Appendix B. Public Involvement
Overview

The Pueblo Area Council of Governments (PACOG) 2040 Long Range Transportation Plan (LRTP) was prepared through a process that relied on the participation of local jurisdictions, local agencies with other planning responsibilities, and the public. Advisory committee members, members from federal and state resource agencies, and elected officials devoted hours to reviewing materials and participating in committee meetings. Additionally, a wide diversity of citizens participated in public outreach meetings and in the comment process. Many more received information through the PACOG website, direct e-mails, and media announcements.

The PACOG 2040 Regional Transportation Plan public involvement process was built upon the regional transportation planning framework to include topics in a logical planning order, allowing citizens to “step through” the LRP process. Visuals were prepared and used throughout the outreach effort to communicate directly, using plots and flow diagrams, how planning is organized. The topic list for public involvement is as follows:

- Transportation Planning in the Pueblo Region
- About MAP-21
- Developing the 2040 Transportation Plan
- Pueblo’s Planning Framework (Goals, Objectives, Performance Measures)
- Needs Assessment Congestion Analysis
- Future Projects Vision Plan
- Funding Future Projects

These planning framework elements were developed by PACOG staff and advisory committees and adopted by the PACOG Board of Directors. A full listing of the principles, goals and performance measures, and evaluation criteria can be found in Chapter 1 of this report. The public participation procedures augmented PACOG’s committee actions to broaden community outreach and ensure relevant input and information at key decision points in the plan development process. Figure 1 illustrates this framework, involvement plan, and the key participants in this process.

Figure 1: PACOG LRTP Framework (from hand-out pamphlet)
PACOG Public Participation Process

The current federal transportation legislation, MAP-21 requires Metropolitan Planning Organizations (MPOs) to develop and utilize a participation plan that provides reasonable opportunities for interested parties to comment on the metropolitan transportation plan and metropolitan transportation improvement program (TIP). Further, this participation plan must be developed “in consultation with all interested parties,” and the public must have input on the participation plan. The participation plan must describe “explicit procedures, strategies, and desired outcomes” for elements of the participation program.

PACOG maintains public involvement procedures that are used to guide public participation in its regional transportation planning and programming processes. The stated goal of the public involvement procedures is to provide an environment encouraging proactive and continuous public involvement while establishing and maintaining trust in the planning process. This goal is to be achieved through disseminating complete and timely information and providing full public access.

PACOG defined the following objectives in order to meet its public involvement goal:
1. Provide timely notice of public involvement opportunities.
2. Obtain active public input early in the process.
3. Ensure that all citizens who wish to have input have that opportunity, and that all ideas are given fair consideration.
4. Obtain widespread community involvement throughout the planning process.
5. Conduct a public involvement program as a two-way learning process.
6. Perform outreach to those particularly affected by specific alternatives and plan recommendations to involve them in the alternatives evaluation process.
7. Integrate and coordinate public input for regional and local entity planning processes, where possible.
8. Obtain and maintain the involvement of supporters of plan recommendations, and
9. Provide feedback to the public to encourage their future involvement.

To establish and maintain trust, PACOG encourages participation in all aspects of its planning process. PACOG’s committee structure plays a fundamental role in fulfilling its mission to coordinate and cooperatively address regional challenges. A regular schedule of committee and board meetings facilitates discussion among its partners and opens that process to the public. Expanded public participation opportunities are called for in the development of the metropolitan planning process’s two major products: the long-range transportation plan and the TIP.

PACOG Committee Structure and Review Process

In carrying out its mission as the Metropolitan Planning Organization, the PACOG Board of Directors solicits advice and recommendations from several citizen and technical advisory committees. Two important standing committees of PACOG provide input into transportation planning matters: the MPO Transportation Advisory Committee and the Citizen Advisory Committee.

Transportation Advisory Committee

The Transportation Advisory Committee (TAC) provides technical advice and recommends appropriate courses of action to the PACOG Board of Directors on current and emerging transportation issues, goals, plans, and programs. Its membership is composed of entity staff responsible for funding, planning, and/or implementing transportation services in the Pueblo region. The TAC is the lead input committee for developing the TIP and the long-range plan.

Citizen Advisory Committee

The Citizen Advisory Committee (CAC) serves as the formal mechanism for the active participation of citizens in the planning, promotion, and evaluation of PACOG activities. The CAC is a non-technical body comprised of volunteers who offer a citizen’s perspective on issues such as transportation, the environment and economic development. In particular, the CAC is charged with providing ongoing input into public involvement methods to ensure that the public voice is heard in preparing transportation plans and programs. The CAC is the lead committee for maintaining PACOG’s Regional Transportation Public Involvement Procedures. The CAC also serves an important role in preparing and reviewing
draft transportation plan components. In that role, CAC assists PACOG staff and its fellow advisory committee, the Transportation Advisory Committee, in refining draft proposals, documents, and graphics to more effectively communicate information to the public.

Public Participation Outreach and Interaction

Public participation activities outside the advisory committee structure were launched to develop the 2040 LRTP Update. Several outreach techniques provided the opportunity for early and continuous input into the PACOG LRTP development process. Where possible, PACOG partnered with statewide and/or local government’s transportation-related public involvement activities.

Open House Public Meetings

PACOG conducted five open house public forums at strategic points in the 2040 LRTP development process. These took place on:

- Monday, August 3, 2015 – Pueblo Transit Center (Pueblo), 3 pm – 6 pm.
- Wednesday, August 11, 2015 – Greenhorn Valley Library (Colorado City), Charles Burns Community Room, 5 pm – 7 pm.
- Monday August 17th – Pueblo West Library, Jerry G King Room B (Pueblo West), 5 pm – 7 pm.
- Wednesday, August 26, 2015 – Giodone Large Community Room (Mesa), 5 pm – 7 pm.

