



# SPEAK UP ARVADA

## DEC 2018 REPORT

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Engaging our diverse community  
to create a unified vision for the  
future of our city

The City of Arvada Community Visioning Project provided a structured outlet for community collaboration in identifying a common vision for the future of our city. A variety of tools and outreach methods were used to engage with our diverse community of residents, to capture both unique perspectives and common values, and to establish a positive forum for sharing new ideas and information. Ultimately, the visioning process — facilitated by the use of Speak Up Arvada, our new online community engagement platform, — has put into words a community consensus on what the city should be like in ten years.

This report presents the results of the Visioning Project, including four visioning statements. These

visioning statements consist of broad, communitywide aspirations based on the feedback and stories received from residents and business owners, and they reflect the community's shared concept for a thriving Arvada over a ten year horizon. It is the stories we received that provide the most compelling vision for our city — stories told from a wide variety of demographic groups, thus providing a more comprehensive understanding of community values and our desired future. Ultimately, this project is about all of us — our community — this place we call home.



# INTRODUCTION

The Arvada City Council is committed to engaging the community to chart a course for the future of Arvada. Speak Up Arvada is the first step in an overall “visioning process” for our community, identifying issues of concern as well as solidifying what we love about our city. It will allow us to put structures and plans in place to begin working on long term solutions.

The City of Arvada launched Speak Up Arvada on August 1, 2018 with the goal of getting feedback on a variety of issues from a broad and diverse audience. The initial goal of this project was to provide feedback to the Arvada City Council in advance of their preparation of the city’s next six-year Strategic Plan (2020 – 2026) by ensuring that residents, businesses, and visitors have a say on the future of their community.

Speak Up Arvada was highly publicized through our various communications tools such as the Arvada Report and social media. In addition, a team of eight Community Connectors was hired to take Speak Up Arvada out to the community where people are gathered. These Connectors promoted the online site, conducted paper surveys, and engaged residents in conversation about how they envision the future of our community. As a result of the Community Visioning Project, we have amassed a wealth of data, ideas, and perspectives on what our citizens consider a success in our community. Part of what helped us to drive successful engagement on Speak Up Arvada is that we covered topics that the community wanted to talk about.



# METHODOLOGY

Speak Up Arvada and other ongoing community engagement activities have helped us think more strategically and inclusively as we work to enhance the qualities that the community treasures and address key challenges. Alongside the launch of Speak Up Arvada, we hired eight community members to be Community Connectors. Understanding that not all of our residents have easy access to or prefer to engage with a website, the Community Connectors played a vital role in seeking feedback from those in our community whose voices are not always included in typical planning processes.

During our Community Visioning outreach, ten topics were presented on Speak Up Arvada. In order to provide feedback on the majority of these topics, site participants were required to formally register for Speak Up Arvada. By asking participants to register, we were able to collect and evaluate demographic information including age group and zip code. We had a highly engaged audience and could notify our community members of new topics using our communications channels, as well as an email newsletter to registered users. This allowed staff and our Community Connectors to keep participants informed throughout the life cycle of the visioning process.

