

A

Stakeholder and
Public Engagement

MEMORANDUM

Date: September 19, 2018
To: RTD Local Government Meeting Participants
From: Brian Welch, RTD
Cady Dawson, Felsburg Holt & Ullevig
Holly Buck, Felsburg Holt & Ullevig
Re: RTD Regional BRT Feasibility Study
Project Announcement Social Media Campaign

Background

On June 13, 2018, RTD hosted a Local Government Planning Meeting at their offices at 1600 Blake Street and invited representatives from municipalities and counties from across the Denver Metro Area. At that meeting, the consultant team, Felsburg Holt & Ullevig, provided an overview of the Regional BRT Feasibility study that RTD kicked off in February of 2018.

One of the discussion items at the Local Government Planning meeting was the need to implement a public information campaign to inform the public about the Regional BRT Feasibility Study and to invite them to visit the project website to learn more. As a direct result, the project team has developed a “Social Media Campaign” with pre-prepared social media posts for use by the local agencies with an associated timeline for distribution (see page 2).

Social Media Posts, Formats, and Timeline

Three social media posts have been developed for use by local agencies (examples on pages 2 and 3). Each post is sized and ready for immediate use on the following platforms:

- Twitter (16:9)
- Facebook (1.91:1)
- Instagram (1:1)
- Blog Post (16:9)

Recommended Social Media Campaign Implementation Timeline

Date	Post Name	File Name
Mon., October 1	Planning. Yep, planning.	1 RTD BRT – [social media platform name]
Mon., October 8	Hop on board!	2 RTD BRT – [social media platform name]
Mon., October 15	Conducted initial analysis.	3 RTD BRT – [social media platform name]

Post #1 (August 29th)



WHAT HAS RTD BEEN UP TO LATELY YOU ASK?
PLANNING. YEP, PLANNING.

PLANNING FOR THE
FUTURE OF HIGH-CAPACITY
RAPID TRANSIT
(AKA BUS RAPID TRANSIT OR BRT).

Post #2 (September 5th)



HOP ON BOARD!

RTD IS CONDUCTING A FEASIBILITY STUDY TO PRIORITIZE LOCATIONS FOR BUS RAPID TRANSIT IN THE DENVER METRO AREA.



LEARN MORE AND PROVIDE COMMENTS AT
RTD-DENVER.COM/BRT-STUDY.SHTML

Post #3 (September 12th)

RTD HAS CONDUCTED ITS INITIAL TECHNICAL ANALYSIS TO IDENTIFY FUTURE HIGH-PRIORITY BUS RAPID TRANSIT (BRT) CORRIDORS.



LEARN MORE AND PROVIDE COMMENTS AT
WWW.RTD-DENVER.COM/BRT-STUDY.SHTML

Questions & Support

Should you have any questions regarding the implementation of this social media campaign, please contact:

Cady Dawson, Consultant Public and Stakeholder Engagement Lead
Felsburg Holt & Ullevig
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303-721-1440

Brian Welch, BRT Feasibility Study Project Manager
Regional Transportation District
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303-299-2404

Project Website

RTD BRT Feasibility Study webpage: www.rtd-denver.com/BRT-study.shtml

Project Overview

ABOUT THE REGIONAL BRT FEASIBILITY STUDY

The Regional BRT Feasibility Study will evaluate future corridors within the RTD service area through a data-driven tiered evaluation process. At the conclusion of the study, three to five corridors will be identified for future bus rapid transit investment.

EVALUATION OF POTENTIAL BRT CORRIDORS

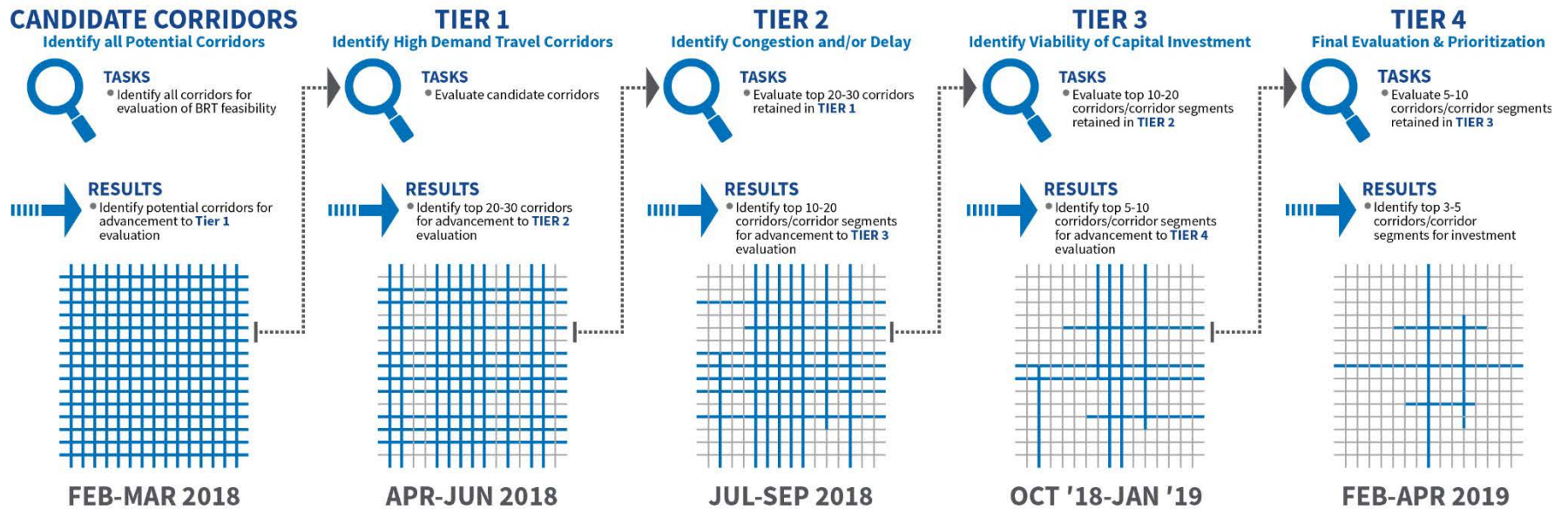
A set of evaluation principles were developed to guide the evaluation of the corridors. The evaluation principles will ensure that the outcomes of the analysis align with the needs and vision of the region.

