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
AGENDA

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

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

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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.
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

BERM Project Timeline

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

M4A // October 2023
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

BERM – Plotting Our Partnerships

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 ‘Cooperative Community Engagement Toolkit’, the following steps will support the development and deepening of the community engagement processes, by following the basic framework below. The project is centered on Step 2 to help all community partners be able to improve their future efforts in steps 3-6, 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.
  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 Outcomes / Benefits for Participants

- Identify services, events, and resources offered by Bicycling Education and Safety community partners.
- Employ 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

- Partner co-created list of ideal event resources
- Partner co-created list of asset mapping survey questions categories
- Spreadsheet with updated contact information of community partners related to bicycling education and safety community engagement initiatives 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 Assumptions

- Boulder County staff will work virtually and in-person, if needed, to key stakeholders to develop the asset mapping survey categories and question types/quantities.
- A local consultant is available to do the data analysis as soon as the data is available.
- Boulder County will invoice CDPE by end of June for reimbursement for costs of the data analysis consultant.

High-Level Requirements

- Conduct interviews with key stakeholders and community leaders.
- Conduct focus groups with selected Latinx communities.
- Collect 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 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 for spreadsheet
- Share the compiled asset map data with partners

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 Bicycling Education and Safety focused community events that occur to support Boulder County residents and visitors.
- Invite partners to become part of the 79 and participate in a future Bicycling 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 bicycling safety and education.
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
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. Solicit for final survey edits
8. Restructured for a soft launch plan
Implement & Sustain

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

Next Steps!

Where We Are Now!

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

What types of bicycle events do you host, support, plan, or donate to? This information will be displayed on the Agency profile as event types.
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.

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**Project Duration:**

May-Now (~5 months)

worked 5-10 hours weekly with 2-3 staff members.
Toolkit Takeaways

1. A way to organize 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.

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