Bicycle Event & Resource Map (BERM)

Plotting Our Partnerships
Community Engagement Capacity Building Strategies

Safe Routes Partnership
Boulder County's Mobility for All
October 11th, 2023

Safe Routes PARTNERSHIP
Active Paths for Equity & Health

Boulder County

AGENDA

01. Introductions
02. Project Background
03. Bicycle Event & Resource Map Preview
04. Project Process + Framework
05. Q&A

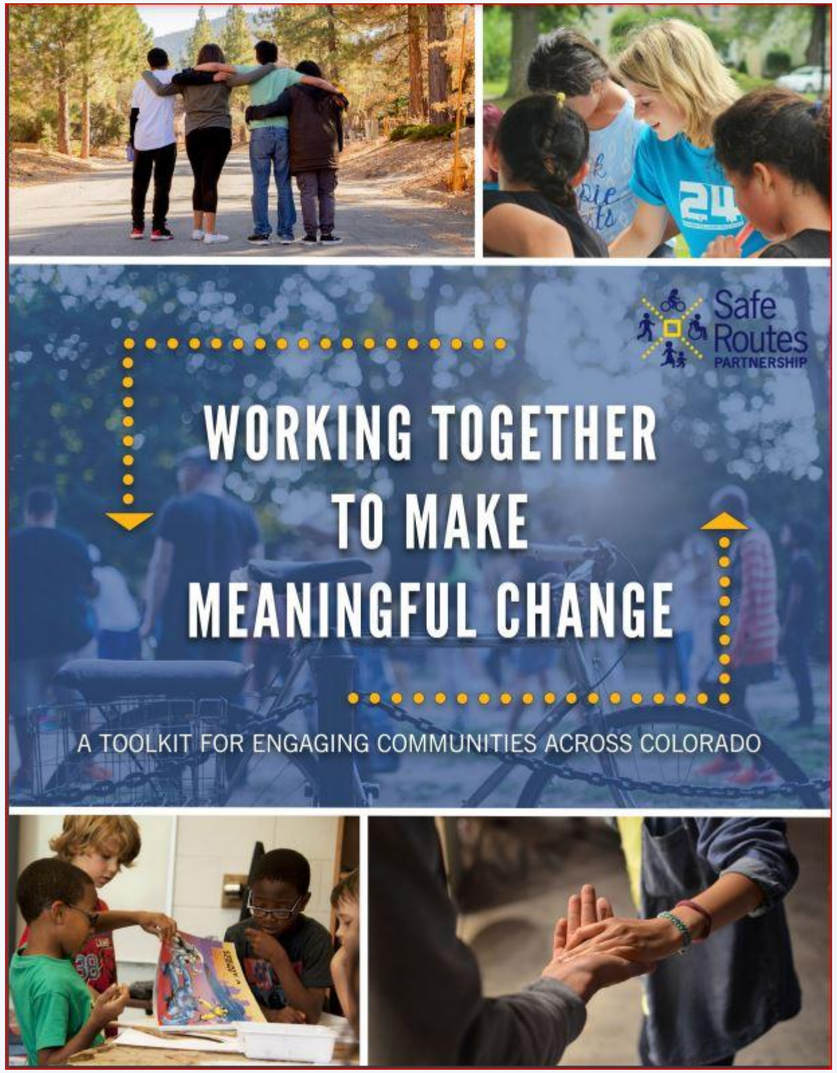
Meet the Team!

Cammie Edson

Mobility for All's Youth Transportation Program Manager / Employee Transportation Coordinator

Avery Novotny

Multimodal and Mobility for All Transportation Planner



PEOPLE-CENTERED FRAMEWORK

REFLECT on your role as a community partner - *TAC Member*.

RESEARCH the community where you are working - *BERM Project*.

PARTNER with other organizations to build community relationships.

PLAN thoughtful, culturally-responsive community engagement experiences.

IMPLEMENT your community engagement activities and events.

SUSTAIN your community engagement beyond a single project or initiative.

