

Public Involvement Plan (PIP) and NFRMPO Branding Discussion

Colorado MPO Summit
November 4, 2026

North Front Range Metropolitan Planning Organization

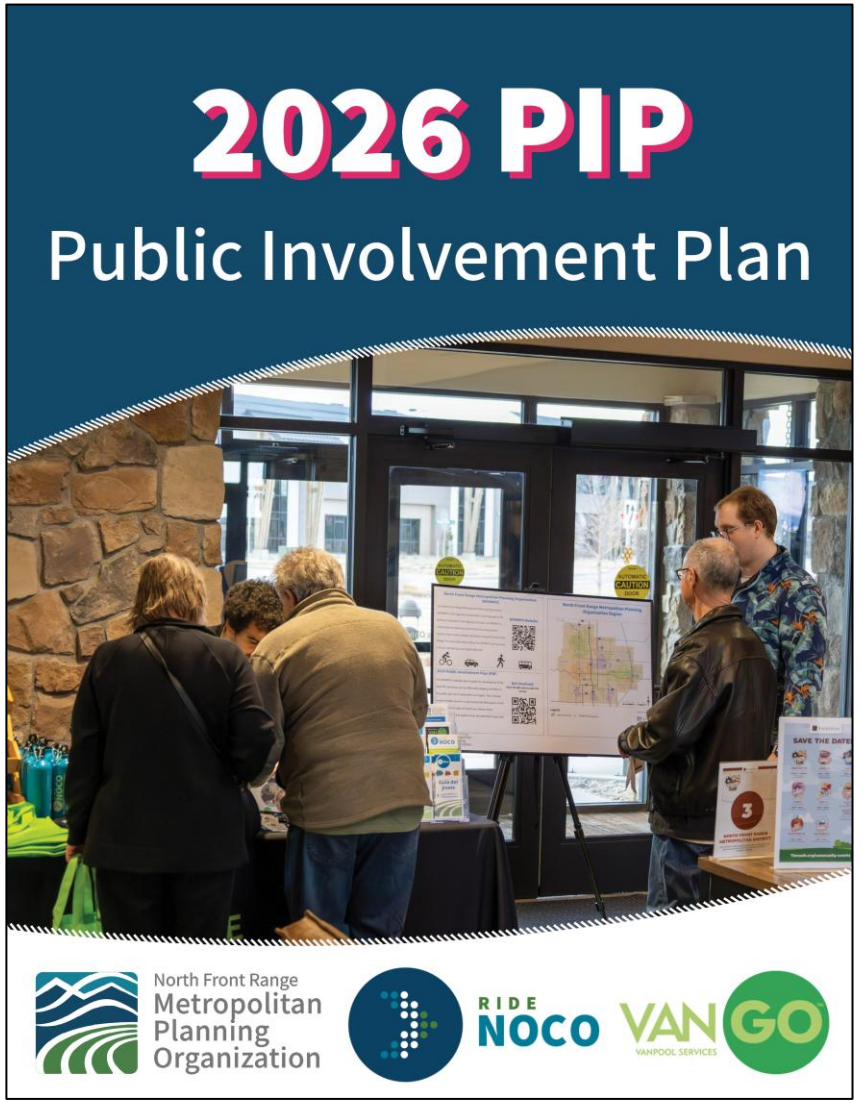
Agenda

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1) 2026 Public Involvement Plan Overview
2) What was new to the 2026 PIP?
3) What was updated from the previous PIP?
4) NFRMPO Outreach Overview
5) PIP Survey Results
6) NFRMPO Logo and Branding Changes

