



North Area Transportation Alliance Board Meeting

January 28, 2021



Agenda



- Welcome by Chair Jessica Sandgren
- Approval of December 17, 2020 NATA Meeting Minutes
- Review and approve 2021 NATA Budget
- Approval of 2021 SPC members
- Smart Commute 2020 Highlights/ Accomplishments
- NATA 2020 Accomplishments
- RTD Directors Comments
- Presentation: Colorado Greenhouse Gas Reduction Roadmap – Rebecca White and Kay Kelly, CDOT
- Discussion: 2021 Goals/ NATA Retreat

Please sign in using the chat box



2021 Executive Board



Chair: Jessica Sandgren, Thornton

Vice-Chair: Joan Peck, Longmont

Treasurer: Anita Seitz, Westminster

Past Chair: Julie Mullica, Northglenn



2021 NATA Budget



Item	Amount
Current Balance (12-31-2020)	\$17,945.54
Expected Dues for 2021	\$28,000
Anticipated Balance January 2021	\$46,025.54

2021 Expenditures	Amount
SCMN administrative cost	\$24,300
Approve NATA membership in SCMN	\$12,500
Unobligated NATA Balance	\$9,225.54



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SPC Membership



The Strategic Planning Committee sets the NATA meeting agenda, identifies, discusses and develops key topics, strategies and policy recommendations for presentation to the NATA Board. Members of the SPC also help lead the discussions at the monthly NATA meetings and promote the policy directions of the SPC.

The SPC acts as the Executive Committee for the NATA Board and includes the NATA Chair, Vice-Chair, Treasurer, the immediate past Chair (contingent upon holding active office), and two additional Members, preferably from areas that are not geographically already represented by the Executive Board members. SPC meetings are open to any member of NATA to attend.

Current members

Jessica Sandgren -Thornton
Joan Peck – Longmont
Anita Seitz – Westminster
Julie Mullica – Northglenn

Fill open seats with recommended representatives from:

*Malcom Fleming - Erie
Brent Soderlin -Commerce City*

Please note SPC Members do not serve in any specific role



SPC Schedule



- January 22
- February 19
- March 19
- April 16
- May 21
- June 18
- July 16
- August 20
- September 17
- October 22



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2020 Highlights



SMART COMMUTE
METRO NORTH

- ▶ Eighth Annual TransForum "Ride the Rails to the Future" held virtually
- ▶ Provided N-Line Grand Opening Water Bottles
- ▶ Commemorative N-Line Coffee Table pictorial book created and distributed
- ▶ Held first regional COVID-19 response webinar titled "Teleworking Tips and RTD Updates" on 4/3
- ▶ 144th FlexRide Service celebrated one year of service with continued success
- ▶ Conducted annual North Metro Commuter Survey with over 1,000 unique responses and individualized company reports
- ▶ Supported Way to Go regional shift to Telework Tomorrow support and Bike to Work Week
- ▶ 7 Unique "5 Tips" Videos Created
- ▶ 38 webinars attended, including Luuminary20 annual event and TRB's "Sustainability and Emerging Mobility Technology" conference
- ▶ Karen appointed to position of CDOT TC Chair, Carson appointed to RMACT Board & AMP
- ▶ Tammy selected to serve on the CO7 TAC
- ▶ Catherine passed first-ever TDM-CP exam
- ▶ Served in planning ACT 2020 Conference in Denver before attending the COVID-impacted conference virtually

2020 by The Numbers

NUMBERS



78 hours riding RTD alongside customers



6 "tweaks"/ adjustments to FlexRide Service

"Each 'tweak' to our FlexRide has brought us closer to the goal of direct connections between every FlexRide in the north metro area."

