

Introduction

The primary purposes of the first phase of engagement were to introduce and raise awareness about the project, present information on previous planning efforts and initial findings from the existing conditions analysis, and to listen to the community and stakeholders. The project team offered a handful of engagement events and activities as an opportunity to engage with local residents, business owners, community members, and stakeholders. The following document summarizes these events and activities and the feedback received.

The feedback received through Phase 1, supplemented with existing conditions analysis, informs the development of the project’s vision and goals as well as the identification of improvement concepts.

Community Engagement

Online Information and Activities

At the onset of the project and to support Phase 1 engagement, the city developed a website dedicated to the project: <https://www.westminsterco.gov/72ndAvenueStudy>. During Phase 1 engagement, the project website included introductory information about the project, and a link to two online engagement activities, a comment map and a survey, hosted by Social Pinpoint. The online activities generated 684 total engagements, including 1,775 Impressions, by 612 unique users.

Comment Map

Visitors added 116 pins to the comment map, as well as 430 likes (upvotes) to comments and 89 dislikes (downvotes) to comments. Users were required to select a category for the map pins; the categories included: access/connectivity, beautification/character, bike/pedestrian, economic prosperity, transit, and travel safety. The most selected pin category was bike/pedestrian followed by travel safety, beautification/character, economic prosperity, access/connectivity, and then transit.

The following resounding comments emerged from the online comment map:

- Narrow sidewalks are stressful
- Unkempt character could be improved
- General support for more bike and trail facilities
- Concerns about speeding
- Desire for increased access to food options

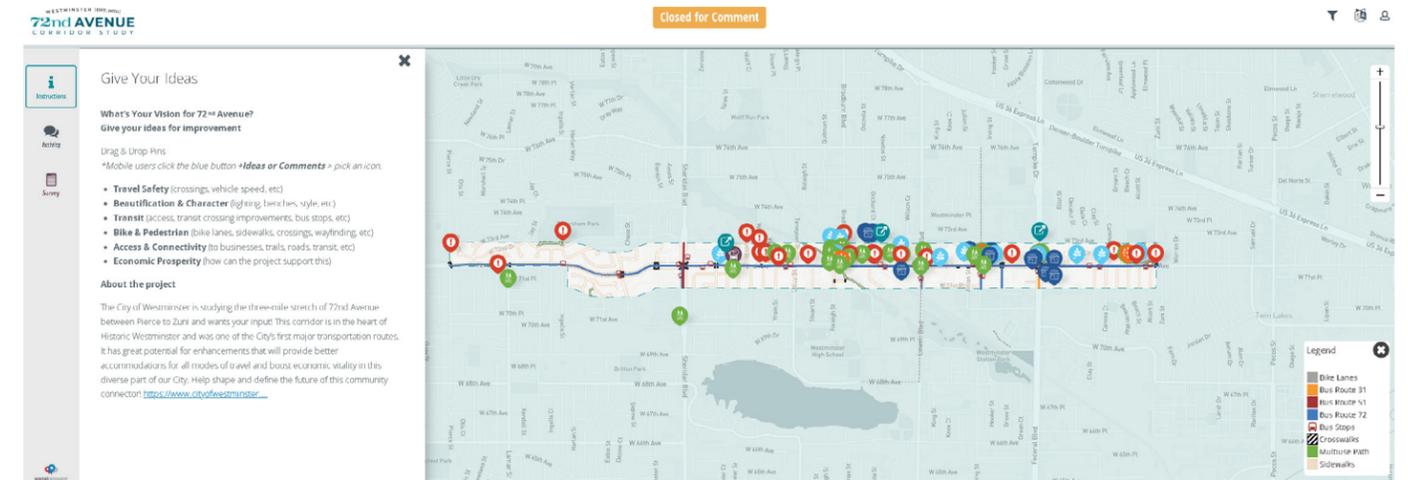


Figure 1: Social Pinpoint Map Feedback

The following comments received more than 10 likes/upvotes:

Comments received at the Summer Block Party:

- “With the Walmart gone, nearby residents no longer have a grocery store close. I’d like to be able to walk to a grocery store or market.”
- Sidewalks are really narrow and close to the road in many places which makes walking along 72nd Ave stressful
- Beautification! We would like to see these planters brought back to life
- “I’d hate to see a travel lane be used for a bike lane. There are many bike lanes in the City that aren’t used at all.”

Comments received via Social Pinpoint:

- Narrow sidewalks along 72nd with poles in the middle of the sidewalk make me avoid 72nd at all when biking. I’ve had to wait for traffic to clear so I can ride in the street and pass certain areas with posts in the middle of the sidewalk. Makes me hesitate to let my kids bike or walk from Sheridan to Lowell along 72nd.
- Improved connectivity to the trail in this area would be a great amenity. Also the sidewalk is not wide enough in this area and a detached sidewalk would create a far better environment to walk.
- Let’s protect this area from cars and build a safe bike/pedestrian area.
- Lowell further south serves as a bike corridor into Denver and this area should be improved with bike infrastructure.
- Something needs to be done with the empty lot East of the old Walmart. It is currently a prime spot for dumping old furniture and other trash.