CORRIDOR EVALUATION PRINCIPLES

- Provides connectivity and access
- Increases ridership
- Enhances expandability, equity and sustainability
- Ensures cost effectiveness
- Aligns with state and local agency recommendations
- Considers technological innovation/smart cities
- Adheres to FAST Act BRT definition
- Integrates engineering/operation feasibility and safety
- Acknowledges potential environmental impacts
- Capitalizes on financial resources

Utilizing the evaluation principles, a 4-tiered evaluation process will be used to evaluate all potential BRT corridors. The 4-tiered evaluation process will begin by identifying possible candidate corridors or potential corridors for BRT throughout the Denver metro area and will result in the top 3 to 5 priority corridors for future BRT.

BRT FEASIBILITY STUDY TIERED EVALUATION PROCESS



Regional BRT Feasibility Study

Community Survey
Summary

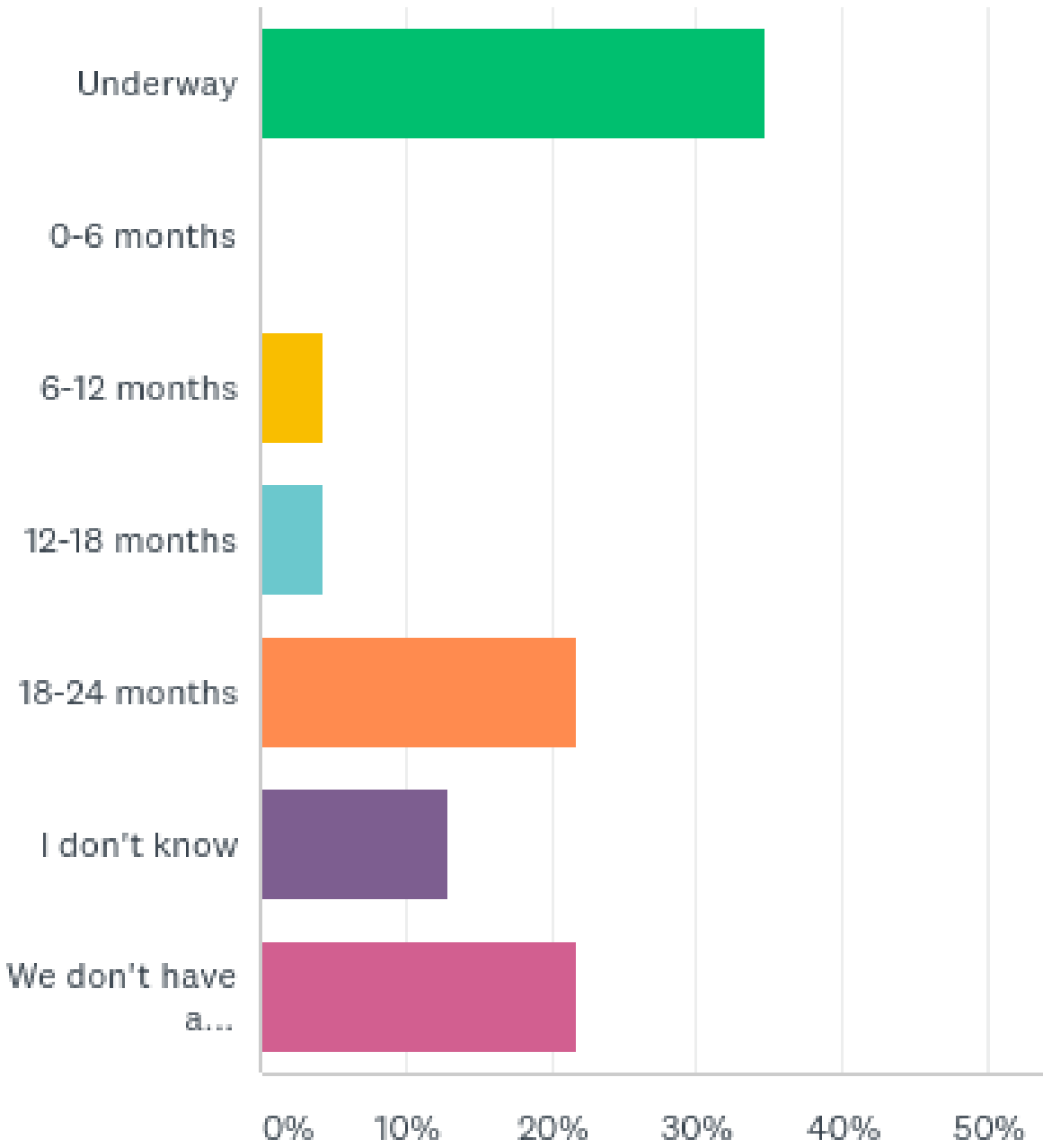
23

**Total
Responses**

Complete
Responses: 17

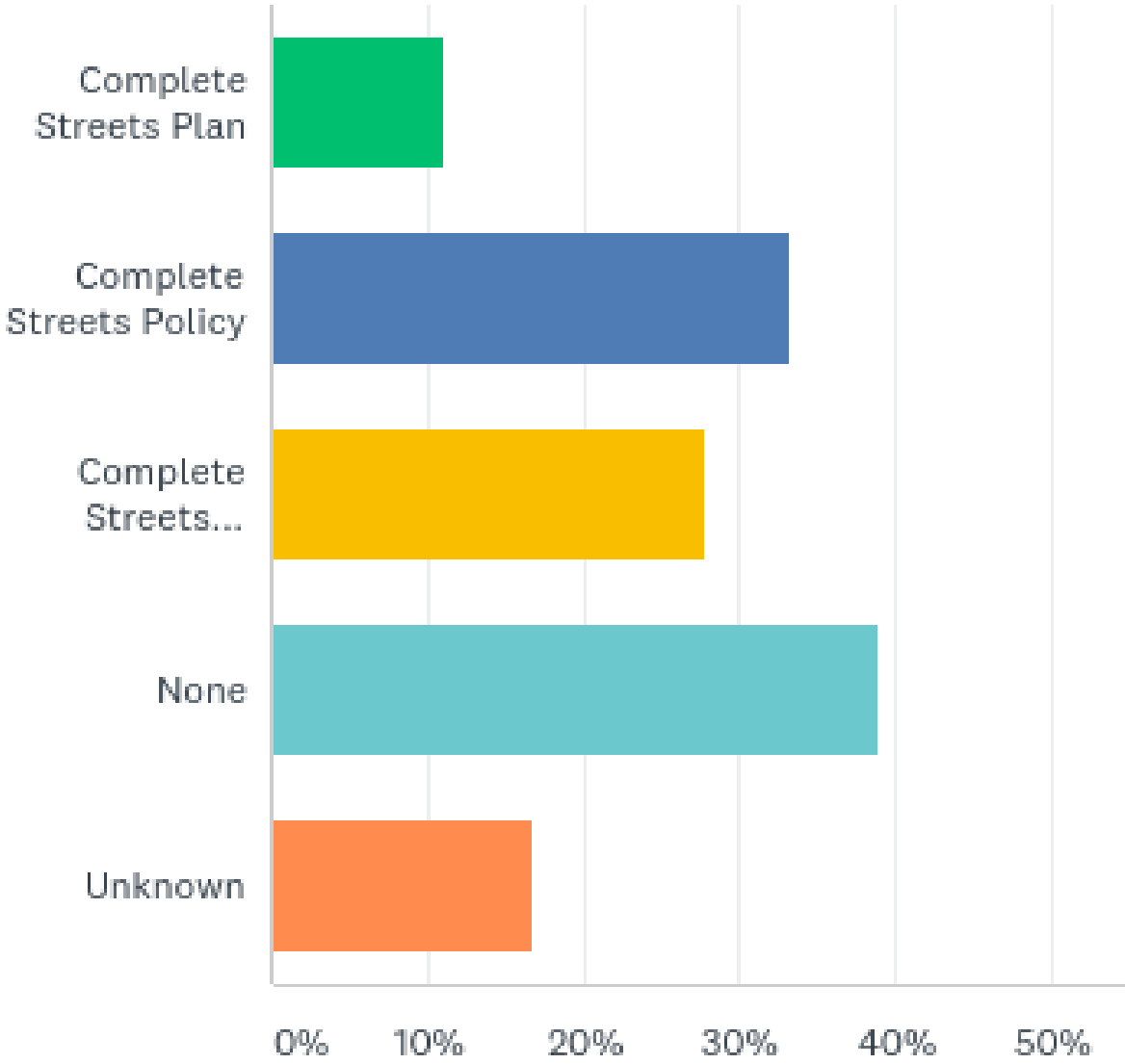
Q2: When will your agency complete the next update of its Transportation Plan?

