



Speed Management Plan

Public Engagement Summary

December 2024-December 2025

Contents

Project Overview.....	1
Public Engagement Overview	1
Engagement by the Numbers	1
Engagement Activities.....	1
Digital Survey	1
Engage Durango Forum	2
In-Person Public Open House	2
Virtual Self-Guided Public Meeting	3
Promotion & Education	3
Engagement Results.....	4
Digital Survey Analysis & Results	4
Open-Ended Responses: Key Themes	5
In-Person Public Open House	6
Board Comment Summary.....	6
Ready To Use: Demonstration Materials.....	7



Project Overview

As part of the City of Durango's efforts to develop a Speed Management Plan and traffic calming temporary demonstration projects, the project team conducted outreach and engagement to inform and to engage the community. Key elements to the project included a behavioral survey, development of the final Speed Management Plan, and preparation and design of the temporary demonstration projects to be carried out by the City in 2026. Feedback gathered during these activities focused on gathering input on existing conditions, perceptions of safety, and preferences about traffic and speed calming tools and treatments.

Public Engagement Overview

The project team engaged with the general public, focusing on local businesses, residents, corridor users, neighborhood organizations, and landowners within the project area. Community members were informed about the purpose and process of the Plan and were asked to provide feedback before and during the installation of the demonstration projects. Promotional efforts included social media posts, mailers, press releases, E-blasts, and a project video, and were used to bring awareness to the project and encourage participation in feedback opportunities. An in-person public meeting and self-guided virtual public meeting were conducted in conjunction with other outreach efforts to promote project awareness and survey opportunity.

Engagement by the Numbers

Engagement Activities	Total Numbers
Event Attendance (Engage Durango Forum and In-Person Public Open House)	39
Project Website Visitors	1458
Survey Participation	603 responses
Social Media Impressions (Facebook and Instagram)	33,393
Media Coverage	7 stories
Total Touchpoints*	35,500

*Touchpoints refer to the total number of community members engaged in the project, including public comments, social media interactions, event attendance, survey participation, etc.

Engagement Activities

Both in-person and virtual engagement opportunities were made available to the public to provide information and outcomes on the project and gather feedback.

Digital Survey

At the start of the project, between May 9 and June 3, 2025, 522 community members provided feedback on priorities and preferred safety improvements via a digital survey. The feedback informed the project team on developing effective demonstration projects for installation in Summer 2025. The survey aimed to capture public sentiment about speeding, what the results are from speeding, personal experiences, and more. The public input gathered in the survey informed recommendations in the Speed Management Plan.



A complete copy of the survey can be found in the Appendix.

Survey results are detailed in the [Engagement Results](#) section of this summary.

Engage Durango Forum

The project team presented a project update to the public at the monthly Engage Durango forum, held on Tuesday, May 27 from 5:00 to 6:30 p.m. to inform community members about the project, the installation locations, what to expect at those locations, and what conditions prompted the demonstration project. Attendees were encouraged to ask questions and provide feedback on specific issues.

Public Meeting materials can be found in the Appendix.

In-Person Public Open House

To educate community members on the Speed Management Plan and gather feedback about the process and pilot projects, an in-person public meeting was held on Tuesday, Oct. 28, 2025, from 5:30 to 6:30pm. Attendees were encouraged to ask questions and provide feedback on the process to address speeding and crashes throughout the city.

Public Meeting materials can be found in the Appendix.



Photo 2: Public meeting staff and attendees.



Photo 1: Staff talking with attendees.



Photo 5: Staff talking with attendees.



Photo 4: Staff talking with attendees.



Photo 3: Staff talking with attendees.

Virtual Self-Guided Public Meeting

A self-guided virtual public meeting was prepared immediately after the in-person public meeting. The self-guided event was designed to allow members of the public to participate online from home or other preferred locations, offering a demonstration project overview, information about each location featured in the installation project, existing conditions, vision/goals feedback, and a forum to provide user experience feedback.

