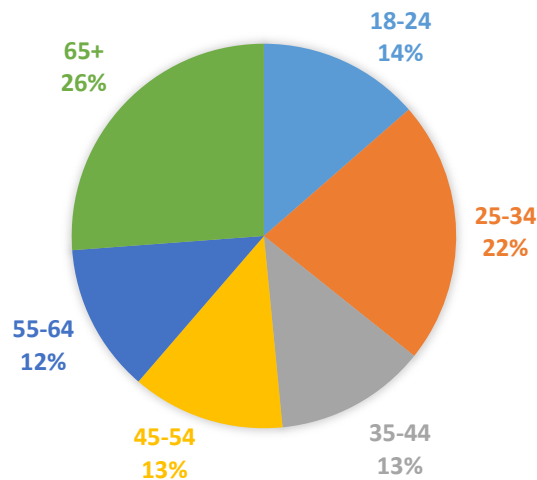


2020 Engagement Activity (Jan 1 to Dec 31)

We utilized **Wheat Ridge Speaks (WRS)** for the entire year of 2020 for City Council meetings, City Council study sessions, and Planning Commission meetings:

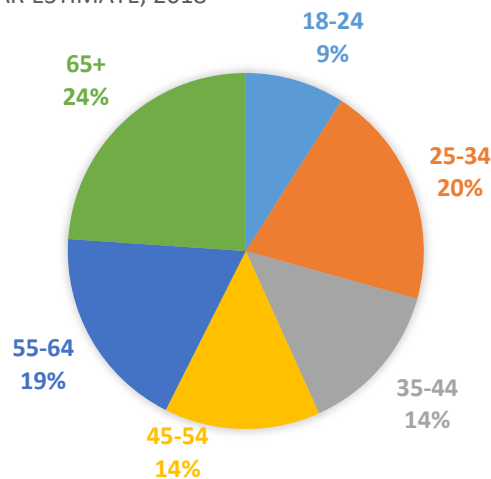
- Total number of meetings on the platform: 54
- Total number of comments submitted: 166
- Items/topics with highest comment counts for City Council meetings:
 - zone change application (Hardi ODP): 23 comments
 - race and equity task force study session: 22 comments
 - face coverings: 13 and 9 comments on two different agendas
- 2,279 unique visitors
- 5, 528 visits to the site
- The age distribution of those who visit the Wheat Ridge Speaks site (2,279) very closely mirrors the age distribution of the Wheat Ridge adult population as whole. This is shown in the two pie charts below. One of the primary reasons for adopting the platform was to provide an expanded opportunity for engagement and to achieve more representative and inclusive engagement.

WHEAT RIDGE SPEAKS VISITORS IN 2020, BY AGE

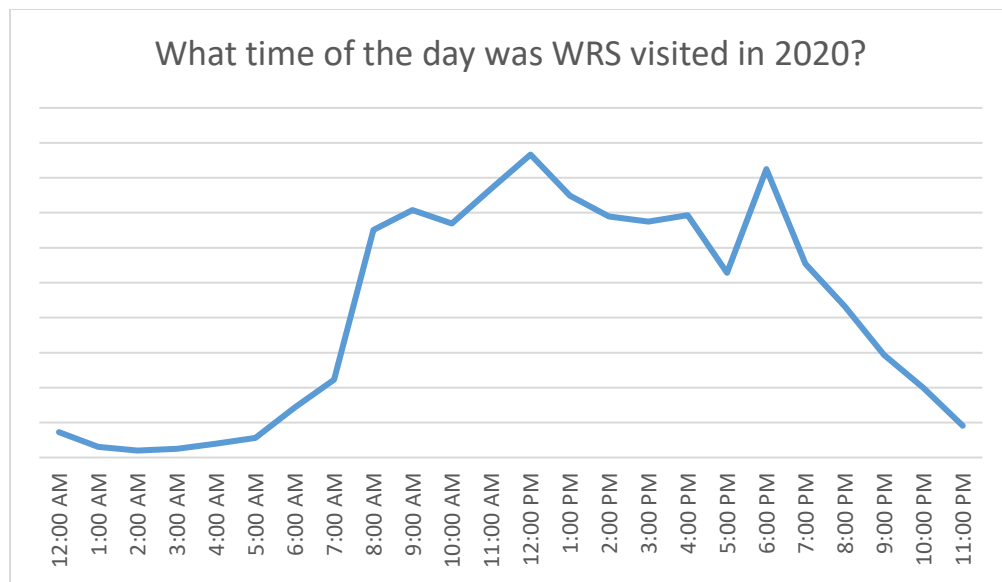


WHEAT RIDGE POPULATION

SOURCE: ACS 5-YEAR ESTIMATE, 2018



- Page views on WRS for individual agenda items far exceed what traditional in-person meeting attendance had been pre-covid. For the 15 quasijudicial cases heard by the Planning Commission in 2020, page views ranged from 1 to 72 for an average of 15.6; this exceeds rates of in-person attendance we previously saw pre-covid.
- Visitors to Wheat Ridge Speaks came during all times of day in 2020. City Council and Planning Commission meetings start at 6:30 or 7:00PM and another goal of utilizing WRS was to provide an opportunity for engagement that was more convenient for stakeholders. The line graph below shows the distribution of all site visits (5,528) for the year based on their time of day and demonstrates that people will access information at the time most convenient to them which is not always 6:30 or 7:00 PM.



- In addition to utilizing new technology in WRS in 2020, we also expanded traditional **public notice** tools in 2020 with an increase in mailing radius to 600 feet for all public hearings and an increase in sign postings based on frontage length and parcel configuration, plus we rolled out a new posting sign design. Previously we sent notice to owners within 300 feet of a subject property. This doubled the radius and more than doubled the number of mailing recipients.