- 144th FlexRide Program Manager



Over 490 Customer Service Calls Handled (24 hours a day)



11 customized travel training and trip plans

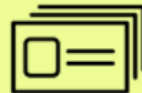
32 Mobility Fairs



Reaching over 900 Users



855 Free Uber Ride through DRMAC Partnership



\$420 in bus passes for trial rides

NUMBERS



Over 1,450 hours advocating for transportation



12 telework specific consultations



26 employer meetings

152 employers served



Representing about 28,000 employees

NUMBERS



720,000 people live in the north metro



260,000 cars use I-25 every day

2020 by The Numbers

NUMBERS



In 2020, Smart Commute Executive Director Karen Stuart spent over 800 hours advocating for transportation.

"The words of wisdom I wanted to give you today are that small projects can have a big impact."

- Commissioner Karen Stuart

NUMBERS



Over 300 posts to social media



26 YouTube videos on new Smart Commute channel



Over 9,000 visits to the Smart Commute website
— 0 ads



Over 40 hours of watch time, with over 500 cumulative views

NUMBERS



\$602,000 — the "total revenue" for the average Transportation Management Organization in the Denver metro.

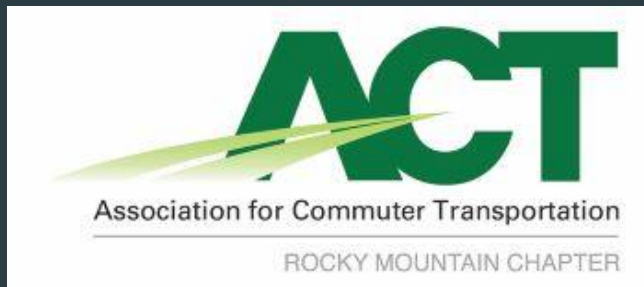
Smart Commute operates on \$253,000.

Based on each organization's publicly available Form 990 (Line 12, "Current Year") for six available organizations and most recent available year.

SCMN Accolades



After 10+ years of excellent work in the TDM field, our very own Catherine Sanders was among the 15 individuals nationally and 54 individuals internationally to pass the first round of testing to become a TDM-Certified Professional.



Our Executive Director Karen Stuart was recognized as the 2020 WTS (Women Transportation Seminar) Colorado Woman of the Year. Her selection for this award nominates her for WTS International Women of the Year.



2021 Board & Officers



SMART COMMUTE
METRO NORTH

- ▶ Chair: Joyce Downing, City Council, Northglenn
- ▶ Vice-Chair: Jessica Sandgren, Mayor Pro Tem, City of Thornton
- ▶ Treasurer: Gene Putman, Putman Transportation Solutions

- ▶ Kyle Harris, VP Community Development, McWhinney
- ▶ Ken Spangler, Manager, Google
- ▶ Troy Whitmore, Director, Public Affairs, United Power
- ▶ Emily Atencio, HR Director, Centura Health
- ▶ Joe Dudek, General Manager, Amazon DEN3
- ▶ Joe Jehn, Principal, Rick Engineering
- ▶ Deb Durand, VP Investor and Community Relations, AC-REP
- ▶ Pedro Costa, CEO, Northwest Parkway

2021 Work Plan



SMART COMMUTE
METRO NORTH

1. GHG Roadmap

- Carbon footprint analysis
- Resource information on charging stations
- Regional ETRP effort

2. Regional Bike Network

- Connectivity
- First & Last Mile Solutions
- Best Practices/Recommendations

3. Transportation 101 Videos

4. Webinar Series



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2020 Position Letters



- 1-17-2020 Letter to Angie Rivera-Malpiede, RTD Board Chair re: Comments on Interim General Manager Candidate search
- 4-21-2020 Letter to Elaine Chao, Secretary of Transportation re: Support of Longmont's 2020 BUILD grant application for SH 119 and Hover Road project
- 6-4-2020 Letter to Paul Ballard, RTD Interim General Manager re: In support of RTD's commitment to retain FasTracks Internal Savings Account (FISA) solely for its original purpose of pooling internal resources for the planning, design, and construction of unfinished FasTracks projects.
- 6-4-2020 Letter to Frances Bourne, Office of Policy and Planning, Federal Railroad Administration re: In support of CRISI grant for Colorado US 85/112th Avenue Interchange project
- 7-1-2020 Letter to Senator Faith Winter and Representative Matt Gray re: In support of nominations of Julie Mullica and Anita Seitz as the RTD Accountability Committee Local Government representatives.
- 12-30-2020 Letter to Senator Faith Winter and Representative Matt Gray re: Input on the proposed 2021 Transportation Funding Bill



