verify technical tasks. DME will build upon the extensive work completed for the Denveright Comprehensive Plan 2040, developing a transportation plan that aligns future investments with community-developed mobility goals.

DME will seek to align goals within the Denveright Vision Elements.

Thousands of Denverites shared their unique perspectives in order to create the Vision Elements.



**Equitable,
Affordable &
Inclusive**



**Strong &
Authentic
Neighborhoods**



**Connected,
Safe & Accessible
Places**



**Economically
Diverse &
Vibrant**



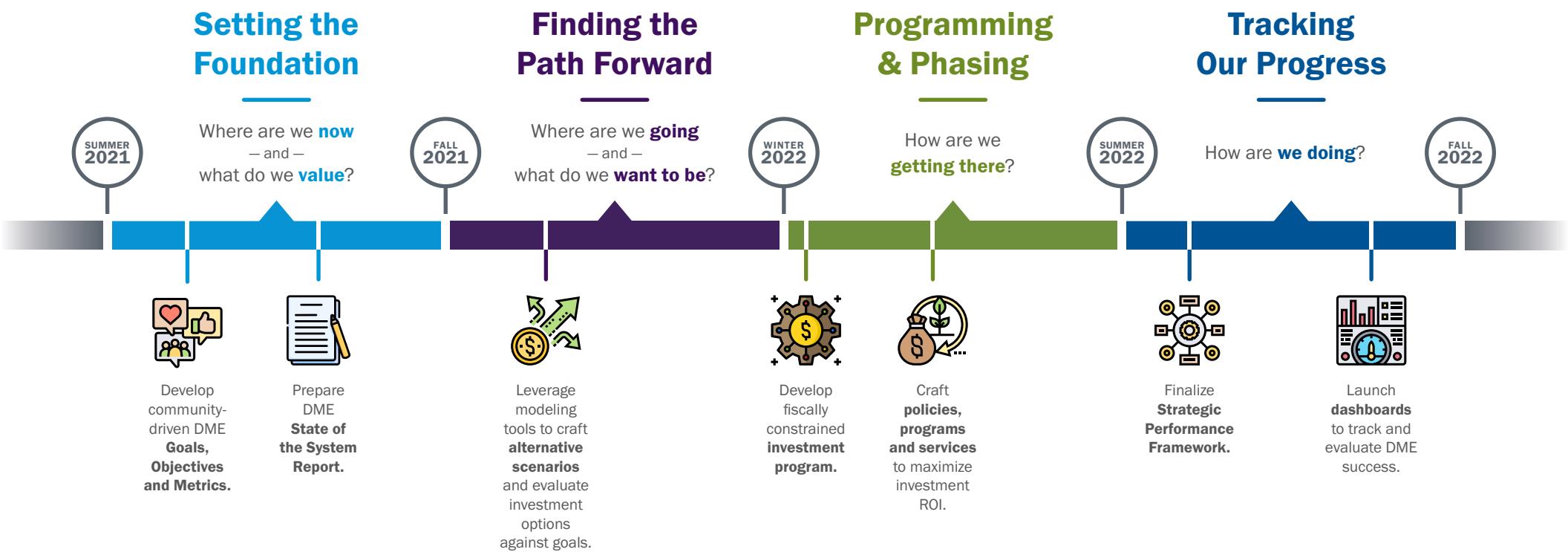
**Environmentally
Resilient**



**Healthy
& Active**

PROJECT SCHEDULE.

The project schedule below identifies the four major phases of the two-year DME project. **Each phase will build on the next to ultimately identify near-, mid- and long-term projects guided by our goals, including implementation plans, funding strategies, and systems for tracking and reporting.** DME will serve as a living suite of tools, tracking how projects, programs and policies are implemented, and how much progress we are making toward achieving the plan's goals.



PLAN HIERARCHY.

The Denver Moves Everyone 2050 brand was established to align with DOTI's existing plan structure and will **act as an umbrella document for DenverMOVES subplans**, including Denver Moves Bicycles, Denver Moves Pedestrians and Trails, and Denver Moves Transit.

