

Introduction

The primary purposes of the second phase of engagement were to:

- Introduce the two conceptual designs and their respective improvement components to the community and stakeholders
- Collect feedback on preferred alternatives
- Educate the Westminster community on the project

This engagement phase ran from April through July 2024 and included:

- Two pop-ups at existing community events, including the Summer Block Party right along the corridor and a Movie Night at Westminster High School.
- A continuation of targeted outreach to business owners, community members, and stakeholders.
- Digital engagement that featured interactive representations of the corridor concepts and survey questions.

Community Engagement

Online Information and Activities

During Phase 2 engagement, the project website was utilized to provide updates on the study and to promote the virtual feedback opportunities. The team implemented online engagement tools hosted on a Social Pinpoint page to inform and consult with participants. Digital content featured the final two design concepts: “Break the Barrier” and “Calm the Traffic.” The site included two interactive “hot spot” maps where visitors could learn about each concept by clicking on flashing icons noting potential corridor improvements.

Additionally, visitors had an opportunity to help prioritize concept elements and share open-ended comments.

By the numbers on Social Pinpoint

- **1,547** page views on Social Pinpoint
- **777** visits
- **336** viewed “Break the Barrier”

- **202** viewed “Calm the Traffic”
- **621** unique visitors
- **160** survey responses
- **88** responses to “Break the Barrier”
- **72** responses to “Calm the Traffic”
- **52** open-ended responses/comments

Online Surveys

Respondents were asked to indicate their current mode of travel. They were also asked if any of the improvement concepts would encourage them to change their current mode of travel or consider an additional mode of travel. Respondents were asked which of the key features of each concept were most likely to achieve the goal of the concept (to “break the barrier” and to “calm traffic”).

“Break the Barrier”

“Break the Barrier” is a concept that may mean a variety of things to community members depending upon how they currently travel and for what reasons. Due to the more complex nature of this concept, survey questions were more in depth with categories. Respondents were asked to indicate which of the features from the concept were most likely to:

- Enhance North/South Connectivity
- Increase Safety
- Increase Comfort & Livability
- Support Efficiently Traveling Around Westminster

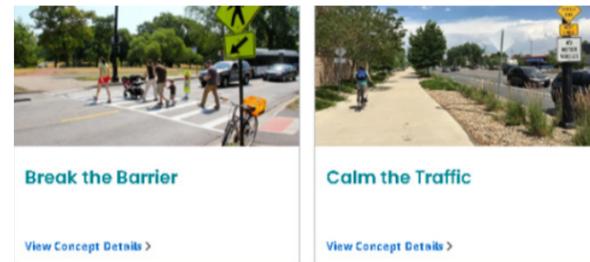


Figure 1: Surveys for Both Concepts



Figure 2: Images for Proposed Improvements

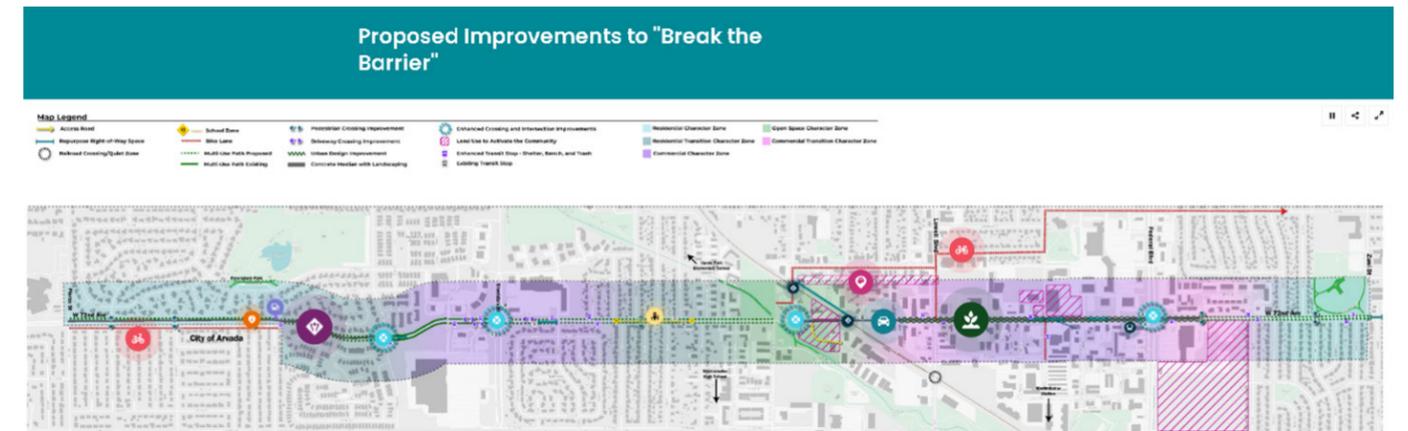


Figure 3: “Break the Barrier” Hotspot Map

Respondents to this survey indicated they are primarily vehicle drivers and pedestrians with a small percentage of the other modes of travel (see Figure 54).