2020 Presentations



January

- Smart Commute 2019 Accomplishments
- NATA 2019 Accomplishments
- CDOT I-25 Segment 3 120th to CO7 Update, Stephanie Alanis

February

- CDOT Transportation Commission Update
- NATA Retreat Review
- RTD Interim General Manager Paul Ballard comments

May

- CDOT Transportation Commission Update
- Introduction of Adams County Regional Economic Partnership - Bo Martinez, President & CEO
- CDOT Update on I-270 and I-25 EA -Adam Parks
- The Future of Clean Mobility - Sophie Shulman, Director CDOT Office of Innovative Mobility
- 5 Tips Videos - Carson Priest, SCMN

June

- Update of RTD Accountability Committee
- NATA Master Priority Project List update
- Can Do Colorado Community Challenge Grant opportunity
- New RTD General Manager search update



2020 Presentations



July

- Westminster's Safer Street Grant project – Sheridan and 105th Pedestrian Safety
- Longmont's Can Do Colorado Community Challenge Grant project – Main Street Pedestrian Safety
- ReImagine RTD Update
- FlexRide Update

August

- RTD N Line Opening Activities Update - Pauletta Tonilas
- CDOT Statewide Transportation Plan, Rebecca White
- RTD Accountability Committee update

September

- Front Range Passenger Rail update, Randy Grauberger
- HPTE / CDOT Update on I-25 project and funding discussion, Paul Jesaitis & Nick Farber
- N Line Opening Celebrations

October

- 8th Annual TransForum: My Baby Takes the N Line Train!

December

- Transportation Legislative Update, Senator Faith Winter & Representative Matt Gray
- New RTD General Manager Debra Johnson comments
- RTD Director Judy Lubow farewell comments
- DRCOG Data Update: Small Area Households and Employment Forecasts 2020, Brad Calvert
- SCMN Report on 2020 North Metro Commuter Survey, Catherine Sanders



NATA Focus



- Updated Matrix of Influence
- Updated Leave-Behind – *Transportation Connections*
- Master Project List Updated
- Updates on N Line Construction and Operations
- Updates on RTD Accountability Committee meetings
- RTD Directors' Reports
- Discussion: NATA Alternative Approach to RTD local and regional transit service delivery
- DRCOG/NATA Data subcommittee meetings
- Legislative Updates