PACOG provided a welcoming atmosphere with sufficient planning staff in attendance to answer questions for each individual attendee. Light refreshments were also served. It was found that public libraries provided a useful place to meet, centrally located, and known to all. A highly successful location was the Pueblo Transit Center, a spot that easily incorporated Pueblo Transit personnel as guides and included other service operators such as Greyhound. This location also pulled in transit users while they made transfers.

Figure 2 below shows a sampling of the ten meeting boards prepared for and used at the public meetings which stimulated dialogue between PACOG staff and citizen attendees. The boards covered the planning process, the plan itself, needs assessment, future growth in the region and the 2016-2019 TIP projects. Locally and privately funded projects were displayed as well. The format of the open houses included the meeting boards and then requested comments from attendees both on “flip” boards and on public comment sheets. It was found that the boards attracted participation and also provided a focus for citizen input. For example, U.S. Highway 50 was a common topic for public comment. The ten meeting boards were also uploaded to the PACOG website.
Figure 2: Sample PACOG LRP Meeting Boards

Without improvements to the region's roadways by 2040, congestion will become widespread and more severe.

2016-2019 TIP and 2020-2025 CIP Projects
PACOG’s goal for the public outreach meetings was to obtain perspectives from participants who were representative of the community’s demographic composition. These groups enabled PACOG to ask questions about the region’s transportation system in an interactive format, which can provide more nuanced information about people’s thoughts and opinions than can traditional surveys. While present, the participants were also asked to complete surveys and write on a flip chart.

**Surveys and Responses**

The paper survey contained ten questions. The ten questions with the highest ranking response to each are listed below. These findings are summarized as follows:

- **Why is Transportation Important to You?** – 38% of respondents said that transportation “Gets me to work or vital services”.
- **What is Most Important to You about Transportation?** – 44% of respondents said that transportation “Gets me to work or vital services”.
- **What types of Transportation Improvements are important to you?** – 40% of respondents said that the region needed to “Expand the hours of transit service”.
- **What is your Top Priority in transportation?** – 50% of respondents said they wanted “More travel options”.
- **What Transportation Improvements can best help the Pueblo region economy?** – 60% of respondents said they wanted “Better bike or rail service to support tourism”.
- **Which Pueblo roadway corridors are your priorities for improvement?** – 33% of respondents said they wanted the I-25 corridor through the City of Pueblo to receive improvements.
- **Which Pueblo roadway intersections are your priorities for improvement?** – 25% of respondents said they wanted the Northern Avenue/Prairie intersection to get improvements and 25% selected the Bonforte Blvd/US 50.
- For the three questions related to investment:
  - Would you rather see transportation funds invested in improving existing roadways or constructing new alternate roads?
  - Would you support the use of state and federal highway funds for Amtrak passenger rail service if a stop in Pueblo was provided?
  - Would you support the City of Pueblo and Pueblo County contributing local funds to help pay for state and federal highway projects in Pueblo if those projects would not otherwise get completed?

Survey respondents selected existing roads 100% of the time and also were willing 100% of the time to support Amtrak service and local project completion dollars for the region. **Figure 3 through Figure 9** shows the responses in graphic form.

![Figure 3: PACOG Public Outreach Survey Question #1](image-url)
Figure 4: PACOG Public Outreach Survey Question #2

**Why is Transportation Important to You?**

- Moves People and Goods Safely (20%)
- Supports existing businesses (15%)
- Helps economic development (10%)
- Gets me to Work or Vital Services (45%)
- Helps me live the life the way I want (20%)

**What is Most Important to You about Transportation?**

- Safety (20%)
- Gets me to work or vital services (45%)
- For economic development (15%)
- Let's me live my life the way I want (25%)
- Other (0%)

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Figure 5: PACOG Public Outreach Survey Question #3

What types of transportation improvements are important to you?

- Intersection / crosswalk
- Bike / pedestrian trails
- Highway / road safety improvements
- Improve existing pavement conditions
- Expand hours of transit service
- New/additional transit routes

Figure 6: PACOG Public Outreach Survey Question #4

What is your Top Priority?

- Maintaining the existing system
- Safety improvements
- More travel options
Figure 7: PACOG Public Outreach Survey Question #5

What Transportation Improvements can best help the Pueblo region economy?

- Improving the roadway pavement conditions
- Improving rail service
- Improving airport service
- Better bike and pedestrian options
- Better bike or rail service to support tourism

Figure 8: PACOG Public Outreach Survey Question #6

Which Pueblo roadway corridors are your priorities for improvement?

- I-25 through the City of Pueblo
- US 50 W Jerry Murphy Prairie Avenue North Pueblo Blvd
- Extension to I-25
- Purcell / Platteville connection to I-25
- Joe Martinez / 24th St downtown connector

- North Pueblo Blvd
- Extension to I-25
- Purcell / Platteville connection to I-25
- Joe Martinez / 24th St downtown connector
Figure 9: PACOG Public Outreach Survey Question #7

Which Pueblo roadway intersections are your priorities for improvement?

- Pueblo Blvd/US 50
- Dillon Drive/Eagle Ridge
- Northern Avenue/Prairie
- Bonforte Blvd/US 50
- McCulloch Blvd/US 50 intersection
- Purcell Blvd/US 50 intersection
- South Pueblo Blvd/I-25