## HOW WE REACHED OUT



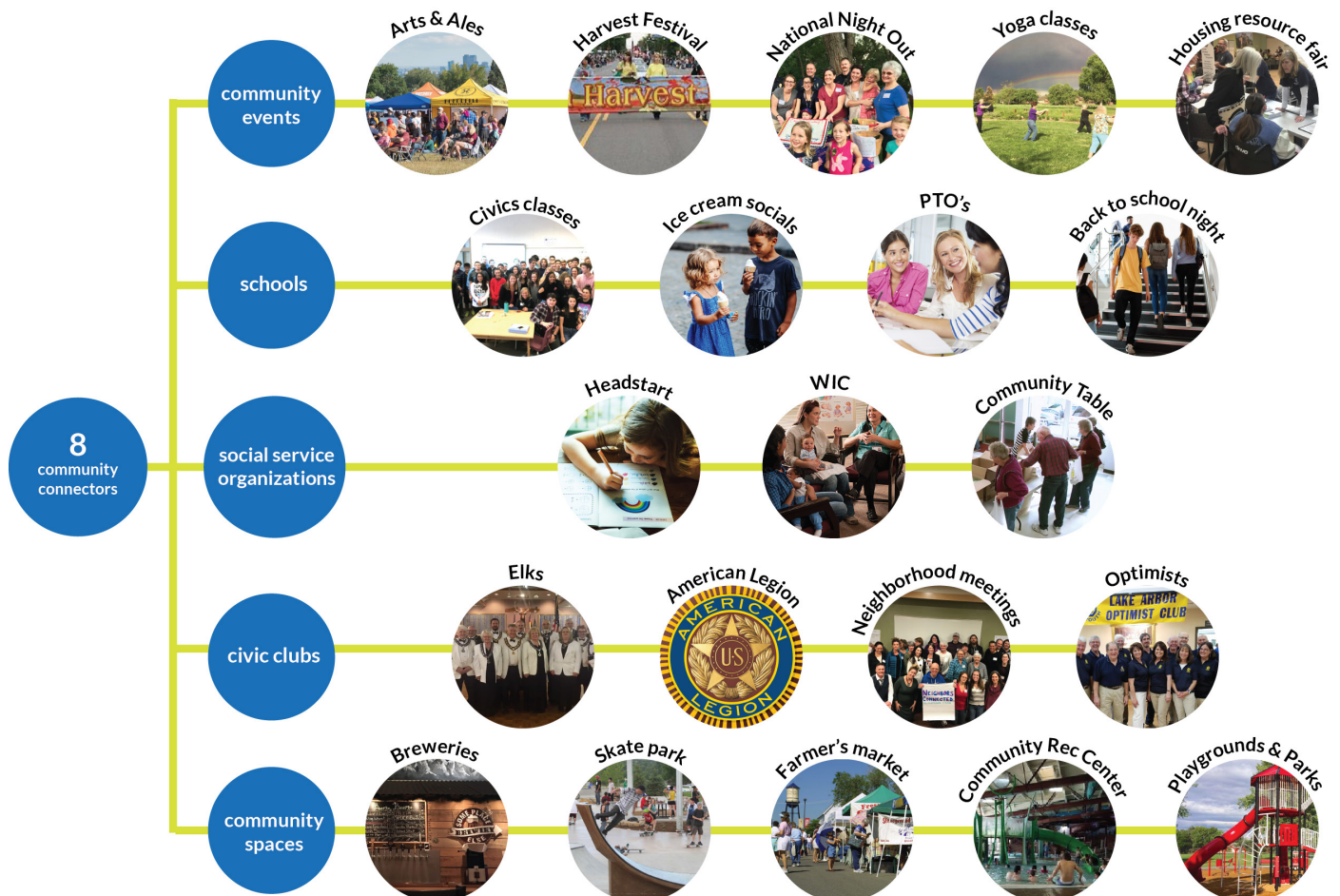
# WHO WE HEARD FROM

From August to October, Speak Up Arvada had over 6,000 people visit the site, 773 of whom registered as participants, ranging from teenagers to over 70 years old. We even had the most active engagement platform in the country in the month of October!