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COLORADO

Department of Transportation

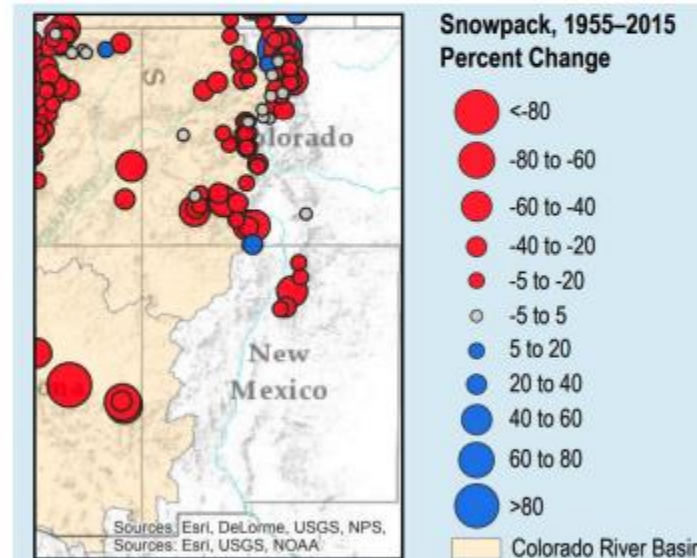
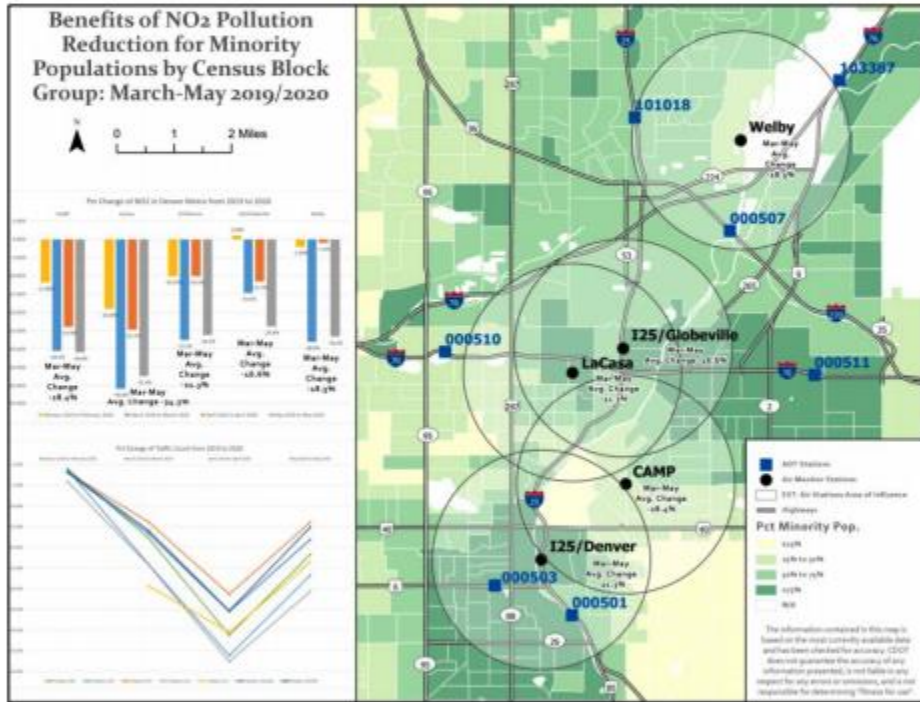
Colorado Greenhouse Gas Roadmap Update

January, 2021



Reminder: Why are we doing this?

Climate change is already impacting Colorado's way of life, outdoor recreation industry and the resilience of our transportation infrastructure.



Trends in April snowpack in New Mexico and Colorado, 1955–2013. The snowpack has declined at most monitoring sites in both states. Source: EPA.



Orjan F. Ellingvag / Dagens Næringsliv / Corbis via Getty Images

A RIVER RUNS THROUGH ITSELF

40 million Americans depend on the Colorado River. It's drying up.

By Eric Holthaus on Dec 13, 2018

Poor air quality impacts low-income and environment justice communities disproportionately

Communities Impacted the Most

- People of color
- Tribes and indigenous people
- Low-income residents
- Rural communities
- Communities with multiple environmental burdens



Call to action: Build equity and justice principles into Colorado's response to climate change





