



RISE Together Denver

Community Engagement on Economic Recovery

Budget and Policy Committee | June 24, 2021

Agenda

- Process and Goals
- Turnout and demographics
- Community Feedback
- Business Feedback
- Infrastructure Feedback
- Next Steps



Public Outreach strategy for \$700M+ in recovery funds

1. Building on Prior Outreach

Community: 13 neighborhood conversations on community supports

Business: A year of collaboration with 100+ businesses and nonprofits through the Mayor's Economic Relief & Recovery Council

Infrastructure: 5,000 public comments on capital projects to inform the Six-Year Capital Improvement Plan

2. Narrowing Key Topic Areas

Denver Human Services, Denver Economic Development & Opportunity, and Capital Planning & Real Estate used prior community outreach results to identify key topic areas and draft survey questions

3. Finalizing Surveys and Methods

Collaboration with the **Office of Equity and Social Innovation** and the **People Lab at UC Berkeley** to revise survey questions, survey design, and outreach strategies and finalize content and approach

Input online and over-the-phone

- **Website** with surveying, educational materials, and townhall live-streaming
- Four **telephone townhalls** with 30k dial-outs and text messages per call to 20 zip codes in historically marginalized neighborhoods. Townhalls simulcast in English, Spanish, Vietnamese, and Amharic
- Presentation during the **Mayor's Cabinet in the Community** in Council District 3
- Presentation to the **Mayor's Economic Relief and Recovery Council**
- Presentation at a citywide **employee townhall**



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Over the next decade, Denver will invest more than \$700 million into our economic recovery.

By leveraging federal, state, and local stimulus dollars to support communities most impacted by the COVID-19 pandemic, Now is our time to rise together. Take the surveys below and attend a telephone townhall to help develop Denver's economic recovery strategy.

Tune in for a live Telephone Townhall below!



\$400 million
General Obligation Bond for
public infrastructure

Infrastructure creates jobs, supports communities, grows the middle class, and stimulates Denver's economy



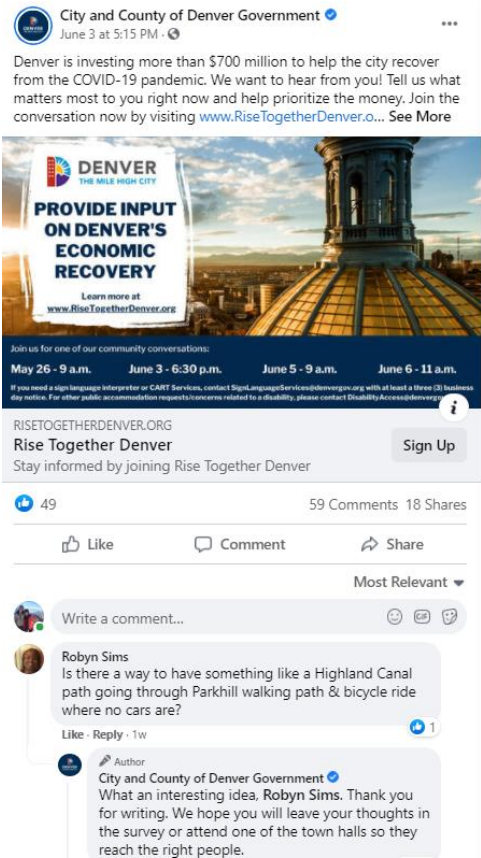
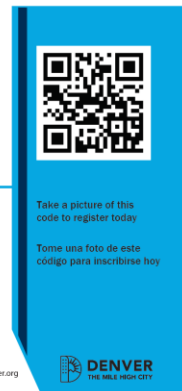
Community
Supporting residents through housing, health, and neighborhood resources
[Take the Survey!](#)

Business
Revitalizing the business, workforce, and nonprofit community
[Take the Survey!](#)

Infrastructure
Providing jobs and business opportunities through city construction projects
[Take the Survey!](#)

Inclusive Outreach Tactics

- 25k translated **mailers** to vulnerable neighborhoods, fully translated in English and Spanish with instruction in Vietnamese and Amharic
- A **pop-up event** and **flyers** at Denver Public Libraries in vulnerable neighborhoods
- **E-blasts** and newsletters through city agencies, City Council offices, etc.
- Paid **social media campaign**, geo-focused on vulnerable neighborhoods.





6,200 participants online and over the phone

9,800 surveys and comments submitted

2,300 unique survey respondents

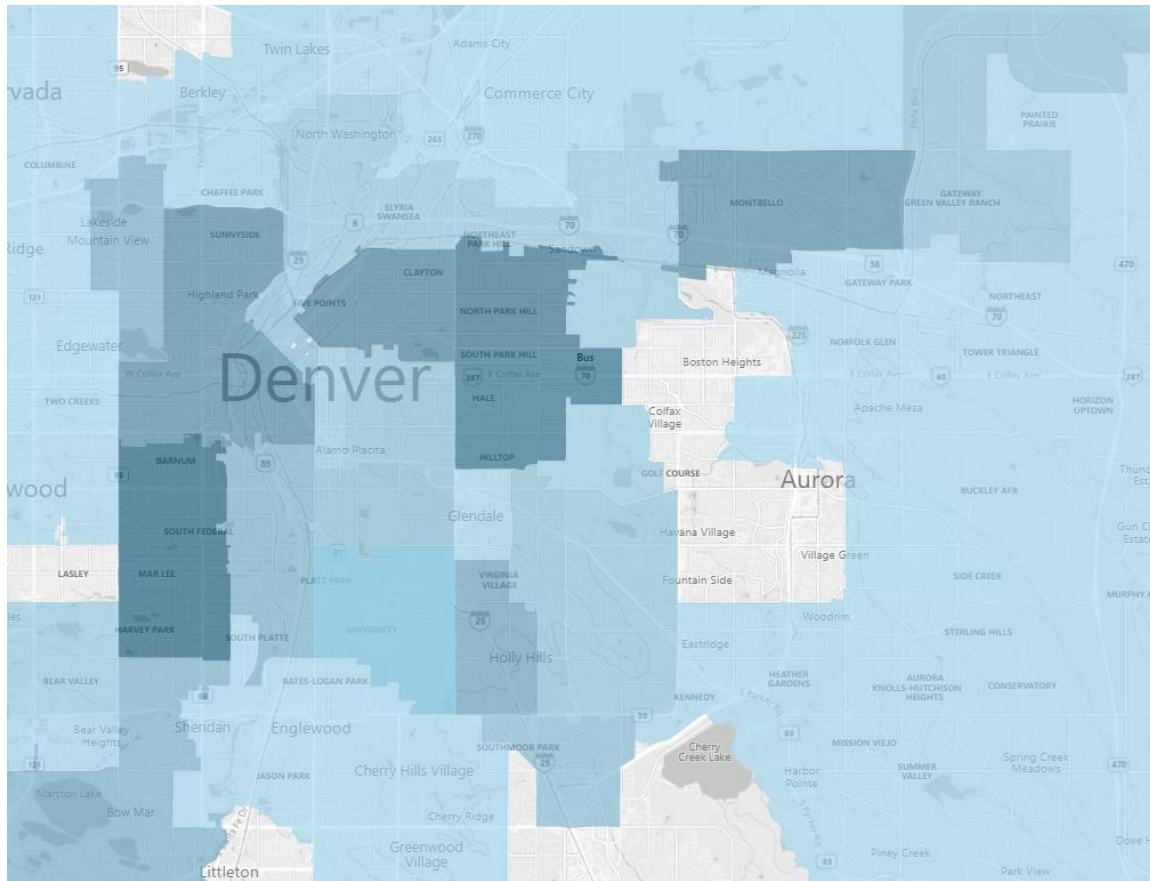
160 callers on Spanish, Vietnamese, or Amharic lines