- Parking for the local businesses would be beneficial.
- Would love to see more food options in this area. Maybe more restaurants, a weekend farmer's market, or small grocery store with local produce and goods would be great!
- We need traffic control in this entire area, it is like a race track which is no surprise since nobody ever gets pulled over and ticketed."
- There are several concrete planters along 72nd that are not maintained and either are full of weeds and/or trash or have half dead scraggly bushes. These are an eyesore. There are also several businesses with weedy and poorly kept parking lots. These businesses make the whole area look derelict.
- We need a grocery store off of Federal and 72nd. Right now you can't just run quickly to the grocery store.

Online Survey

Visitors to the site were also provided with an optional survey; 36 responses were received. When asked about typical travel on 72nd Avenue, the majority of respondents indicated that they drive the corridor, followed by walking, then biking, then transit. When asked about the primary idea or wish to improve 72nd Avenue, the top answers were for bike/pedestrian and sidewalk improvements. This was followed by economic/beautification. Lastly, when asked about using/ accessing different modes of travel in the future, there was a resounding desire to be able to walk, bike, and take transit; 79 out of 105 responses (over 75%) desired to take these modes in the future.

Community Events

The project team was available at two community events, including:

- **Friday, June 2:** Summer Block Party in Historic Westminster at 73rd Avenue and Bradburn Boulevard
- **Friday, June 23:** Neighbor Nights at Fireman Park

The two community events were a time to introduce and raise awareness about the project and to have conversations with community members regarding their thoughts on 72nd Avenue. The activities available at the events mimicked the online activities. The project team had numerous conversations with community members, many of whom live proximate to 72nd Avenue, about their current experience when traveling along the corridor.



Figure 2: Neighbor Nights Event

The comments received at the events were added to the online commenting map to allow online participants a way to see the feedback received in-person.

Stakeholder Engagement
Community Advisory Committee

On June 27, 2023, the project team convened the first meeting of the Community Advisory Committee (CAC). The CAC is a group of stakeholders with a vested interest in the transportation and economic vitality of the 72nd Avenue corridor. The CAC includes representation from the Westminster Chamber of Commerce, Mile High Connects, Westminster Public Schools, Jefferson County, Bike Jeffco, Jefferson County Housing Authority, CDOT, RTD, and DRCOG.

The purposes of this first meeting were to introduce the project, review highlights and key findings for the existing conditions analysis, introduce the character areas, and complete a visioning exercise.