Colorado's Efforts To Address Climate Change

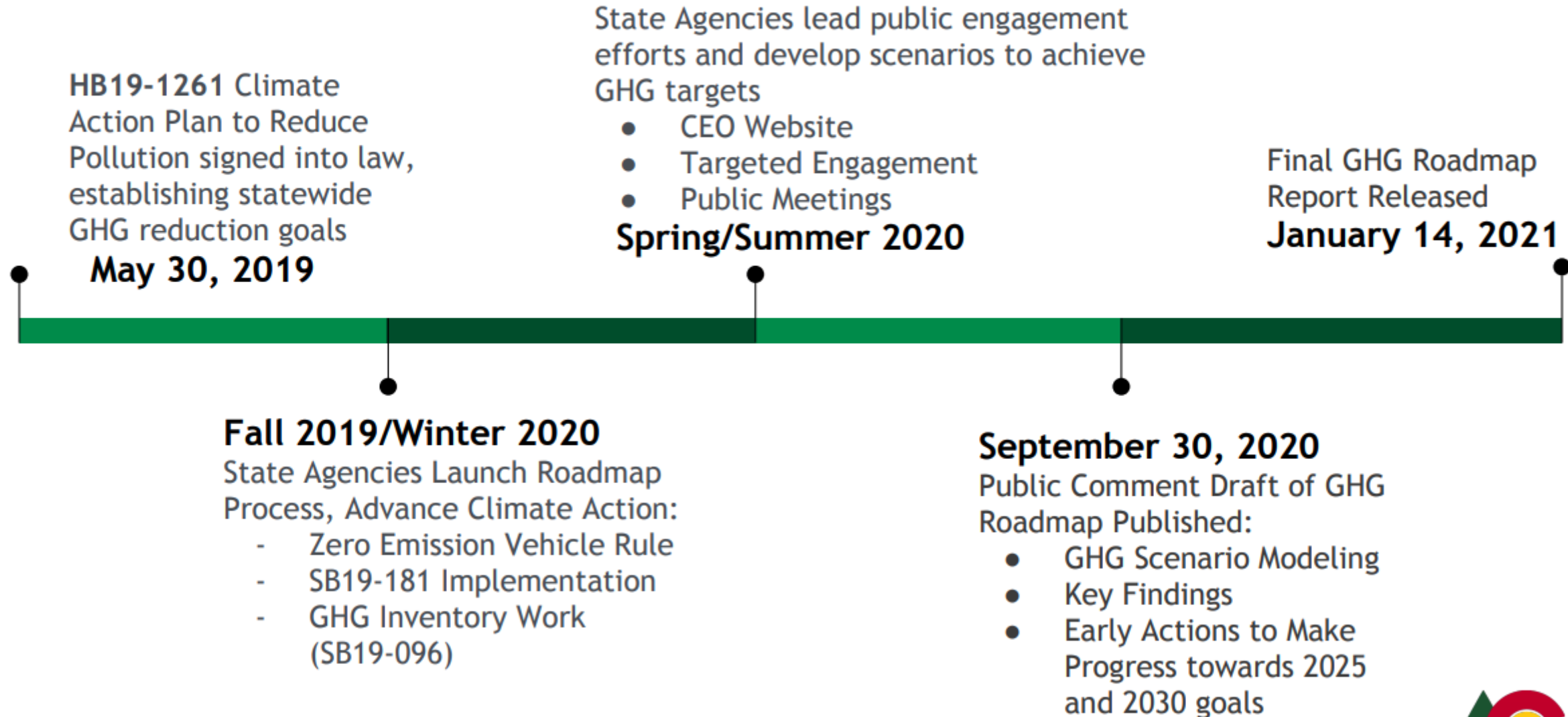
HB-1261

- In 2019, the Colorado General Assembly passed House Bill-1261, the *Climate Action Plan to Reduce Pollution*.
- HB 1261 established the following GHG reduction targets:
 - 26% by 2025, 50% by 2030, and 90% by 2050 from 2005 levels

GHG Roadmap

- To ensure that Colorado continues to reduce emissions to meet greenhouse gas targets, reduce local air pollution, and realize the full economic benefits of the transition to a clean energy economy.
- Draft document released in Sept 2020; final in Jan 2021.
- <https://energyoffice.colorado.gov/climate-energy/ghg-pollution-reduction-roadmap>