Denverright.
Your Voice. Our Future.



GAME PLAN
for a Healthy City



Blueprint
Denver



**ONE COMMUNITY
ONE FUTURE
ONE WATER**



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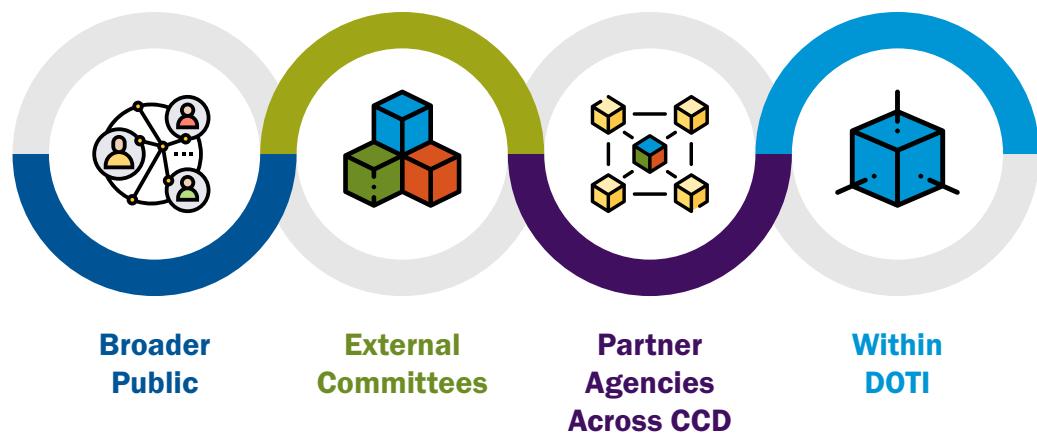


Meaningful and inclusive involvement with the public and key stakeholders, and across numerous departments and divisions across the City and County of Denver, is key to the success of DME.

ENGAGEMENT APPROACH.

EXTERNAL ENGAGEMENT.

We are partnering with key nonprofits and organizations, industry experts and community leaders who will help us connect in a meaningful way with our communities and help us to engage new voices and partners in the project.



INTERNAL ENGAGEMENT.

We are working with staff throughout the City and County to provide strategic advice, review materials and combine outreach efforts to ensure our engagement is comprehensive, efficient and reflects our shared values.

THREE KEY COMPONENTS OF OUR EXTERNAL ENGAGEMENT STRATEGY.

The below strategies each complement each other to ensure the DME project will receive broad participation from people of varied backgrounds, perspectives and interests. Additionally, these tactics will leverage the significant public outreach efforts that have been led recently, and which are currently being led, to minimize engagement fatigue.

The project team will be using all three of these outreach approaches simultaneously and will be closely tracking where and from whom we receive feedback. This will allow the team to adjust our strategies and identify new outreach tactics as needed to ensure the feedback we receive truly represents our diverse city. Additionally, the team will seek opportunities to leverage existing planning work completed by the city to build from past outreach efforts whenever feasible.



1. Citywide Digital Reach



2. Committee & Partner Networks



3. Sub-Area Grassroots Approach

OUR FOCUS

Citywide digital reach includes using online tools to engage at the broadest level. This strategy will help increase overall awareness about the project. Techniques used for this strategy will include online tools, social media, traditional media, surveys, project emails and virtual events.

OUR FOCUS

Working with committee and partner networks will enable us to target specific voices who represent different perspectives and experiences relating to transportation in Denver, with the goal to ensure diverse voices are heard during all phases of plan development, and feedback is used to influence plan outcomes.