Answered: 23 Skipped: 0



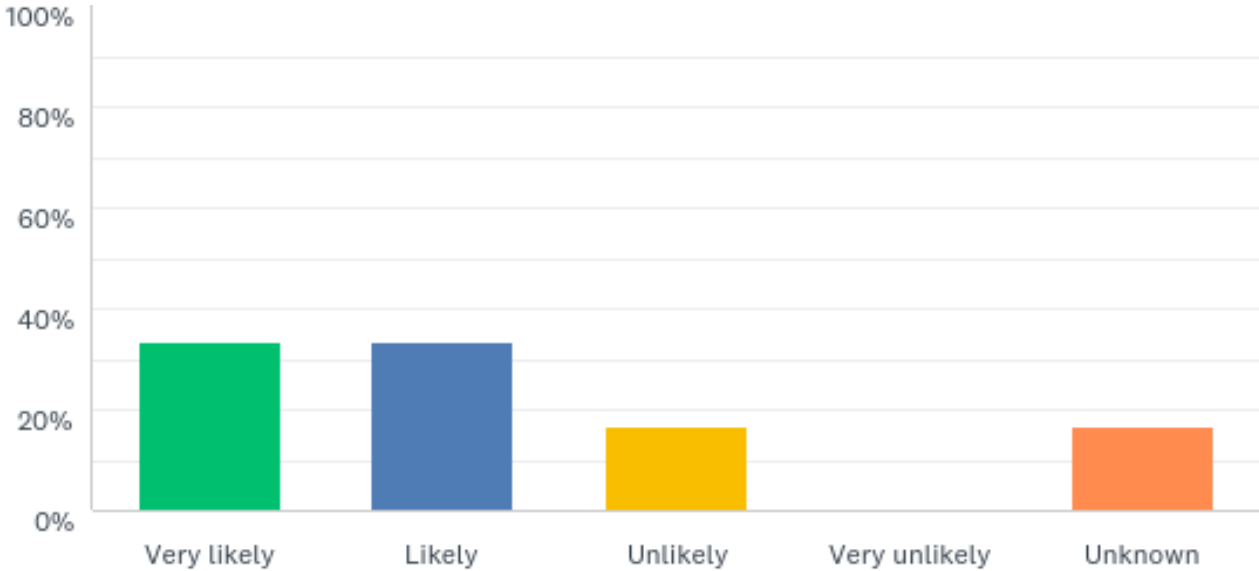
Q4: Does your agency have any adopted Complete Streets plans, policies, or guidelines? Select all that apply.

Answered: 18 Skipped: 5



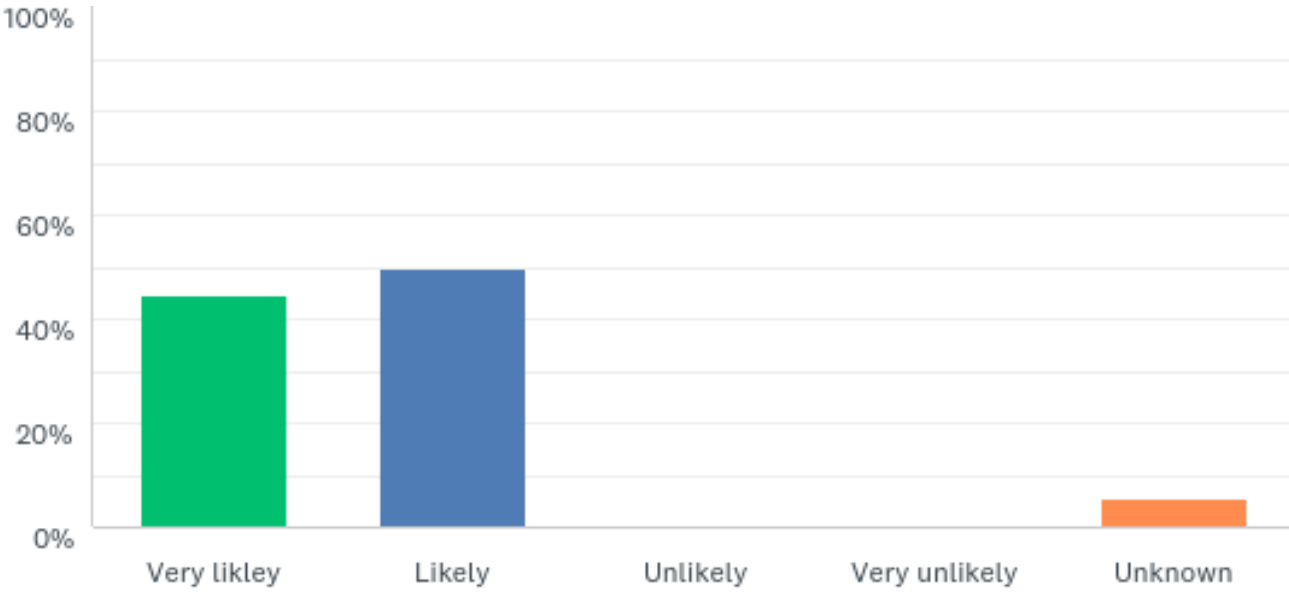
Q5: In your opinion, how likely is your agency to support BRT at the policy level?

