

TOURS and FOCUS GROUPS

Recognizing North Cheyenne Cañon Park's beloved status in the community, the City wanted to understand and incorporate the community's needs and desires for the bridge replacements. The public engagement process for North Cheyenne Cañon is crafted for the constraints and parameters of this specific project. Most parameters of bridge design and construction are fixed by the:

- Need for structures meeting contemporary load capacities for fire equipment and service vehicles.
- Requirements for traffic and pedestrian safety.
- Need to maximize conveyance in flood situations.
- Design & construction option limitations due to canyon topography.
- Cultural and Historic mitigation negotiations with SHPO—which occur after significant design commitments are settled.

A focus-group-oriented approach to public engagement served these constraints by obtaining specific public input at an early point in the design process.

PARTICIPATION

The opportunity to participate was publicized via direct email to representatives of groups involved with the Park and citizens who have shown an interest in the Park. The following groups were invited to participate:

- Friends of Cheyenne Cañon
- Colorado Springs Historic Preservation Board
- Historic Preservation Alliance
- Trails and Open Space Coalition
- Parks and Recreation Advisory Board
- North Cheyenne Cañon Master Plan participants
- Starsmore Volunteers
- Cañonwood Residents
- Neighbors on Gold Camp Road
- Save Cheyenne
- Pikes Peak Outdoor Recreation Alliance
- Bike Colorado Springs
- Cheyenne Creek Conservation Club
- Recreational user groups for Equestrians, Climbers, Hikers and Mountain Bikers
- Any interested citizen via City Communications social media (website, Twitter, Facebook and local network news television)

Upwards of **80 citizens** were individually invited to participate via direct email and **Colorado Springs City Communications** used their social media sites, texts and tweets to promote the project and the focus group opportunities city-wide.

- Comments and questions from the tours and focus groups were recorded and documented for the design team. All focus group participants completed an *Individual Response Form*
- The bridge tours accommodated 18 citizens who responded with interest to invitations as well as 6 design team members.
- Focus groups facilitated direct communications with 22 citizens and 5 design team members.
- Business telephone interviews were conducted with representatives from 10 businesses operating in or near the Park.
- The Project Design Open House—metrics to be added regarding attendance and response comments following the event.

FOCUS GROUPS

The focus-group format provides a setting where the design team has opportunity to convey detailed information in a discussion format and benefits from direct communication between citizens and the design team. In the focus group sessions, participants gave guidance on aesthetics for new bridge designs that these citizens felt best reflected and respected the historic and cultural roles of the existing structures in the Park. To this end, the focus groups were informative, open and effective for both the team and participants.

In an effort to get informed input, the participants were encouraged to attend an **on-site bridge tour** prior to the **focus group** sessions. The tours provided background information and the opportunity for participants to view the structures in their canyon context.

At the conclusion of each focus group session, participants completed an *Individual Response Form* to document their preferred opinions and reasoning. The completed forms are supplemented with notes from the bridge tour discussions and questions, notes from focus group discussions and questions, notes from **business interviews**, and **emails** received regarding the project.