BERM Project Timeline

Origin: Pre-identified Collaborative Project for BOCO

Came about from years of past events and partner discussions about the need for better event collaboration and resource sharing

Working Together to Make Meaningful Change: A Toolkit for Engaging Communities Across Colorado

Collaborated w/ CDOT and the Safe Routes Partnership to pilot this toolkit with the BERM project

Create Project Charter, Timeline, Research, Survey Formatting

Established goals, timeline, budget, and draft survey questions

BERM - TAC Meeting #1

Technical Advisory Committee (TAC) meeting with key stakeholders to introduce project, survey distribution list development and approve data display options.

BERM - TAC Meeting #2

TAC members to focus on developing both tools (survey and distribution list)

BERM - TAC Meeting #3

TAC members to finalize survey and distribution list and open the survey for ~3 weeks

Close Survey. Analyze & Draft Asset Map Results

Develop a draft asset map product for the benefit of partners and improved collaboration. Send out Partner Profiles for Agency review.

BERM - TAC Meeting #4

TAC members to approve asset map, review qualitative analysis results (if ready), and the potential next steps e.x focus group conversations

BERM - Plotting Our Partnerships

Project Management

1. Created a Project Charter
2. Funding
3. We were able pivot from our original plan to use internal staff for the project phases thus far

M4A // October 2023

Project Charter: Asset Mapping Bicycling Event Resources

Project Background (internal and external) • **Asset Mapping** is a community-based participatory approach where community members identify and document resources available that can be developed, enhanced, or modified to address community goals. • As outlined in the Colorado Community Engagement Toolkit, the following steps will support the development and deepening of the community engagement processes, by following the basic framework below. This project is centered on Step 2 to help all community partners be able to improve their future efforts in steps 2-6, as well. 1. Reflect on your role as a community partner. 2. Research the community where you are working. 3. Partner with other organizations to build community relationships. 4. Plan thoughtful, culturally-responsive community engagement experiences. 5. Implement your community engagement activities and events. • 6. Sustain your community engagement beyond a single project or initiative. This framework is designed to be people-centered, meaning that the people who live, work, and play in the community will be at the heart of this process. • Cultural Responsiveness & Inclusion Strategic Plan for the Boulder County Parks & Open Space Department outlines the importance of asset mapping and provides three categories of recommendations: partnerships and co-creation, communication & outreach, and economic opportunities and organizational change. This project is focusing on the partnerships and co-creation phase.	**Desired Impact (changes in organizations, systems, communities)** • Build strong partnerships between Boulder County and Bicycling Education and Safety community partners. • Identify currently available Bicycling Education and Safety resources among a wide variety of community partners supporting the communities in and around Boulder County. • Create a mechanism(s) to share and promote available resources and help improve Bicycle Education and Safety focused community events that occur to support Boulder County residents and/or visitors. • Invite partners to become part of the ?? and participate in a future Bicycle Education and Safety Work Group. • Contribute to meeting Boulder County's Transportation Master Plan and the Mobility and Access for All Ages and Abilities Plan's strategic goals around bicycle safety and education.

Desired Outcomes / Benefits for Participants
• Identify services, events, and resources offered by Bicycling Education and Safety community partners.
• Empower Bicycling Education and Safety community partners to do more at their events by creating shared communication mechanism(s) to foster collaboration among and build trust among partners.
• Compile bicycling education resources identified by local partners
• Identify resource and service assets and gaps, allowing partners to collaborate better on next steps to enhance bicycling education and safety programming:
  • For more Boulder County communities, especially the historically under-resourced communities
  • By reducing the strain on individual agencies to provide all types of ideal resources vs partnering with others to provide an ideal level of resources.
	Summary Deliverables / Outputs CE
	• Partner co-created list of ideal event resources
	• Partner co-created list of asset mapping survey question categories
	• Spreadsheet with updated contact information of community partners conducting bicycle education and safety community engagement events within Boulder County communities.
	• Summary report or spreadsheet or map with available bicycling education and safety resources, services, event types offered by community partners.