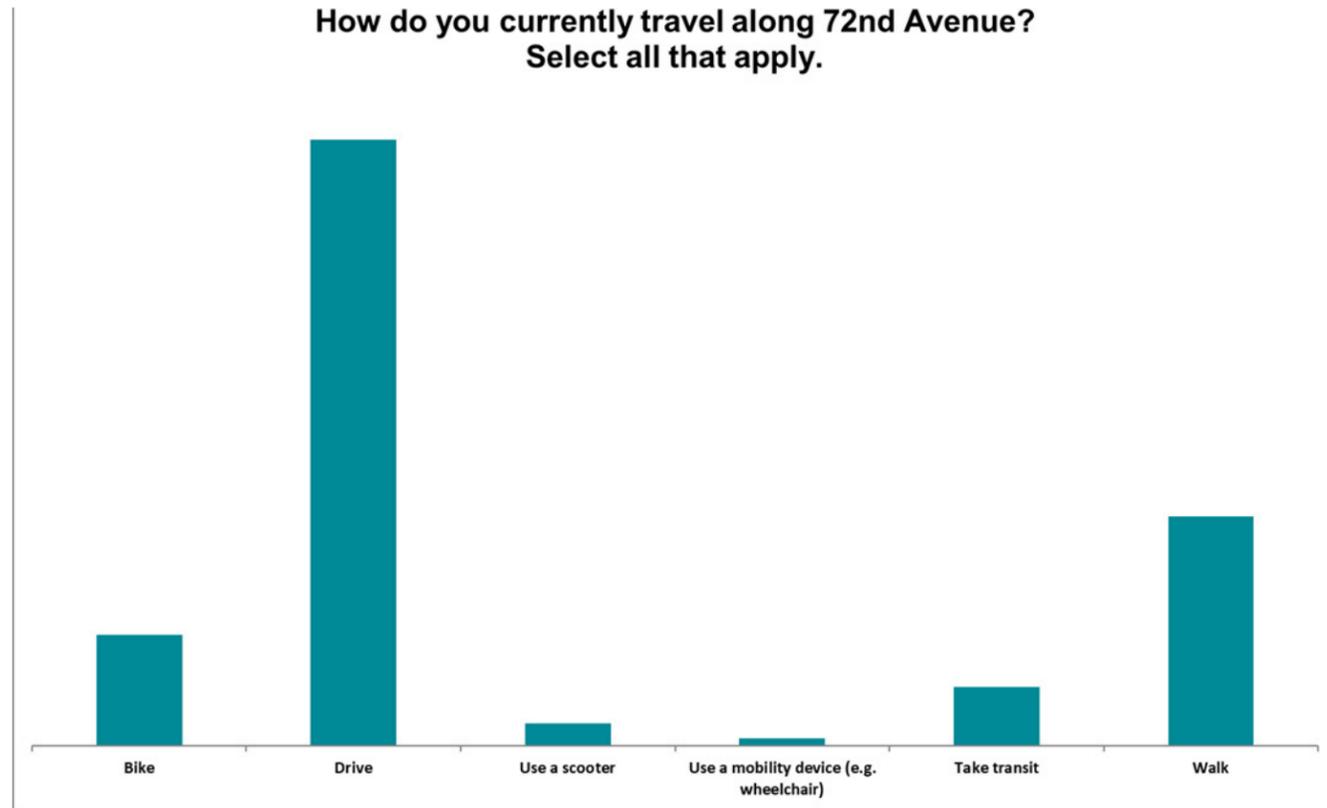


Figure 4: “Break the Barrier” Current Mode of Travel Survey

Respondents were asked if potential improvements would encourage them to use a different mode of transportation. Pedestrian improvements ranked highly along with intersection improvements. It is favorable that all recommended improvements were indicated as an opportunity to consider different modes (see Figure 57).

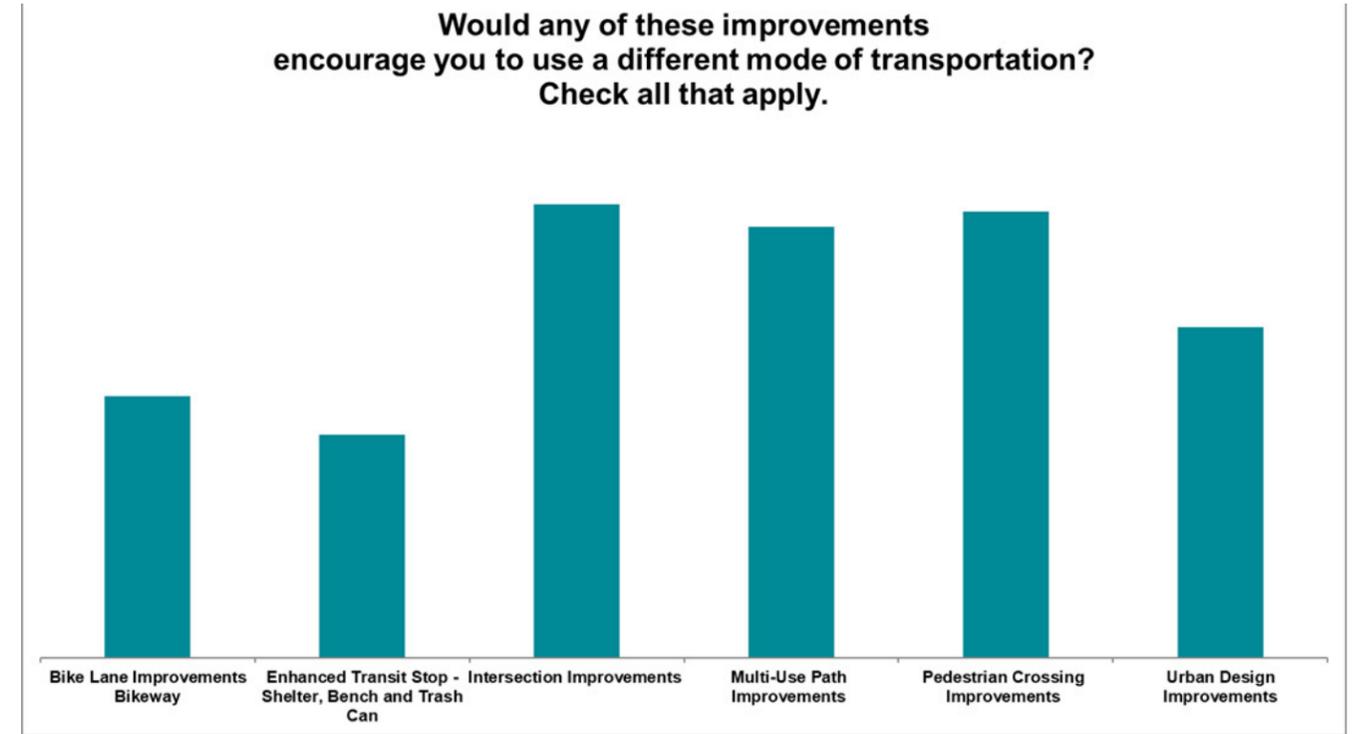


Figure 5: “Break the Barrier” New Modes of Travel Survey

North/South Connections

The most likely improvements to enhance north/south connectivity are pedestrian crossings followed closely by the multi-use path and intersection improvements. The least likely way to enhance north/south connectivity was bike lanes (see Figure 56).

