

APPENDIX C

PUBLIC OUTREACH



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C. PUBLIC OUTREACH

The public outreach process was conducted over the months of April, May and June 2016, with the bulk of the outreach happening in May. The process consisted of an online survey, a dedicated Facebook page, two community meetings and an outreach event at the Farmer's Market. The marketing and publicity of the Connect Whitefish Plan utilized a specially designed logo that included the planning process title.

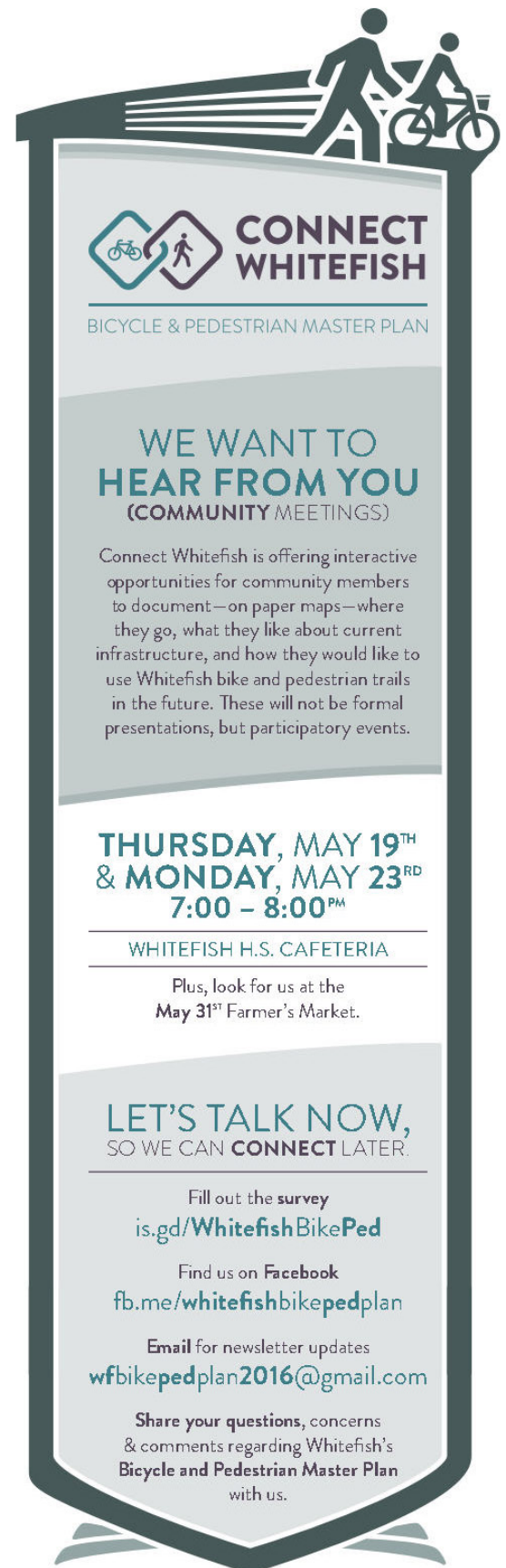
The online survey was designed to gather general feedback from Whitefish residents to determine where people are biking and walking, how far they are biking and walking, and what improvements they would like to see to biking and walking facilities in Whitefish. The survey was distributed via email by City staff, members of the Bicycle and Pedestrian Advisory Committee and the Whitefish School District, and was advertised on the project Facebook page and a Connect Whitefish flyer distributed to the library and local bike shops. The survey was also mentioned in local newspaper press releases and articles resulting from those press releases. The survey included an opportunity for participants to win a \$50 gift card to a local restaurant. A total of 419 survey responses were received, including 145 specific comments given at the end of the survey. Complete survey results can be found in Appendix D.



***Participants in the
Connect Whitefish public
outreach process***

The dedicated project Facebook page and email account were used as platforms to continually engage interested residents, to keep them updated on the progress of the plan and to solicit feedback. The Facebook page and email account were publicized similarly to the online survey – by City staff, the Bicycle and Pedestrian Advisory Committee, and the Whitefish School District, as well as a Connect Whitefish flyer distributed to the library and local bike shops. The Facebook page and email account details were also included in press releases and subsequent newspaper articles. At the time of Plan writing, the Facebook page received 152 page likes, and reached over 4800 people through 40 posts. The dedicated email account had 57 contacts who received regular information.

Specific community input was collected through in-person public outreach events, which were publicized on Facebook and through local media. Two community meetings were held at the Whitefish High School to allow participants to provide specific suggestions, marking them on a map of the City to provide visual representation of their ideas. Information was collected about locations people frequently bike or walk and areas of town where people dislike biking or walking. Participants identified missing connections, suggested new shared use path locations, new bike lane locations, and wayfinding signage locations. The meetings were well attended with about 20 participants at each meeting. The final in-person public outreach event was held at the first Farmer's Market of the 2016 summer. At this event, maps from the community meetings were displayed and Farmer's Market attendees were encouraged to provide additional commentary regarding the information. Approximately 15 additional people were reached through this outreach event.





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Share your questions, concerns & comments regarding Whitefish's **Bicycle and Pedestrian Master Plan** with us.

LET'S TALK NOW,
SO WE CAN **CONNECT** LATER.



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CONNECT WHITEFISH

BICYCLE & PEDESTRIAN MASTER PLAN

WE WANT TO HEAR FROM YOU (COMMUNITY MEETINGS)

Connect Whitefish is offering interactive opportunities for community members to document—on paper maps—where they go, what they like about current infrastructure, and how they would like to use Whitefish bike and pedestrian trails in the future. These will not be formal presentations, but participatory events.

**THURSDAY, MAY 19TH
& MONDAY, MAY 23RD
7:00 – 8:00^{PM}**

WHITEFISH H.S. CAFETERIA

Plus, look for us at the
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LET'S TALK NOW,
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For Immediate Release: 4/25/16

Contact: Karin Hilding, City of Whitefish, 406-863-2540

BJ Grieve, WGM Group, 406-407-4181

Opportunity to help shape the future of biking and walking in Whitefish

The City of Whitefish, in conjunction with WGM Group Inc., is developing a Bicycle and Pedestrian Master Plan. This plan's purpose is to guide decisions made by the City of Whitefish for the next 20 years regarding biking and walking in Whitefish.

Community members are encouraged to participate in the development of the plan by providing unique insights that only residents of Whitefish and the surrounding areas can provide. The first method available for community members to make their thoughts known is through a short, online survey at is.gd/WhitefishBikePed. Those who complete the survey can enter to win a \$50 Tupelo Grille gift certificate. There is also a Facebook page dedicated to the Master Plan, fb.me/whitefishbikepedplan, for community members to engage with one another. Finally, community members are encouraged to sign-up to receive updates via email at wfbikepedplan2016@gmail.com.