Project Scope (In and Out of Scope)
• Asset Mapping Survey: Before implementing the survey and data collection, coordinate 2 meetings with key stakeholders:
  • Kick-Off - Identify asset map goals, partner survey categories, begin to develop survey recipient list
  • Confirmation - Survey questions & recipient list final review.
• Consultant Contract: Develop a consultant RFP for data analysis; Obtain 3 quotes & identify consultant; Execute consultant subcontract; Analyze survey data; Create a summary data report &/or spreadsheet
• Share the compiled asset map data with partners.
	High-Level Requirements: CE
	• Conduct interviews with key stakeholders and community leaders.
	• Conduct focus groups with selected Latinx communities.
	• Compile feedback
	• Incorporate resources in asset map.
	• Write an updated Latinx Community Engagement Strategic Plan

Key Stakeholders: • Boulder County Mobility for All Youth Transportation and other County Staff • Boulder Valley School District • Community Cycles, Bicycle Longmont • Bicycle Colorado • Non-Profits, Organization, etc. working in Boulder County.	**Project Assumptions:** • Boulder County staff will work virtually and in-person, if needed, w/ key stakeholders to develop the asset mapping survey categories and question types/questions. • A local consultant is available to do the data analysis as soon as the data is available. • Boulder County will invoice CDPHE by end of June for reimbursement for $5K of the data analysis consultant

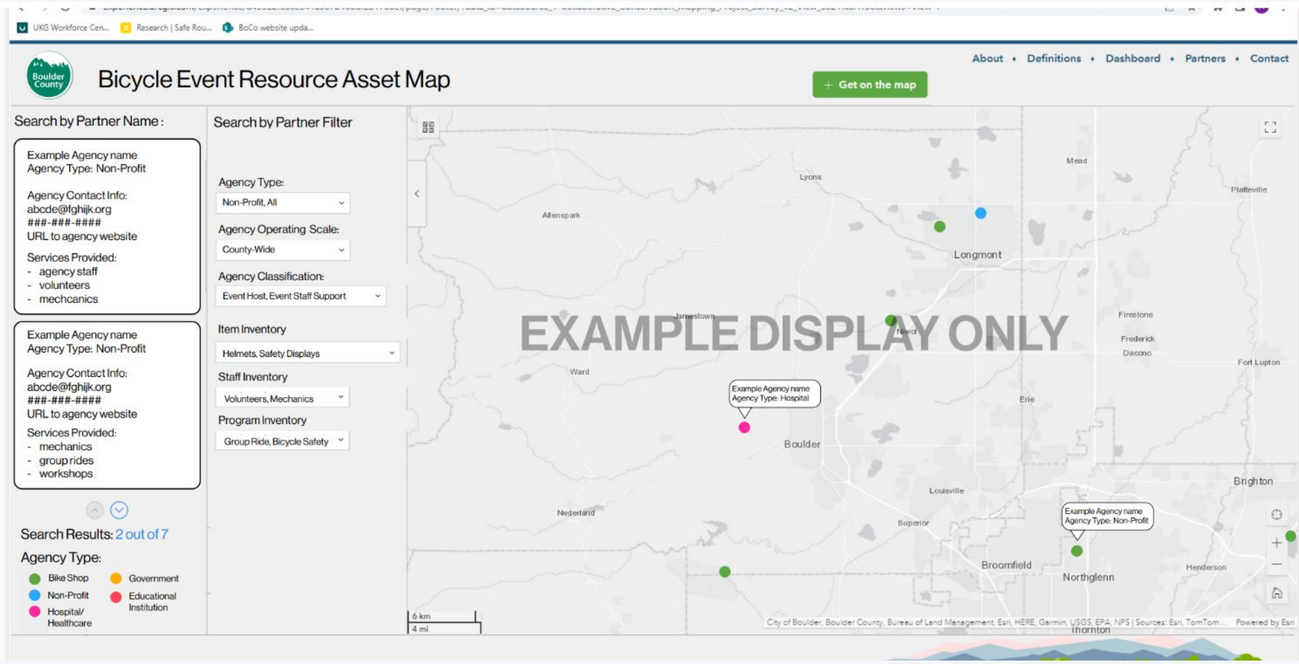
What is & Who is the TAC?

- ➔ Technical Advisory Committee - Our Intended End Users!
- ➔ TAC helped to create two tools: the survey and map both - informed by them!
- ➔ Created to help partners find each other to improve future collaborations
- ➔ We needed our intended end users be seen in the process and in the final products
- ➔ We presented our draft survey to get the conversation started, by the end of the TAC process the survey questions and answers were all created by them

The Map

Why a map?