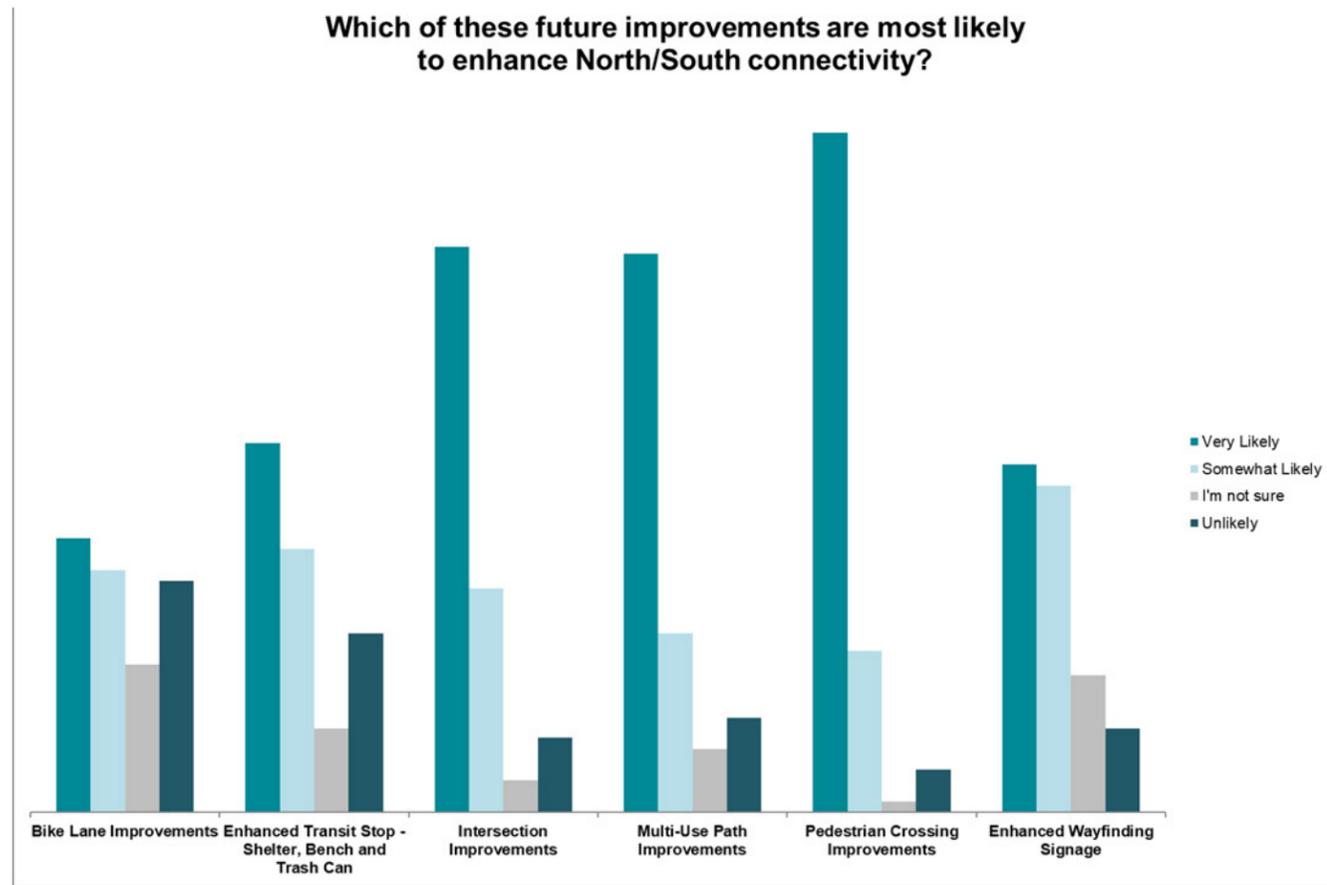


Figure 6: “Break the Barrier” North/South Connections Survey

Safety

The improvements most likely to increase safety in the corridor included pedestrian crossings and intersection improvements followed closely by the multi-use path and bike lanes. The least likely to impact safety was the landscaped median (see Figure 57).