The City of Whitefish and WGM Group Inc. will hold two interactive community meetings on Wednesday May 19th and Monday May 23rd at the Whitefish High School, 600 East Second Street, Whitefish, MT, 59937, from 7 to 8 pm in the cafeteria. These events are free and open to the public to learn more about the plan and provide input. Both meetings will cover the same topics.

The Bicycle and Pedestrian Master Plan should reflect the needs and priorities of the community. Regardless of how often community members bike or walk in Whitefish, everyone's input is essential to the development of the Bicycle and Pedestrian Master Plan!

For more information, please call 863-2540.

###

Whitefish Pilot

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4 Remaining

Home News

City begins update of bicycle and pedestrian plan

Story Comments

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0427 loc wfp bike path.jpg

A bicyclist rides along the path in Riverside Park. Heidi Desch / Whitefish Pilot

Posted: Tuesday, April 26, 2016 2:46 pm

By HEIDI DESCH Whitefish Pilot

Do you walk or ride your bike through Whitefish? Do you have suggestions for how the city can improve its paths, walkways, and roads in the future?

Then the city of Whitefish wants to hear from you as it updates its bicycle and pedestrian master plan.

The city is holding a group bike ride around Whitefish Friday to gather suggestions and two community meetings in May to also get input.

The document will help guide city decision makers in creating and maintaining bicycle and pedestrian infrastructure in Whitefish over the next 20 years. The plan looks at the current state of bicycle and pedestrian options, uses input from the community to choose priorities, and then offers suggestions on how to achieve the selected goals and priorities.

"The bike and pedestrian plan attempts to look at where we've come from, where we are now and where we want to try to go," Public Works Director Craig Workman said. "We want to talk to people that are out there biking and walking to see what their needs are, and also those who aren't and find why they're not."

The city adopted its current bicycle and pedestrian master plan in 1998 and has adopted amendments to the plan in 2003 and 2007. WGM Group has been hired for the current update, which is expected to be completed this fall.

Workman said since its been so long since the last update to the plan, this update is an all-inclusive look at the plan rather than just an amendment.

"As the world changes and technology changes people are getting around in different ways," he said. "With that our priorities change and we need to look at our priorities and how we spend our resources."

The goal of the plan update is to provide the city with a

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series of actions that can be strategically implemented, including adding to the city's existing system of trails to create a complete walking and bicycling network throughout the city.

The group bike tour is Friday, April 29 at 10 a.m. to 4 p.m. beginning at interim City Hall. Citizens, city staff and the consultant from WGM Group will ride around town with the goal of doing a visual inventory of the existing characteristics and any problem areas. There will also be two community workshop meetings at the Whitefish High School cafeteria on Thursday, May 19 and Monday, May 23 from 7-8 p.m.

"We wanted to get the experience from the bikers perspective," Workman said of the Friday bike ride. "We hope people will take the time to bike around with us and show us their concerns."

An online survey has also been set up through the city's website to get input.

For more information, visit the city's website at www.cityofwhitefish.org and click on bicycle pedestrian master plan updates on the left side under City News or call 863-2540.



More about **Whitefish**

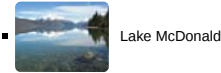
- **ARTICLE:** Grizzly put down after breaking into campers in North Fork
- **COLLECTION:** Memorial Day parade in Whitefish
- **ARTICLE:** Shuttle service to Glacier Park back for second summer
- **ARTICLE:** West Lakeshore properties eyed for annexation
- **ARTICLE:** Council looks into culling urban deer population

More about **Whitefish Mt**

- **ARTICLE:** West Lakeshore properties eyed for annexation
- **ARTICLE:** Council looks into culling urban deer population
- **ARTICLE:** Cornerstone for Whitefish
- **ARTICLE:** City approves housing subdivision on Hwy 93

More about **Montana**

- **ARTICLE:** Grizzly put down after breaking into campers in North Fork



Lake McDonald

- **ARTICLE:** Shuttle service to Glacier Park back for second summer
- **ARTICLE:** West Lakeshore properties eyed for annexation
- **ARTICLE:** Council looks into culling urban deer population

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Posted in **News** on **Tuesday, April 26, 2016 2:46 pm.** | Tags: **Whitefish,** **Whitefish Mt,** **Montana,** **City,** **City Of Whitefish,** **Bike,** **Pedestrian,** **Pedestrian Path,** **Master Plan,** **Public Works,** **Transportation,** **Travel,** **Walk**

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The Economics of Urban Trails

Whitefish has tapped WGM Group to create its Bike and Pedestrian Master Plan, which it says will increase the city's appeal for homeowners and businesses

BY MOLLY PRIDDY // MAY 5, 2016 // [NEWS & FEATURES](#)



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GREG LINDSTROM | FLATHEAD BEACON | [BUY](#)

WHITEFISH – A group of cyclists gathered in a parking lot last Friday morning, ready to wheel around the city to point out their favorite and least-favorite biking aspects in town.

Getting his gear ready, BJ Grieve, senior planner with WGM Group and former Flathead County planning director, was animated about improving the cycling routes in this city.

“It’s a hot topic nationwide,” Grieve said. “This idea of community infrastructure that creates the ability to ride your bike places comfortably.”

EDITOR'S PICK

The Path Least Trammeled



[VIEW STORY](#)

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Whitefish selected WGM Group to update its bicycle and pedestrian master plan, which was originally created in 1998 and received updates and amendments in 2003 and 2007. The most recent update should be ready this fall.

The bicycle and pedestrian master plan acts as a guide for the future of this infrastructure in Whitefish, but also builds on what this and other communities have learned in the last few decades. It won't just be amendments, but more like the city is starting from scratch on the plan.

Craig Workman, Whitefish's public works director and city engineer, said this project has been on the mind of the bike and pedestrian committee due to the active base living in the city.

"In Whitefish, walkability and bikeability are more than just a trend, it's a lifestyle," Workman said. "The bike and pedestrian committee is very much aware of the broken links throughout town. They've been pushing the importance of fixing those links for quite some time."

And as the former planning director for the county, Grieve said he is doubly excited to tackle this project, not only because there is so much potential, but also because he's a hardcore cyclist himself.

"Cycling is my life," Grieve said. "It's how my wife and I met. This is a cool mix of personal and professional."