Promotion & Education

Two promotional toolkits were created to inform the community about the project and encourage public feedback. The first toolkit announced the project kickoff. City staff posted project information to alert community members to the behavioral survey and in-person public meeting. The second promotional toolkit was created to announce the project installation and was partially distributed to coincide with the original installation date. Those and other promotional materials are included in the Ready to Use: Demonstration Materials section in the Appendix. The following tactics and materials were included in the toolkits.



- **Video**
 - *A video providing a project summary and initial steps was posted to the project website.*
- **Mailers**
 - *Both a flier mailer and utility bill insert mailer were sent to property owners and residents within a designated distance of each demonstration project location to notify of installation.*
- **Social Media Posts**
 - *Ten (10) posts were posted to existing City accounts to Facebook and Instagram to announce the project.*
- **Press Releases**
 - *Two (2) press releases were posted via City of Durango Newsflashes at the beginning of the project, to announce the Speed Management Plan and announce the start of the first feedback period. Another City of Durango Newsflash was distributed to announce the Oct. 28 in-person public meeting.*
- **Website**
 - *A project webpage was hosted on the City's Engage website platform to provide general plan information and opportunities for engagement, including the survey and self-guided online meeting.*
- **Yard Signs**
 - *Yard signs detailing demonstration locations and a QR code linked to the demonstrations survey were placed throughout the city to inform and encourage community input.*

Further details and copies of promotional materials can be found in the Appendix.

Engagement Results

Digital Survey Analysis & Results

The City of Durango conducted a digital survey to gather feedback on public concerns about speed and safety on City streets prior to the installation of the demonstration projects. The survey was conducted between May 9 and June 3, 2025, with **603 responses or data points**. (Questions with the "select all that apply" structure are the most common reason for the survey gathering more data points than contributors.)

The majority of respondents live within the City of Durango (71%) and 80% of respondents most often travel using a personal vehicle (including motorcycles) with 10% cycling and 8% walking most often. Respondents also indicated that they use transit (12%), walk (64%), and bicycle (52%) as less often modes of travel to move about the city.

The top two safety concerns for respondents are drivers not following traffic rules and drivers not following the posted speed limit. 82% of respondents who drive indicated they



like to drive within 5 miles per hour of the posted speed limit. They also indicated that driving near a school, neighborhood, or other locations with children may affect the speed they drive.

Most respondents feel safe or neutral about travelling on city streets (78%), but the majority (62%) also feel speeding is a problem on city streets. Survey responses indicate a range of acceptability of what is considered speeding, with 15% believing that driving above the speed limit at all is speeding and 68% stating that speeding occurs at 5 or 10 miles per above the posted speed limit. The latter aligns with speed data on local streets, which shows that 85% of drivers travel between 30 – 35 MPH. The 85th percentile is generally within 5 MPH of the posted speed limit for arterial and collector streets.

The majority of respondents either agree or strongly agree that speeding is a problem on all street types: residential, collector, and arterial. For residential streets, 52% of respondents indicate they believe 25 miles per hour is an appropriate speed limit for these streets and 48% state that 20 miles per hour or less is appropriate. For collector streets, 46% stated 25 miles per hour is the preferred speed limit, and, for arterials, 64% of respondents state that 35 miles per hour is the appropriate speed limit.

The responses to this survey reveal a need to better understand how to address desired speed limits and perceived speeding. For example, most respondents state that driving up to 5 miles per hour over the posted speed limit is acceptable (not perceived as speeding) and respondents indicate that on both residential and collector streets 25 miles per hour is the preferred speed limit. It is not clear whether drivers traveling at 30 miles per hour on these streets is acceptable as it is within 5 miles per hour of the desired posted speed limit.