65 townhall caller comments heard live

Participation by zip code

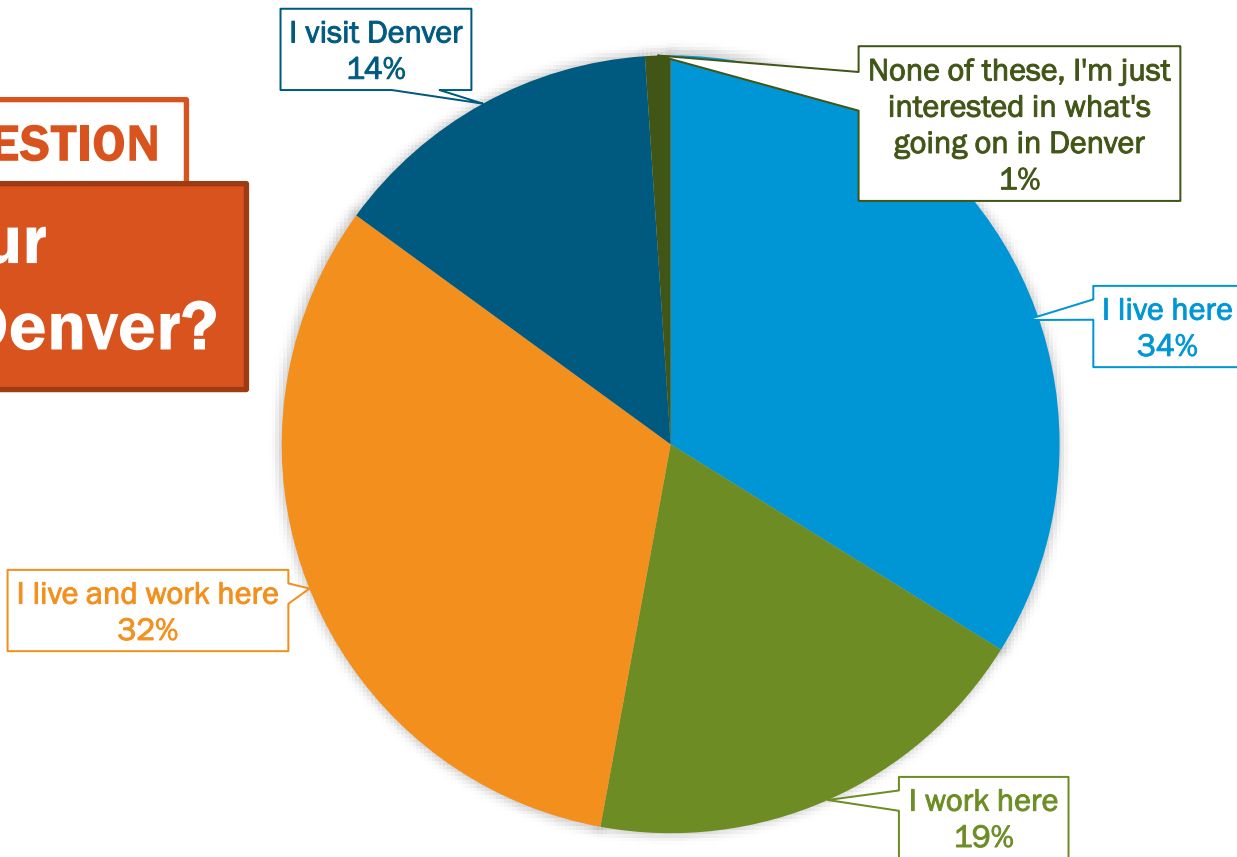
Neighborhood areas with the highest percentages of participation:

- Barnum, Mar Lee, Harvey Park (607 participants)
- South Park Hill, East Colfax, Hale, Hilltop (526 participants)
- North Park Hill, Northeast Park Hill (517 participants)