Answered: 18 Skipped: 5



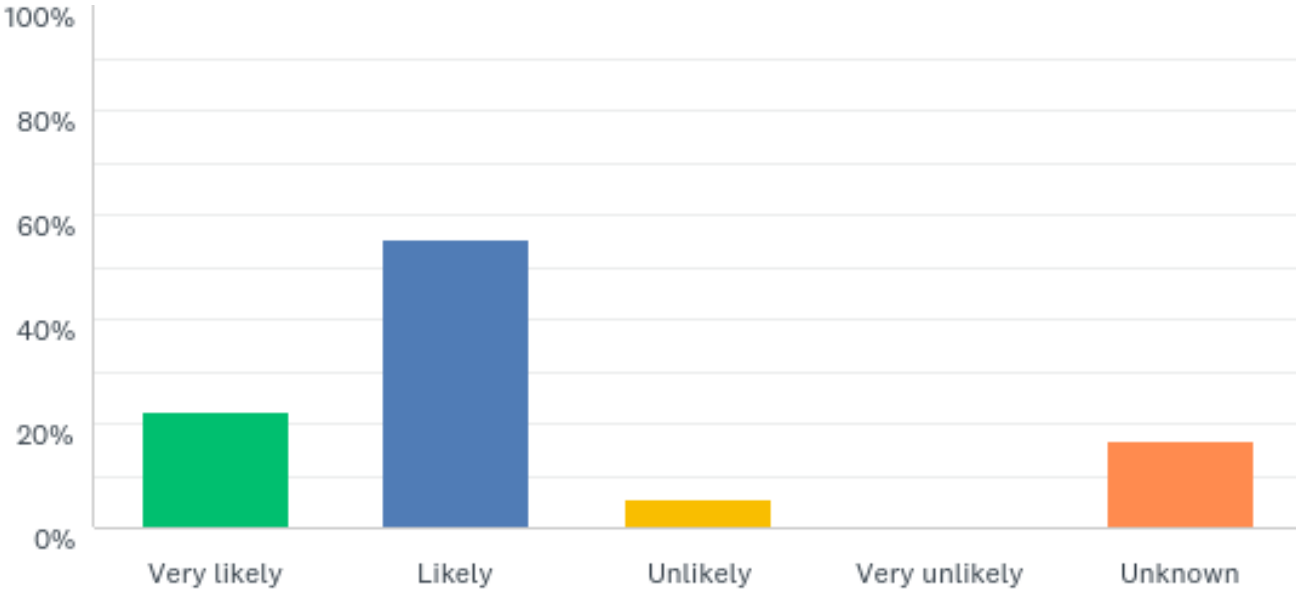
Q6: In your opinion, how likely is your agency to support BRT at the planning level?

Answered: 18 Skipped: 5



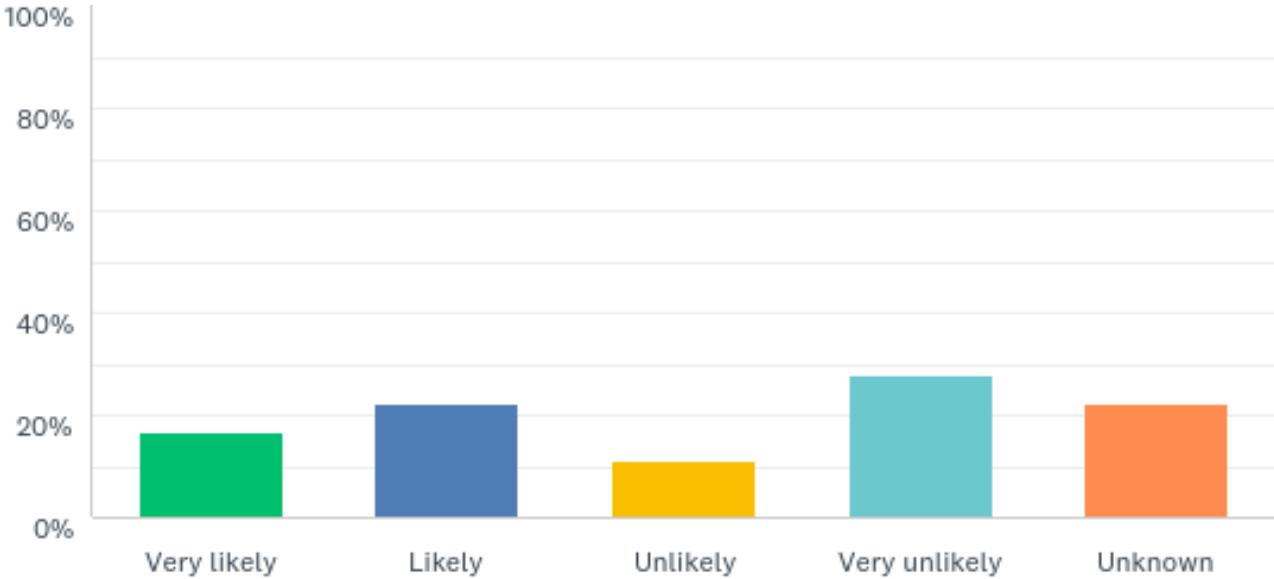
Q7: In your opinion, how likely is your staff to support the implementation of BRT?

