



Hayden  
COLORADO



## Public Engagement Plan

June 2025

Prepared by: Brooke Miller, Sam Krause, Yihui Zuo  
CU Boulder Masters of the Environment

# Table of Contents

Introduction .....	1
About the Project.....	1
Process Overview .....	1
Guiding Principles for Public Engagement.....	2
Purpose of the Public Engagement Plan.....	2
Groups in the Process.....	3
Advisory Groups .....	4
Engagement Strategy .....	5
Primary Communication Tools.....	5
Strategy and Opportunities for Input for Each Element of Resiliency Project .....	6
1. Development Code Assessment and Update.....	6
2. Community Health Assessment and Action Plan .....	7
3. Public Works .....	7
4. Environmental Resiliency.....	8
5. Financial Growth Impact Model.....	8
Timeline.....	9

# Introduction:

## About the Project:

The Town of Hayden Resiliency Project aims to prepare the community for future challenges and guide its growth in a sustainable, coordinated, and inclusive way. With recent population increases and rising development pressures, Hayden is proactively planning to address impacts on infrastructure, housing, community health, and the environment. This Resiliency Project is built around five core elements:

1. Hayden Development Code Update
2. Public Works Studies, Water and Wastewater Rate Model Update, and Infrastructure Growth Modeling
3. Financial Growth Impact Model
4. Environmental Resiliency Review
5. Community Health Assessment and Action Plan

Together, these five elements will create a unified decision-making framework to ensure that Hayden remains a thriving, resilient, and healthy community for decades to come.

The Project is managed by a team comprised of staff from the Town of Hayden, with support from the CU graduate student team and the consulting team: Clarion Associates, a national land use consulting firm; the Brendle Group, a Colorado-based consulting firm specializing in climate resilience; Texas A&M, an educational agency; and Zenobia Consultants, a Colorado-based engineering consulting firm.

## Process Overview



## Guiding Principles for Public Engagement:

The following principles will guide all communication and public engagement efforts to ensure participants are heard and understand how their input will be used to inform the various efforts within the Resiliency Project:

1. Strengthen community understanding of the Resiliency Project and its role in shaping the future of the Town of Hayden.
2. Focus on key issues and opportunities identified by the community and Town leadership.
3. Foster collaboration by engaging a diverse set of community members in the process.
4. Bridge differences between various groups by applying different community engagement strategies and seeking common ground on contentious issues.
5. Provide multiple, meaningful, and equitable ways for community engagement.
6. Practice transparency throughout all phases of the process.

## Purpose of the Public Engagement Plan

This Public Engagement Plan (PEP) will be used to guide community engagement efforts throughout the Resiliency Project. The PEP includes three sections:

- Groups in the Process: Identifies community groups and advisory groups that will be engaged in the Resiliency Project.
- Communications Strategy: Describes the methods and tools that will be used to communicate information about meetings, events, interviews, and other input opportunities during the Resiliency Project.
- Timeline: Presents the projected schedule for key engagement events.

The PEP will be made available on the project website and will be updated as necessary.

# Groups in the Process:

The list below represents community groups with an interest in the future growth and development of the Town of Hayden, but it is not intended to be all-encompassing. Groups are organized into categories for reference but may be engaged in more than one category of issues.

Group	Title	Hayden Development Code Update	Community Health Assessment and Action Plan	Public Works Study	Environmental Resiliency Review	Financial Growth Impact Model
State	Colorado Parks and Wildlife	✓	✓			
State	Colorado State Forest Service	✓			✓	
Regional	Friends of the Yampa	✓		✓	✓	
Regional	Yampa Valley Sustainability Council	✓		✓	✓	
Regional	The Health Partnership	✓	✓			
Regional	Northwest Colorado Health	✓	✓			
County	Routt County Wildfire Mitigation Council	✓	✓		✓	
County	Routt County Planning Department	✓	✓			
County	Routt County Public Works	✓				
County	Routt County Economic Development Partnership	✓				✓
County	Lift Up	✓	✓			
County	Routt County Public Health	✓	✓			
County	Routt County CSU Extension		✓		✓	
County	West Routt Fire	✓	✓			
Town	Town Council Member Melinda Carlson	✓	✓	✓	✓	✓
Town	Town Council Member Ryan Bell	✓	✓	✓	✓	✓
Town	Planning Commission Members	✓		✓		✓
Town	Economic Development Commission Members	✓				✓
Town	Recreation Board Members	✓	✓			
Town	Arts Commission Members					
Town	Town Manager	✓	✓	✓	✓	✓
Town	Public Works Director	✓		✓		
Town	Fitness and Health Director	✓	✓			
Town	Integrated Communities Representatives	✓				
Town	Hayden School District	✓	✓			✓
Town	Community Member	✓	✓			

## Advisory Groups:

The list below outlines the teams involved in the Project.