Figure 3: CAC Walking Tour

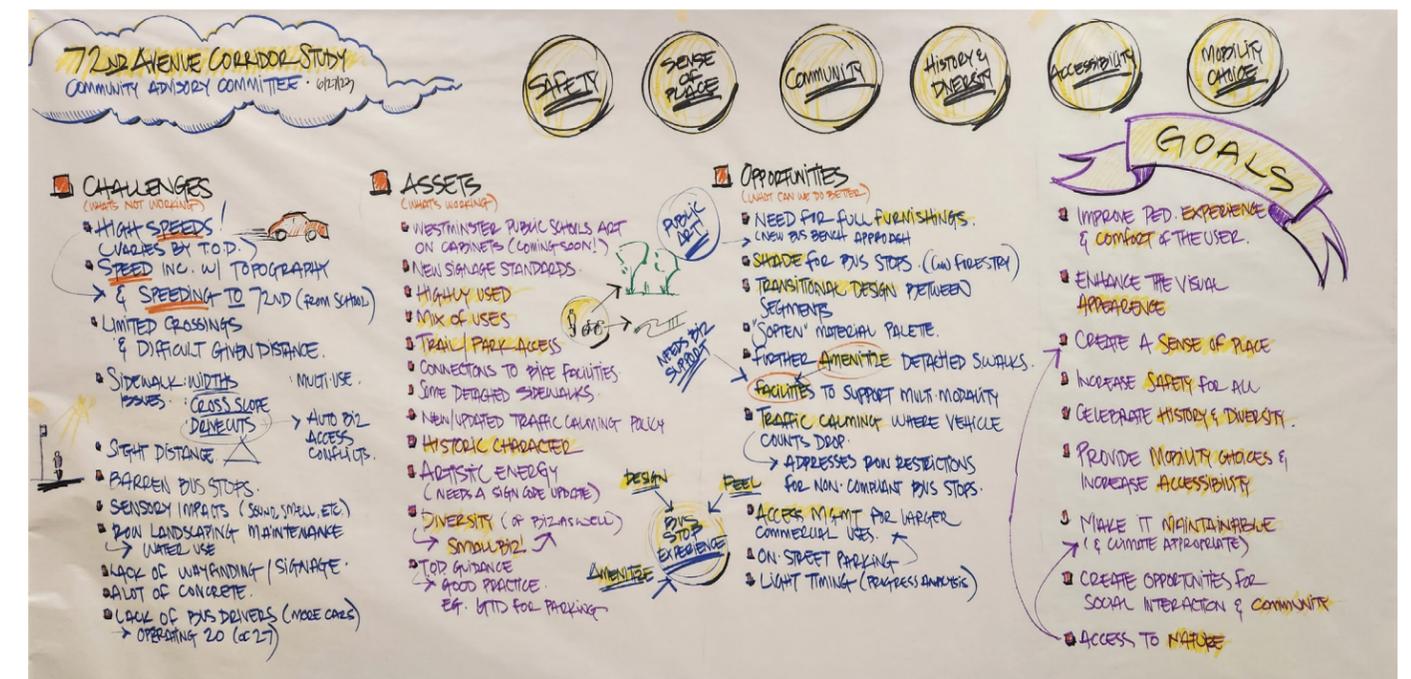


Figure 4: CAC Visioning Exercise

Prior to the meeting, attendees participated in a walking tour along the corridor (see Figure 49). This experience informed the responses and dialogue as a part of the visioning exercise. The visioning exercise was the focus on the meeting; attendees discussed the challenges, assets, and opportunities.

The feedback was synthesized into the following ideas for study goals:

- Improve the experience and comfort of the user
- Enhance the visual appearance
- Create a sense of place
- Increase safety for all
- Celebrate history and diversity
- Provide mobility choices and increase accessibility
- Make It maintainable (and climate appropriate)
- Create opportunities for social interaction and community
- Access to nature

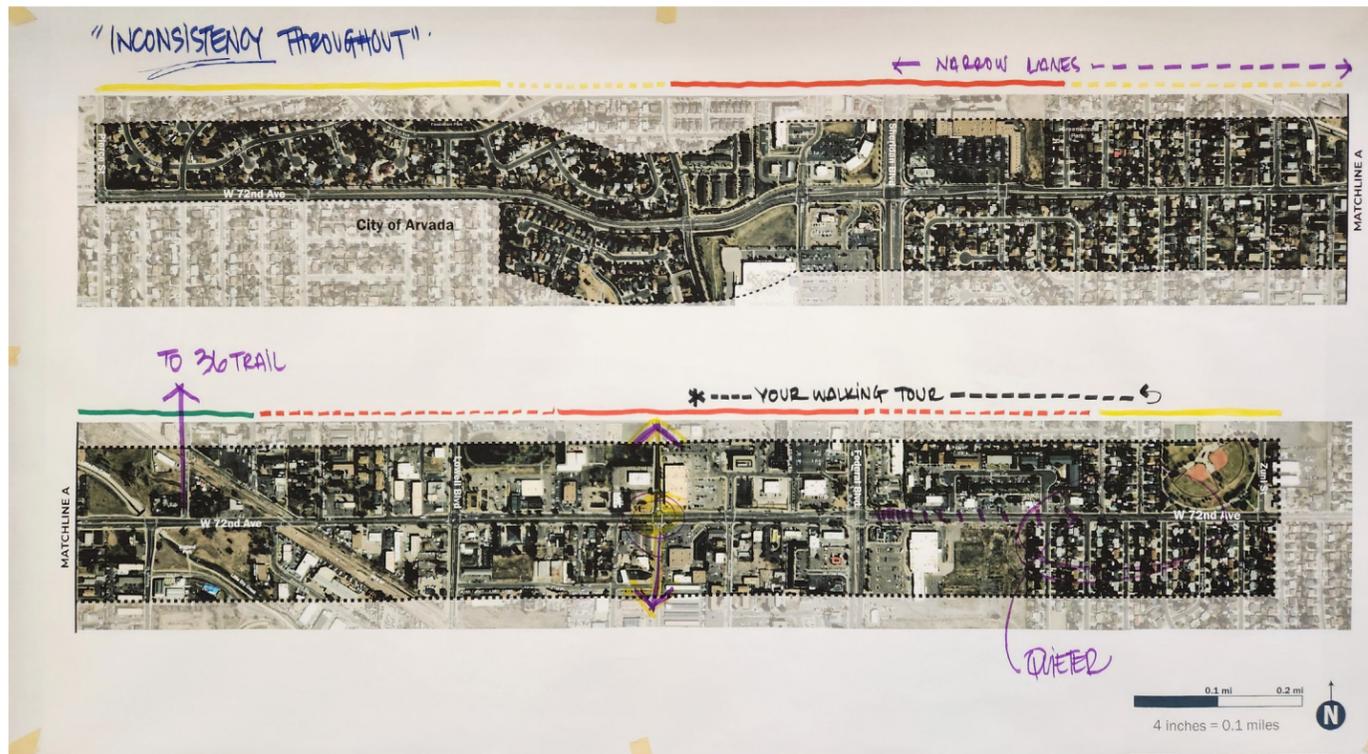


Figure 5: CAC Wall Map Graphic Feedback