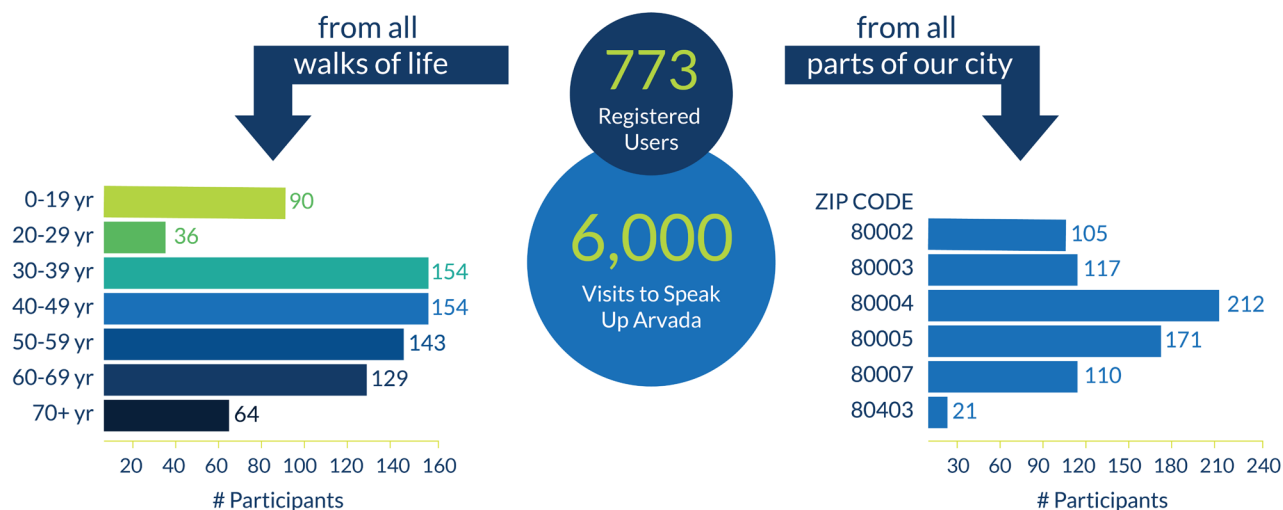
With regard to our Community Connectors and their in-person engagement, they conducted over 150 interviews and presentations to civic clubs, homeowners associations (HOAs), festivals, schools, resource fairs, and senior centers, to name a few. They had almost 8,000 face-to-face touch points, and conducted over 700 hours of outreach. One of our Connectors made a special effort to reach our Spanish and Russian speaking community, as well as our lower income residents through outreach at the Women, Infants, and Children's Clinic (WIC), Head Start, and the Veggie Van. We engaged residents from all over the city, from east to west, and north to south.

## WE WENT WHERE YOU GATHER

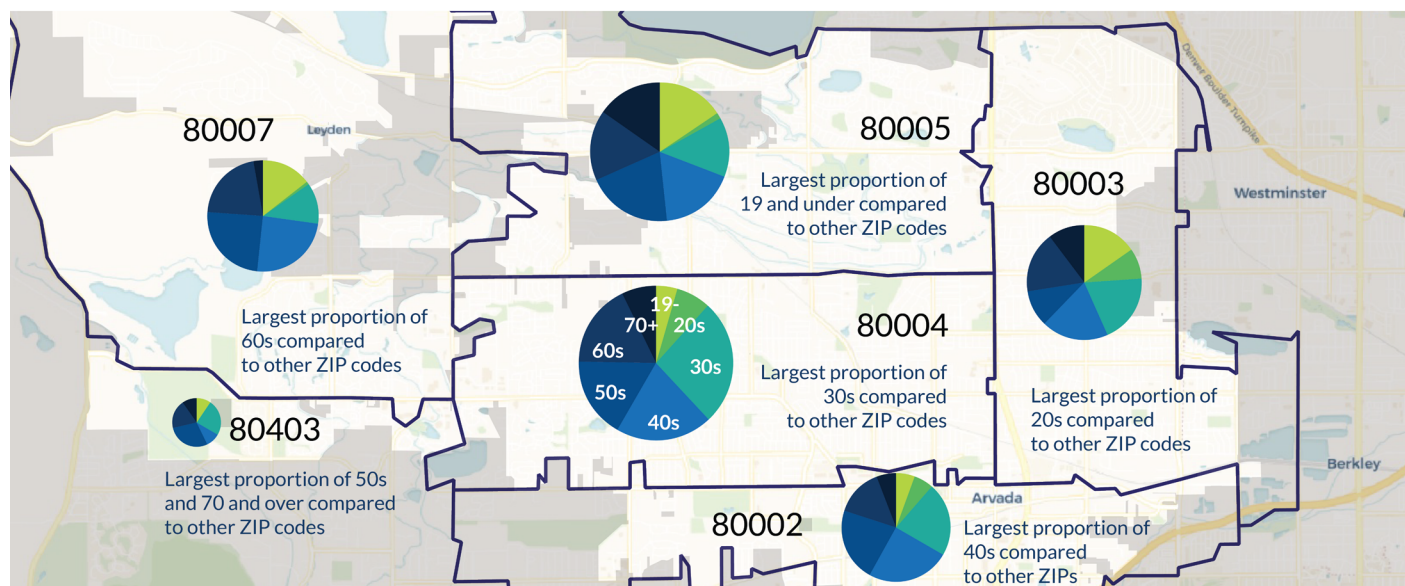
8,000 face-to-face touch points, 700 hours of research, 150 interviews







