

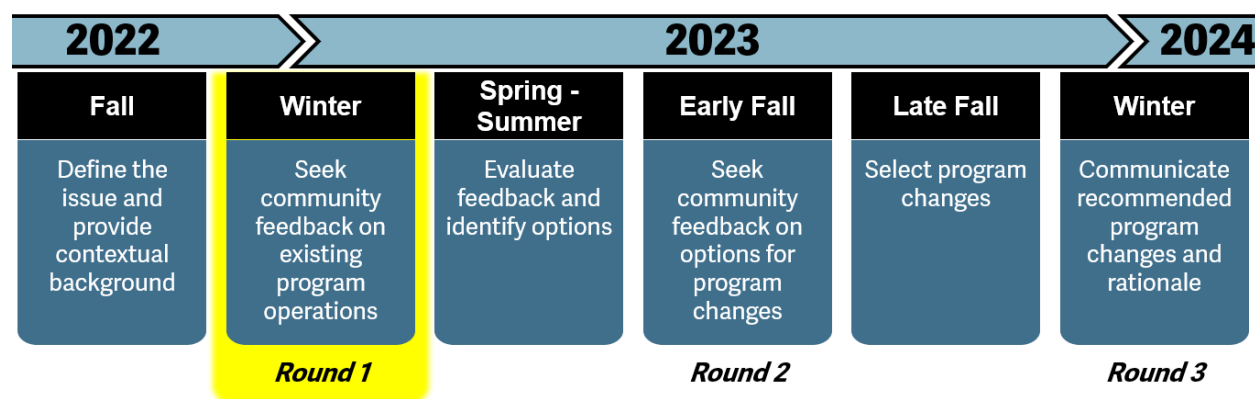
## Snow and Ice Response Review: Round 1 Engagement Summary

### Engagement Overview

The project's goal is to ensure the Transportation and Mobility Department's Snow and Ice Response Program delivers a high standard of safety, mobility and customer service to provide safe travel for the entire community. The first round of engagement focused on connecting with the community citywide to increase awareness of where snow and ice response services are delivered and why, and solicit input to inform potential changes to the program. A virtual on-demand open house and corresponding online questionnaire were the primary engagement tools used with the community. The project team also conducted stakeholder meetings with the Community Connectors-in-Residence, other city departments and transit operators.

### Engagement Timeline

Engagement with the public will focus on three main touch points – Winter 2023, Early Fall 2023 and Winter 2024. This summary corresponds with the first round of engagement.



### Audiences – Who did we try to reach?

Our goal in the engagement plan was to reach a citywide audience. The community members we tried to reach and the methods we used are summarized in the table below.

Audiences	Communication methods
Individuals who live or work in Boulder	Citywide bilingual mailer to every residential and commercial address; social media posts; project website and FAQ; city newsletters; Inside Boulder news
Stakeholders and Partners	Direct communications; focused meetings
TAB	March 13, 2023 meeting presentation and discussion
City Council	Heads Up Email sent in February

Additionally, our online questionnaire reached the following audiences.

- 3,600/180 English/Spanish views
- 618 English responses

- By way of travel:
  - 378 responses identified as daily pedestrians
  - 355 responses identified as daily drivers
  - 125 responses identified as daily bicyclists
  - 27 responses identified as daily transit users


### Approach to Diversity, Equity & Inclusion Audience

The engagement plan was informed by a number of strategies identified in the project’s Racial Equity Instrument. These included:

- Translating all materials to Spanish, including the questionnaire
- Creating a communications plan that leveraged partnerships to spread the word about the on-demand open house and questionnaire
- Gathering demographic data in the online questionnaire to assess if we reached the intended racial, age, neighborhood diversity and income
- Meeting directly with the Community Connectors-in-Residence

### Boulder Engagement Strategic Framework Audience

The Boulder City Council adopted the Engagement Strategic Framework in 2017 that utilizes the International Association for Public Participation (IAP2) engagement spectrum to design engagement plans. This round of engagement fell within the “Inform” and “Consult” levels:

		INCREASING IMPACT ON THE DECISION 				
		INFORM	CONSULT	INVOLVE	COLLABORATE	EMPOWER
PUBLIC PARTICIPATION GOAL		To provide the public with balanced and objective information to assist them in understanding the problem, alternatives, opportunities and/or solutions.	To obtain public feedback on analysis, alternatives and/or decisions.	To work directly with the public throughout the process to ensure that public concerns and aspirations are consistently understood and considered.	To partner with the public in each aspect of the decision including the development of alternatives and the identification of the preferred solution.	To place final decision making in the hands of the public.
	PROMISE TO THE PUBLIC	We will keep you informed.	We will keep you informed, listen to and acknowledge concerns and aspirations, and provide feedback on how public input influenced the decision.	We will work with you to ensure that your concerns and aspirations are directly reflected in the alternatives developed and provide feedback on how public input influenced the decision.	We will look to you for advice and innovation in formulating solutions and incorporate your advice and recommendations into the decisions to the maximum extent possible.	We will implement what you decide.

