

HEART OF GOLDEN 2020

CREATING A LASTING LEGACY IN OUR CITY



Visioning

December 2019 - February 2020
SNAPSHOT



Community Engagement Progress Report



City of
Golden

Community Engagement Progress Report

December 2019 – February 2020 SNAPSHOT

With a purchase of 7.27 acres of land east of Ford Street, there is now about 50 acres of public land along the Clear Creek Corridor and amazing opportunities to create a legacy footprint that will impact many generations to come.

The opportunity allows Golden to address several longstanding community goals:

- **Enhancing civic and cultural community activities**
- **Realizing the potential of the creek corridor**
- **Consolidating and improving municipal facilities and service delivery**

With no preconceived options in place, we asked the Golden community to dream big and share their ideas for the ideal creek corridor. This document provides an overview of what we heard from you!



What We Did

In this first stage of the project, our goal was to educate the community on how this opportunity came to be, and then encourage them to participate in idea-sharing. We collected feedback in a variety of ways:

In-person Events

- Hosted one kickoff event and two public workshops
- Gave presentations to city boards and commissions
- Provided updates at every City Council meeting
- Gathered over 500 comments

"I like that they're getting a lot of input and they're leaving it very open to the citizens."

- From a video interview at the Jan. 29 Visioning Workshop

Online Engagement



Guiding Golden

Nearly 3,000 views on our engagement website between October 2019 and February 2020.

YouTube

- 3,200 video views

Facebook

- 2,279 - Watched videos
- 2,300 - Average views per post
- 58 - Average reactions per post

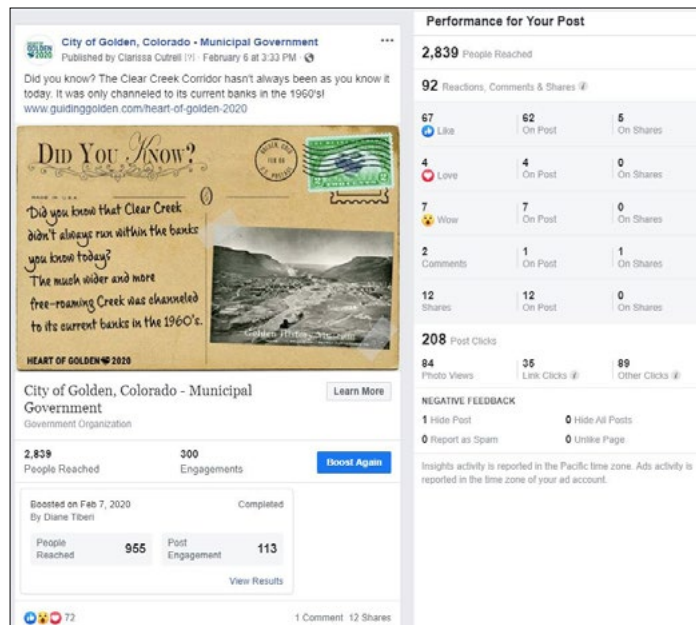
NextDoor

- 12 posts into Golden neighborhoods
- 13,862 impressions
- 54 engagements

Twitter - posts to 8,023 followers

Instagram - posts to 1,039 followers

4,000+
Ideas
Submitted



What We Heard

The feedback we collected from the public reaffirms the community's commitment to our longstanding goals and vision. We collected ideas in a variety of ways, which we further outline in this report. We will take you through our criteria, a summary of input received, and details on the next steps in the process.

Feedback Collection



Evaluation Criteria

One way we collected feedback was by giving the community, at workshops and online, a list of eleven priorities we heard from the community and asked them to narrow and rank their top four priorities. By seeing how the community ranked their priorities it gave us the opportunity to learn what aspects mattered most to the community for this project. Community participants selected these as their top priorities:

- **Open space** and the natural features/habitats are protected and enhanced.
- The current and future City Government, Cultural, and **Civic priorities** of the entire community are accommodated.
- **Flexible spaces** accommodate for formal and informal programming and cultural facilities (public art, performances, markets, festivals, etc.).
- The overall corridor project demonstrates **fiscal responsibility**.
- Buildings and land uses are designed to support and achieve **community sustainability goals**.



“We’re really enthusiastic about the project and we’re really pleased that Golden is including the residents in the decision process. It’s not something we’ve ever experienced before in any community we’ve lived in - this aspect of reaching out to the public.”

- From a video interview at the Jan. 29 Visioning Workshop

Throughout the Visioning Stage, we collected more than 4,000 ideas!

Some focused on the big picture and others detailed specific requests. As part of the vision collection, the City of Golden conducted an online survey which asked more directed questions about the corridor’s future. More than 300 people took the online survey.