The April 29 ride was planned so members of the public, along with WGM and city staff, could wander the streets, deer trails, actual trails, and other corners of the city these cyclists find themselves.

One such cyclist pulled up to the group and immediately said the trails all need to be connected, though he had doubts he'd ever see it. Grieve, however, said that's the kind of input needed for this project, because it's not the city or WGM's preferences that should take center stage, but rather those of the public using the trails.

One key aspect of bikeability is being able to cycle around comfortably, Grieve said. Before he had kids, he was used to hugging the tiniest of road shoulders to cycle, but when his daughter started

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Justin Franz

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riding too, his perspective shifted.

“It’s not all Lycra-clad riders out there,” Grieve said. “Other people walk and bike. If it’s more comfortable, you’ll go out for ice cream on your bike. It is economic development.”

A recent report from the Urban Lands Institute found that bikeability and proximity to trails are becoming more important for homebuyers, and real estate developers as well as cities are more responsive to building communities “tailored for those who would rather bike than drive.”

The report, “Active Transportation and Real Estate: The Next Frontier” labeled the trend as “trail-oriented development,” in contrast to the typical transit-oriented development found in most cities.

Researchers found that 50 percent of U.S. residents consider walkability a top or high priority when deciding where to live. Bicycling itself has undergone a sort of “renaissance” in places around the globe, the report noted, with Americans who commute to work by bike increasing roughly 62 percent between 2000 and 2014.

Portland, Oregon has the highest rate of cycling commuters, with 7.2 percent in 2014, the report found, and the city of Minneapolis, Minnesota, has set a goal for 15 percent of citywide transportation to be by bicycle by 2025.

Better bikeability and walkability boosts economic growth, the report said, because it boosts real estate value, helps communities attract workers, makes workers healthier and more productive, and increases retail visibility and sales volume.

“Not only is it a health benefit to be able to walk and pedal yourself around, there’s an environmental benefit,” Workman said. “You have more connection to place when you’re out walking and biking.”

There’s opportunity for such movement here, Grieve said. The Flathead has a wide and varied trail and parks system, which includes Rails to Trails and other various projects.

“Those bike routes have to connect to something,” Grieve said. “There are opportunities to create paths. The question is how you can do the most with the least amount of resources.”

One way to do this is to build trail-connection areas with bike tools, work stands, and air pumps available for cyclists. They're cemented into place and are relatively inexpensive, Grieve said, and they give cyclists a welcome feeling.

Another way is to provide programs that encourage kids to ride comfortably in town, and other educational opportunities that show the city cares, Grieve said.

“Without spending a lot of money, communities can make it clear that they prioritize biking and walking,” Grieve said. “It says ‘You’re welcome here, you’re encouraged to be here.’”

Grieve pointed out Kalispell’s core area plan to pull out the railroad tracks running through the middle of the city and turn them into a walking and biking path, and said it’s exciting because the project combines trail-oriented development with urban redevelopment. WGM is not part of that project thus far, Grieve said, but it shows there is opportunity throughout the valley.

“Kalispell is ready for this,” he said. “People are walking and riding on deer trails.”

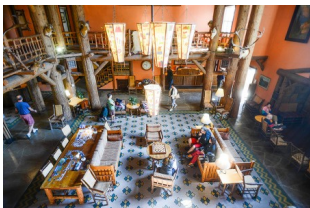
And with future generations prioritizing walkability and bikeability, Grieve said it’s an exciting time for the valley.

“If [people] have somewhere to ride their bike, they want to live there,” he said.

The city will host two community workshops this month, May 19 and 23, at 7 p.m. at Whitefish High School to discuss aspects of the master plan.

[SHOW COMMENTS \(4\)](#)

MORE FROM THE BEACON



Intense Rainstorm Causes Minor Flooding at Historic Glacier Park Lodge



Historians Retrace FDR’s Historic 1934 Journey Through Glacier Park



Grizzly Saviors

Whitefish developing bike path master plan

Posted: Friday, May 20, 2016 7:15 am

The city of Whitefish is conducting an online survey to gather input as the city develops a new bicycle and pedestrian master plan.

The master plan is intended to guide city decision-makers regarding biking and walking decisions to be made over the next 20 years.

Go online to is.gd/WhitefishBikePed or www.surveymonkey.com/r/2016WFbikepedplan, where respondents will have a chance to win a \$50 gift card to Tupelo Grille.

Those wanting to show the city their favorite or least favorite parts of the path system around Whitefish can upload photographs to the Facebook page at fb.me/whitefishbikepedplan.

To be added to the city's contact list for progress reports about the bicycle and pedestrian master plan, send your email address to wfbikepedplan2016@gmail.com.

An interactive community meeting is planned at 7 p.m. Monday, May 23, at the Whitefish High School cafeteria.



Pop-up Protected Bike Lane



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Community Forums

May 19 & 23, 2016



WGMGROUP.COM

Introductions & Background

1. Introductions
 1. City staff
 2. Flathead City/County Health Department staff
 3. Whitefish Bike Path Advisory Committee members
 4. Whitefish High School students
 5. Consultants
2. Brief history of bicycle and pedestrian planning in the City of Whitefish.



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Bicycle and Pedestrian Planning

Frequently Asked Questions ("FAQs"):

1. What is a "Bicycle and Pedestrian Master Plan?"
2. How will the plan be used?
3. How can I participate?
4. What are we doing tonight?
(*Ok, maybe just an "AQ"*)



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Visioning Activity

Complete this sentence:

“20 years from now, a bicyclist or a pedestrian in Whitefish should...”



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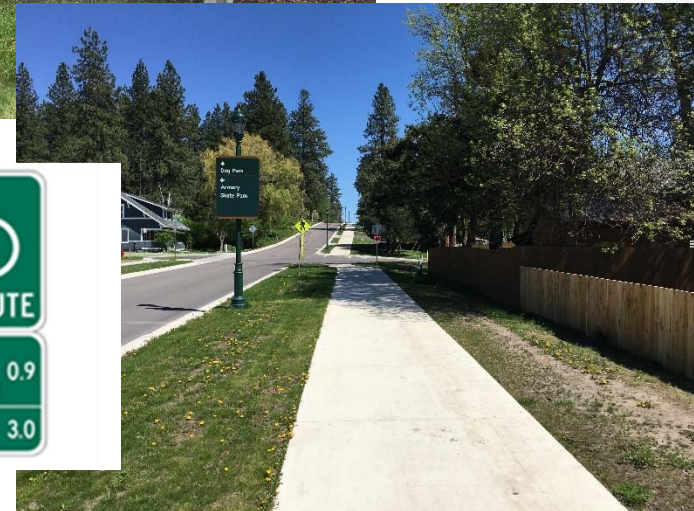