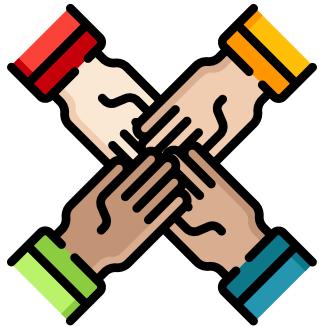
OUR FOCUS

The sub-area grassroots approach will allow us to tailor our messaging to reflect how different geographic areas experience transportation and to ensure all areas of the city are equally represented. The project team has organized the city into six sub-areas to provide a framework for organizing our grassroots outreach efforts, and a unique outreach plan will be developed for each. The number and location of grassroots outreach efforts will be determined based on the results of our city-wide outreach and will focus on filling in gaps in locations where we have received less feedback. Techniques used for this strategy will include pop-up events, local surveys, local media campaigns, focus groups, partnering with ongoing CCD projects and participating in local events. A map of these areas is included on Page 9.



Reach Metrics & Targeted Feedback

Adjust strategies, identify new outreach tactics as needed, and reinforce key components to ensure the feedback received represents our diverse city.



COMMITTEE & PARTNER NETWORK GROUPS.

Several groupings of committees are outlined below. If city council members have suggestions for individuals that should be added to any of these groups, please let us know.

Committee & Partner Network Groups

DOTI ADVISORY COMMITTEE

Goals/Outcomes

Review and provide feedback to DOTI on policy, operational and funding considerations of DME. Committee will be engaged at critical points in the project development.

DME THINK TANK (STEERING COMMITTEE)

Representatives

19 members, 6 appointed by the Mayor and 13 appointed by City Council.

Steering committee that will guide plan development and provide community direction during key technical milestones and outreach phases. This standing committee will be engaged every two months starting in June 2021 through the fall of 2022.

INCLUSIVE VOICES

Multidisciplinary group comprised of leaders from health, innovation, mobility, safety, urban development, climate, community, economic, education and freight organizations.

Provide advice and direction to outreach efforts to craft representative and inclusive plan engagement processes that inform technical work. These individuals and organizations will be engaged consistently throughout the planning process using various tactics including focus groups, coordinating with existing events and information sharing.

COVID TASK FORCE

Civic organizations representing diverse neighborhoods, communities and residents.

Advise on new trends, policies and programs to advance economic and community recovery due to the COVID-19 Pandemic.