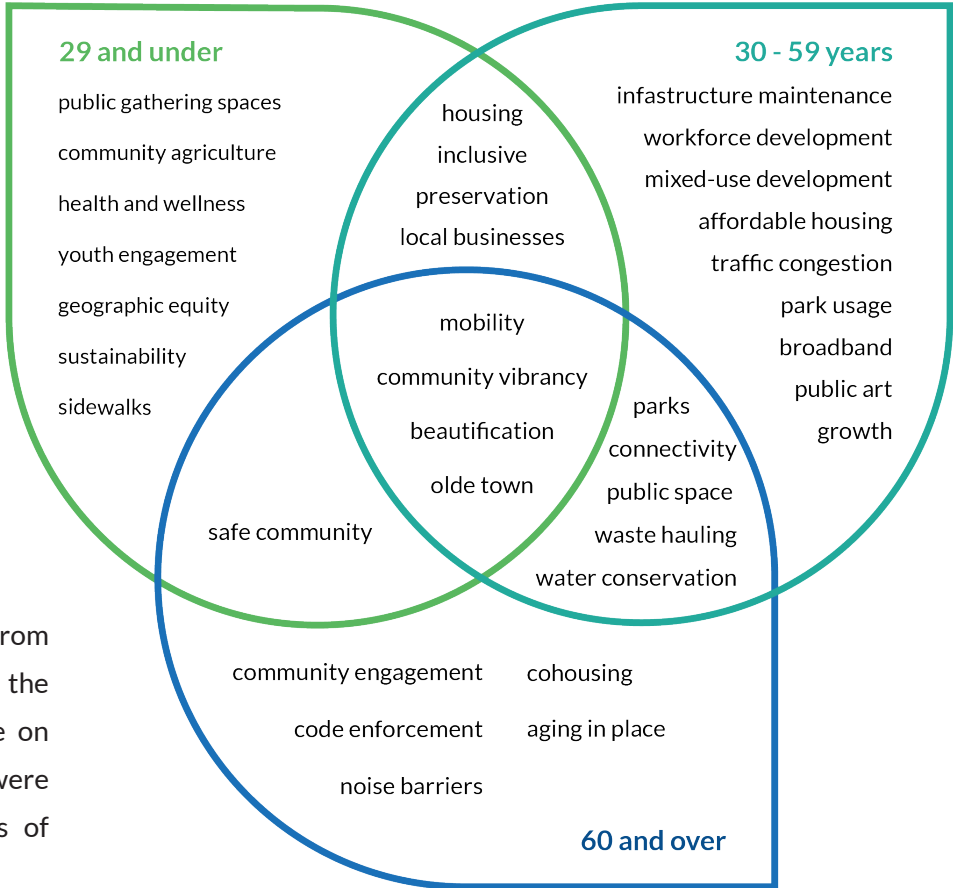
### Age groups of Speak Up Arvada users per zip code



Zip code 80004 had the largest portion of Speak Up participants, largely due to the fact that it's the area with the highest density, but we had a good representation from each section in the city. In areas with higher rates of youth engagement (shown by the light green pie pieces), our Community Connectors conducted targeted outreach to high schools like Ralston Valley High School and Arvada High School.