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Mapping Activity

Basic terminology:

- **Wayfinding Signage**



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Mapping Activity

Basic terminology:

- **Bike Lane**



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Mapping Activity

Basic terminology:

- Bike Lane
- **Multi-use path**



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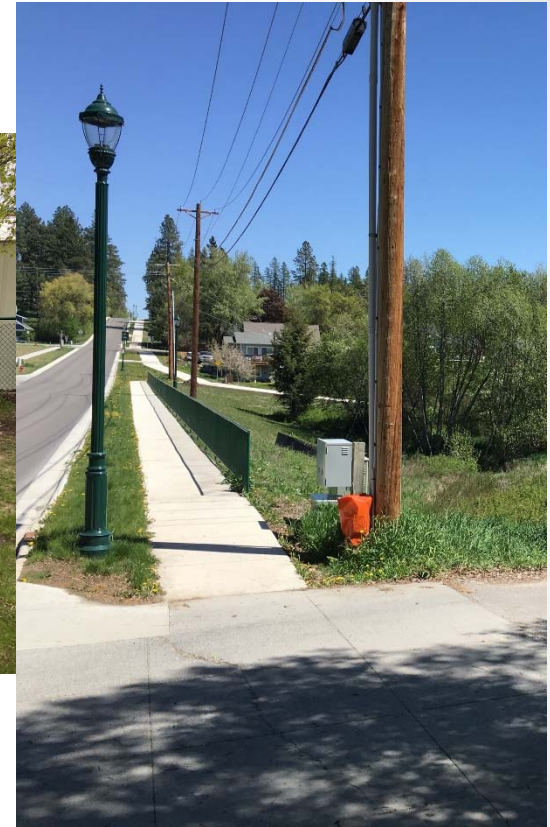


WGMIGROUP.COM

Mapping Activity

Basic terminology:

- Bike Lane
- Multi-use path
- **Sidewalk**



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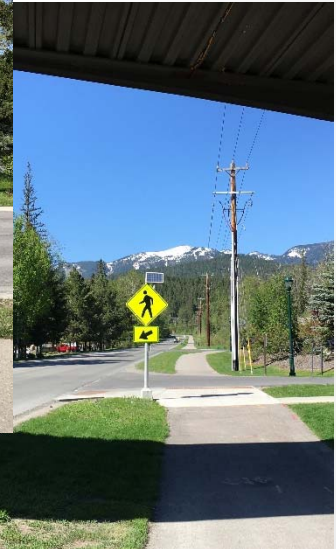


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Mapping Activity

Basic terminology:

- Bike Lane
- Multi-use path
- Sidewalk
- **Crosswalk**
 - Unmarked
 - Marked
 - LED signal



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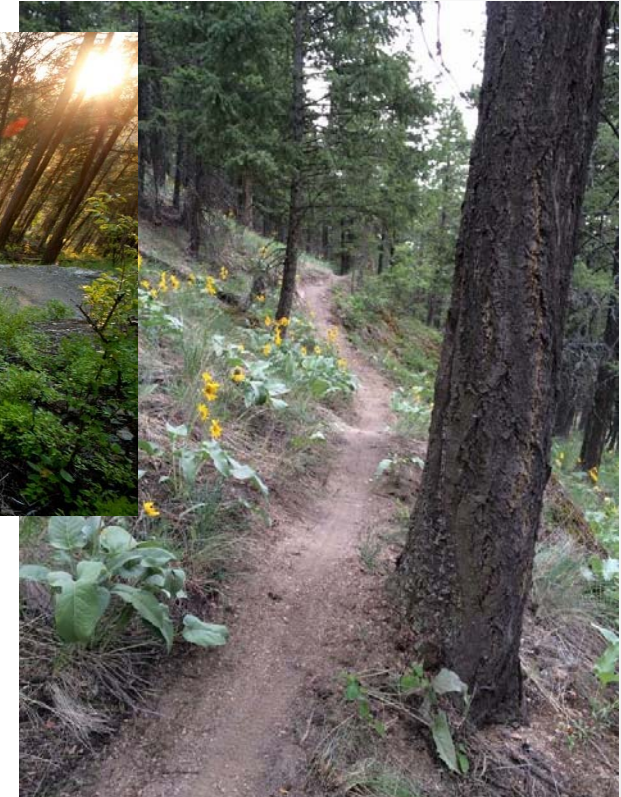
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Mapping Activity

Basic terminology:

- Bike Lane
- Multi-use path
- Sidewalk
- Crosswalk
 - Unmarked
 - Marked
 - LED signal
- **The Whitefish Trail**



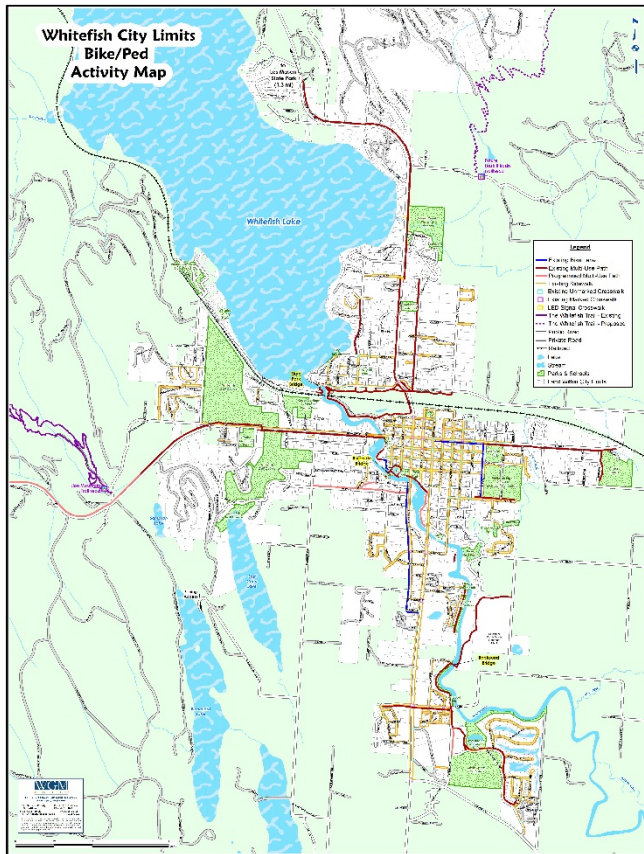
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Mapping Activity



Individual Mapping Activity



Green stars where you typically **begin walking or biking** in Whitefish



Pink stars on **common destinations** when you are walking or biking in Whitefish