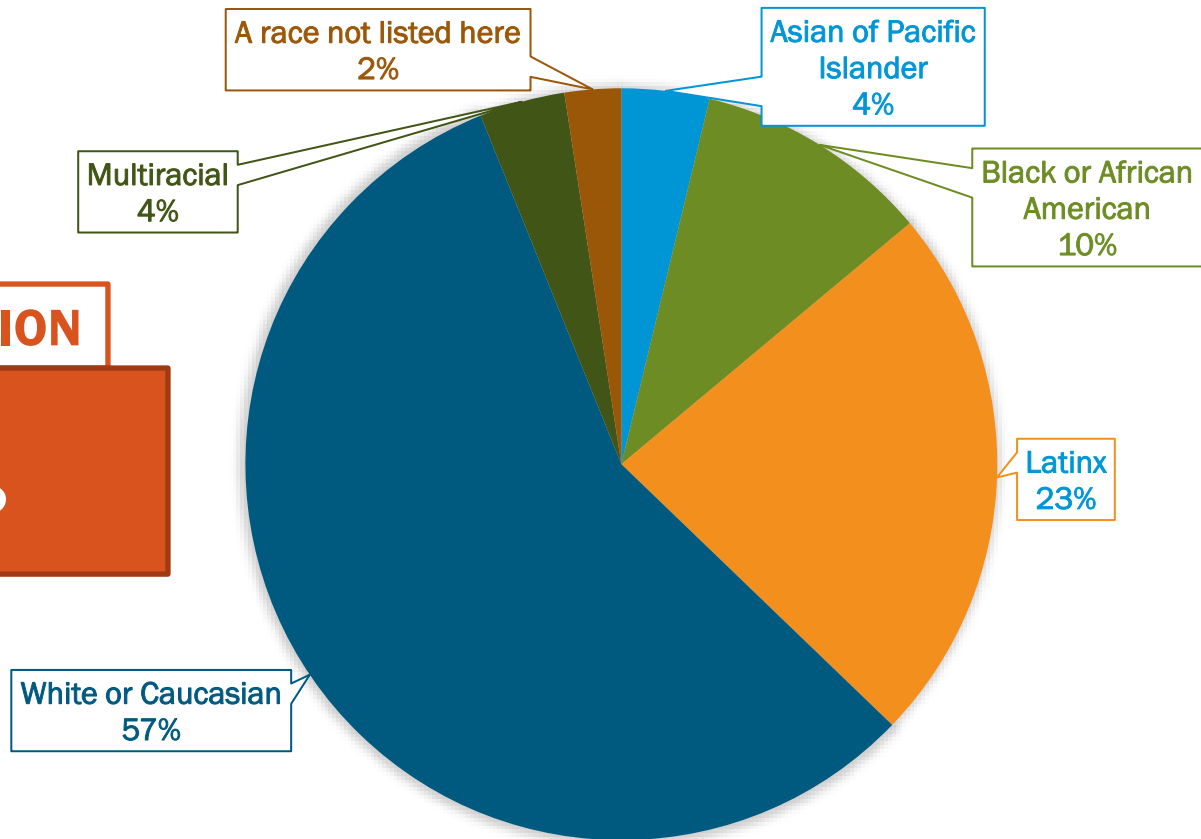
DEMOGRAPHIC QUESTION

What is your relationship to Denver?



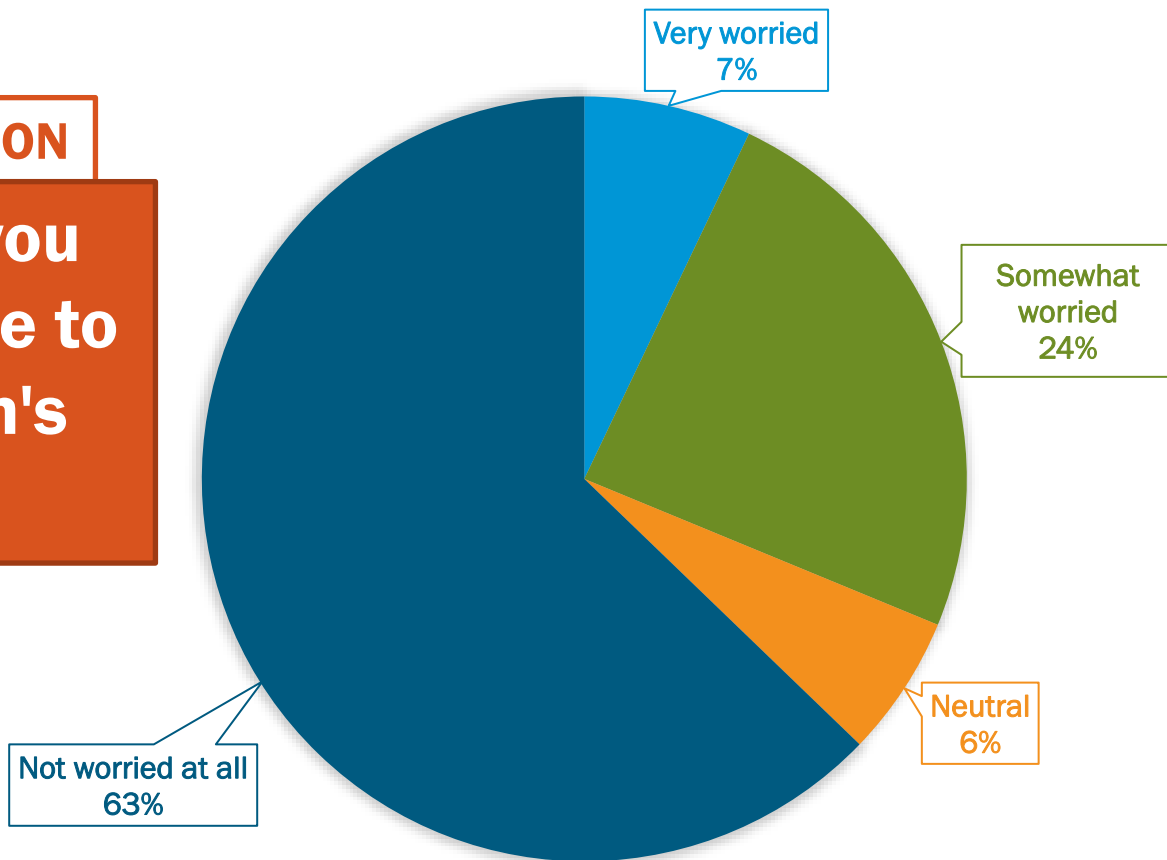
DEMOGRAPHIC QUESTION

Which best
describes you?