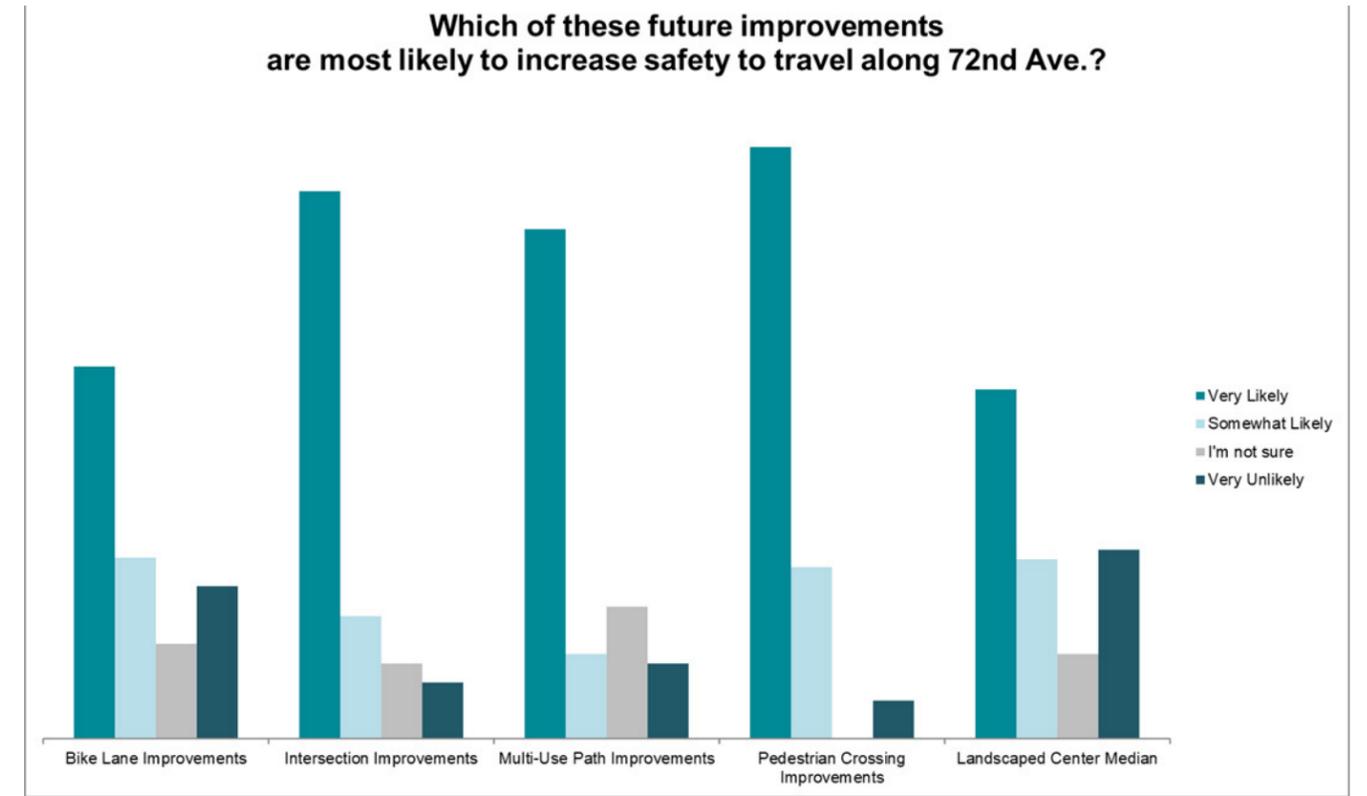


Figure 7: “Break the Barrier” Safety Survey

Comfort and Livability

The improvements most likely to improve comfort and livability were business revitalization and urban design and streetscapes. The least likely to impact comfort and livability was public art (see Figure 58).

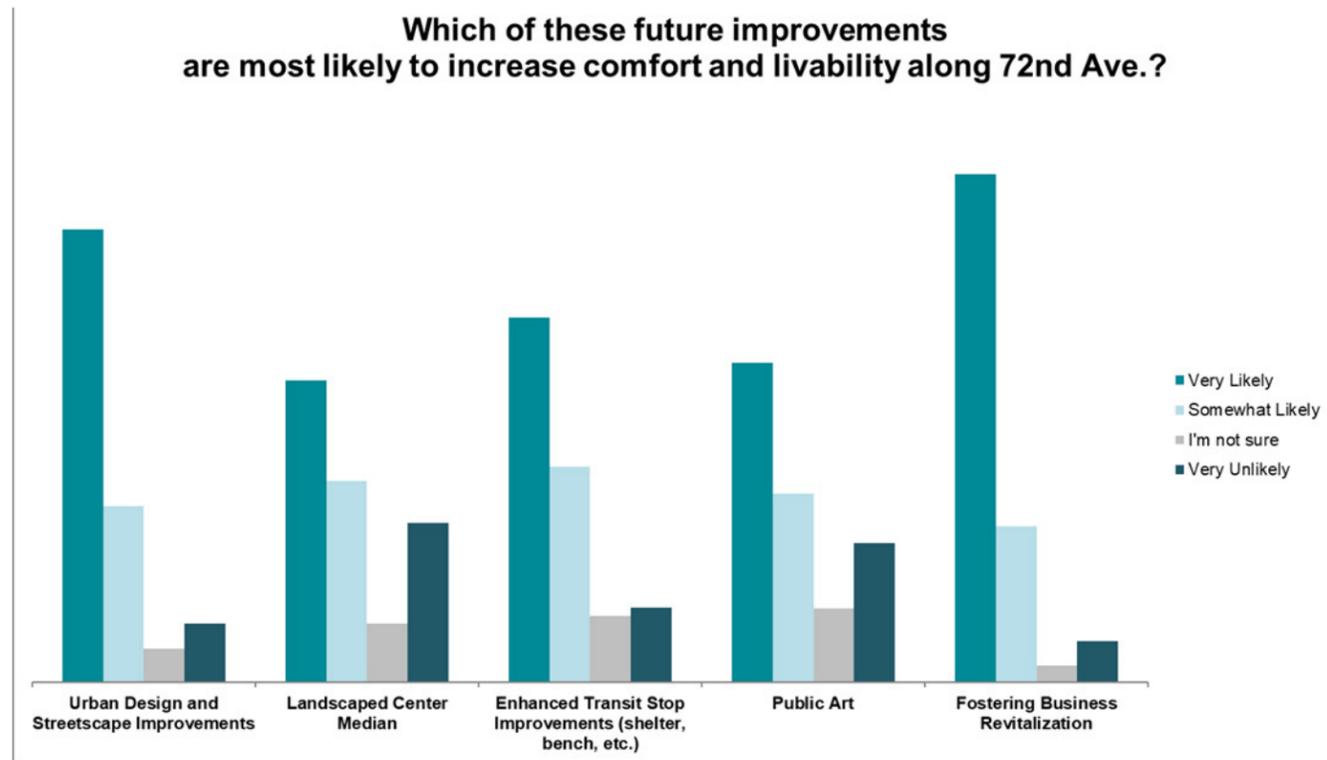


Figure 8: “Break the Barrier” Comfort & Livability Survey

Getting You Where You Need to Go

The most likely improvements to help respondents move in and around the corridor included pedestrian crossings and intersection improvements followed closely by the multi-use path. The least likely to achieve this outcome was bike lanes (see Figure 59).