FOCUS GROUPS

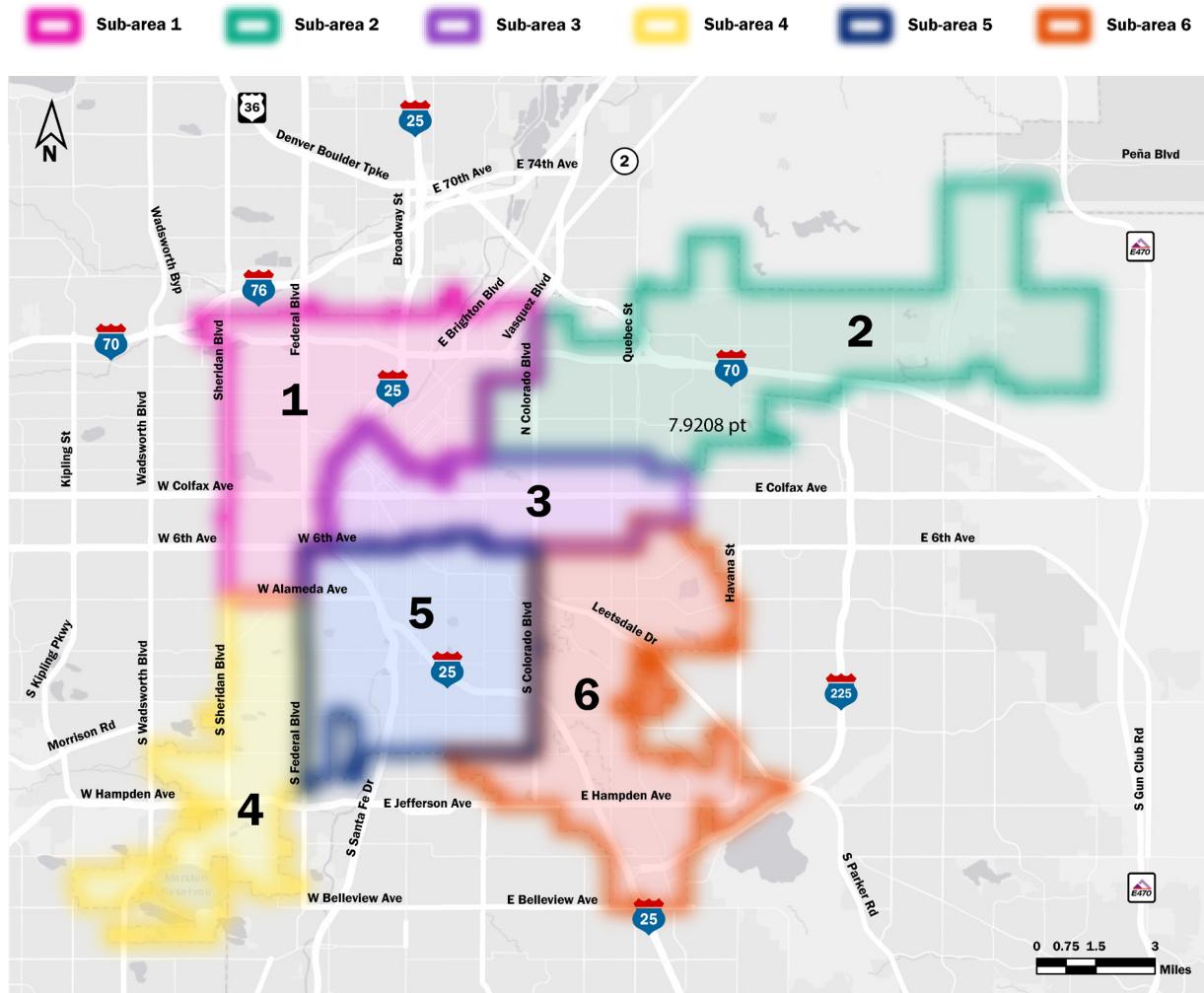
Community and business leaders focused on innovation and technology.

Provide feedback and input into technical focus areas such as: freight, energy and climate, multimodal mobility, technology, and other subject areas. Numerous focus groups will be formed around each topic and engaged during each of the four plan milestones.

Community, public sector and business leaders.



SUB-AREA GRASSROOTS APPROACH.



DME SUB-AREAS.

The project team worked to divide the City into six sub-areas to support outreach efforts for Denver Moves Everyone. The division of the City into these areas was informed by analysis of existing boundaries, ongoing City and County of Denver planning efforts, and areas that had consistent development patterns from a land-use and transportation perspective. The boundaries of these areas are intentionally blurred and are intended to be a tool to orient an inclusive engagement process and provide the ability to tailor messaging to different areas of our large City.



Staff would appreciate your help to get the word out and will be following up with your offices with collateral that you may choose to include in future newsletters, social media channels and during upcoming meetings.

ENGAGEMENT LAUNCH.

In early June, DME will launch our first phase of public engagement, including a fun, interactive online engagement tool that will allow individuals to provide feedback on their transportation priorities in Denver. **The tool will also be used to establish the link between how transportation policy has affected our city historically and how it will continue to in the future, with questions focused on what future people desire.** Feedback from the tool will inform the vision and goals for the project.

In June, the project team is planning to hold the first DME Think Tank meeting, will begin coordinating outreach efforts with the Inclusive Voices group and will begin grassroots engagement in a few key neighborhoods.





DENVER MOVES EVERYONE 2050

Our Vision to
Move People,
Goods & Services

The project is being led by Sam Piper, Principal City Planner with the Denver Department of Transportation and Infrastructure's Planning Division and he can be reached at: samuel.piper@denvergov.org

More information about the project can be found on the project website:
bit.ly/denvermoveseveryone