



Floyd Hill - Project Leadership Team

Meeting Summary

October 14, 2022, 8:30 AM to 9:30 AM

CDOT Golden - Lookout Mountain Conference Room and Virtual (Zoom)

1. Introductions, Agenda Review, General Updates

CDR Associates opened the meeting and reviewed the agenda.

The purpose of the meeting was to discuss:

- The Design Innovations Public Information Update
- The formation of the Public Information Leadership Team (PILT)
- Groundbreaking Media Event on October 19th

Project Leadership Team (PLT) members confirmed the meeting agenda with no changes.

General Project Updates:

- The Project Team announced the Groundbreaking Event on October 19th, to which all PLT members are invited. This will be a media event at the top of Floyd Hill to celebrate the start of the I-70/Floyd Hill early projects including the roundabouts and the Genesee Wildlife Crossing. Construction of these early projects is slated to begin in November 2022.
- No new updates on the FONSI
- CDOT leadership, including Executive Director Shoshana Lew attended a recent I-70 coalition meeting where they expressed interest in I-70 Mountain Corridor transit options including Pegasus.
- Breckenridge Ski Resort will be a new partner for CDOT's Bustang service.



2. Design Innovations Public Information Update

The Project Team described their intended approach for the Public Information update for the design innovations and close out of the NEPA process. The focus of this update will be information dissemination and the team will not be asking for public involvement at this time. A website update will be accompanied by other efforts such as email blasts and potentially materials such as flyers and postcards. The project team shared the list below depicting the recent communication and outreach activities that have taken place.



Public Information/ PILT Update

RECENT ACTIVITIES	Date	Topic
Email blast	8/2/2021	Notice of EA availability and virtual public engagement
Email blast	8/24/2021	Project update
Email blast	9/27/2021	EA comment period reminder
Email blast	10/1/2021	Notice to industry regarding contracting for the CMGC procurement
Transportation Commission meeting	11/18/2021	Project status update
Transportation Commission meeting	1/19/2022	Project status update
Email blast	2/23/2022	Floyd Hill roundabouts and parking project update
CTIO Board of Directors meeting	5/5/2022	Project update
Idaho Springs City Council presentation	5/9/2022	Project update
I-70 Coalition quarterly meeting	7/14/2022	Project update, review of design refinements
Clear Creek County Board of County Commissioners meeting	8/2/2022	Project update, review of design refinements
National Public Lands Day booth	9/24/2022	Project information at Clear Creek Trailhead event
I-70 Collaborative Effort meeting	9/28/2022	Project update, review of design refinements

The PLT is satisfied with the approach and plan, and all members agree that being proactive is key to managing the complex nature of the CM/GC process as well as a highly visible project.

- **PLT Question:** Who will be on the PILT (Public Information Leadership Team)?
- **Project Team Response:** The PILT has not yet been convened however, we plan to start reaching out to PILT members from the I-70 Westbound Peak Period Shoulder Lane (WBPPL/MEXL) project.



The Project Team reiterated that the approach to Public Information over the next few weeks will focus on ensuring the public is aware of design innovations to date. The PLT confirmed this approach.

- **PLT Question:** Who will be receiving the updates in the mail such as flyers or postcards?
 - **Project Team Response:** Both physical and electronic mail updates will be sent to all stakeholders and community members who have signed up for those updates.
- **PLT Comment:** Consider sending some of the physical materials to places like the City/Town Halls of the nearby communities like Georgetown and Idaho Springs.
- **Comment:** For past projects we have created magnets with QR codes that direct interested community members to the website with information. These can be placed on counters of places in nearby towns.
 - **Response:** That is a great idea, however, we could create fliers/postcards for the discrete update on the design innovations and the close out of the NEPA process, then use the QR code to manage more regular updates as the project progresses.
- **PLT Comment:** Outreach in the form of text updates is very effective, especially for things like traffic updates. The only barrier there is needing community members to opt-in to that platform.
- **Project Team Comment:** These are great ideas but these are the kinds of decisions that will fall within the PILTs purview once that group is convened. This is a conversation that should be folded into the PILT: what is the information we want to share and what are the opportunities for the PILT to reach the public with this information.