When respondents were asked what their dream corridor would look like, the overwhelming main theme was centered around parks, green and open space, and keeping the Clear Creek corridor as the “Heart of Golden.” Other responses focused on a mixed-use of the space to include city buildings, open space, cultural centers, and event space. A small handful of respondents included parking, restaurants, community gardens, and housing.

The number one concern reported in our feedback was cost; both the cost to build a new building and to repurpose the corridor. Other concerns cited less often were parking, over-development, and a concern over losing green/open space.

300+
People
Took the Online Survey

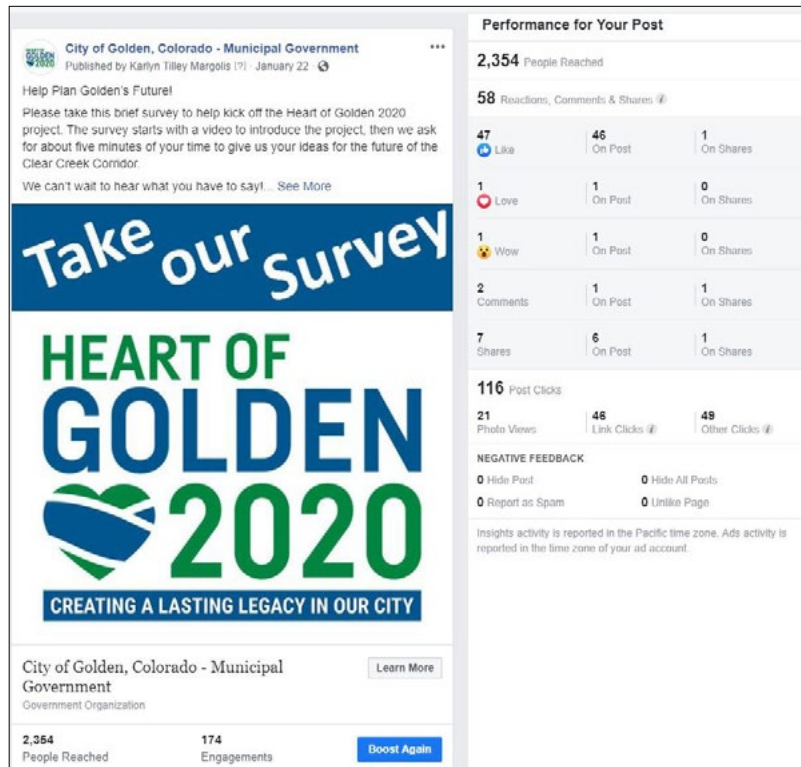
80%
Were Golden residents

55%
Have lived in Golden more than 10 years

Mapping It Out

The survey, public workshops, and our online engagement website (Guiding Golden) all gave people an opportunity to look at a map of the corridor broken down into three zones - West, Central, and East. Overwhelmingly in all responses, the top three mentions were open or green space, walking trails, and bike paths.

On the following page, you will see the breakdown of the top most popular uses for each of the three zones.



“I think we need to make sure there’s plenty of parking, lots of landscaping.”

- From a video interview at the Jan. 29 Visioning Workshop

“The idea of keeping a lot of open space, natural space is really important.”

- From a video interview at the Jan. 29 Visioning Workshop



Top ideas for the entire corridor:
Open/Green Space • Walking Trails • Bike Paths

These reflect the top three choices for the entirety of the corridor. Below are the top choices for each section of the corridor that follow behind the top three common choices.

1 WEST CORRIDOR

Top Ideas:

1. Expand Golden Community Center
2. Event space
3. Public art
4. Parking

2 CENTRAL CORRIDOR

Top Ideas:

1. Library
2. Museum
3. Cultural Center
4. Fire Station

3 EAST CORRIDOR

Top Ideas:

1. City Hall
2. Parking
3. Future Transit
4. Event Space



Boards and Commissions Outreach

As part of the outreach, City staff visited twelve Boards and Commissions to gather feedback from these specific city-focused stakeholders. These stakeholder meetings will continue through the next phase of the project. This is a list of the groups we visited:

- Citizens Budget Advisory Committee (CBAC)
- Downtown Development Authority (DDA)
- Economic Development Commission (EDComm)
- Executive Director Roundtable
- Golden Urban Renewal Authority (GURA)
- Mobility & Transportation Advisory Board (MTAB)
- Public Art Commission (PAC)
- Planning Commission (PC)
- Parks, Recreation & Museums Advisory Board (PRAM)
- Community Sustainability Advisory Board (CSAB)
- Visit Golden
- Visitors Center


The comments and concerns were overall in line with community feedback we have heard. Some highlights include:

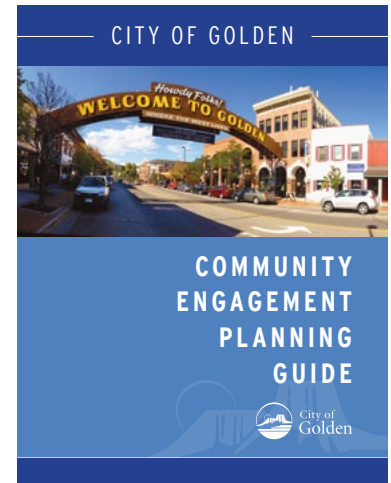
- Organize the corridor so users can experience the corridor as a unified total public space, with well-placed unique separate elements and points of surprise, for example “a string of pearls” and “an emerald necklace”.
- Nonprofit co-working space and/or incubator space like Commons on Champa (Denver), Third Street Center (Carbondale) the Posner Center (Denver) or The Alliance Center (Denver) Art facility with artists workspace (like in Fort Collins).
- The corridor should continue to be very walkable, natural, and inviting to all. The appeal should be multi-generational and not forget youth and teens.
- Buildings should reflect needs for the future not present.
- Ensure the City is thinking globally/big picture about access and how the corridor fits within Golden.
- Emphasize the benefit of the vitality created by a mix of uses and the natural/open space setting.
- Ensure that there is a continuous green space along the creek.
- Use event space to reduce pressure on Washington Avenue.
- Strike a philosophical balance between locals and tourists.
- Don't create spaces that are exclusive or elite; be inclusive and support diversity.
- Plan to help alleviate parking and traffic concerns.



Inclusive Outreach and Engagement

City Council recently adopted the City’s Community Engagement Planning Guide. This document served us well in planning outreach and engagement efforts. We were able to think through how this project would impact the values of our residents and businesses. In doing so, there was no doubt a major engagement effort would be needed.

		LEVEL OF IMPACT ON DECISIONS 				
		INFORM	CONSULT	INVOLVE	COLLABORATE	EMPOWER
COMMITMENT TO PUBLIC	DESIRED RESULT	To provide the public with a look at the full project overview, complete with all documents and details needed to form an educated opinion based on balanced and objective information. All engagement begins with this.	To hear public feedback on the project, alternatives, opportunities, solutions, pros and cons.	To work directly with the public throughout a process to ensure that public concerns and aspirations are consistently understood and considered.	To create smaller groups from the public (ie, task forces, committees) who are at the table with the decision-makers.	To give the public the power to make the final decision. The most common example of this is a vote.
		We will be transparent and timely in sharing information and updates with the public. We will be sure you know where to go for information and updates.	We will keep you informed and updated through the entirety of the planning process, collect and consider your feedback, and demonstrate how public input influenced the decision.	We will work with you to ensure that your concerns and aspirations are heard, considered, and are reflected in the planning process. We will let you know how we used public feedback and how it influenced decisions.	We will look to you for advice, perspective, and innovation in formulating solutions. We will incorporate your suggestions and recommendations into the decisions to the maximum extent possible.	We will implement what is decided by the majority vote.



Modified from © International Association for Public Participation, iap2.org.

Methods used to Inform:





- Golden Informer
- Weekly E-newsletter
- Water bill inserts
- Postcards & magnets to hand out
- Social media
- Videos
- Guiding Golden and City website
- In-person meetings
- Presentations at boards and commissions meetings, city council meetings, and with a variety of community stakeholders.

Methods used to Involve and Collaborate:

- Guiding Golden - mapping, idea sharing, Q&A
- In-person workshops - held one kick-off meeting and two workshops to allow for idea sharing
- Survey - online survey
- E-newsletter/Email - Invited people to share an email address so they can stay informed on project updates.
- Social media - gave people access to the online engagement tools

What's Next

The Visioning stage was just the first of four interactive stages that will encourage public participation. Here's the timeline for the ongoing engagement efforts:






<p>Jan. 29 & Feb. 12</p>  <p>Visioning</p> <p>What is your vision for the corridor?</p>	<p>March 11 & April 8</p>  <p>Refining</p> <p>What are your preferred options and why?</p>	<p>May 13 & June 10</p>  <p>Funding</p> <p>How should the project be paid for?</p>	<p>July 8 & Aug. 12</p>  <p>Selecting</p> <p>What do you think about the final choice?</p>
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What you can do right now to be involved

- Attend an upcoming workshop
- Sign up for email updates: www.guidinggolden.com/heart-of-golden-2020
- Continue to give us your thoughts on www.GuidingGolden.com



- Follow us on social media:

-  /cityofgoldencolorado
-  @CityofGolden
-  cityofgoldencolorado
-  City of Golden
-  /GoldenGov

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