Open-Ended Responses: Key Themes

The survey featured one open-ended question: “Would you like to share more about your responses?” Responses to the question were submitted by 283 (54%) of respondents. Key themes in the responses are as follows:

Varying Opinions on Speed Limits and Congestion

- Concerns about widespread speeding were noted in the responses, saying current speeds are too fast. However, some feel people drive too slowly in Durango, causing erratic driving.
- Concerns about congested roads and the impact of narrowing lanes are also present.

Support for Increased Enforcement and Traffic Calming

- Many residents expressed concern about dangerous driving and a perceived lack of police presence and enforcement.
- Suggestions include increased in-person ticketing, police presence, traffic calming devices such as speed humps and curb extensions.



- Specific problem areas mentioned include East 4th Avenue, Camino del Rio, North Main, US Highway 160, Florida Road, and East 3rd Avenue.

Concerns about Bicyclists and Pedestrians

- Some comments highlight the perception of bicyclists not obeying traffic laws (running stop signs/lights, cutting off vehicles) and pedestrians jaywalking or not paying attention while walking.
- Conversely, some contributors advocate better "share the road" concepts and increased safety measures for bicyclists due to driver animosity.

Speed Camera Concerns

- Infringement on rights, revenue-generating schemes, unwelcome surveillance, potential inaccuracies, delayed ticket receipt, and the creation of dangerous situations where drivers must come to a quick stop.

In-Person Public Open House

The project team gathered comment cards and board sticky note comments during the in-person public open house public meeting, where meeting boards were designed to encourage comments on steps in the speed management process and the temporary pilot projects. The summaries of 7 comment cards and 24 board comments are as follows:

Public Comment Card Summary

1. Enforcement and Speed Deterrence
 - a. There seems to be strong community support for enforcement measures to reduce speeding.
 - b. There is support for speed cameras and speed feedback signs as a cost-effective alternative to police enforcement.
2. Community Participation
 - a. Attendees indicated interest in participating in future steps in the planning process.
3. People are looking for more opportunities to discuss solutions for specific streets. One participant suggested restarting a citizen's multimodal advisory board to guide future projects and decision making. Interagency Coordination
 - a. There is a need for better coordination between La Plata County and the city, especially for roads like Goeglein Gulch that fall under both jurisdictions.
4. Speeding at Goeglein Gulch
 - a. There were multiple comments calling out the speeding issue on Goeglein Gulch between Rim Drive and Hillcrest Estates.

Board Comment Summary

1. Maintenance as a safety tool: Participant highlighted the need to maintain line of sight at intersection by trimming tree branches and shrubbery that block signs and crosswalks
2. Location-Specific Concerns
 - a. Goeglein Gulch Road:
 - i. Driving on shoulders creates a safety risk for bicyclists.
 - ii. Recommendation to reduce speed limit to 30 MPH.



- b. Riverview Drive:
 - i. Desire to improve the aesthetics of chicane; white posts are viewed as unattractive.
- c. Junction Street:
 - i. Speeding noted near the middle school.
- 3. Process Suggestions: Participants suggested several opportunities to enhance the planning process. These opportunities include:
 - a. Working with the county to collaborate on speed management projects. This is viewed as an especially important step in the planning process because of the jurisdictional divide on some roads.
 - b. Creating an application review committee to increase community involvement.
 - c. Improving overall neighborhood engagement on projects. One way to broaden engagement could be by including more open-house and town hall events.
 - d. Using comparable data from other cities is included in the analysis.
 - e. Focusing on replicability of successful projects to other areas for cost efficiency.
 - f. Ensuring flexibility to make minor adjustments without scrapping entire projects.

All transcribed comments can be found in the Appendix.

Ready To Use: Demonstration Materials

The following materials were prepared for the fall 2025 installation and can be used in 2026 with light updates before use:

- Demonstration Survey: Survey prepared, will need light updating.
- Online Self-Guided Meeting: Prepared, will need light updating to match the demonstration survey
- Promotional Toolkit: Prepared, will need light updating to match the demonstration survey

These materials can be found in the Appendix A: Engagement Summary Materials.