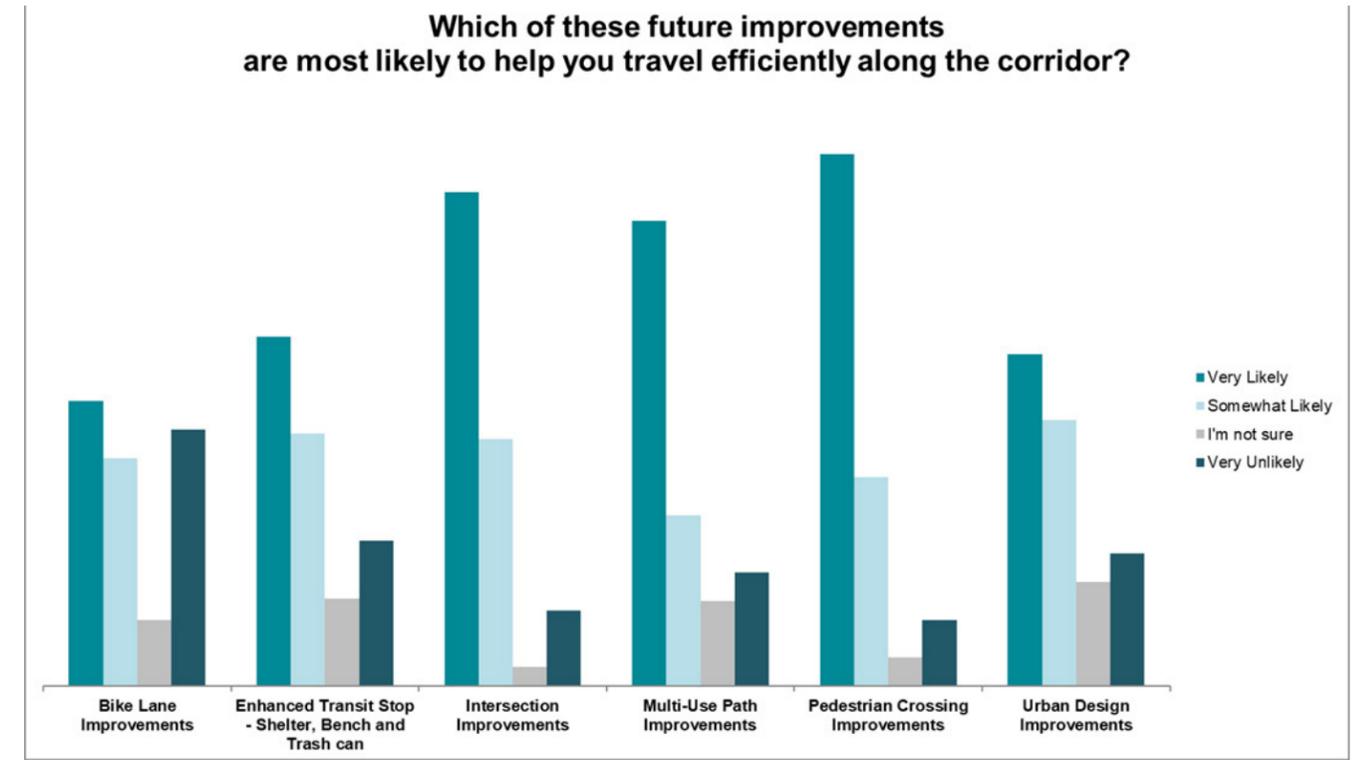


Figure 9: “Break the Barrier” Getting You Where You Need to Go Survey

The following comments emerged from the “Break the Barrier” online survey:

- Landscaping improvements are desperately needed to increase livability
- Increased pedestrian access and safety is needed at Raleigh and Zuni Streets within the school zones.
- Better lighting would improve safety and deter crime.
- Focus on critical safety improvements before worrying about aesthetics.
- More ADA-accessibility, sidewalks that don't stop and pedestrian overpasses to safely cross areas like 72nd and Sheridan/Federal.

“Calm the Traffic”