ACTION: Fold discussion of modes for communicating discrete vs. regular informational updates into the coming PILT discussions.

- **Question:** What is the timeline for developing and convening the PILT? Who will be on it?



- **Response:** We have not determined a key start date but likely late 2022/early 2023, with the goal to convene the PLT earlier to be proactive about communication campaigns. We have a list from the WBPPSL/MEXL project of about 60 people that can be tailored to best fit the PILT for this project.
- The general makeup of this list is: key stakeholders, city administrators, emergency responders, etc. The goal of the PILT is to convene individuals who have a motivation and/or platform to disseminate information about the project to their communities.

The PLT identified the successful management and impact of the PILT during the WBPPSL/MEXL project and asked those involved to reflect on best practices/lessons learned.

Best practices and Lessons learned for PILT:

- Hosting regular/weekly meetings as a touchpoint is important
- Outlining and communicating key topics, goals, and priorities for each week so that PILT members know what to expect during the meeting/how to prepare/whether or not they may need to join
- Making a true leadership team: smaller group first to determine approach first
- Coordinate within the different projects - Stacia and Presley have pulse on all CDOT public information initiatives
- Creating clear distinctions between regular CDOT PI updates vs. Floyd Hill specific updates
- Ensure there is one point person - “the bottom line.” While there is a whole team, someone needs to be the point person or else information and initiatives can get scattered
- PILT has different audiences and can refine approach and information based on proximity and involvement. Some folks might not come to every Monday meeting but could be updated with a weekly email. It’s important to distinguish audiences and messages to use people’s time wisely. Members can have the option of only attending meetings that are of specific interest to them.
- Although some PI will necessarily consist mainly in communicating information and informing the public, aim to avoid solely one-way communication. Potentially



create a forum where community leaders can bring questions from the community.

Recommendation: distribute basic talking points so that PILT members can act as communication conduits within their communities and organizations.

Recommendation: establish weekly email briefings to the PILT and the community members with updates about construction, closures, and next steps/next topics to discuss.

The Project Team wrapped up this discussion by appreciating all the good input on this topic and recognizing that this is just the start of the discussion; there will be more time to get these ideas off the ground once the PILT is convened.

ACTION: Project Team to share the list of potential PILT members with the PLT.

ACTION: PLT to provide input on the list within a week so that the Project Team can refine. The goal is to have the PILT formed before early action projects hit the ground which is coming up in November.

3. Project Branding Update

None to report at this time.

4. Review Upcoming Milestones, Action Items, & Next Steps

- The project team provided one more reminder for the Groundbreaking Event on October 19th. A goal for speakers at this event will be to highlight the thorough stakeholder engagement that has been and will continue to be an invaluable part of the process.

ACTION: CDR to double check the total number of PLT, TT, and ITF meetings have been held to date.



The Project Team asked the PLT if there were any further questions or thoughts?

- **PLT Comment:** in regards to the relationship between the PLT and TT as we move forward, the TT should at least bring ideas back to the PLT after the 30%, 60%, and 90% stages of design for each section of the project.

Hearing no further thoughts or questions, the Project Team thanked the PLT members for their participation.

Summary of Action Items and Recommendations:

ACTION: Relay ideas for discrete vs. regular informational updates to the PILT.

ACTION: Project Team to share the list of potential PILT members with the PLT.

ACTION: PLT to provide input on the list within a week so that the Project Team can refine. The goal is to have the PILT formed before early action projects hit the ground which is coming up in November.

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Attendees

Cindy Neely, Amy Saxton (Clear Creek County); Jonathan Cain (Idaho Springs); Joe Behm (Central City); Margaret Bowes (I-70 Coalition); Lynnette Hailey (City of Black Hawk and Gilpin County); Wendy Koch (Town of Empire); Brian Dabling (FHWA); Kurt Kionka, Kevin Brown, Tyler Brady, Jeff Hampton, Badr Husini, Margo Meginis, Stacia Sellers (CDOT); Joy Wasendorf (CIG Public Relations); Anthony Pisano (Atkins); Matt Hogan (Kraemer); Mandy Whorton (Peak Consulting); Jonathan Bartsch, Daniel Estes, Cara Potter (CDR Associates)