Happy faces at **favorite places** to walk or bike in Whitefish



Upside-down faces in **areas you avoid or don't like** to walk or bike in Whitefish



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[illegible]

Orange highlighter for five (5) most needed connections (only one bridge)

Yellow highlighter for five (5) roads in need of new bike lanes

Pink highlighter to identify five (5) biggest bike/ped safety issues. (Use pen to explain)

Blue highlighter to mark up to ten (10) spots that need bike/ped wayfinding signage

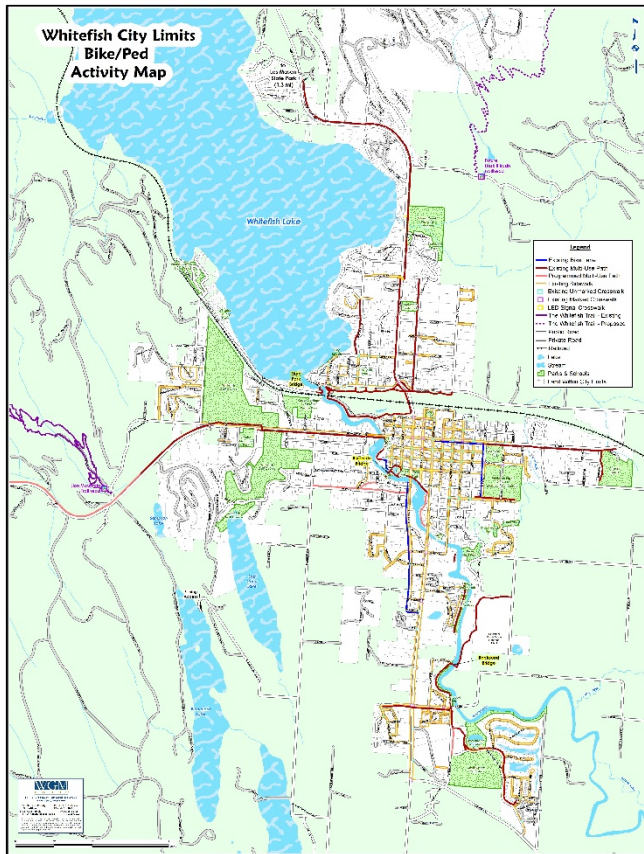


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Mapping Activity



Prioritizing Activity

Use a black marker to choose your table's TOP FIVE priorities.



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Wrap Up

- What's next?
- How to stay involved
- Thanks for coming tonight!