Answered: 18 Skipped: 5



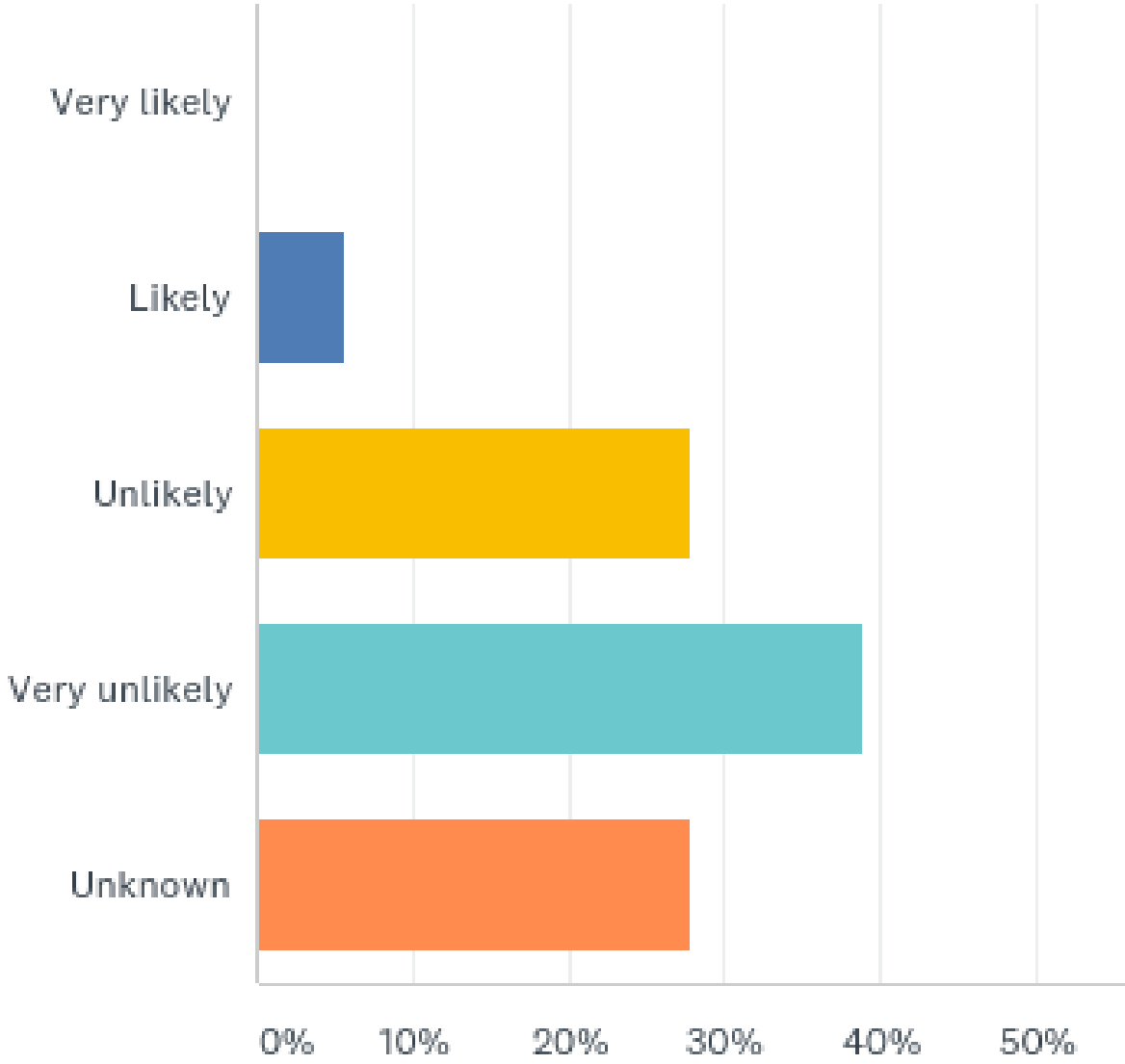
Q8: In your opinion, how likely is your agency to provide financial support for the capital improvements needed to implement BRT?

Answered: 18 Skipped: 5



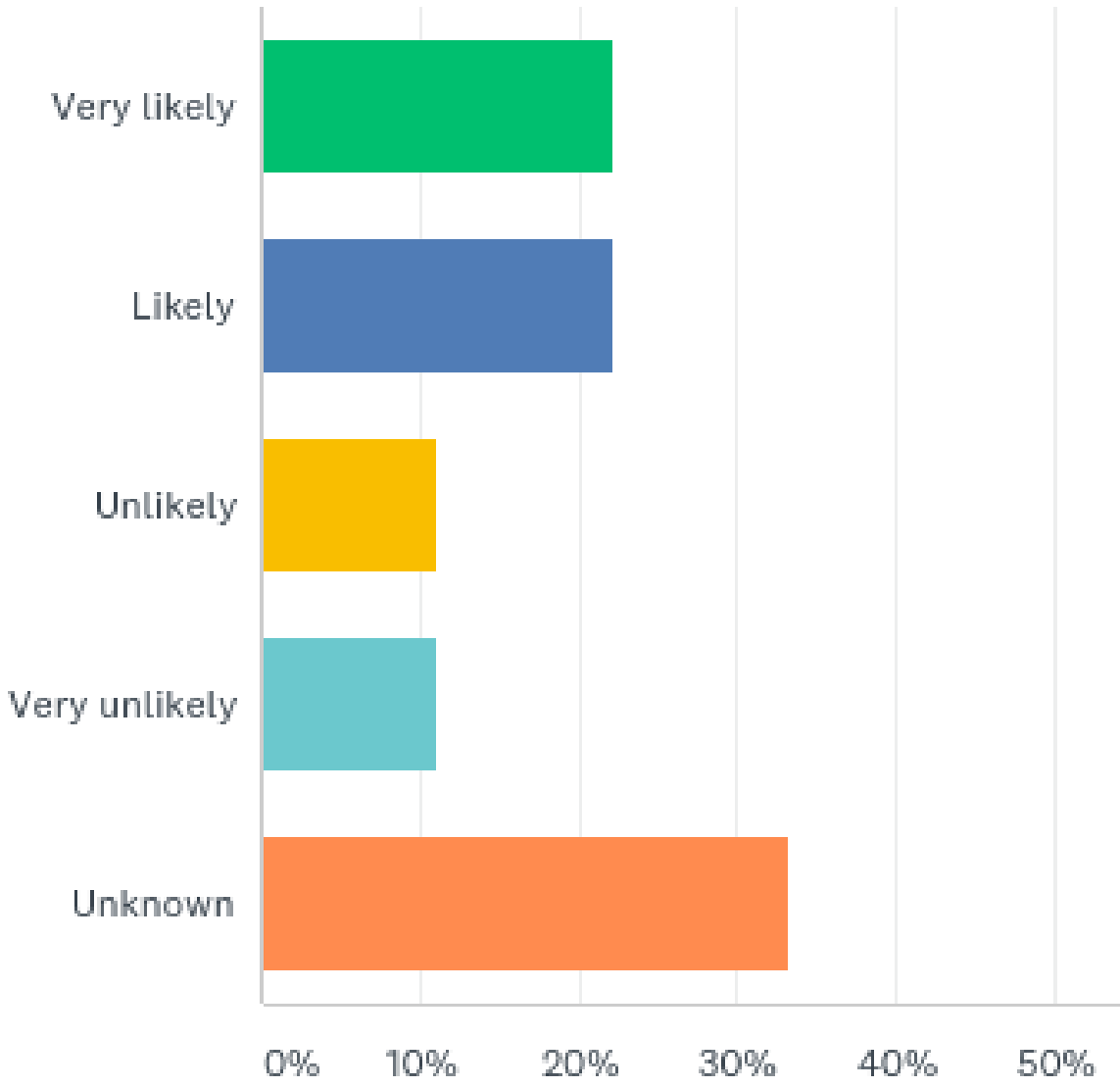
Q9: In your opinion, how likely is your agency to provide financial support for annual operations and maintenance costs for BRT?