Arvada is a family community. We regularly reach our population from age 30s to 60s, so have historically good engagement there. On this Community Vision project, our team worked diligently to engage our teens and seniors, residents that typically aren't reached by traditional engagement methods. We wanted all community members to have their voice heard to form the future of our city. To better reach these groups, the Community Connectors attended high school civics classes, skate parks, senior living facilities, and silver sneakers classes. They went to where these groups were already gathering.

- Affordable Housing and Arvada
- Getting Around Town
- Got Thoughts on Development?
- Pssst... (Communication preferences)
- Public Art in Arvada
- Share Your Vision
- Short-Term Rentals for Arvada?
- Show Us the Places You Love in Arvada
- Tell Us An Arvada Story!
- Won't You Be My Neighbor



We collected nearly 100 visions from members of our community in the “Share Your Vision” questionnaire on Speak Up Arvada. These themes were mentioned by different segments of our population.



Feedback was collected from the ten projects above and about 50 individual ideas (tags) emerged. These tags were condensed into seven main values, which form the basis of our community vision statements.

## THE VALUES OF OUR COMMUNITY



# VISION STATEMENTS

The final step of the Community Visioning Project involved the creation of a vision for the future, describing what the community seeks to become. Based on the identified community values, a “preferred scenario” was developed to describe what the City of Arvada will look like if it responds to emerging trends and issues in a proactive manner. Ultimately, the following vision statements are based on this scenario.

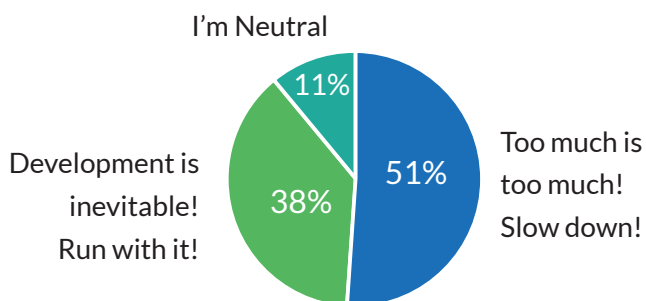
Arvada’s community vision is a combination of two basic elements: 1) an understanding of the community’s timeless, unchanging core values and 2) a clear picture of its own future – its aspirations including forward-thinking, bold goals that are ultimately achievable. The following four vision statements incorporate the core values as identified by our citizens and answer the driving question: “Where do we want to be?”



We envision an Arvada that embraces its small town traditions to achieve an inclusive, prosperous, and resilient community of neighborhoods where quality housing is attainable to all.

*The community value statements that inform this vision statement are: A Community for All, Getting to Know Each Other, Resources for the Future, A Safe and Clean Community, Building and Sustaining Arvada's Character.*

How do you feel about future development and/or redevelopment in Arvada?



“ Everyone is moving away or having to find roommates. I'll be moving to Greenley next month. But I love Arvada. It's my home. I grew up here. ”

“ Everyone in Arvada is having trouble with this. Over 1/3 of my retirement income goes towards rent. We have other expenses to think about too. ”

“ There is such high turnover of residents in Arvada. You get to know your neighbors, and then they have to move somewhere more affordable. There used to be better housing for young families in Arvada. ”

Which style of affordable housing fits Arvada's style the best?



58%  
(123 votes)



35%  
(74 votes)



7%  
(14 votes)





We envision an Arvada that places a high value on quality of life defined by safe, connected neighborhoods where we care for our neighbors and enjoy access to our incredible network of parks, open space, and other community gathering places.