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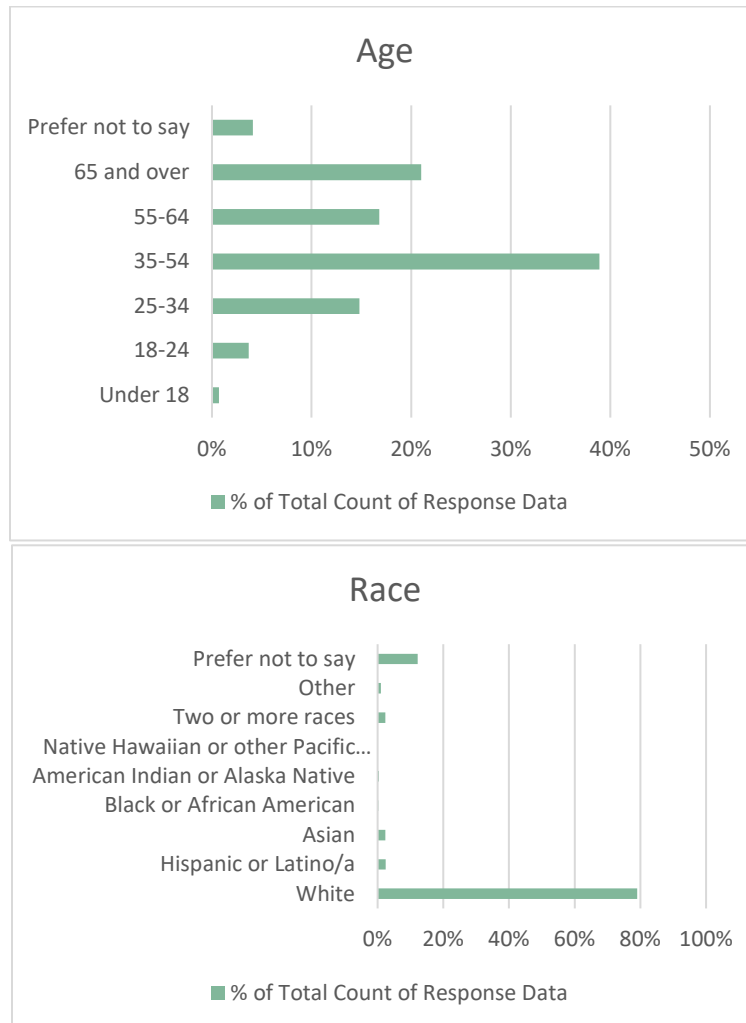
### Virtual On-Demand Open House

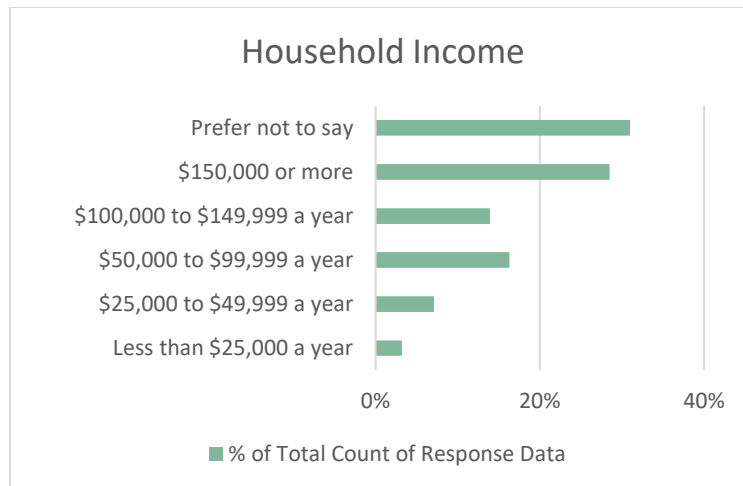
The ESRI StoryMap platform was utilized to host the virtual on-demand open house due to its capability of displaying interactive maps of snow and ice response operations. [English](#) and [Spanish](#) versions of the StoryMap were published.

## Questionnaire Results

### Demographics Overview

The graphs below represent the demographic characteristics of the 618 questionnaire respondents, including those that chose not to respond to some or all demographic questions.





## Analysis

### Prioritization

We asked how the community would prioritize the existing eight components of the Snow and Ice Program.