1) 2026 PIP Overview

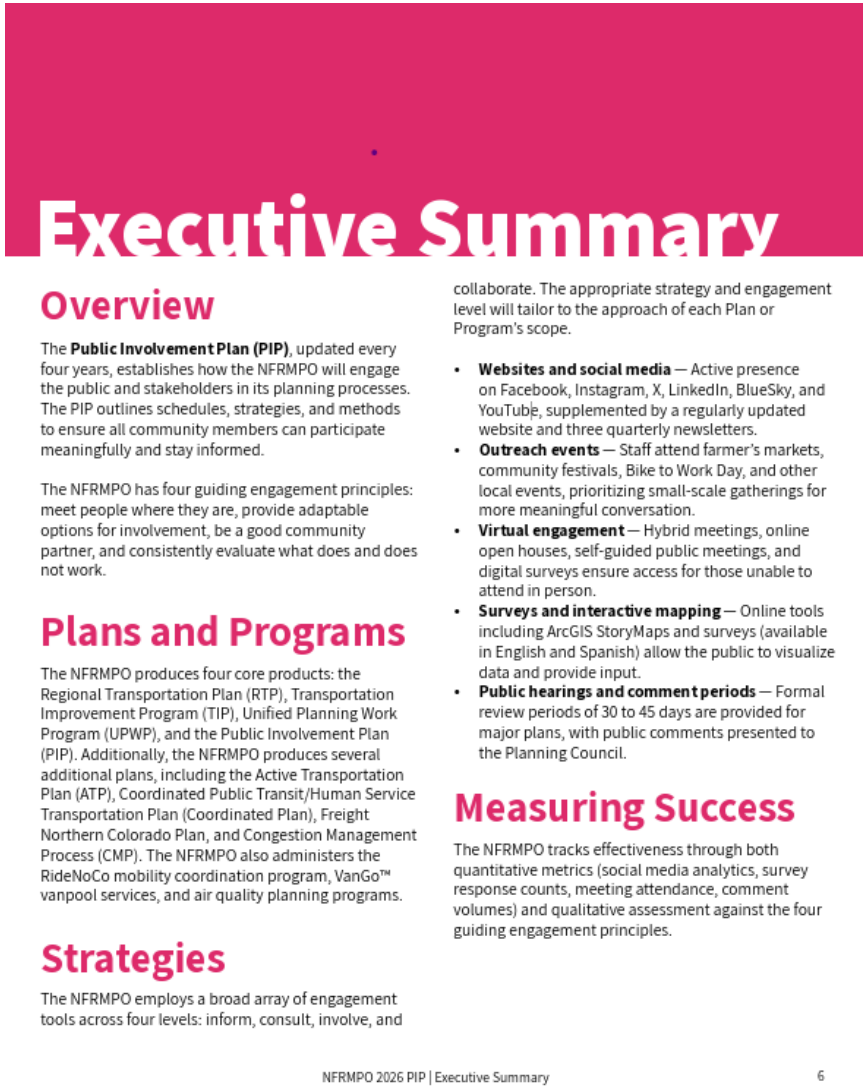
- The Public Involvement Plan (PIP), updated every four years, establishes how the NFRMPO will engage the public and stakeholders in its planning processes.
- The PIP is developed for all NFRMPO programs, including RideNoCo and VanGo™
- The PIP outlines schedules, strategies, and methods to ensure all community members can participate meaningfully and stay informed.
- The NFRMPO has four guiding engagement principles: meet people where they are, provide adaptable options for involvement, be a good community partner, and consistently evaluate what does and does not work.



2) What was new to the 2026 PIP?

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- Executive Summary
- Outreach locations map
- NFRMPO GIS OpenData Information
- Information on NFRMPO Contact Forms
- Outlining differences in public and stakeholder engagement
- 2026 PIP Survey results from 22 respondents



Executive Summary

Overview

The **Public Involvement Plan (PIP)**, updated every four years, establishes how the NFRMPO will engage the public and stakeholders in its planning processes. The PIP outlines schedules, strategies, and methods to ensure all community members can participate meaningfully and stay informed.

The NFRMPO has four guiding engagement principles: meet people where they are, provide adaptable options for involvement, be a good community partner, and consistently evaluate what does and does not work.

Plans and Programs

The NFRMPO produces four core products: the Regional Transportation Plan (RTP), Transportation Improvement Program (TIP), Unified Planning Work Program (UPWP), and the Public Involvement Plan (PIP). Additionally, the NFRMPO produces several additional plans, including the Active Transportation Plan (ATP), Coordinated Public Transit/Human Service Transportation Plan (Coordinated Plan), Freight Northern Colorado Plan, and Congestion Management Process (CMP). The NFRMPO also administers the RideNoCo mobility coordination program, VanGo™ vanpool services, and air quality planning programs.

Strategies

The NFRMPO employs a broad array of engagement tools across four levels: inform, consult, involve, and collaborate. The appropriate strategy and engagement level will tailor to the approach of each Plan or Program's scope.