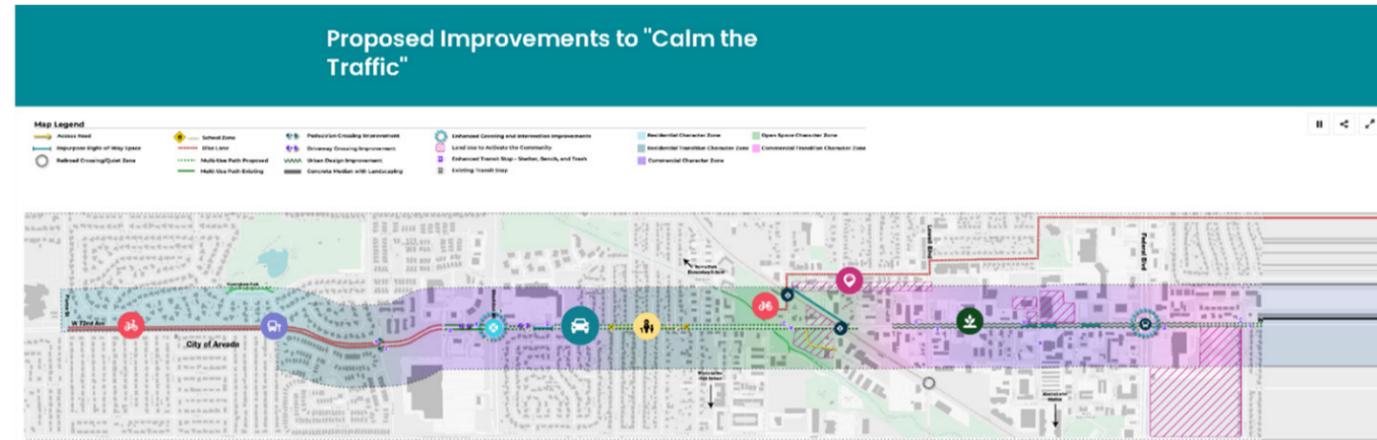


Figure 10: “Calm the Traffic” Hotspot Map

Of the 59 respondents to this survey, most indicated driving followed by walking and biking as current modes of travel. No responses were noted for transit, mobility devices or the use of a scooter (see Figure 61).

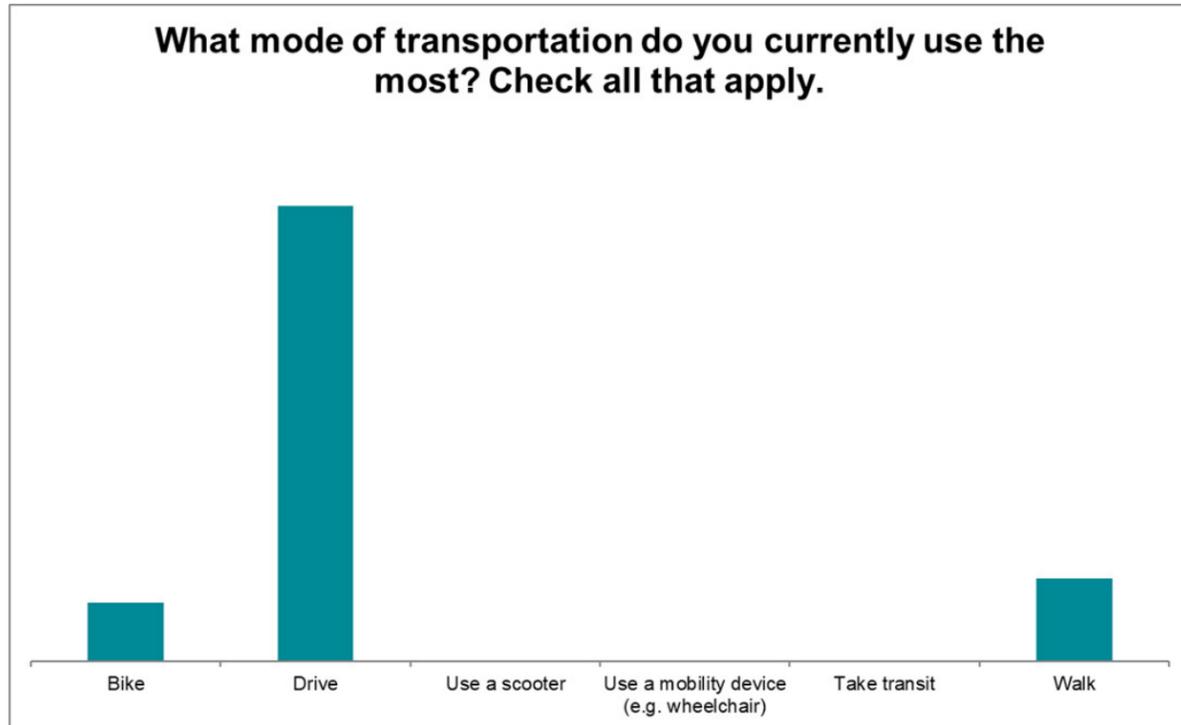


Figure 11: “Calm the Traffic” Current Mode of Travel Survey

Respondents were asked which of the key features from the concept were most likely to help calm traffic. Intersection improvements, high visibility crossings and lane repurposing received the most favorable responses. The least likely improvement was noted as the low-stress bikeway followed closely by bike lanes (see Figure 62).