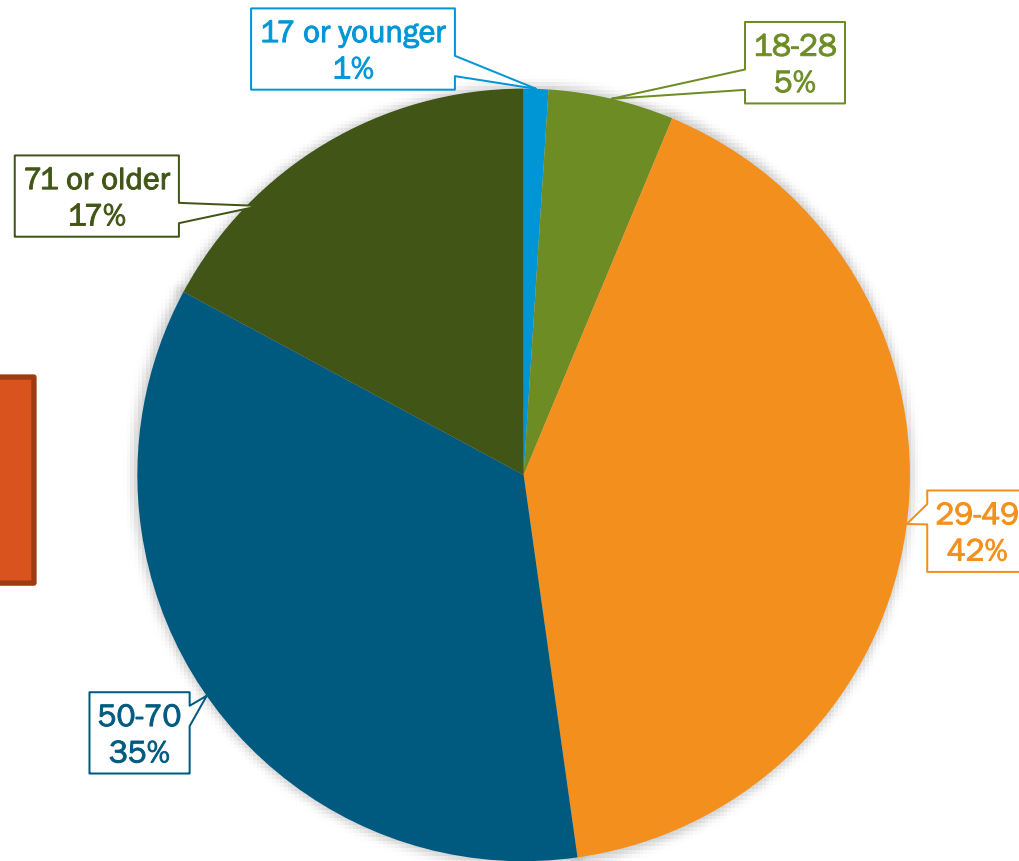
DEMOGRAPHIC QUESTION

**How worried are you
that you will be able to
afford next month's
expenses?**



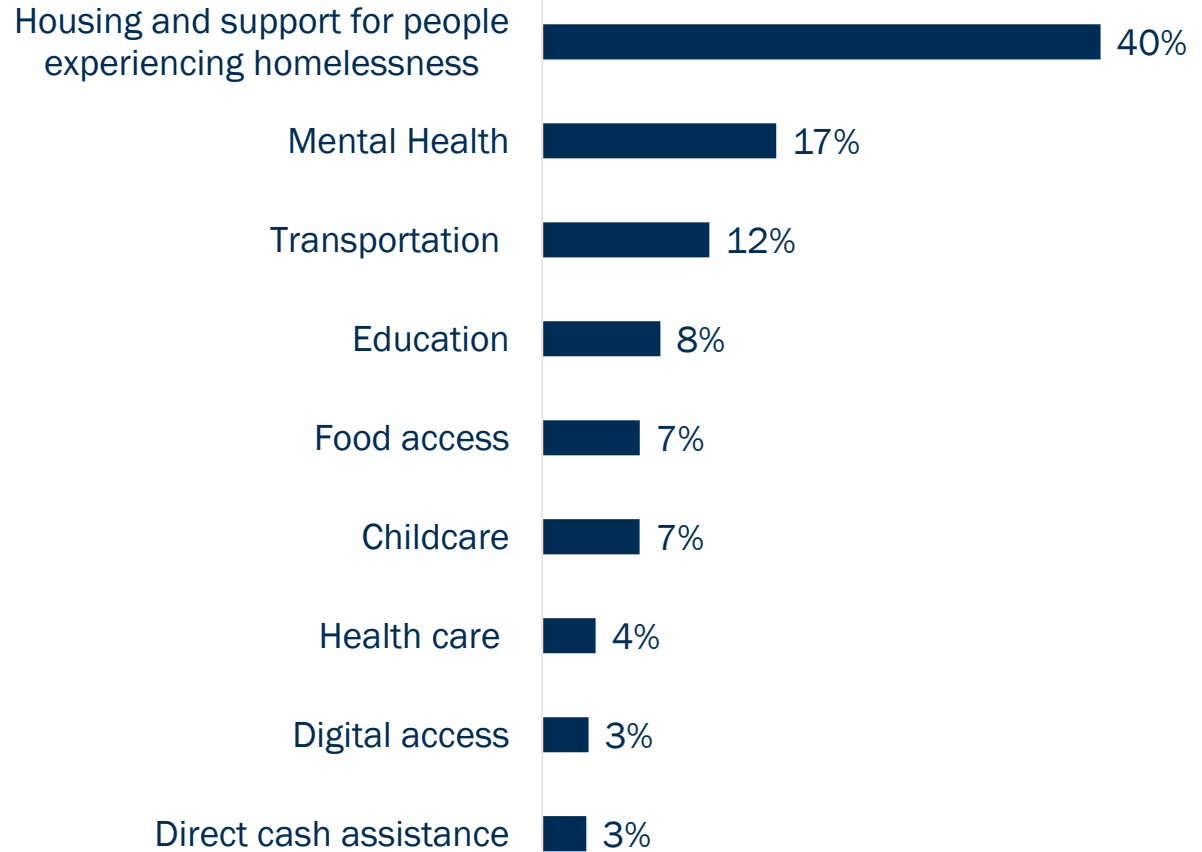
DEMOGRAPHIC QUESTION

How old are you?



COMMUNITY

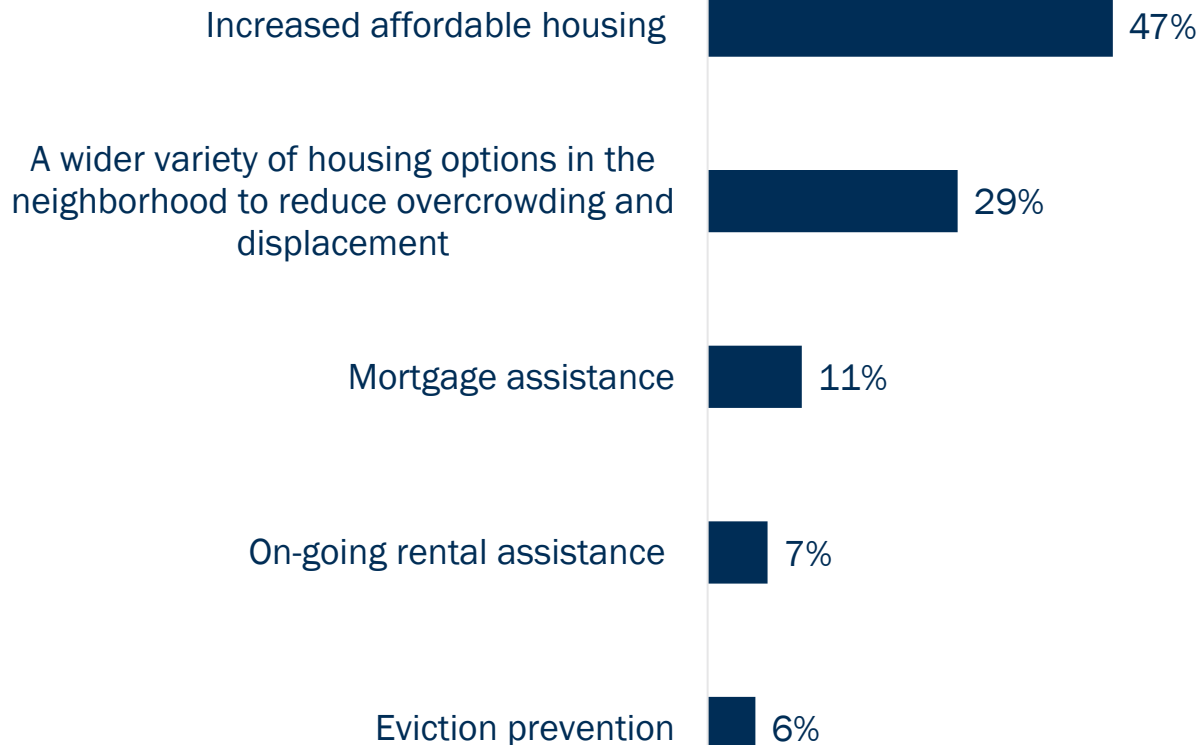
**When it comes
to community
support, what
matters most to
you?**