- **Websites and social media** — Active presence on Facebook, Instagram, X, LinkedIn, BlueSky, and YouTube, supplemented by a regularly updated website and three quarterly newsletters.
- **Outreach events** — Staff attend farmer's markets, community festivals, Bike to Work Day, and other local events, prioritizing small-scale gatherings for more meaningful conversation.
- **Virtual engagement** — Hybrid meetings, online open houses, self-guided public meetings, and digital surveys ensure access for those unable to attend in person.
- **Surveys and interactive mapping** — Online tools including ArcGIS StoryMaps and surveys (available in English and Spanish) allow the public to visualize data and provide input.
- **Public hearings and comment periods** — Formal review periods of 30 to 45 days are provided for major plans, with public comments presented to the Planning Council.

Measuring Success

The NFRMPO tracks effectiveness through both quantitative metrics (social media analytics, survey response counts, meeting attendance, comment volumes) and qualitative assessment against the four guiding engagement principles.

NFRMPO 2026 PIP | Executive Summary 6

3) What was updated from the previous 2022 PIP?

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- Updated engagement strategies
  - Types of outreach events
  - Identifying levels of engagement
  - Key websites and webpages
- Updated accessibility information
- Updated branding standards
- Updated active social media platforms
- Updated federal legislation
- Updated list of NFRMPO Plans and Programs
- Updated measuring for defining successful engagement
- Updated maps
  - Focus Communities
  - Limited English Proficiency
  - Access to Internet