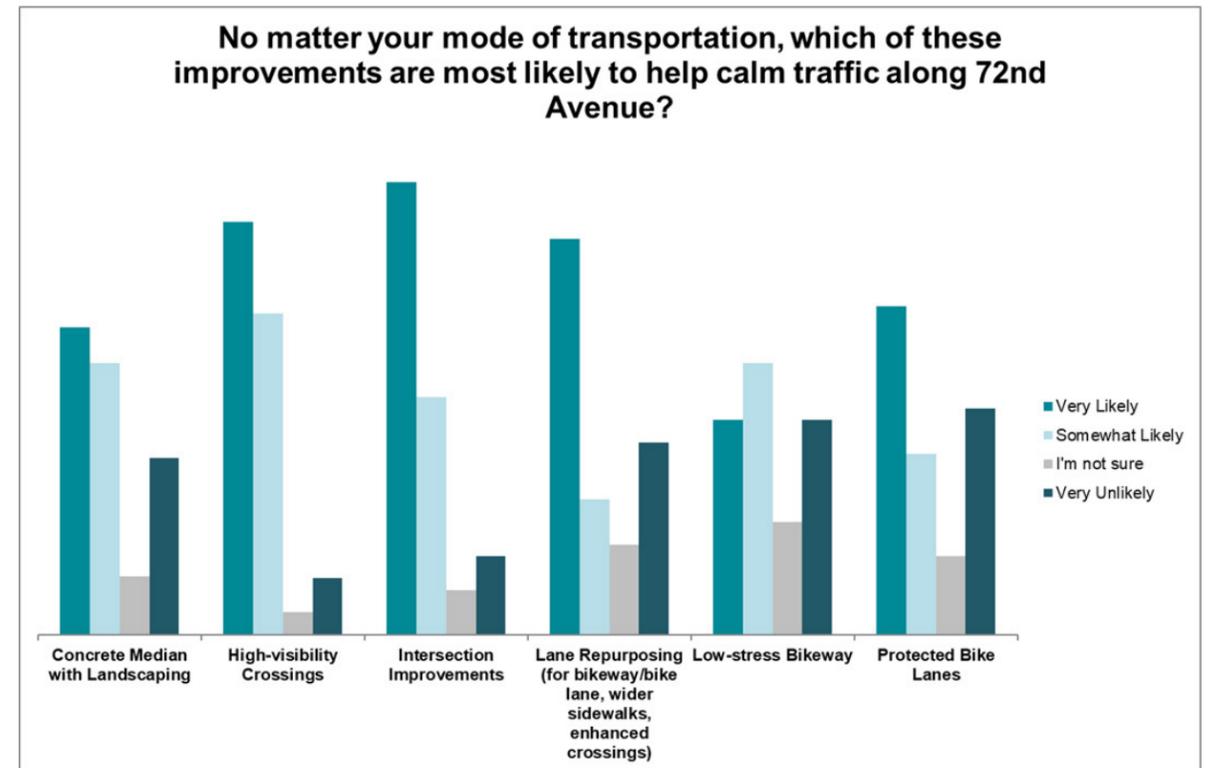


Figure 12: “Calm the Traffic” Survey

Respondents were asked if any of the improvements would encourage a different mode of transportation. Each improvement received votes with high-visibility crosswalks having the highest number and enhanced bus stops having the lowest (see Figure 63).

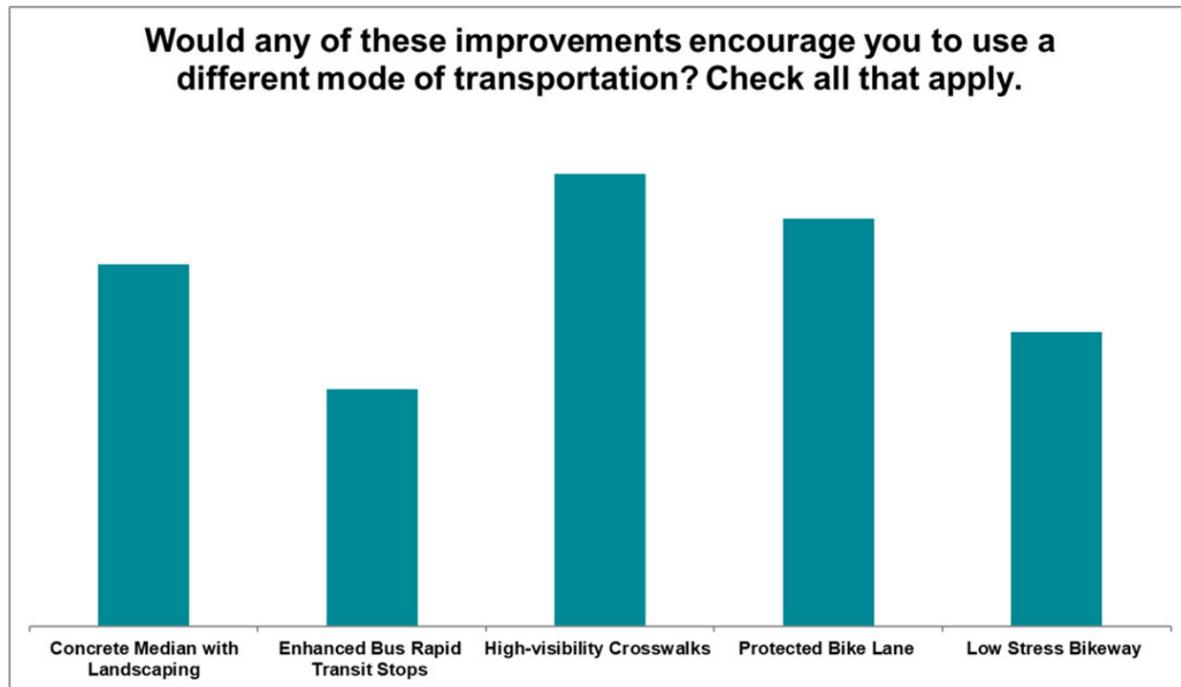


Figure 13: “Calm the Traffic” New Modes of Travel Survey

The following comments emerged from the “Calm the Traffic” online survey:

- There is too much traffic on 72nd Avenue to support any fewer lanes.
- Improving landscaping and art in the neighborhood would be appreciated.
- Traffic needs to be slowed down due to high rates of speed and racing.
- Protected bike lanes would need to make cyclists visible to turning cars.
- Repurposing lanes will increase driver frustration and likely result in dangerous lane changes.

Community Events

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

- **Friday, June 7:** Summer Block Party in Historic Westminster at 73rd Avenue and Bradburn Boulevard
- **Friday, June 14:** Neighbor Movie Night at Westminster High School

The two community events offered the opportunity to show the “Break the Barrier” and “Calm the Traffic” design concepts and to collect feedback on which improvement categories were most important to attendees. The activities available at the events mirrored the virtual engagement activities on Social Pinpoint.

Through conversations with community members, many of whom live near 72nd Avenue, the following categories received a total of 60 votes on poster boards with sticker dots. The top priorities included:

- **Comfort & Livability** – 20.5 votes
- **Safety** – 18.5 votes
- **Calming the Traffic** – 13 votes
- **North/South Connections** – 5 votes
- **Getting where you need to go** – 3 votes

Communications and Marketing

The Westminster communication staff pushed content on social media platforms (see Figure 64) and in a city-wide newsletter that was published in late July. Additionally, Westminster Public Schools shared content on their social media platforms to reach parents and students.