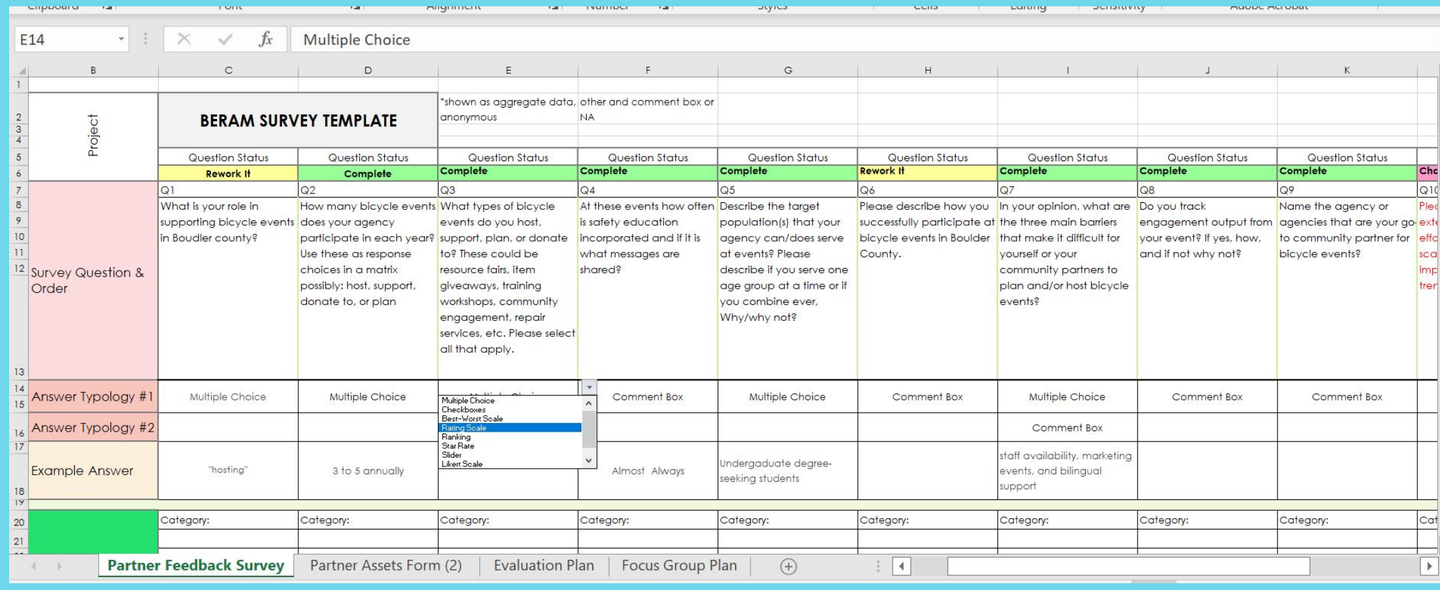
1. More interactive and sustainable for future agencies to get on the map or for agencies to update their inventories.
2. Opportunity to explore a visual tool through ArcGIS
3. Preview map here!



Reflect & Research

- on our role as community stewards and project leads as well as encouraging reflection for our partners in the engagement process. Do community engagement with our partners just as much as community!

1. Asset mapping best practices
2. Current local bicycle event and resource stakeholder landscape
3. Available project tools i.e Survey Monkey, GIS, Google workspace
4. Develop survey format and questions
5. Conceptualize distribution list
6. Prepared to host TAC meetings
7. Strategically invited bicycle champions working at different scales and agency types
8. We did not want to skew the conversations with our pre-work



