



Planning Process Outreach Summary

Meetings:

The project included 4 public meetings in various formats, 2 surveys, 4 public study sessions, 2 public hearings, and 10 meetings of the stakeholder and focus groups. The dates of these 22 events included the following:

- April 16 – Stakeholder steering committee meeting – *12 members*
- May 1 – Public meeting #1 (on-site walking tour) – *±80 attendees*
- May 6 – Planning Commission study session
- May 10 – City Council study session
- May 20 – Community focus group A meeting – *12 members*
- May 24 – Community focus group B meeting – *13 members*
- May 27 – Business/development focus group meeting – *7 members*
- June 10 – Public meeting #2 (virtual visioning session) – *60 attendees*
- June 10 to July 10 – Visioning survey (June 10 meeting + online + printed) – *112 responses*
- July 7 – Stakeholder steering committee meeting
- July 21 – Community focus group A meeting
- July 23 – Community focus group B meeting
- July 29 – Business/development focus group meeting
- August 3 – Public meeting #3 (in-person review of conceptual plans) – *±80 attendees*
- August 3 to 10 – Survey for conceptual plans (online + printed) – *168 responses*
- August 16 – City Council study session
- August 19 – Planning Commission study session
- September 10 – Stakeholder steering committee meeting
- September 13 – Business/development focus group meeting
- September 22 – Public meeting #4 (open house review of recommendations) – *±120 attendees*
- October 7 – Planning Commission public hearing
- October 25 – City Council public hearing

Direct Mail:

The City's *Connections* newsletter is mailed to every household and business in Wheat Ridge and is the primary source of direct mail for citywide projects such as this one. The project appeared in 3 editions of *Connections*:

- March 11 - This project first appeared in the March (2021 winter/spring) *Connections* in the Mayor's Column. The Mayor mentioned that the master planning project was about to kick off and that interested community members should check the City's social media platforms, Mayor's Matters newsletter and website for specific upcoming opportunities
- May 20 - The Lutheran project was the front page feature of the spring/summer 2021 edition (mailed May 20). Content included the history as well as very specific ways to get involved such as focus groups, formal meetings, the What's Up Wheat Ridge link and a project phone number and email address.
- July 29 - The Lutheran project was featured on page 5 of the summer/fall edition 2021 (mailed July 29). The article featured updates and included specific weeks for focus groups, dates for public meetings, dates for formal meetings (Planning Commission and Council), the What's Up Wheat Ridge link and a summary of other ways to stay informed (social and the link to subscribe to Mayor's Matters)

Email:

Several different distribution lists were utilized to send email updates directly to stakeholders:

- Mayor's Matters is a monthly e-newsletter containing updates on the City's latest news, current projects, and upcoming events. It is mailed on or just before the 1st of each month. The project appeared in seven (7) consecutive newsletters as a specific project update and included in the calendar of events. Those months were: April, May, June, July, August, September, and October 2021.
- An email was sent to all active board and commission members on June 8 directing recipients to the What's Up Wheat Ridge page to register and subscribe for updates.
- What's Up Wheat Ridge allows users to register on the site and subscribe to various projects. The City can send newsletters through the site to all registrants or to the subscribers of specific projects. A total of nine (9) emails were sent during the course of the project with another scheduled to be sent prior to the Council meeting:
 - 4/23/21 email to 35 recipients with a 80% open rate
 - 5/14/21 email to 883 recipients with a 58.3% open rate
 - 5/14/21 email to 72 recipients with a 70.8% open rate
 - 6/7/21 email to 908 recipients with a 67.5% open rate
 - 6/11/21 email to 122 recipients with a 87.7% open rate
 - 7/26/21 email to 1512 recipients with a 56.7% open rate
 - 8/5/21 email to 191 recipients with a 70.2% open rate
 - 8/9/21 email to 243 recipients with a 56.8% open rate
 - 9/16/21 email to 292 recipients with a 78.4% open rate
 - 10/18/21 email pending(industry standard is a 21.06% open rate)

Traditional Media:

- Formal press releases were released to local newspapers and media at key milestones by the City and by SCL Health:
 - April 21 by the City “Lutheran Legacy Master Planning Process Kicks Off with Interactive Campus Tour”
 - June 1 by SCL Health “SCL Health Lutheran Medical Center Announces New Replacement Hospital & Future of Current Campus”
 - June 17 by the City “Wheat Ridge Hosts SCL Lutheran Legacy Master Planning Meetings”
 - July 26 by the City “Wheat Ridge Hosts Third Public Meeting to Discuss SCL Lutheran Legacy Master Plan”
- The Neighborhood Gazette prints 16,000 copies and has included multiple stories related to the project:
 - March 2021 “What To Do with the Lutheran Site?” (front page story)
 - May 2021 “Lutheran Legacy Master Planning Kicks Off With Live & Virtual Tours”
 - July 2021 “Preliminary Recommendations For Lutheran Redevelopment Expected Aug 3”
 - September 2021 “Last Chance To Pipe Up About Redeveloping Lutheran Medical Center”
 - August to October 2021 included a 3-part series on historical structures on the campus

Social Media:

The City’s social media channels were used to advertise project-specific events including upcoming public meetings and active surveys:

- Next Door posts on April 22, April 29, July 26, September 17, and September 21 (posted to all neighborhoods within the City)
- Facebook posts on May 14, May 30, June 4, June 7, June 9, June 11, July 26, and September 21 (the City has 2,367 followers)
- Twitter posts on June 8, July 22, July 30, August 2, September 17 (the City has 676 followers)

Social media posts also include notice of Connections, Mayor’s Matters, and City Council meetings/study sessions.

Miscellaneous:

- Meeting event flyers were posted at City facilities, including the Recreation Center, Active Adult Center and City Hall in advance of public meeting #2, #3, and #4.
- The front page of the City’s website included a news flash for the project 1-2 weeks before the four (4) public meetings, two (2) surveys, and two (2) public hearings.
- Public meetings were included on the City’s website calendar.
- Verbal updates were provided at Planning Commission meetings from April through October.

What's Up Wheat Ridge:

In addition to emails sent to registrants and subscribers (see page 2), the What's Up Wheat Ridge platform allows staff to see how many people interact with the site.

- The project site launched on March 24, 2021.
- As of October 15, 2021 there were 2,595 unique visitors to the project page. Of these, 1,085 individuals interacted with the project in some way (downloaded documents, viewed key date details, visited multiple pages, or engaged in an activity).
- The chart below shows the volume of pageviews and visitors for the duration of the project. It peaked in August with 2,744 pageviews which correlates with the timing of the preliminary concepts survey.

Visitors Summary

What's Up Wheat Ridge from 13 Feb '20 to 14 Oct '21