  - Broadband Serviceable Locations
  - Environmental and Demographic Impact Analysis

2) What was new to the 2026 PIP?

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Quadrennial Review Comments on 2022 PIP:

- Confusion on what StoryMaps are and how they are used
- Addition of an Executive Summary
- Address accessibility of event locations
- Changes to organizational structure graphic
- Remove the word “should” to describe the public participation strategies and techniques that the NFRMPO uses.
- The 2022 PIP does not provide an explanation of how NFRMPO responds and documents public comments captured during its development.
- Neither the 2022 PIP or plan specific PIPs document the process for providing additional public comment opportunities if the final RTP or TIP is significantly different from what was available during the previous comment period. Does NFMRPO have a process to handle this? Has anything like this happened before?
- There is no mention of how the NFRMPO process coordinates with the State’s SWP process in the 2022 PIP.

4) NFRMPO Outreach Overview

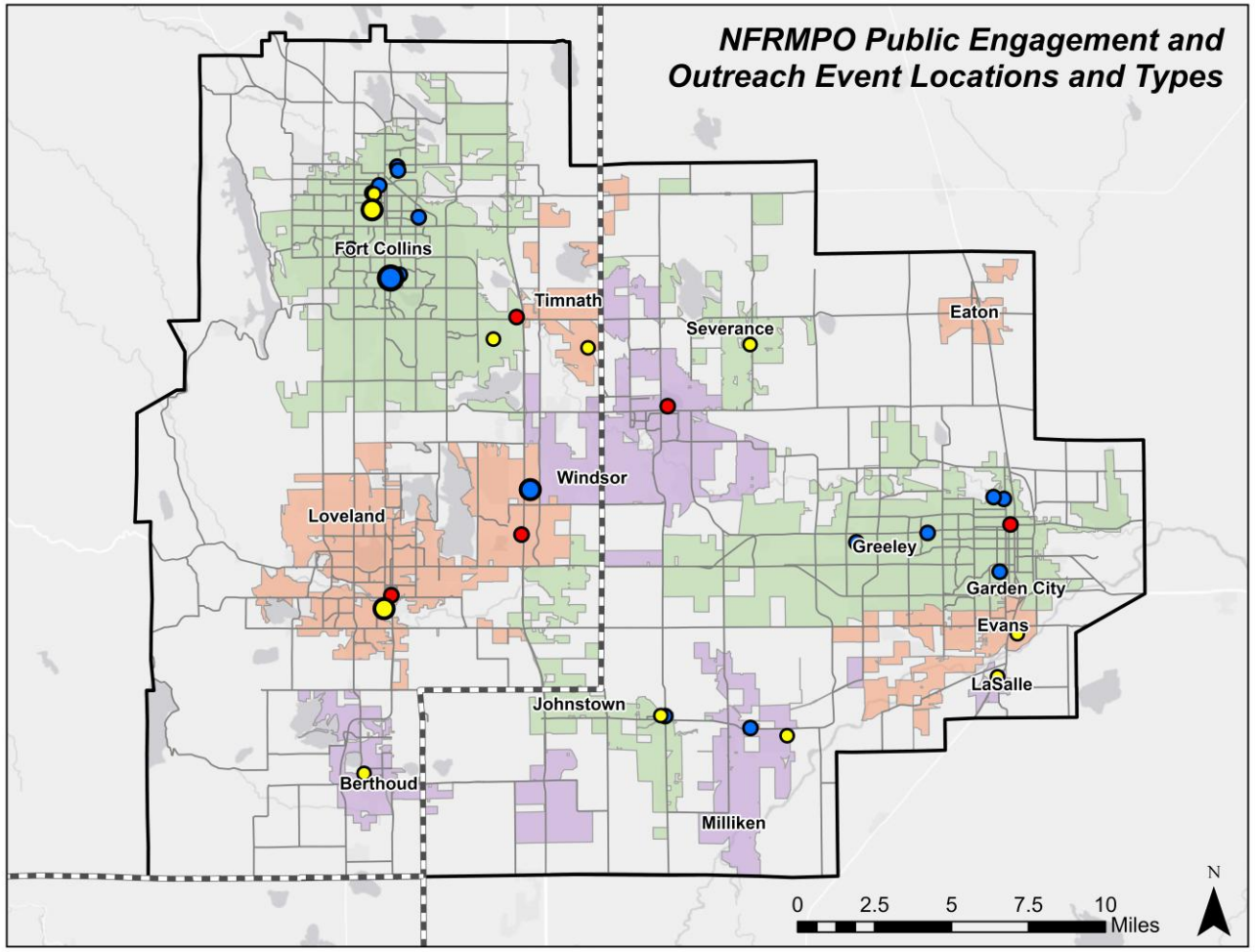
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- NFRMPO staff try to attend at least one event in each community throughout the year
- In 2026, the NFRMPO shifted our outreach approach from larger “family-oriented” events to smaller scale, weekly events such as farmer’s markets
- NFRMPO staff found smaller scale events typically have better discussions with the public
- However, sometimes the events are too small and we end up talking to very few people
- Hoping to find a balance in 2027
- NFRMPO Staff also began attending events year-round instead of just summer