E14 | Multiple Choice

	B	C	D	E	F	G	H	I	J	K
2	Project	BERAM SURVEY TEMPLATE		*shown as aggregate data, anonymous	other and comment box or NA					
5		Question Status	Question Status	Question Status	Question Status	Question Status	Question Status	Question Status	Question Status	Question Status
6		Rework it	Complete	Complete	Complete	Complete	Rework it	Complete	Complete	Complete
7	Survey Question & Order	Q1	Q2	Q3	Q4	Q5	Q6	Q7	Q8	Q9
8		What is your role in supporting bicycle events in Boudler county?	How many bicycle events does your agency participate in each year? Use these as response choices in a matrix possibly: host, support, donate to, or plan	What types of bicycle events do you host, support, plan, or donate to? These could be resource fairs, item giveaways, training workshops, community engagement, repair services, etc. Please select all that apply.	At these events how often is safety education incorporated and if it is what messages are shared?	Describe the target population(s) that your agency can/does serve at events? Please describe if you serve one age group at a time or if you combine ever, Why/why not?	Please describe how you successfully participate at bicycle events in Boulder County.	In your opinion, what are the three main barriers that make it difficult for yourself or your community partners to plan and/or host bicycle events?	Do you track engagement output from your event? If yes, how, and if not why not?	Name the agency or agencies that are your go-to community partner for bicycle events?
14	Answer Typology #1	Multiple Choice	Multiple Choice	Multiple Choice / Checkboxes / Best-Worst Scale / Rating Scale / Ranking / Star Rate / Slider / Likert Scale	Comment Box	Multiple Choice	Comment Box	Multiple Choice	Comment Box	Comment Box
16	Answer Typology #2							Comment Box		
18	Example Answer	"hosting"	3 to 5 annually		Almost Always	Undergaduate degree-seeking students		staff availability, marketing events, and bilingual support		
20		Category:	Category:	Category:	Category:	Category:	Category:	Category:	Category:	Category:

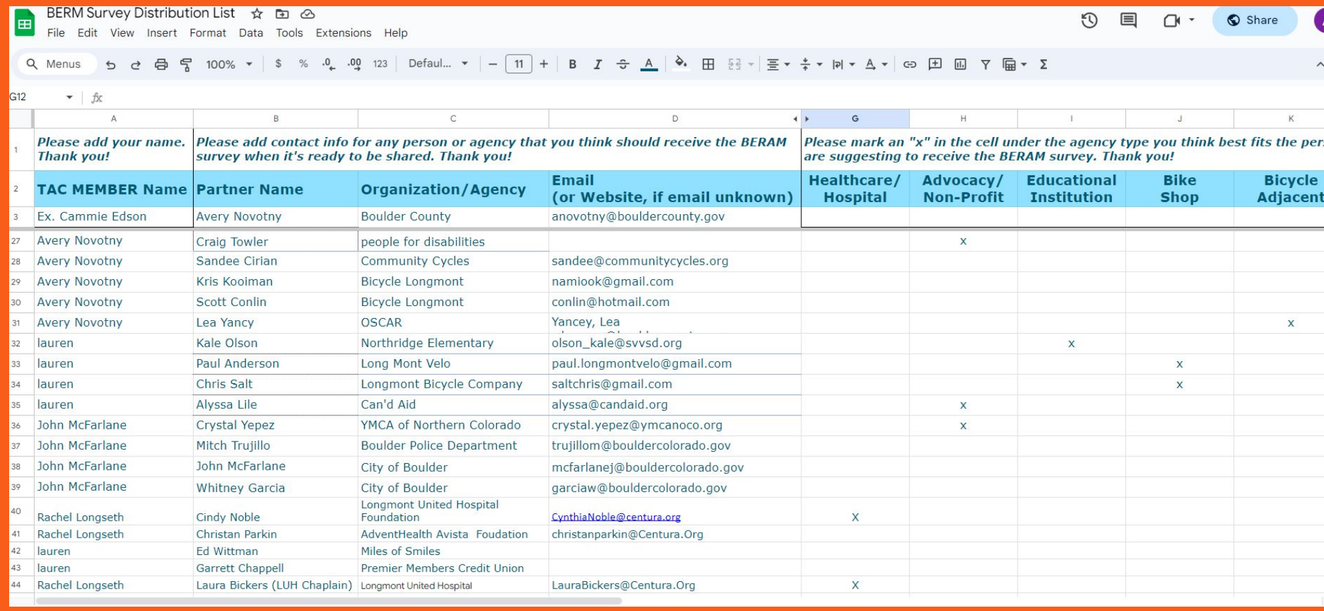
Partner Feedback Survey | Partner Assets Form (2) | Evaluation Plan | Focus Group Plan

Partner & Plan

Lots of partner follow up!