Colorado GHG Roadmap Timeline





Largest GHG Emissions Sources

2005 Largest Emission Source:

1. Electric power
2. Transportation
3. Oil & Gas
4. Buildings

2020 Largest Emissions Sources

1. Transportation
2. Electric power
3. Oil & Gas
4. Buildings

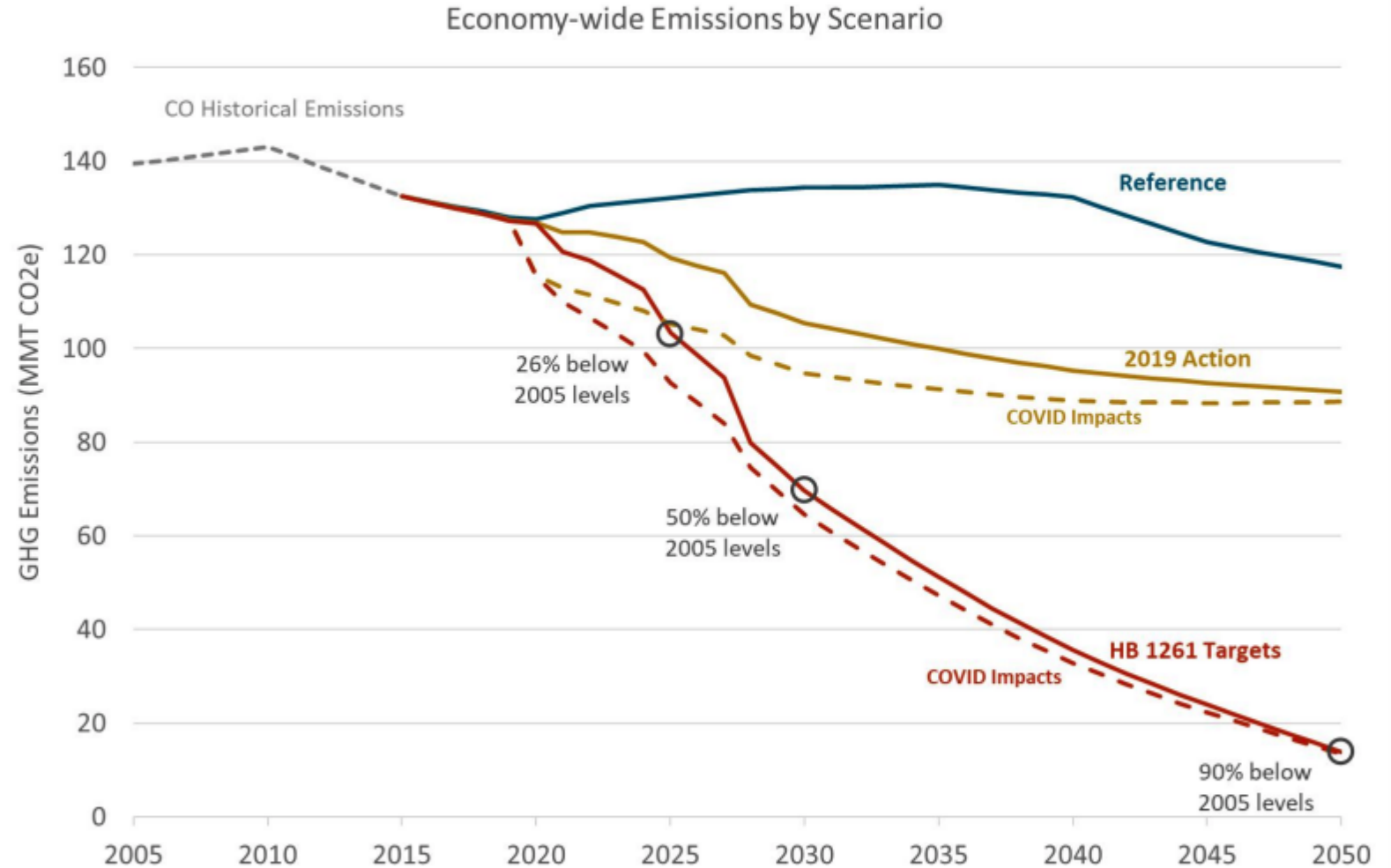
2020 CO GHG Emissions (MMT CO₂e, AR5 100-yr GWP)