COMMUNITY

Townhall and Online Question

Which housing solutions would be the most helpful to you and your family?



COMMUNITY

Townhall and Online Question

**Which solutions
would be the
most helpful to
you and your
family to access
nutritious food?**

More farmer's markets or community gardens within a 10 minute walk from my house

59%

More places that accept Supplemental Nutrition Assistance Program (SNAP), also known as food stamps or Women Infant Children (WIC)

18%

More food sources that meet my special dietary or cultural needs and preferences

12%

More food delivery programs

11%

Additional online community questions

Which childcare solutions would be the most helpful to you and your family?

1. Affordable childcare (52%)
2. High-quality and licensed (26%)

Which solutions would be the most helpful to access mental health services?

1. Affordable services (61%)
2. Diverse providers aligning with cultural/religious beliefs (16%)

Which solutions would be the most helpful to access general health care?

1. Low-cost, no insurance, or affordable services (72%)
2. Services available with my schedule (10%)

Which solutions would be the most helpful to access transportation?

1. Transit close to home or work (28%)
2. Frequent routes (22%)
2. Affordable transportation (22%)

Which solutions would be the most helpful to access internet?

1. Free or reduced broadband and affordable internet devices (47%)
2. More available/reliable internet at home or work (37%)

**Predominate
comment
themes: mental
health,
transportation,
and technology**



Community Comments: Online

Mortgage assistance covers it mostly. Would love to see specific programs for first-time homebuyers who are working full-time but have had financial difficulties or are considered low income. I would LOVE to buy in Denver (vs. Aurora, Littleton, etc)

I live in Villa Park neighborhood and work in Barnum neighborhood, both considered food deserts. There are only convenience stores and small mom & pop stores with limited space & inventory in both neighborhoods. [A] car is needed to access large grocery stores.

Mental health services available in my community and covered by my insurance--Kaiser only offers mental health coverage for practitioners located in the suburbs, which makes it very challenging to access without reliable transportation.

Community Comments: Telephone Townhalls

The housing market is going crazy out here in Montbello. Well, I'd like to see more situations where we can afford housing.

- Rupert from Montbello

I was commenting on mental health and for me, I have not only experienced it myself, but I have lost my eldest child to suicide just within the last four months. And it was due to mental health...I think we have to get back down to basics and realize that [mental health] has to be the number one thing.

- Patricia

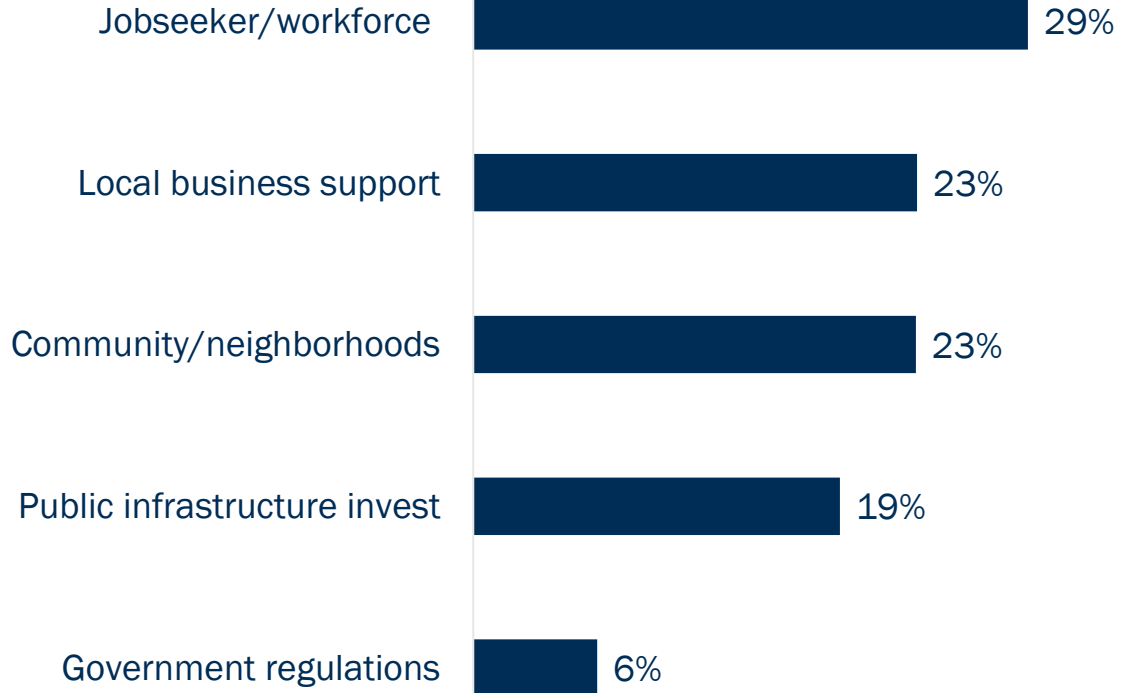
I have a three-year-old kid and we don't qualify for food stamps and I just want to see if there's a way we can, maybe, get a little help.