- *Create stakeholder responsive outputs for thoughtful project outcomes and build buy in*

1. Worked cross functionally to incorporate GIS Map - tapped into our resources
2. Hosted TAC Meeting #1
3. Incorporated first round of edits into the survey - got rid of ~6 questions
4. Host TAC Meeting #2
5. Finalized survey and distribution list
   a. originally we had 20, they supplied 30 more contacts!
6. Hosted TAC Meeting #3, presented example built-out resource map
7. Solict for final survey edits
8. Restructured for a soft launch plan



BERM Survey Distribution List

File Edit View Insert Format Data Tools Extensions Help

Share

	A	B	C	D	G	H	I	J	K
1	*Please add your name. Thank you!*	*Please add contact info for any person or agency that you think should receive the BERAM survey when it's ready to be shared. Thank you!*			*Please mark an "x" in the cell under the agency type you think best fits the per*				
2	**TAC MEMBER Name**	**Partner Name**	**Organization/Agency**	**Email (or Website, if email unknown)**	**Healthcare/ Hospital**	**Advocacy/ Non-Profit**	**Educational Institution**	**Bike Shop**	**Bicycle Adjacent**
3	Ex. Cammie Edson	Avery Novotny	Boulder County	anovotny@bouldercounty.gov					
27	Avery Novotny	Craig Towler	people for disabilities			x			
28	Avery Novotny	Sandee Cirlan	Community Cycles	sandee@communitycycles.org					
29	Avery Novotny	Kris Kooiman	Bicycle Longmont	namiook@gmail.com					
30	Avery Novotny	Scott Conlin	Bicycle Longmont	conlin@hotmail.com					
31	Avery Novotny	Lea Yancy	OSCAR	Yancey, Lea					x
32	lauren	Kale Olson	Northridge Elementary	olson_kale@svvsd.org			x		
33	lauren	Paul Anderson	Long Mont Velo	paul.longmontvelo@gmail.com				x	
34	lauren	Chris Salt	Longmont Bicycle Company	saltchris@gmail.com				x	
35	lauren	Alyssa Lile	Can'd Aid	alyssa@candaid.org		x			
36	John McFarlane	Crystal Yepez	YMCA of Northern Colorado	crystal.yepez@ymcanoco.org		x			
37	John McFarlane	Mitch Trujillo	Boulder Police Department	trujillom@bouldercolorado.gov					
38	John McFarlane	John McFarlane	City of Boulder	mcfarlanej@bouldercolorado.gov					
39	John McFarlane	Whitney Garcia	City of Boulder	garciaw@bouldercolorado.gov					
40	Rachel Longseth	Cindy Noble	Longmont United Hospital Foundation	CynthiaNoble@centura.org	X				
41	Rachel Longseth	Christan Parkin	AdventHealth Avista Foudation	christanparkin@Centura.Org					
42	lauren	Ed Wittman	Miles of Smiles						
43	lauren	Garrett Chappell	Premier Members Credit Union						
44	Rachel Longseth	Laura Bickers (LUH Chaplain)	Longmont United Hospital	LauraBickers@Centura.Org	X				

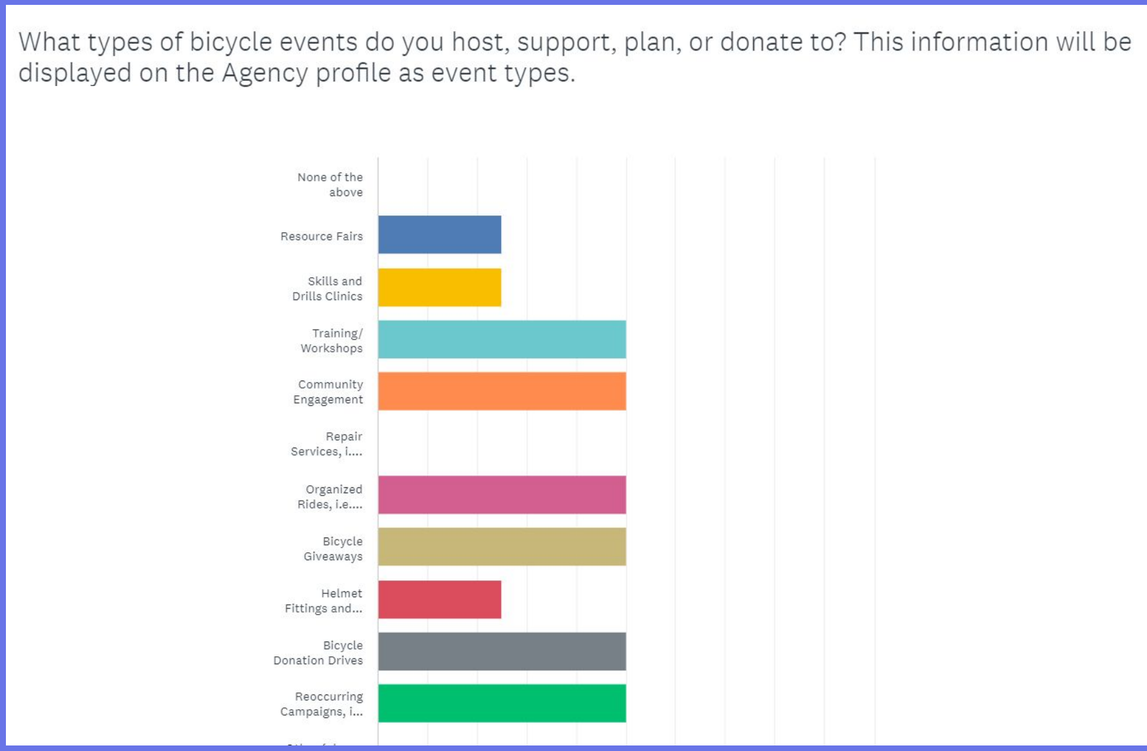
Where We Are Now!