- Hayden Project Management Team (HPMT): The core Town staff, CU Boulder Masters of the Environment team, and consultant team comprised of Clarion Associates, the Brendle Group, Texas A&M, and Zenobia Consultants
- Hayden Resiliency Project Working Group (RPWG): A range of community representatives with project-relevant experience and community knowledge
- Advisory group: Stakeholders comprised of different parties, including representatives from Town and county staff, regional organizations, state agencies, property owners, developers, development professionals, design professionals, code users, local/regional organizations(e.g., environmental, affordable housing, open spaces/recreation, agriculture)



# Engagement Strategy

Establishing and maintaining open lines of communication about the Project is a central component of the PEP. Generally, each major deliverable should be made available for public review approximately one week in advance of public meetings, events, or input opportunities. Primary methods of communicating with the public include, but are not limited to:

## Primary Communication Tools

Tool	Objectives	Responsibility
<b>Website/Informational Videos</b>		
<ul style="list-style-type: none"> <li>- Dedicated project webpage</li> <li>- Town website</li> <li>- Informational videos</li> </ul>	<ul style="list-style-type: none"> <li>- Provide general project information</li> <li>- Advertise upcoming meetings and events</li> <li>- Provide access to online input opportunities</li> <li>- Provide access to work products, input summaries, and other project-related materials</li> </ul>	<ul style="list-style-type: none"> <li>- Clarion will be responsible for providing documents, flyers, survey links, and other materials to be posted to the project website</li> <li>- Clarion will be responsible for the material which needs to be posted on the website and CU student will support with the consolidation and design work</li> <li>- CU students will be responsible for drafting and consolidating memorandum of periodical Plan reviews and soliciting community feedback</li> <li>- CU students will work with Town staff to prepare video messages to help get the word out about the process and educate the community about the Plan</li> </ul>
<b>Social Media</b>		
<ul style="list-style-type: none"> <li>- Facebook</li> <li>- Twitter</li> <li>- NextDoor</li> <li>- YouTube</li> <li>- Instagram</li> </ul>	<ul style="list-style-type: none"> <li>- Expand awareness of public meetings and events</li> <li>- Direct community to online engagement activities</li> <li>- Highlight participation in community events and activities</li> </ul>	<ul style="list-style-type: none"> <li>- CU students will draft social media content as Project materials are published and public engagement events are scheduled</li> <li>- Town staff will incorporate as part of scheduled posts on respective sites, as applicable</li> </ul>

Tool	Objectives	Responsibility
<b>E-Mail Blasts</b>		
<ul style="list-style-type: none"> <li>- Town of Hayden</li> <li>- Monthly/Quarterly newsletters of local organizations</li> </ul>	<ul style="list-style-type: none"> <li>- Provide brief updates on the project</li> <li>- Advertise upcoming meetings and engagement activities (e.g., online surveys, in-person meetings, workshops)</li> </ul>	<ul style="list-style-type: none"> <li>- Clarion and Zenobia will draft e-blast content for staff review</li> <li>- Town staff will send email blast</li> </ul>
<b>Flyers and other Project Materials</b>		
<ul style="list-style-type: none"> <li>- Community bulletin boards and newsletters</li> <li>- City buildings, libraries, community centers, other buildings with message boards</li> </ul>	<ul style="list-style-type: none"> <li>- Promote awareness of the Project and/or upcoming community engagement opportunities</li> </ul>	<ul style="list-style-type: none"> <li>- Clarion and Zenobia will develop flyers, doorhangers, and surveys for distribution. CU students will be supporting with the designing work</li> <li>- Town staff will print and distribute as appropriate</li> </ul>

## Strategy and Opportunities for Input for Each Element of Resiliency Project

The following strategies will provide concrete public engagement approaches to support each of the five elements in the Resiliency Project. Each approach represents an important opportunity to solicit community input throughout the project.