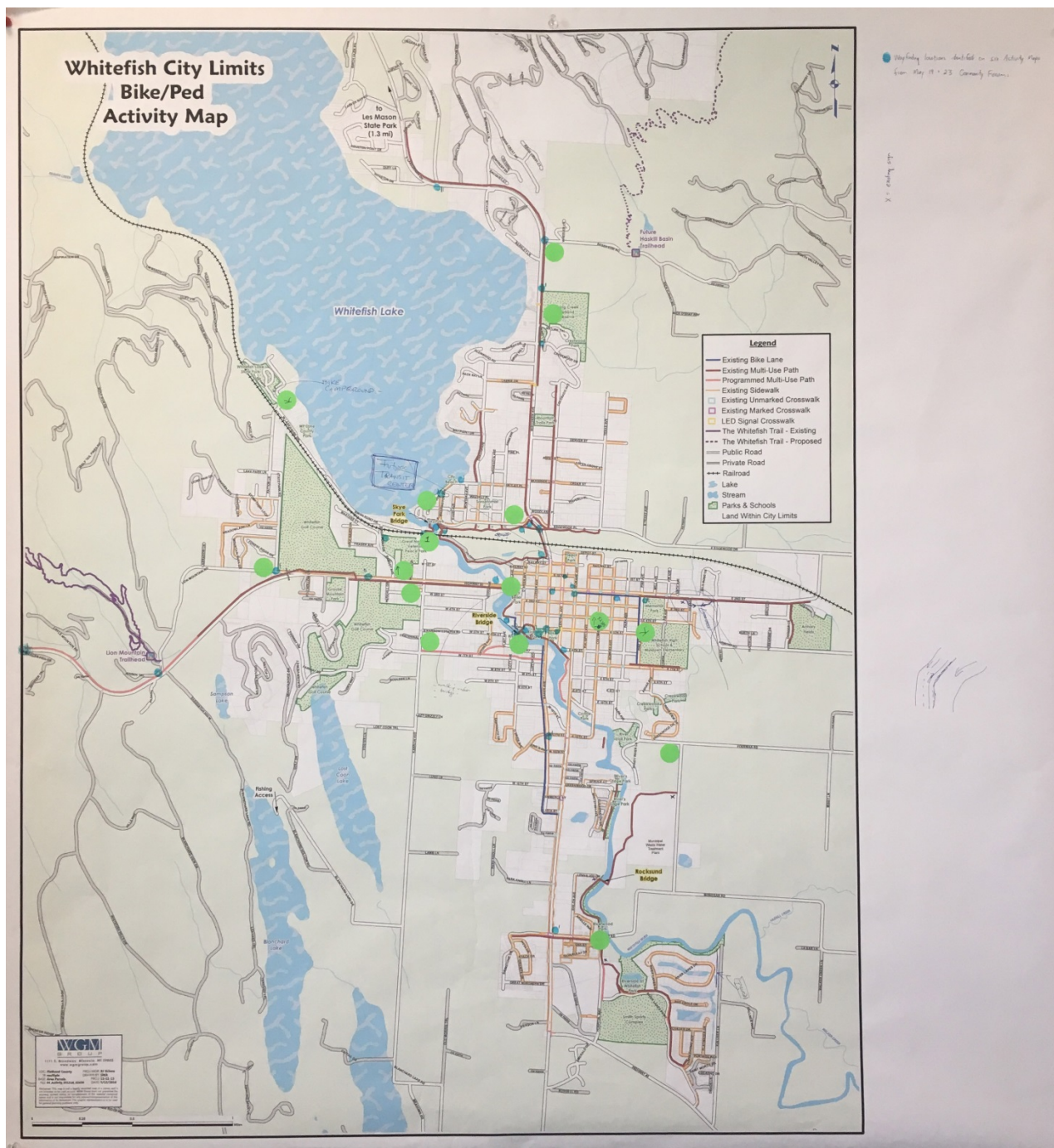


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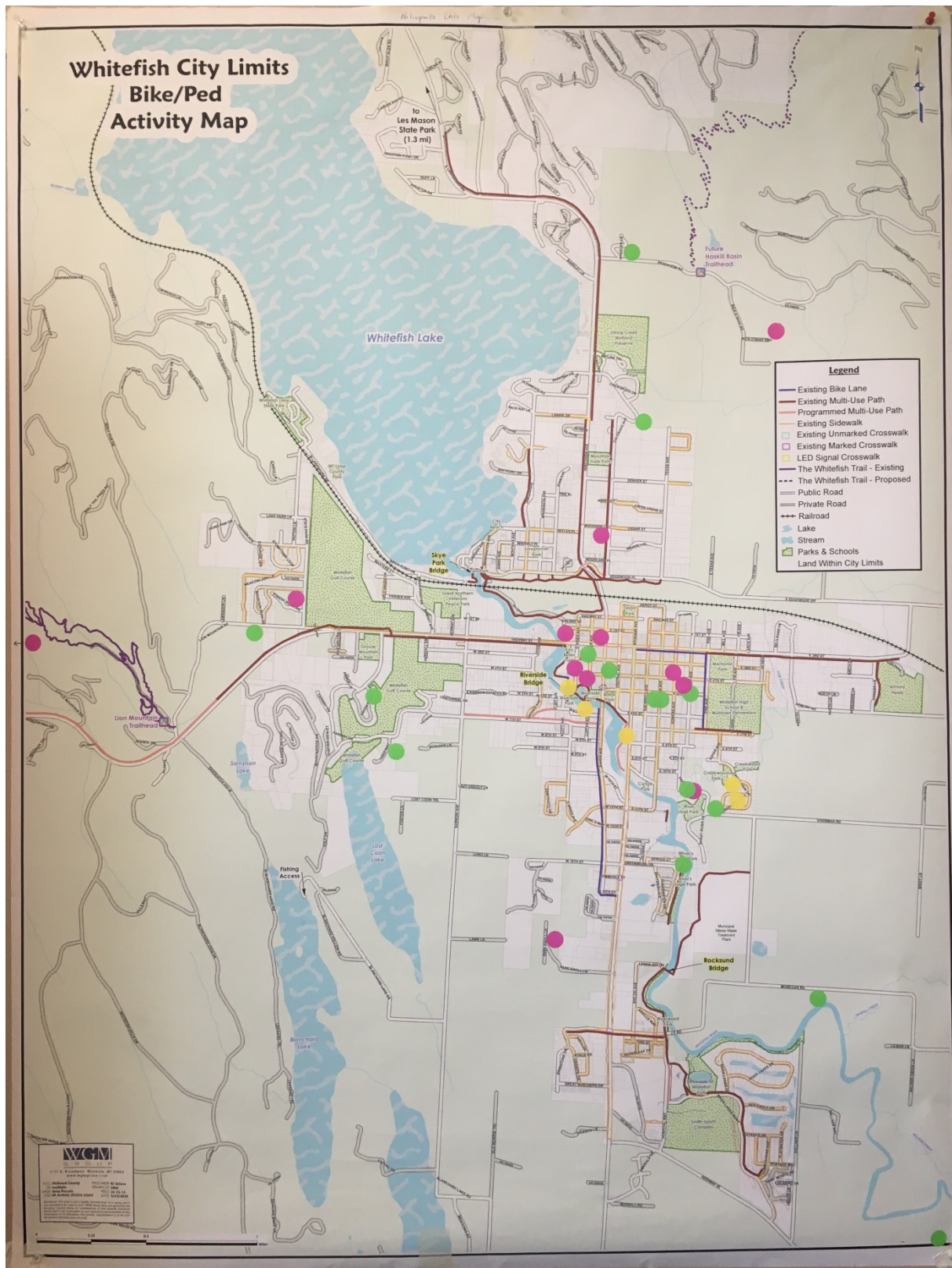
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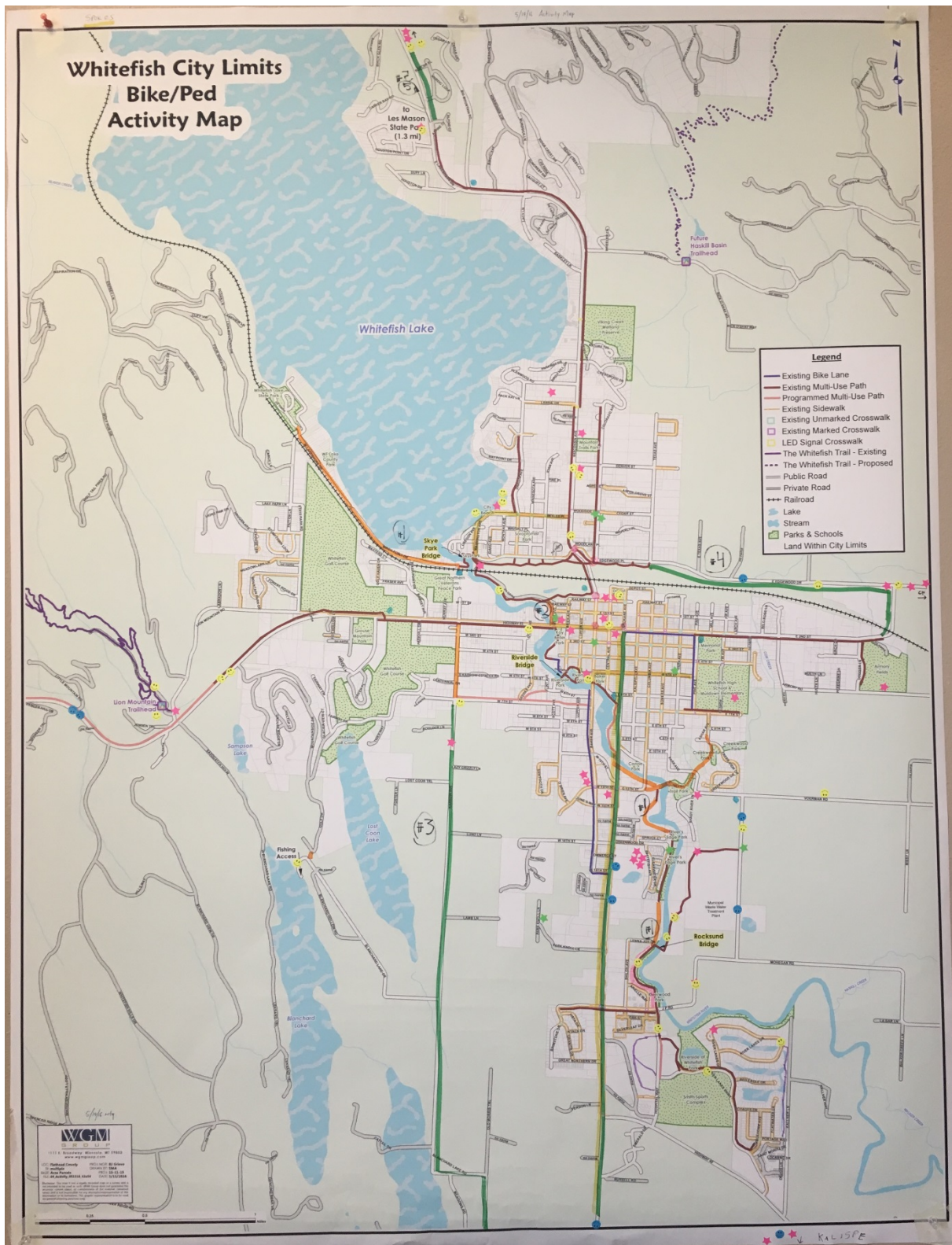
**Community Forum Activity Maps
Wayfinding Locations Composite**