As noted earlier in the summary, the Community Development staff sent email communications to the business owners along the corridor to engage in the survey.

Business cards were also posted in the lobby of the Westminster municipal building.

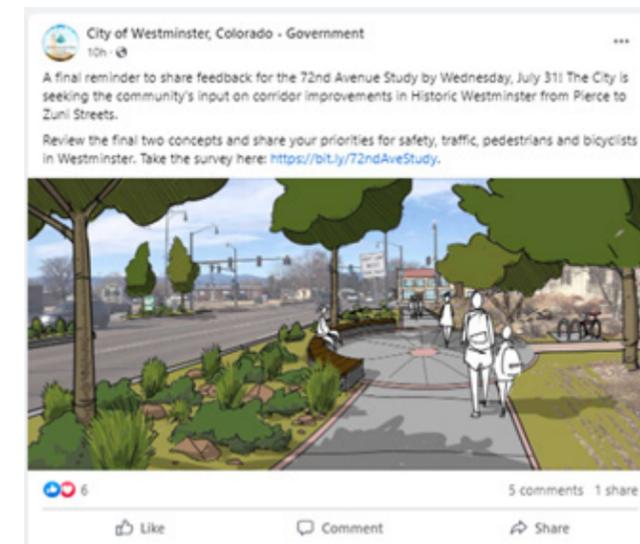


Figure 14: Example Social Media Post

Stakeholder Engagement

The project team met with the CAC in April 2024 during Phase 2 engagement. The meeting provided a project recap of takeaways from existing conditions, then focused most of the time on soliciting feedback from the CAC on the two project alternatives. The concept maps were paired with 3D graphics of detailed improvements, all of which were printed out at large scale. Attendees were encouraged to provide feedback by adding green dots to show support and yellow dots to indicate concern and add sticky notes and verbal feedback for greater background.



Figure 15: CAC Member Discussion

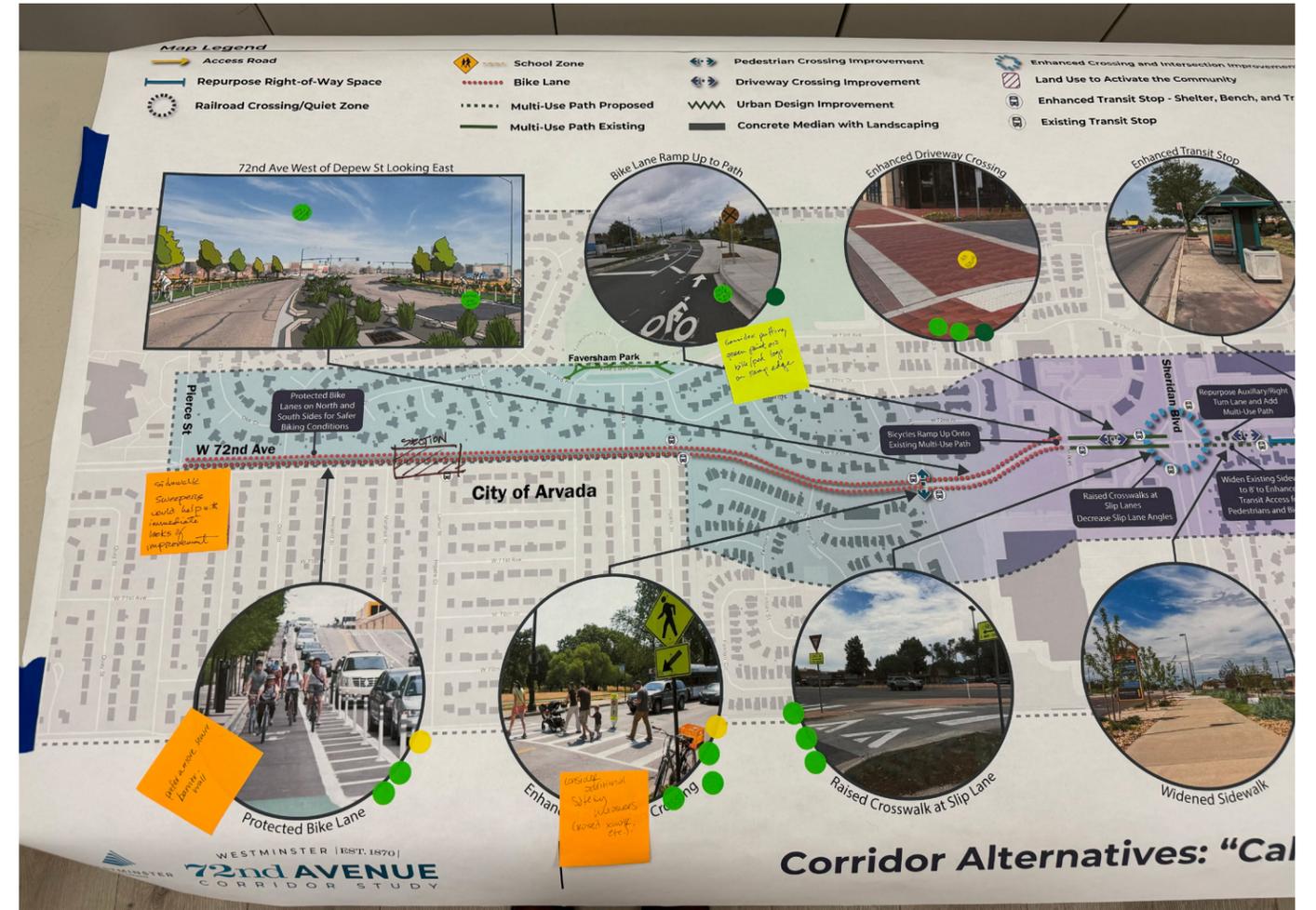


Figure 16: CAC Meeting “Calm the Traffic” Feedback