1. Snow clearing on major streets
2. Snow clearing on streets with steep grades and tree shade
3. Snow clearing on residential streets
4. Snow clearing on multi-use path network
5. Snow clearing on-street bike network
6. Shoveling at key crosswalks and pedestrian crossings
7. Shoveling at bus stops
8. Sidewalk snow removal code enforcement<sup>1</sup>

Responses differed by mode type, but all respondents prioritized snow clearing on major streets and at key crosswalks and pedestrian crossings. Bicyclists prioritized multi-use paths and on-street bike networks. Transit users and pedestrians prioritized streets with steep grades and tree shade and multi-use paths. Drivers prioritized streets with steep grades and tree shade and residential streets.

### Satisfaction Levels

#### *All Modes*

We also asked the community about their satisfaction with each of the Snow and Ice Program components. Similar to the prioritization question, responses differed by mode. All modes, however, were mostly satisfied with snow clearing on multi-use paths and mostly dissatisfied with sidewalk snow removal code enforcement.

#### *Daily Drivers*

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<sup>1</sup> Sidewalk snow removal is the responsibility of the adjacent property owner as per Section 8-2-13 of the Boulder Revised Code (BRC).

Drivers varied in their satisfaction levels for primary routes. About half of participants were satisfied with snow clearing on primary routes and the other half were dissatisfied. Drivers also expressed dissatisfaction with secondary and conditional routes.

#### *Daily Pedestrians*

Pedestrians were mostly satisfied with snow clearing on primary routes and multi-use paths. They were mostly dissatisfied with conditional routes and shoveling at bus stops.

#### *Daily Bicyclists*

Bicyclists were mostly satisfied with primary routes and multi-use paths. They were mostly dissatisfied with the on-street bike network and key crosswalks and pedestrian crossings.

#### *Daily Transit Riders*

Transit users were mostly satisfied with primary routes and mostly dissatisfied with snow clearing at bus stops and at key crosswalks and pedestrian crossings.

#### Free Response Summary

Survey respondents had the opportunity to provide additional thoughts through three free-response questions. Several themes emerged from these responses.

The Snow and Ice Response Program should:

- Increase its focus on equity
- Assess its performance after snow events
- Align its priorities with the mode share objectives in the Transportation Master Plan
- Increase its focus on lessening environmental impacts
- Clarify and communicate expectations to the public around snow and ice response
- Increase sidewalk snow removal code enforcement
- Improve communication about snow events and the Snow and Ice Response Program
- Address specific locations that community members highlighted as problem areas during snow events

#### Stakeholder Meetings

The project team met with key stakeholders and partners during the first round of engagement. Key takeaways from the [Community-Connectors-in-Residence](#) are summarized below:

- Some connectors were not aware of communication notices, or that service requests can be made via the snow dispatch line. Others shared that the methods of communication may not actually be well known and therefore people who need services the most are not informed and need to be.
- The department should focus or prioritize clearing snow from public streets within manufactured home communities
- North Boulder is an area that does not seem to be a priority for snow clearing based on experiences shared
- It is challenging for people with disabilities to access bus stops since they are often not shoveled
- The program should analyze program operations adjacent to senior housing

## Gaps in Engagement Feedback

While the project team attempted to reach a variety of community members, particularly underrepresented groups, we think there are still some gaps in representation from the feedback<sup>2</sup>. Most notable, the Spanish version of the questionnaire did not receive any responses. Takeaways from the optional demographic questions in the questionnaire are summarized below. The project team will work on strategies to reach underrepresented demographic groups, including non-English speakers, during future rounds of engagement.

### Race: Gap in all races other than White compared to the 2020 Census data for the City of Boulder

	Online Questionnaire	2020 U.S. Census Data
White	79.0%	76.4%
Hispanic or Latino/a	2.5%	13.2%
Asian	2.4%	8.0%
Black or African American	0.2%	1.5%
American Indian or Alaska Native	0.4%	0.5%
Native Hawaiian or other Pacific Islander	0.0%	0.1%
Two or more races	2.4%	5.5%
Other	1.0%	0.7%
Prefer not to say	12.2%	N/A

### Income: Gap in representation for low-income participants earning less than \$50,000

	Online Questionnaire	2020 U.S. Census Data
Less than \$25,000 a year	3.2%	21.5%
\$25,000 to \$49,999 a year	7.1%	13.8%
\$50,000 to \$99,999 a year	16.3%	21.6%
\$100,000 to \$149,999 a year	13.9%	15.0%
\$150,000 or more	28.5%	28.1%
Prefer not to say	31.0%	N/A

<sup>2</sup> It's possible that the online questionnaire respondents who skipped demographic question(s) or selected "I prefer not to say" may skew these results.