Implement & Sustain

- *Launch the survey and utilize distribution list in phases to create data for partner map*

Next Steps!

1. Build out survey profiles with handful of first responses
2. Create pathway for future additions to the site, integrate form with the website and have another phase of survey solicitation
3. Market website to community, routinely engage partners to use BERM!
4. Circle back to TAC group to host focus group session to fulfill second component of project; gaps analysis.
    a. continuing to be intentional in our TAC invites

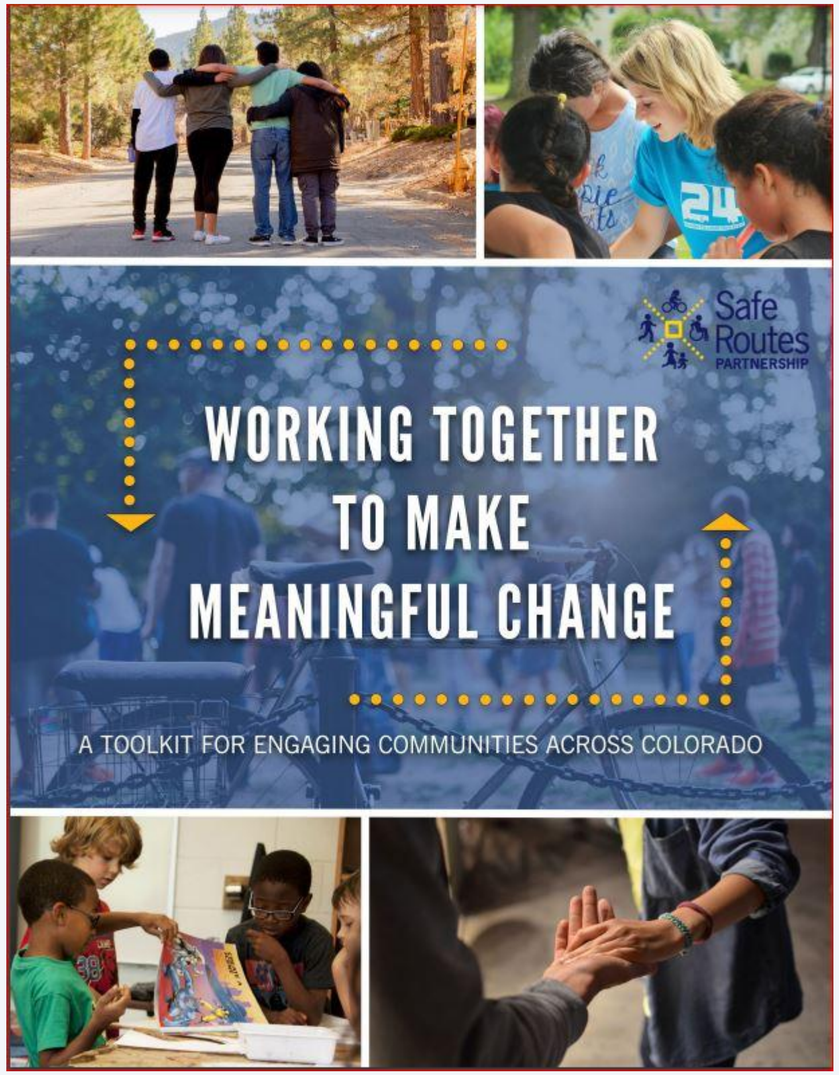


Project Management Contd.