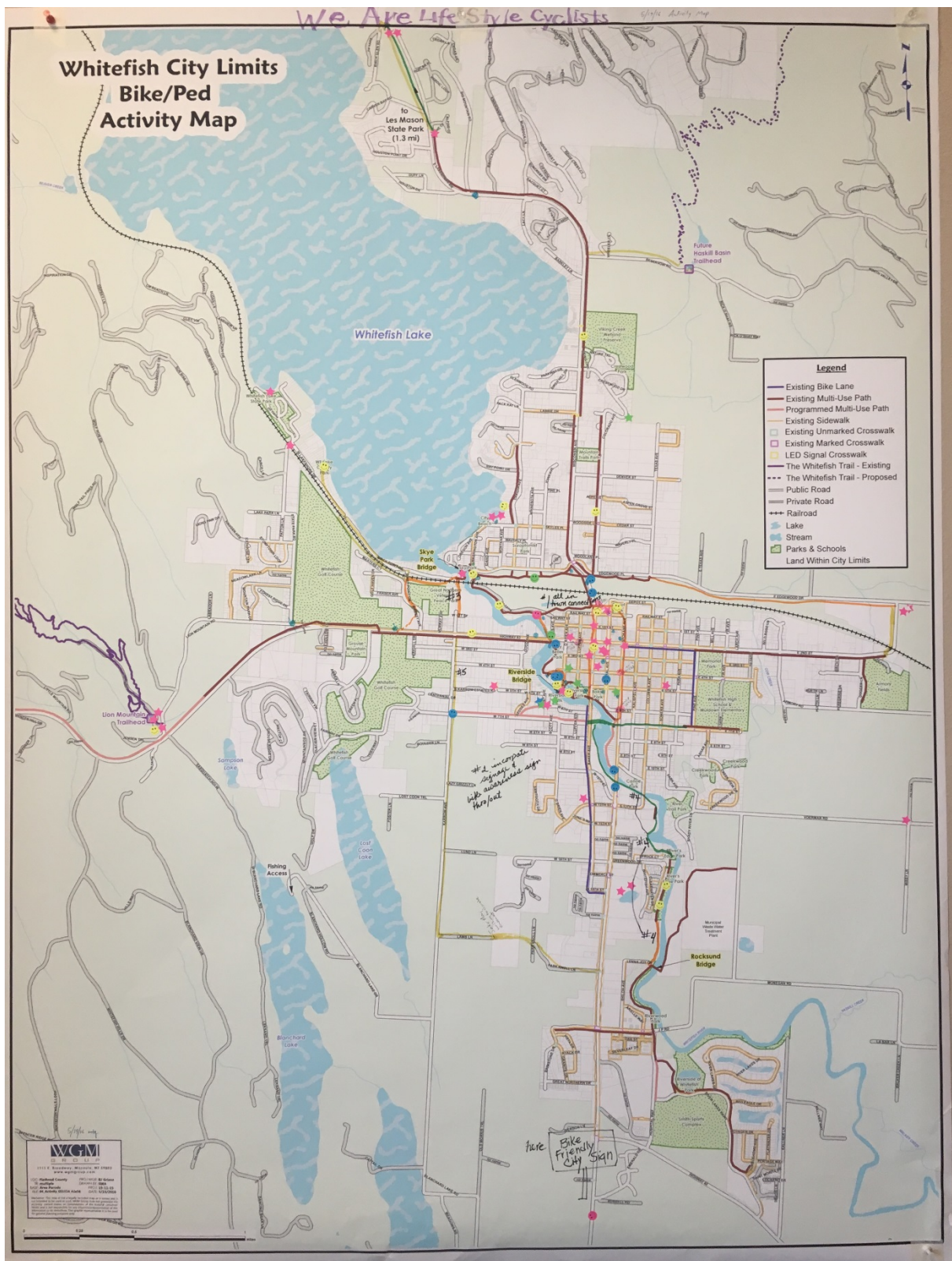
**May 19th & 23rd Community Forums
Participant Dot Map**