### 1. Development Code Assessment and Update

The team is seeking input on the Development Code update from both the Working Group and the public. The steps outlined below provide broad strategies for communicating updates to both groups and soliciting feedback.

Goal	Strategy
Seek input on Development Code Assessment Draft from the Working Group	<ul style="list-style-type: none"> <li>- Meet with the Working Group to discuss key topics and content within the Code Assessment</li> <li>- Create materials necessary to guide meetings with the Working Group including materials summarizing current findings in the Assessment and materials describing next steps</li> <li>- Offer surveys to solicit specific feedback at the end of each meeting</li> </ul>
Release Development Code Assessment Draft to the public	<ul style="list-style-type: none"> <li>- Release a draft on the project website</li> </ul>
Solicit public input on the Development Code Assessment Draft	<ul style="list-style-type: none"> <li>- Solicit community input on the draft through Konveio, an online engagement platform</li> </ul>



Goal	Strategy
Compile summary of public input	<ul style="list-style-type: none"> <li>- Compile community input and synthesize input into a memo that can be reviewed by the Working Group and made available to the public via the website</li> </ul>

## 2. Community Health Assessment and Action Plan

The team is seeking significant input from the public on aspects of community health, including critical health issues, community aspirations related to health, and the existing assets within the community. This will represent the majority of the public engagement for the Resiliency Project.

Goal	Strategy
Identify important health factors	<ul style="list-style-type: none"> <li>- Conduct background research via health policy document review and other relevant sources to understand community demographics, health status, morbidity, and mortality statistics. This review, conducted by the Clarion team in collaboration with the CU student team, will inform community engagement efforts</li> <li>- Coordinate with Routt County to conduct background research</li> </ul>
Understand critical health issues, define aspirations, and identify assets related to community health	<ul style="list-style-type: none"> <li>- Solicit feedback on critical health issues concerning the community through hosting an open house and distributing an online survey</li> <li>- Conduct up to 8 interviews with key stakeholders to collect detailed information to support conclusion.</li> <li>- Follow up with virtual engagement events to solicit further feedback on critical health issues concerning the community</li> </ul>

## 3. Public Works

The team is seeking public input on water use behaviors and plans to conduct educational campaigns to promote more sustainable water usage in the future.

Goal	Strategy
Understand public practices as they relate to water use	<ul style="list-style-type: none"> <li>- Gather anecdotal evidence through surveys and community engagement events</li> </ul>
Educate the public on water use best practices	<ul style="list-style-type: none"> <li>- Create a website page dedicated to outlining best conservation strategies. Complement with physical materials such as flyers and handouts for in-person events</li> </ul>

Goal	Strategy
Motivate community to practice water conservation	- Create educational materials that encourage and incentivize residents to adhere to water conservation practices

#### 4. Environmental Resiliency

The team is seeking input from representatives of critical infrastructure facilities to help guide public understanding about infrastructure details, risk and exposure factors, and the adaptive capacity of critical infrastructure. This engagement will inform any critical infrastructure updates necessary for resiliency.

Goal	Strategy
Refine list of critical infrastructure facilities	<ul style="list-style-type: none"> <li>- Contact point people at the identified critical infrastructure facilities to understand infrastructure details, risk factors, factors impacting exposure to risk, and adaptive capacity</li> <li>- Establish vulnerability matrix outlining areas of increased risk and vulnerability</li> </ul>
Visit critical Town facilities	- Add calendar dates for site tours and in-person meetings with critical Town facility staff and establish in-person meetings

#### 5. Financial Growth Impact Model

The team is seeking to engage the public through an interactive, in-person event that projects spatial and attribute data, such as Hydrology, Water and Sewer Infrastructure, Property Tax, and Retail Sales Tax, onto an interactive map using the Community Health And Resource Management (CHARM) tool.

Goal	Strategy
Educate the public on how financial data relates to Town growth	- Texas A&M will use the CHARM mapping tool to present data, maps, and financial projections to the public. This will be an interactive, in-person event

# Timeline

May 2025: Website Launch

May 19 – July 28, 2025: Interviews/In-person Focus Groups

June 24, 2025: First meeting with the Working Group

July 18 – 19, 2025: Hayden Daze (In-person community engagement)

July 21 – 22, 2025: Site visits for critical infrastructure

August 15 – 17, 2025: Routt County Fair (In-person community engagement)

January – February, 2026: CHARM Community Engagement