- Stephen from Lincoln Park

BUSINESS

Townhall and online question

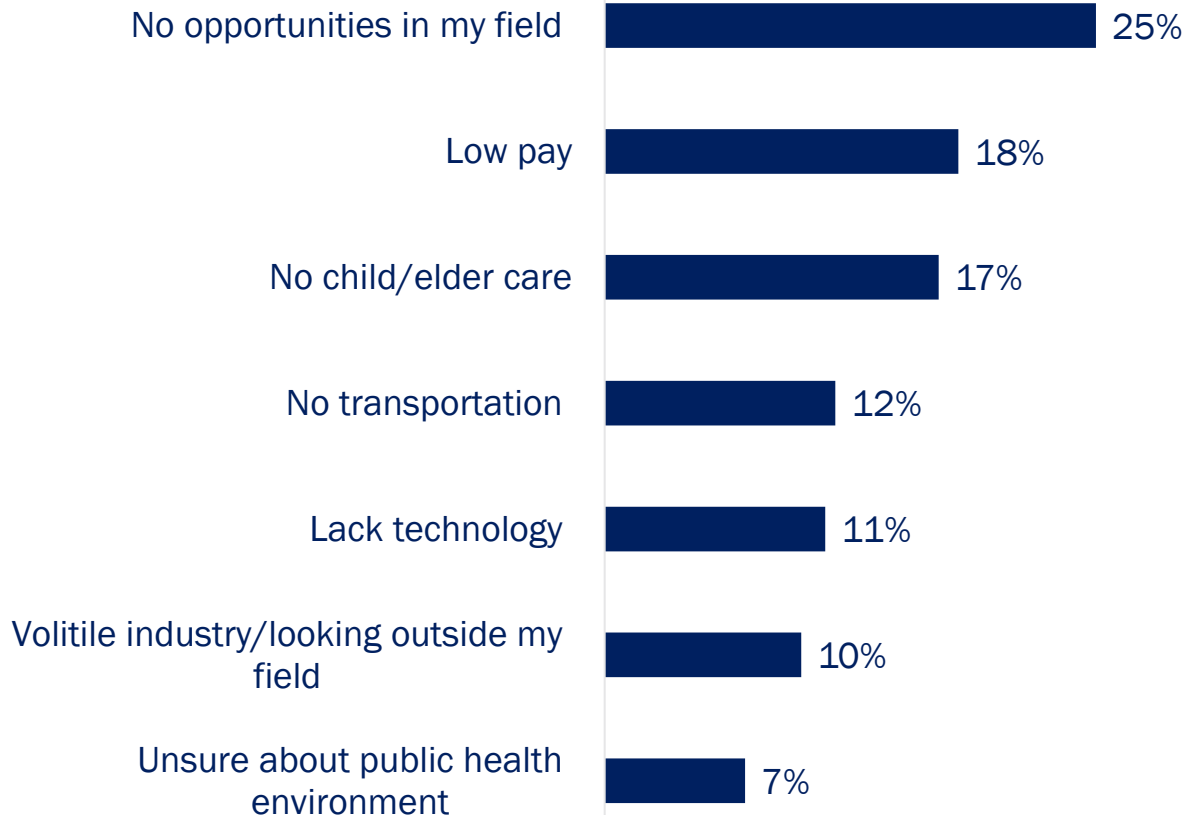
**When it comes
to business
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matters most to
you?**



BUSINESS

Townhall and online question

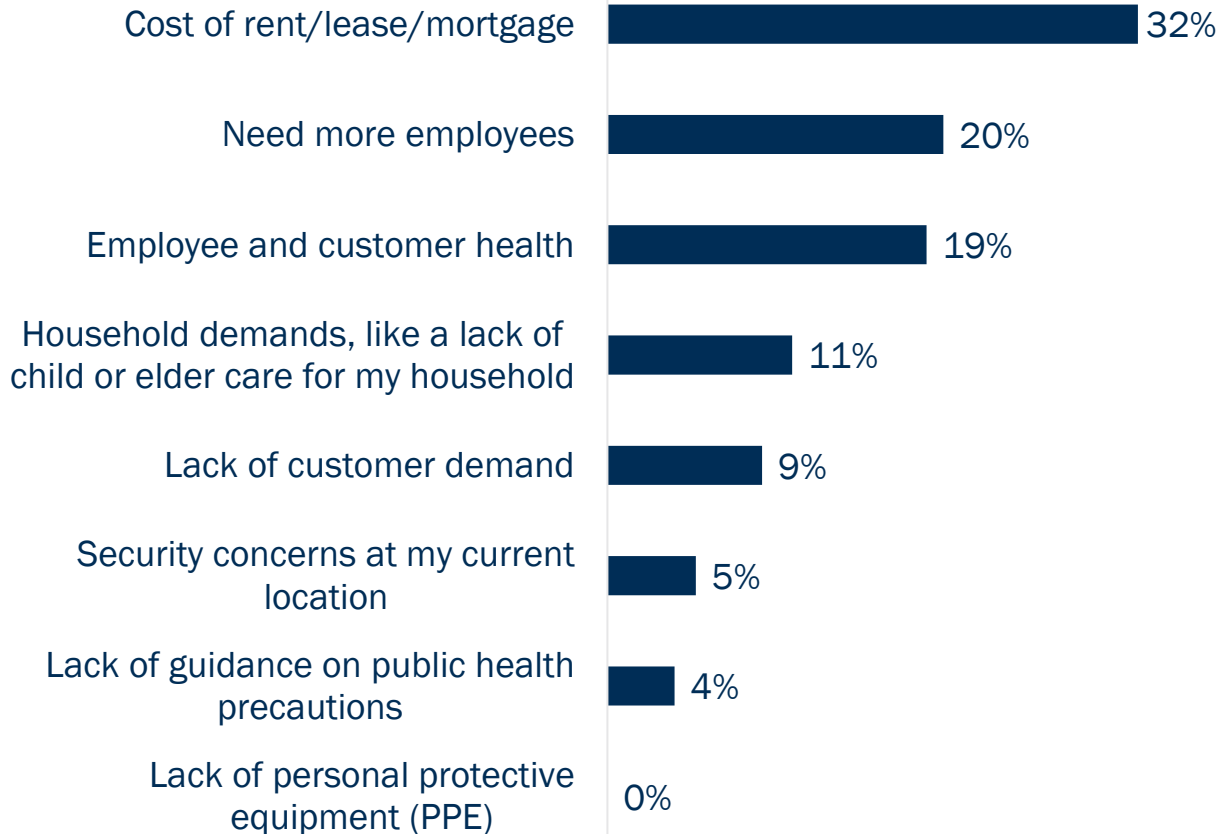
If you're seeking employment, what are some of the barriers preventing you from returning to work?