May 19th Community Forum
Activity Map: Health Rangers



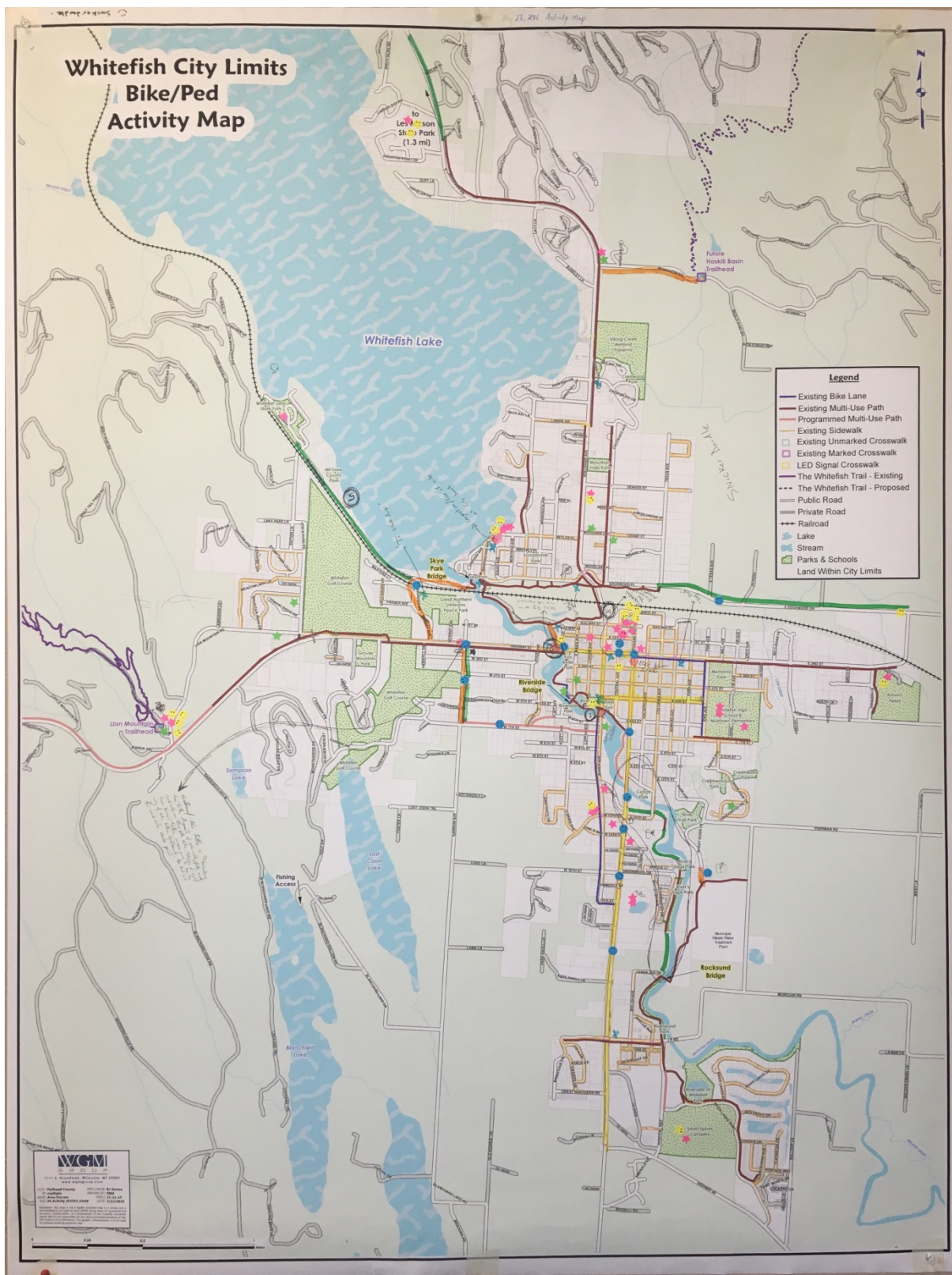
**May 19th Community Forum
Activity Map: Spokes**



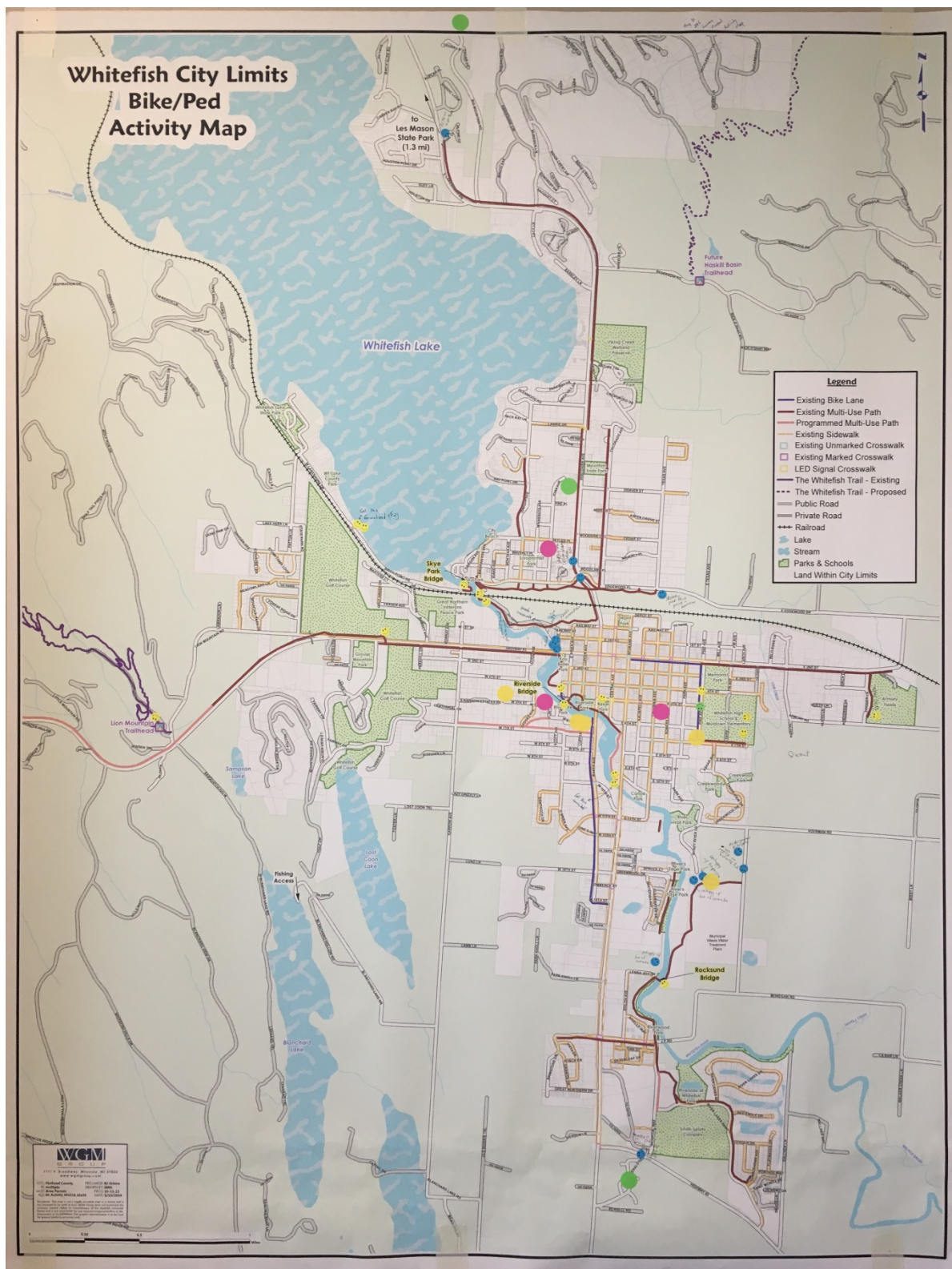
**May 19th Community Forum
Activity Map: We Are Lifestyle Cyclists**



**May 23rd Community Forum
Activity Map: No Team Name**



**May 23rd Community Forum
Activity Map: Snickerdoodle**



Farmer's Market Activity Map