Answered: 18 Skipped: 5



Q10: In your opinion, how likely are your elected officials to prioritize transit improvements along candidate corridors in your community?

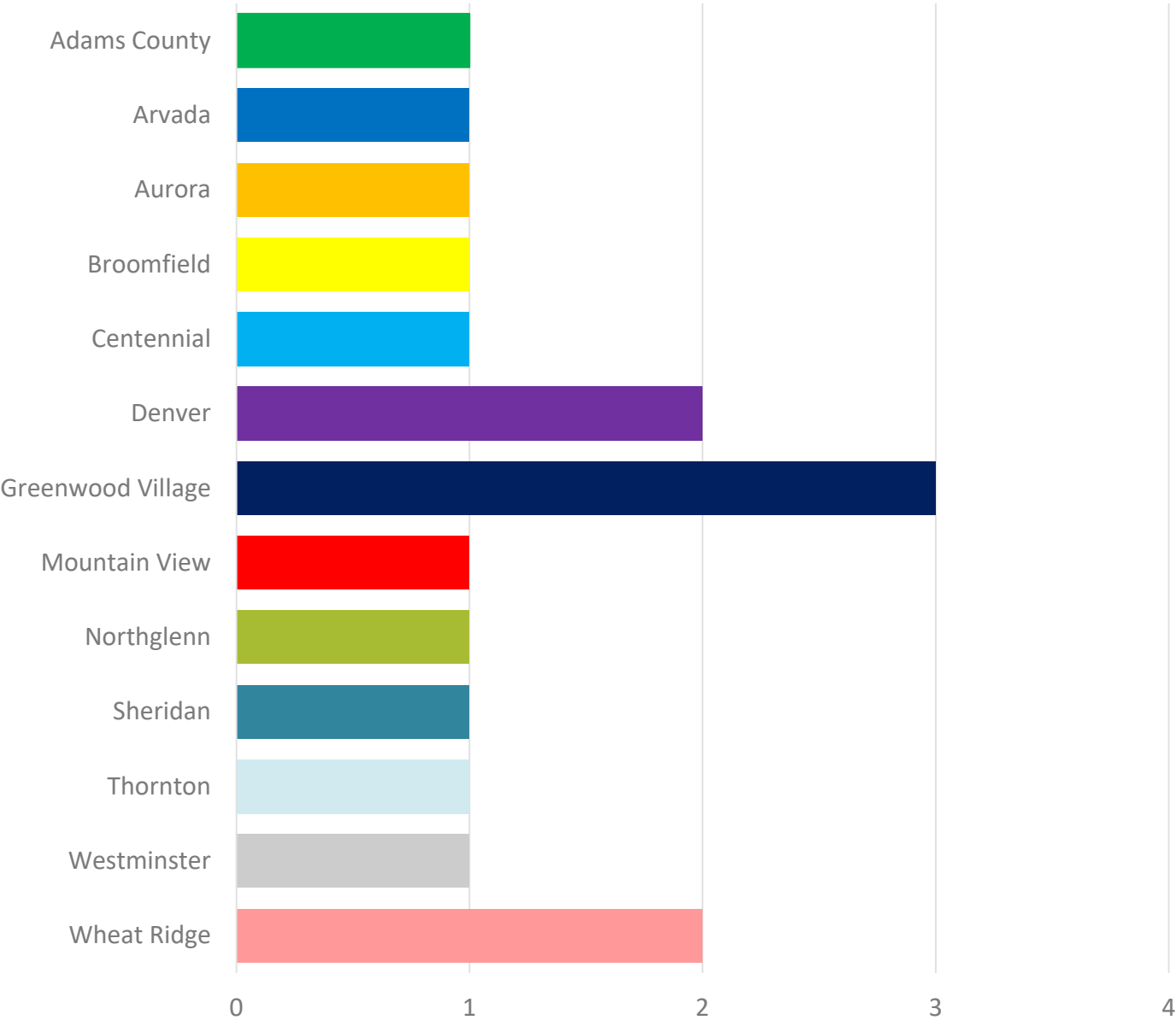
Answered: 18 Skipped: 5



Q11: The next section is customized to your community. Please select the community you represent.