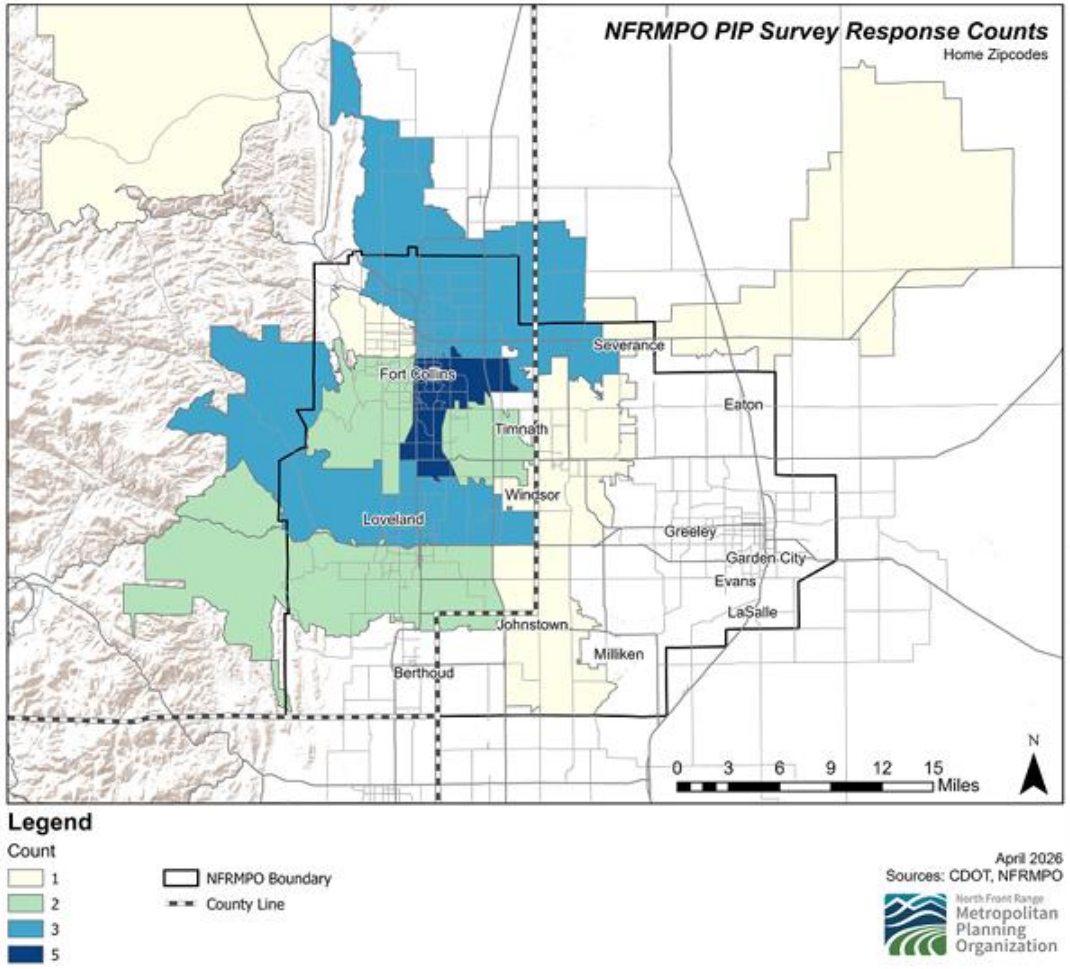
4) Outreach Locations Map

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5) PIP Survey Results

What ZIP Code do you live in?



ZIP Code	# of responses
80525	5
80524	3
80538	3
80526	2
80528	2
80537	2
80521	1
80534	1
80536	1
80550	1

5) PIP Survey Results

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How would you be most likely to provide you input to the NFRMPO?

Answers	Count	Percentage
Online Surveys	21	95.45%
Social Media	9	40.91%
Public Meetings / Comment Cards	14	63.64%
Emails	9	40.91%
Physical Mail	2	9.09%
NFRMPO Website	7	31.82%
Focus Group / Steering Committee	7	31.82%
Other	0	0%

5) PIP Survey Results

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Do you know the function/purpose of a Metropolitan Planning Organization (MPO)?

Answers	Count	Percentage
Yes	8	36.36%
No	8	36.36%
Unsure	6	27.27%

5) PIP Survey Results

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Which of the following NFRMPO services are you familiar with?

Answers	Count	Percentage
RideNoCo	4	18.18%
VanGo™	6	27.27%
Regional Transportation Plan (RTP)	4	18.18%
Active Transportation Plan (ATP)	3	13.64%
Freight Northern Colorado (FNC)	2	9.09%
The Coordinated Plan	1	4.55%
Congestion Management Process (CMP)	1	4.55%
Public Comment Opportunities	4	18.18%
NFRMPO Social Media	1	4.55%
I am unfamiliar with any of the services provided by the NFRMPO	14	63.64%

5) PIP Survey Results

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Please rank the following regional programs from most important to least important to you

Rank	Answers	1	2	3	4	5	6	7	Average score
1	Biking / pedestrian / active transportation	31.82% 7	13.64% 3	18.18% 4	13.64% 3	9.09% 2	9.09% 2	4.55% 1	5.00
2	Safety	18.18% 4	18.18% 4	18.18% 4	18.18% 4	9.09% 2	13.64% 3	4.55% 1	4.59
3	Transit	13.64% 3	18.18% 4	22.73% 5	13.64% 3	18.18% 4	9.09% 2	4.55% 1	4.50
4	Air Quality	18.18% 4	22.73% 5	4.55% 1	13.64% 3	13.64% 3	18.18% 4	9.09% 2	4.27
5	Commuter transportation	9.09% 2	18.18% 4	18.18% 4	13.64% 3	22.73% 5	18.18% 4	0% 0	4.23
6	Congestion / traffic	9.09% 2	4.55% 1	9.09% 2	18.18% 4	22.73% 5	9.09% 2	27.27% 6	3.23
7	Freight transportation	0% 0	4.55% 1	9.09% 2	9.09% 2	4.55% 1	22.73% 5	50% 11	2.18