*The community value statements that inform this vision statement are: Getting to Know Each Other; Getting from Here to There, a Safe and Clean Community, Resources for our Future*

86%

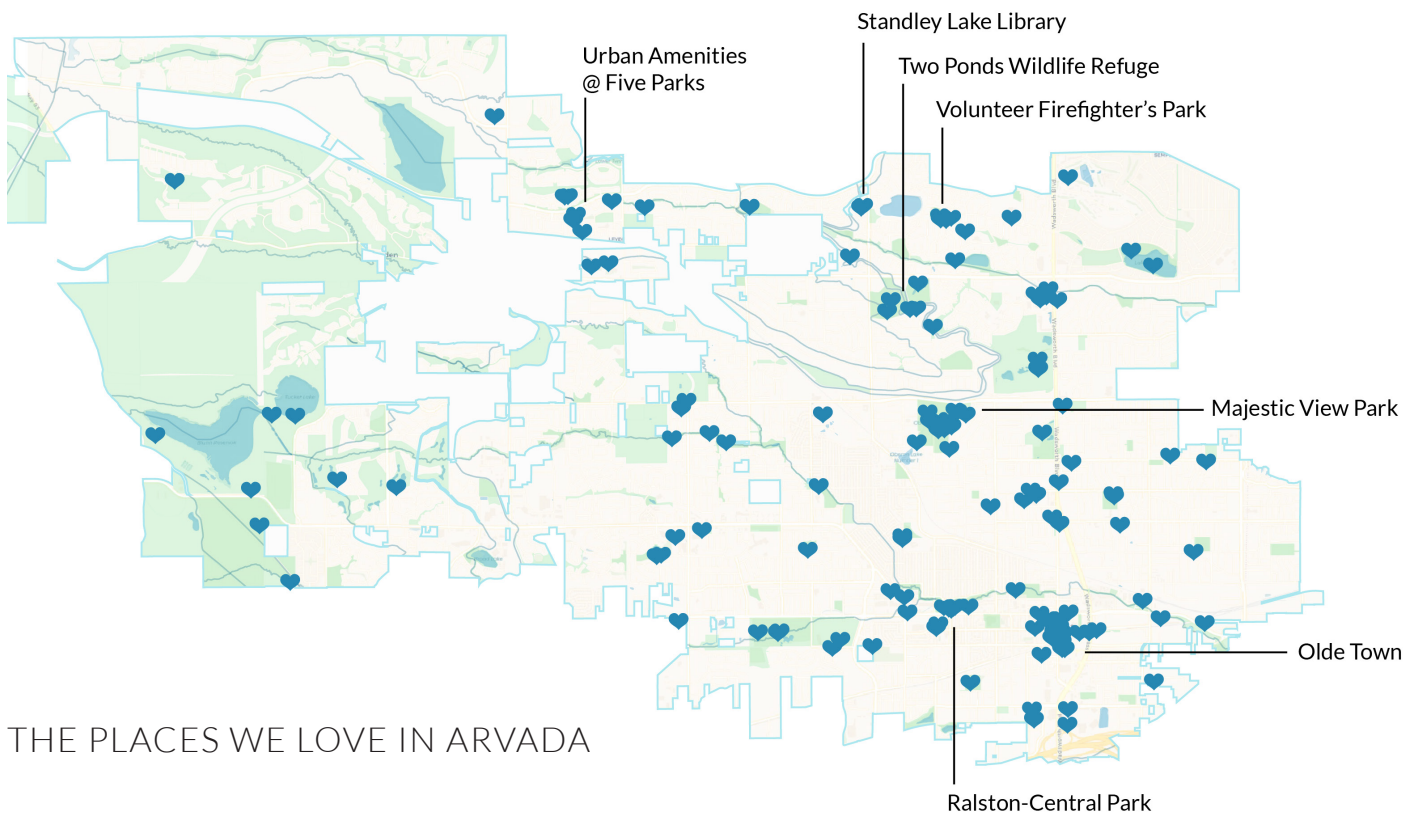
of people say connecting with neighbors increases safety