Answered: 18 Skipped: 5

Responses per Community



Q12: In your opinion, how likely is your community to support the following BRT improvements along X Corridor?

Legend

- Unknown
- Very Unlikely
- Unlikely
- Likely
- Very Likely

Name	Treatment	6th Ave	Alameda Ave	Broadway/Lincoln	Colorado Blvd	Evans Ave	Federal Blvd	Havana St	Monaco Pkwy	North I-25	38th/Parik	Quebec St	Sheridan Blvd	Speer/Leetsdale	University Blvd
Adams County	GP lanes						<input checked="" type="radio"/>	<input type="radio"/>		<input checked="" type="radio"/>			<input checked="" type="radio"/>		
	Aquire ROW						<input checked="" type="radio"/>	<input type="radio"/>		<input checked="" type="radio"/>			<input checked="" type="radio"/>		
	Queue Jumps						<input checked="" type="radio"/>	<input type="radio"/>		<input checked="" type="radio"/>			<input checked="" type="radio"/>		
	TSP						<input checked="" type="radio"/>	<input type="radio"/>		<input checked="" type="radio"/>			<input checked="" type="radio"/>		
Arvada	GP lanes												<input checked="" type="radio"/>		
	Aquire ROW												<input checked="" type="radio"/>		
	Queue Jumps												<input checked="" type="radio"/>		
	TSP												<input checked="" type="radio"/>		
Aurora	GP lanes	<input type="radio"/>	<input type="radio"/>			<input type="radio"/>		<input type="radio"/>						<input type="radio"/>	
	Aquire ROW	<input type="radio"/>	<input type="radio"/>			<input type="radio"/>		<input type="radio"/>						<input type="radio"/>	
	Queue Jumps	<input checked="" type="radio"/>	<input checked="" type="radio"/>			<input checked="" type="radio"/>		<input checked="" type="radio"/>						<input checked="" type="radio"/>	
	TSP	<input checked="" type="radio"/>	<input checked="" type="radio"/>			<input checked="" type="radio"/>		<input checked="" type="radio"/>						<input checked="" type="radio"/>	
Broomfield	GP lanes									<input checked="" type="radio"/>					
	Aquire ROW									<input checked="" type="radio"/>					
	Queue Jumps									<input checked="" type="radio"/>					
	TSP									<input checked="" type="radio"/>					
Centennial	GP lanes			<input type="radio"/>								<input type="radio"/>			<input type="radio"/>
	Aquire ROW			<input type="radio"/>								<input type="radio"/>			<input type="radio"/>
	Queue Jumps			<input type="radio"/>								<input type="radio"/>			<input type="radio"/>
	TSP			<input type="radio"/>								<input type="radio"/>			<input type="radio"/>
Denver	GP lanes	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>
	Aquire ROW	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
	Queue Jumps	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>
	TSP	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>
Greenwood Village	GP lanes											<input checked="" type="radio"/>			<input checked="" type="radio"/>
	Aquire ROW											<input checked="" type="radio"/>			<input checked="" type="radio"/>
	Queue Jumps											<input type="radio"/>			<input type="radio"/>
	TSP											<input checked="" type="radio"/>			<input checked="" type="radio"/>
Mountain View	GP lanes												<input checked="" type="radio"/>		
	Aquire ROW												<input checked="" type="radio"/>		
	Queue Jumps												<input checked="" type="radio"/>		
	TSP												<input checked="" type="radio"/>		
Northglenn	GP lanes									<input checked="" type="radio"/>					
	Aquire ROW									<input checked="" type="radio"/>					
	Queue Jumps									<input checked="" type="radio"/>					
	TSP									<input checked="" type="radio"/>					
Sheridan	GP lanes						<input type="radio"/>								
	Aquire ROW						<input type="radio"/>								
	Queue Jumps						<input checked="" type="radio"/>								
	TSP						<input checked="" type="radio"/>								
Thornton	GP lanes									<input checked="" type="radio"/>					
	Aquire ROW									<input checked="" type="radio"/>					
	Queue Jumps									<input checked="" type="radio"/>					
	TSP									<input checked="" type="radio"/>					
Westminster	GP lanes						<input type="radio"/>			<input checked="" type="radio"/>			<input type="radio"/>		
	Aquire ROW						<input type="radio"/>			<input checked="" type="radio"/>			<input type="radio"/>		
	Queue Jumps						<input type="radio"/>			<input checked="" type="radio"/>			<input type="radio"/>		
	TSP						<input type="radio"/>			<input checked="" type="radio"/>			<input type="radio"/>		
Wheat Ridge	GP lanes										<input type="radio"/>		<input type="radio"/>		
	Aquire ROW										<input type="radio"/>		<input type="radio"/>		
	Queue Jumps										<input type="radio"/>		<input type="radio"/>		
	TSP										<input type="radio"/>		<input type="radio"/>		