BUSINESS

Townhall and online question

**If you are a
business owner,
capacity, what
barriers are you
most concerned
about?**



Additional online survey questions

When it comes to workforce development and jobseeker supports, what do you think the city should prioritize?

1. Training for new skills or career paths (61%)
2. Expand employment opportunities on city projects (21%)

What do you think the city should prioritize to help Denver businesses recover from the pandemic?

1. Expand grant-based funding for small businesses (35%)
2. Neighborhood improvements to encourage shopping locally (24%)

How should the city prioritize community needs to create an economy that works for everyone?

1. More support to pay for housing needs (32%)
2. More businesses that people can walk to (21%)

What do you think the city should prioritize to make it easier to do business with the City and County of Denver?

1. Make licensing and permitting processes easier (42%)
2. Hire staff to help communities navigate city processes (32%)

**Predominant
comment
themes: job
training, worker
pay/wages, and
small business
supports**



Business Comments: Online

Create grant writing programs that provide HIGHLY SKILLED grant writers to small businesses. We don't have the bandwidth to spend hours applying for grants. The process to sign up for grants takes weeks.

Increasing accessibility to secondary and trade education for BIPOC communities by reducing costs

Create opportunities for small, minority and women-owned businesses to lead City contracts.

Launch a program to bring back apprenticeships and on the job training programs in place of traditional college education. Promote & incentivize the trades, labor unions, and create a path of opportunity

Business Comments: Telephone Townhalls

I own a business...Small businesses are kind of the backbone of the economy...They just help so much in terms of generating jobs and just good for the local economy because a lot of the money you know is spent locally. I just think that any help for small businesses, you know just goes a long way, especially locally in the Community.

- Carlos, Jefferson Park

I think that jobs are the most important right now...In food and beverage and the hospitality industry, I think we need to use these windfall funds to shore up wages and benefits in those industries and get people back to work.

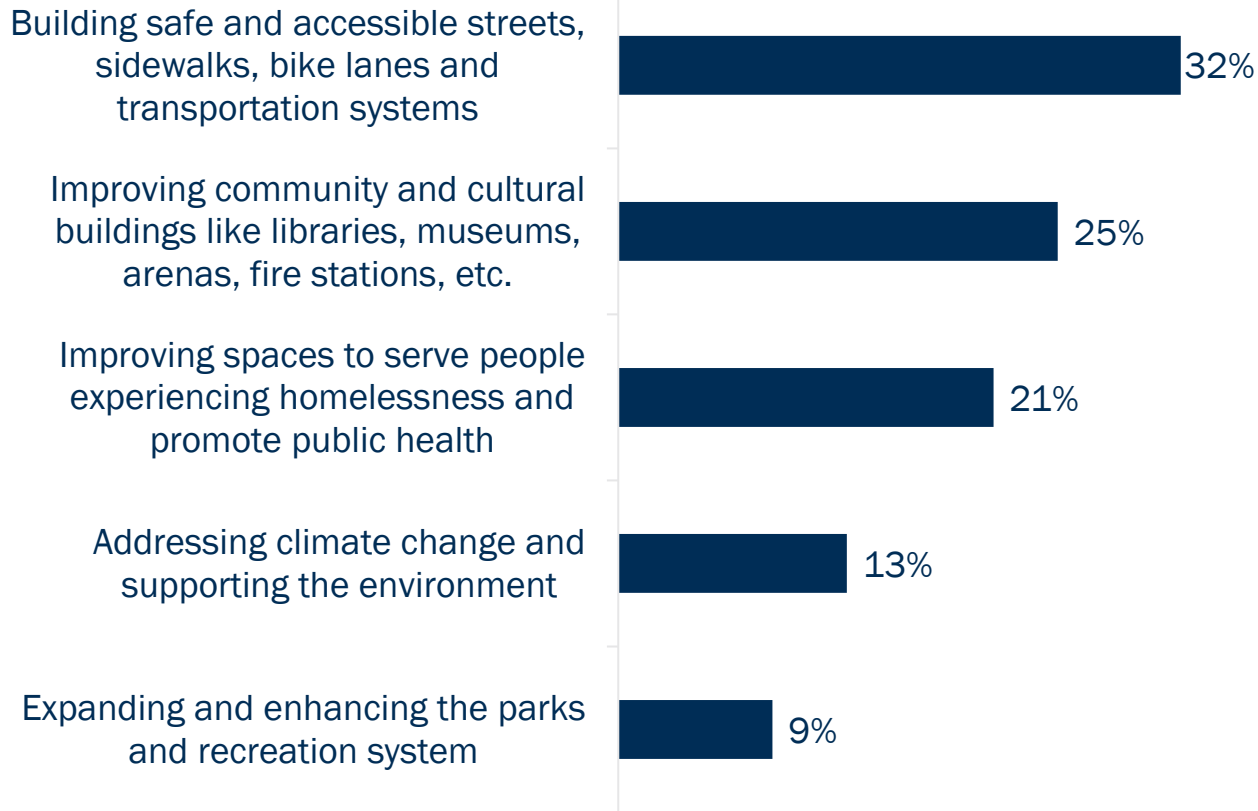
- Barry, Central Denver

[Foster] connections with local community colleges in the area, so that people who are currently unemployed could [get] a degree or certificate...and gain the skills that they need...to go get a job in the workforce.

- Kelly, Downtown

INFRASTRUCTURE

**When it comes
to infrastructure,
what matters
most to you?**



INFRASTRUCTURE

**Infrastructure
can have a
variety of
economic
benefits. What
should the city
prioritize?**

Offer the most jobs, including
apprenticeships and job-training
opportunities

46%

Offer the most opportunities for small,
minority, and women-owned
businesses

26%

Improve access to technology like
computers and internet

17%

Support Denver's tourism and
hospitality industries

11%

INFRASTRUCTURE

**Infrastructure
can mean new
projects or
fixing
something that
already exists.
What should the
city prioritize?**

Fix something that's outdated

48%

Improve something that already
exists

42%

Build something new

10%

INFRASTRUCTURE

Infrastructure can serve a specific area, the city, or the Denver metro region. What should the city prioritize?

Projects for neighborhood improvements like a local playground, sidewalk, or recreation center

53%

Projects for regional improvements like public transportation systems, venues, or museums

47%

**Predominant
comment
themes:
transportation,
environmental
sustainability,
and community
buildings**



Infrastructure Comments: Online

Infrastructure that supports local businesses, like sidewalk improvements, protected bike lanes, and traffic calming. A good pedestrian environment is good for businesses.