6) NFRMPO Logo and Branding Changes

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Old Logo and Color Palette

North Front Range
Metropolitan
Planning
Organization

Primary Color Palette

NFRMPO Blue

C	M	Y	K	R	G	B	Hex
70	10	0	0	0	152	219	0098DB

White Background: ✓ Large Text ✗ Regular Text ✓ Graphical Objects

Black Background: ✓ Large Text ✓ Regular Text ✓ Graphical Objects

NFRMPO Green

C	M	Y	K	R	G	B	Hex
41	0	78	0	165	216	103	A5D867

White Background: ✗ Large Text ✗ Regular Text ✗ Graphical Objects

Black Background: ✓ Large Text ✓ Regular Text ✓ Graphical Objects

NFRMPO Gray

C	M	Y	K	R	G	B	Hex
41	23	16	51	116	118	120	747678

White Background: ✓ Large Text ✓ Regular Text ✓ Graphical Objects

Black Background: ✓ Large Text ✓ Regular Text ✓ Graphical Objects

Secondary Color Palette

NFRMPO Orange

C	M	Y	K	R	G	B	Hex
0	30	45	0	251	175	115	FBAF73

White Background: ✗ Large Text ✗ Regular Text ✗ Graphical Objects

Black Background: ✓ Large Text ✓ Regular Text ✓ Graphical Objects

NFRMPO Purple

C	M	Y	K	R	G	B	Hex
38	38	0	0	172	152	219	AC98DB

White Background: ✗ Large Text ✗ Regular Text ✗ Graphical Objects

Black Background: ✓ Large Text ✓ Regular Text ✓ Graphical Objects

Marketing Typography Family

Assistant Light
Assistant Regular
Assistant Bold

6) NFRMPO Logo and Branding Changes

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Use of that shade of green caused numerous of our old documents to not follow color accessibility standards. This was bad because it was one of our two primary colors in our logo.






LINKNoCo Project Manager – ALEX GORDON, Transportation Planner III

Advisor – SUZETTE MALLETTE, Regional Transportation Planning Director

Advisor – BECKY KARASKO, Transportation Planning Director

Advisor – MEDORA BORNHOFT, Regional Modeling

GUIDANCE COMMITTEE

Berthoud Rural Alternative for Transportation (RAFT) – RUTH FLETCHER-CARTER, Executive Director

CDOT Region 4 – JAN ROWE, Assistant Director of Transit Programs

CDOT Division of Transit and Rail – DAVID SINGER, Assistant Director of Passenger Rail

City of Fort Collins – AARON IVERSON, Senior Transportation Planner

City of Greeley Public Works – ALLISON BAXTER, Multimodal Transportation Planner

City of Loveland Public Works – KATIE GUTHRIE, Senior Transportation Planner

City of Loveland Transit (COLT) – CANDICE FOLKERS, Transit Manager

Greeley Evans Transit – LEITON POWELL, Transit Operations Supervisor

Larimer County Engineering – MARK PETERSON, County Engineer

Larimer County Public Health – BROOKE BETTOLO, Health Educator, Built Environment Program

Museo de las Tres Colonias – BETTY ARAGON, Founder

NFRMPO – CORY SCHMITT, Mobility Manager

Southwest Chief and Front Range Passenger Rail District – SPENCER DODGE (former staff), Southwest Chief & Front Range Passenger Rail Commission Liaison

Town of Berthoud – ADAM OLINGER, Planner

Town of Severance – MITCH NELSON, Community Development Director / ADA Coordinator

Town of Windsor – CARLIN MALONE, Chief Town Planner

Transfort – DREW BROOKS, Transit and Parking Manager

Weld County Public Works – EVAN PINKHAM, Transportation Planner

6) NFRMPO Logo and Branding Changes

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Updated Logo and Color Palette

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Primary Color Palette

NFRMPO Blue

C	M	Y	K	R	G	B	Hex
96	70	38	23	19	73	104	124867

White Background: ✓ Large Text ✓ Regular Text ✓ Graphical Objects

Black Background: X Large Text X Regular Text X Graphical Objects

NFRMPO Green

C	M	Y	K	R	G	B	Hex
74	29	89	14	74	128	71	4a8047

White Background: ✓ Large Text ✓ Regular Text ✓ Graphical Objects

Black Background: ✓ Large Text X Regular Text ✓ Graphical Objects

NFRMPO Teal

C	M	Y	K	R	G	B	Hex
85	37	32	3	20	128	152	148098

White Background: ✓ Large Text ✓ Regular Text ✓ Graphical Objects

Black Background: ✓ Large Text ✓ Regular Text ✓ Graphical Objects

Secondary Color Palette

NFRMPO Pink

C	M	Y	K	R	G	B	Hex
8	96	37	0	221	43	106	dd2b6a

White Background: ✓ Large Text ✓ Regular Text ✓ Graphical Objects

Black Background: ✓ Large Text ✓ Regular Text ✓ Graphical Objects

NFRMPO Gray

C	M	Y	K	R	G	B	Hex
41	23	16	51	116	118	120	747678

White Background: ✓ Large Text ✓ Regular Text ✓ Graphical Objects

Black Background: ✓ Large Text ✓ Regular Text ✓ Graphical Objects

Marketing Typography Family:

Assistant Light

Assistant Regular

Assistant Bold

Questions?

North Front Range Metropolitan Planning Organization

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