85%

of people interact with their neighbors at least once per week

61%

of people know they can 'always' count on a neighbor

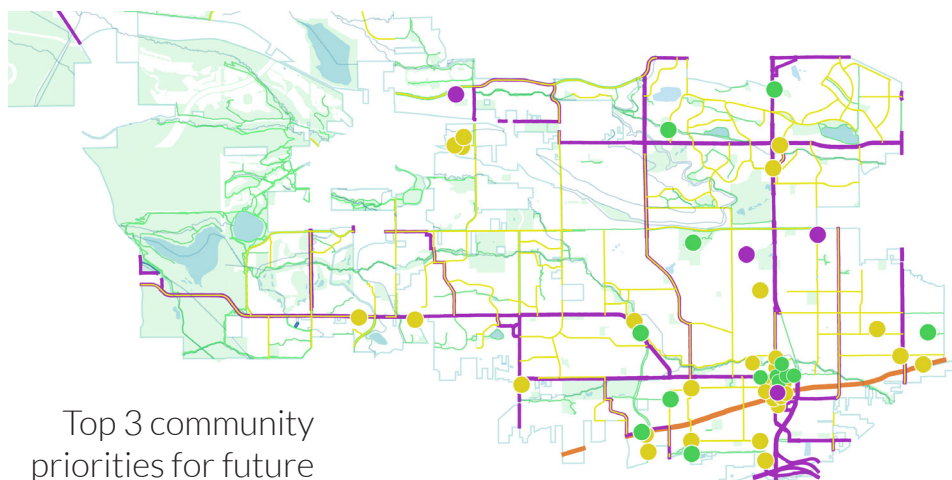


## THE PLACES WE LOVE IN ARVADA



We envision an Arvada with a safe, effective, and efficient transportation system, including access to the greater metropolitan area, transit opportunities, and improved connectivity to our many recreational assets.

*The community value statements that inform this vision statement are: Getting from Here to There, Resources for our Future*



## Current Transport Options

- Walking Trails
- Bike Lanes
- Bus Routes
- Commuter Rail

## Room for Improvement

- Walking Trails
- Bike Lanes
- Bus Routes

Top 3 community priorities for future transportation:

24%

ease of use

18%

availability of different travel options

16%

affordability

“Get heavy traffic off of the small roads and onto new (large-flow) routes”

“More sidewalks and safe walking paths!”

“All failing roads have been fixed and are maintained”

“We imagine lots of farms, agriculture, and open spaces to hike and enjoy nature. We also see plenty of bike lanes for commuter bikes.”

“Better speeding control”

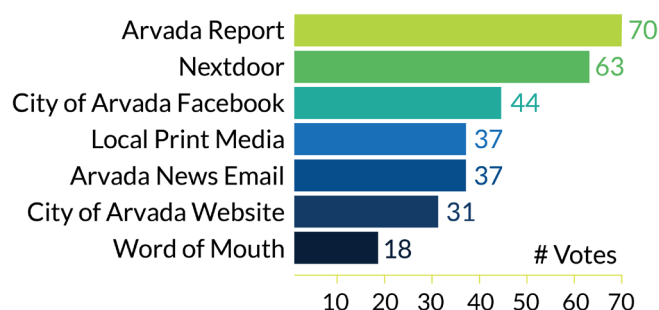
“There are so many awesome trails throughout Arvada. I would love it if they all connected with more trails and bike lanes!”



We envision an Arvada that provides a full range of municipal services to its residents, one that communicates effectively and allocates sufficient resources to meet the growing and changing social and environmental needs of our community.

The community value statements that inform this vision statement are: *Getting from Here to There*, *Community for All*, *Resources for our Future*, *Getting to Know Each Other*

What are your favorite ways to get information about city events and services?



## Real-time communication

we're focusing on modern ways to engage our community



## Waste hauling

was the second most popular idea among respondents