From an ecological standpoint, buildings should be reused/renovated **WHENEVER** possible, instead of knocked down and rebuilt. Scraping a building is an enormous source of landfill waste and producing new building materials is very carbon intensive.

Places, spaces, and plazas that bring people together. Research has shown that by bringing people together in safe and welcoming public spaces increases upward mobility and access to opportunity.

Prioritize projects in equity neighborhoods and jobs with long-term sustainability.

Infrastructure Comments: Telephone Townhall

There's not a library in Globeville. The closest one to get to us in the Swansea neighborhood. It's totally not possible to walk or ride a bike there...it just isn't accessible. I would love to have a neighbor library... It's an important resource for books but also access to technology and Community space. - Katie, Globeville

Nutritious food, transportation, childcare, affordable housing, we indeed support that, but we know that the human spirit needs more. The fine art and music [elevates] our souls...I advocate for the May Bonfils Stanton theater in SouthWest Denver.

- Sister Mary, Harvey Park



Infrastructure for mass transportation buses and trains, making sure that you can get in and out of the city a little bit easier without using single use cars. - Jacey

Residents submitted 247 forum posts relating to community, business, and infrastructure

mschock, 27 days ago Alert moderator

Broader and easier access to free high speed internet and technology resources like laptops, tablets, or smartphones. Also incentives for local businesses to pay for or help pay for their employees to go back to school.



REPLY

Do you agree?  3  0

RogerLow, 14 days ago Alert moderator

To avoid a K-shaped economic recovery and prioritize equity, there is a real need for Denver to invest some of its ARPA federal stimulus funds, and other resources, in workforce development and job-training programs that are more evidence-based, backed by rigorous evaluations demonstrating sustained wage growth for individuals in or near poverty (disproportionately BIPOC city residents).

REPLY

Do you agree?  12  0

Residents could start dialogues by responding to comments or liking posts with thumb-up signs

KMcKenna, 25 days ago

Alert moderator

The Globeville neighborhood needs a library! Our neighborhood plan prioritizes a library and right now the closest option is Valdez Perry. Its a wonderful library but its not close, we can't walk or safely ride bikes there because of the highway, river and NWC. Computers and internet, and programs such as technology training are important in my community. And so are youth services and after school programs that libraries offer for teens. Of course, we'd go for the books too!



REPLY

Do you agree?  3  0 Hide reply (1) ^

HopHopHop!, 25 days ago

Libraries for EVERYONE!!!

REPLY

Do you agree?  1  0

axtman, about 1 month ago

Alert moderator

Every street in the city needs to include sidewalks brought up to ADA standards. People with limited mobility should not have to be able to afford a car in order to be able to go to the store, the doctor, or work. They should be able to safely travel on sidewalks and get to transit easily.

REPLY



Do you agree?  12  Hide replies (4) ^

chris, about 1 month ago

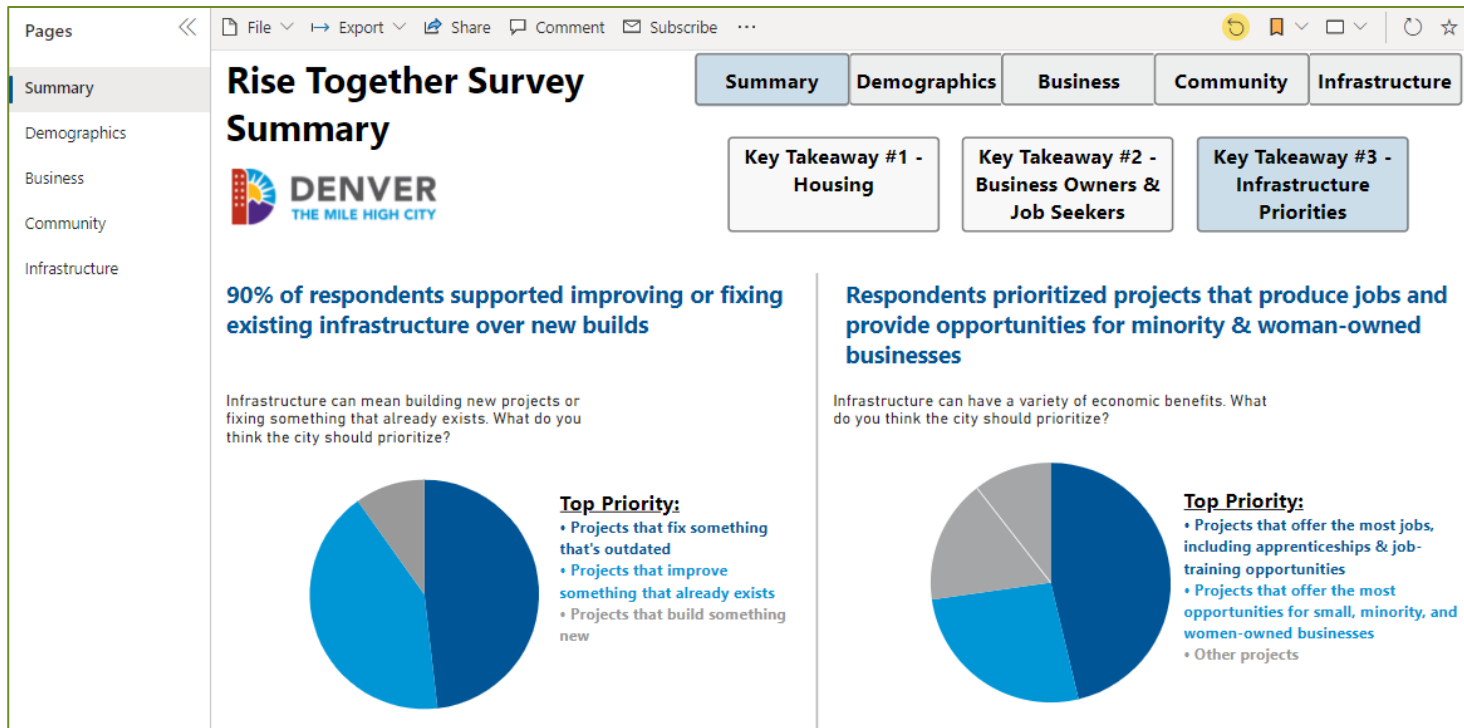
Alert moderator

And bonus: when sidewalks work for people with disabilities, they work for parents with kids in strollers, people bringing home groceries in carts, etc. Having an inviting pedestrian experience helps us all get around without cars.

REPLY

Do you agree?  7 

Next Steps: Reporting out to the public



Questions?