1. We were able to manage this project internally with the help of our in house GIS person
2. Through toolkit guidance we were able to be flexible with our time and capacity
3. Created a Gantt chart to track and plan out our necessary tasks
4. It takes longer to incorporate a TAC into a project, but that was the difference with quality engagement on this project

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q
1		**BERAM PROJECT TASKS + PHASES**															
2		green= completed, red= to do together			SET UP, RESEARCH, DRAFTING	CE + AN DRAFT Q'S REVIEW	PUT INTO SURVEY MNKY	DIV MTG PRESENT + TEST	IMPLEMENT DIV MTG UPDATES	SEND SURVEY + INTRO TO STAKEHOLDERS		SHOWTIME	ADJUST W/ STAKEHOLDER FEEDBACK				Confirming survey draft and approval to publish
3		**Bicycle Education Resource Assest Mapping PROJECT TIMELINE:**			SURVEY RESEARCH, DRAFTING						Final Meeting Prep Weel	**Stakeholder Meeting #1**	**Stakeholder Meeting #2**				**Stakeholder Meeting #3**
4		**CDPHE Communtiy Engagement Tool-Kit**	**Timeline Weekly Dates**	**PRE-WORK**	**19-May Thrs**	**26-May Thrs**	**2-Jun Thrs**	**6-Jun Thrs**	**16-Jun Thrs**	**28-Jun Thrs**	**5-Jul Thrs**	**11-Jul Tues**	**18-Jul Tues**	**24-Jul**	**31-Jul**	**7-Aug**	**18-Aug**
5																	
6		**Project Tasks**	**Assigned Staff**		CE OUT 5/24-31st				AN OUT 6/22-23	AN OUT 6/30-7/5 CE out 6/3-6/7					AN OUT 30-4th		
40		Draft + Finalise Stakeholder pre-meeting communcaiotn	Cam & Avery							06/29/23							
41		Send out Stakeholder Meeting #1 Agenda + Registration Reminder + Draft Survey	Cam & Avery							6/30/2023							
42		***Stakeholder Meetings and Finalizing Survey Plan***															
43		Keep track of all RSVPs to stakeholder meetings	Cam & Avery														
44		RFP for Data Packaging + Phase 2	Cam & Avery				Sean G. Talk	Sean G. Talk				Sean to attend #2					
45		Prepare Stakeholder #1 slides & presentation materials	Cam & Avery						Created	Initial Review		Final 07/10/23					
46		draft meeting #2 invite draft draft survey distribution list in a google doc to share with TAC members to edit directly on	Avery									7/7/23					
47	**PHASE 1: PROJECT FOUNDATION**	draft website visulization	Avery														
48		send meeting #1 notes and meeting #2 agenda + draft survey distribution list	Cam									7/10/23					
49		Practice TAC #1 slides and procession	Avery									07/10/23 (AM)					
50		**Host TAC Meeting #1**	Cam & Avery									07/11/23 (PM)					
51		TAC #1 Debrief, create meeting 2 invite and send out	Cam & Avery									07/11/23					

Project Duration: May-Now (**~5 months**) worked **5-10 hours weekly** with with **2-3 staff members.**



Toolkit Takeaways

1. A way to organized our agendas and project management
2. We were able to eliminate basis
3. Toolkit is logical to follow
4. Its Non-rigid/Non-linear to flow through the 6 steps as needed - very user friendly!
5. Extra training TAC on toolkit wasn't necessary as it was intuitive to them
6. Able to meet our partners where they were at
7. Would work for non-SRTS projects
8. Worked for engagement with partners vs community members

thank you!

With special thanks to Kori Johnson & Sean Gambrel for your continued support.

Project contact: Cammie Edson
cedson@bouldercounty.gov

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Q&A