Colorado GHG Pollution Over Time

SIGNIFICANT PROGRESS UNDERWAY & MORE ACTION NECESSARY

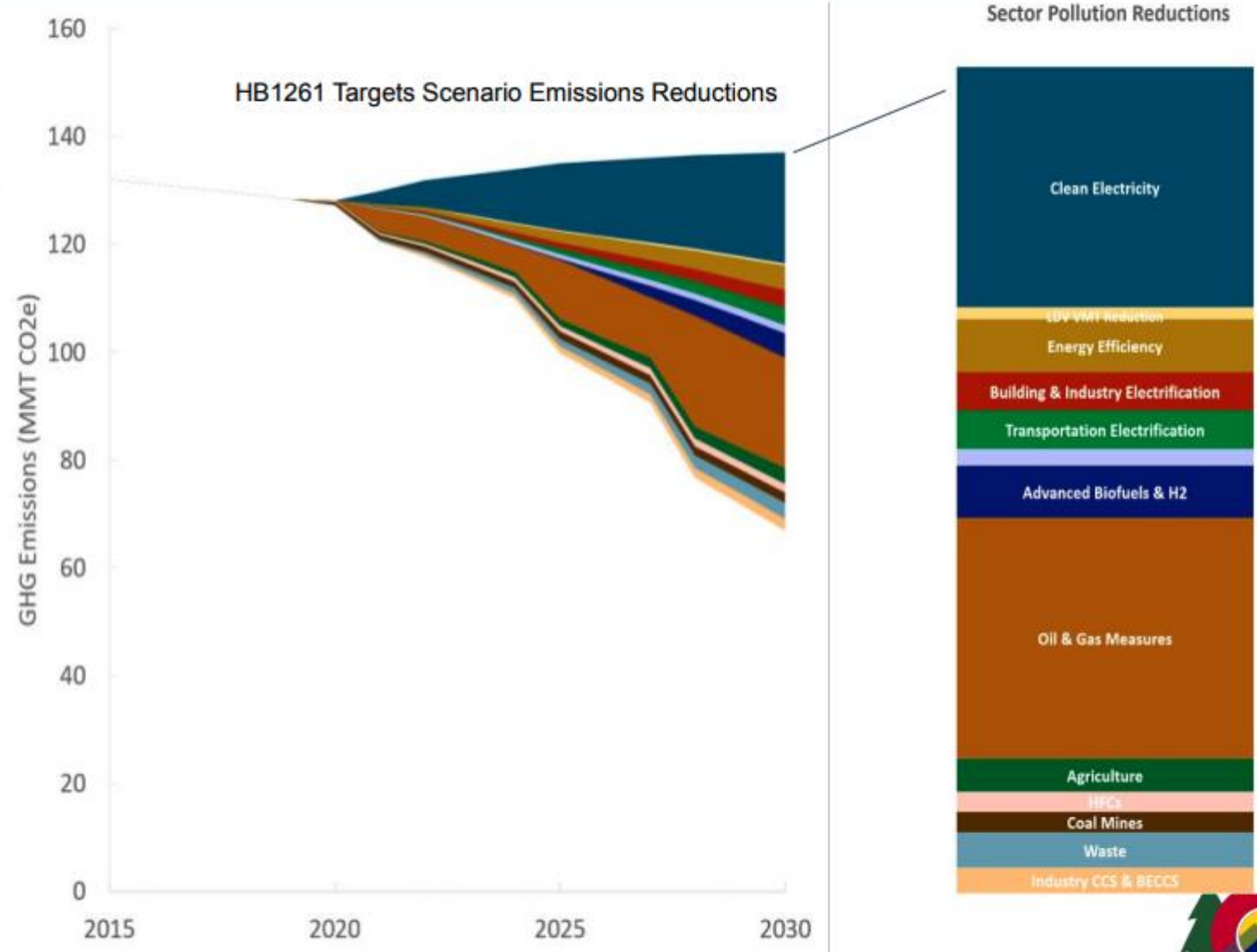
- As a result of the state's actions to date, *we are on a trajectory to achieving approximately half* the level of emission reductions to meet the 2025 and 2030 goals.
- *Additional strategies can advance co-benefits* such as reducing local air pollution, generating economic growth, advancing environmental justice and equity.



Key Findings through 2030

ACHIEVING THE GOALS WILL RELY ON:

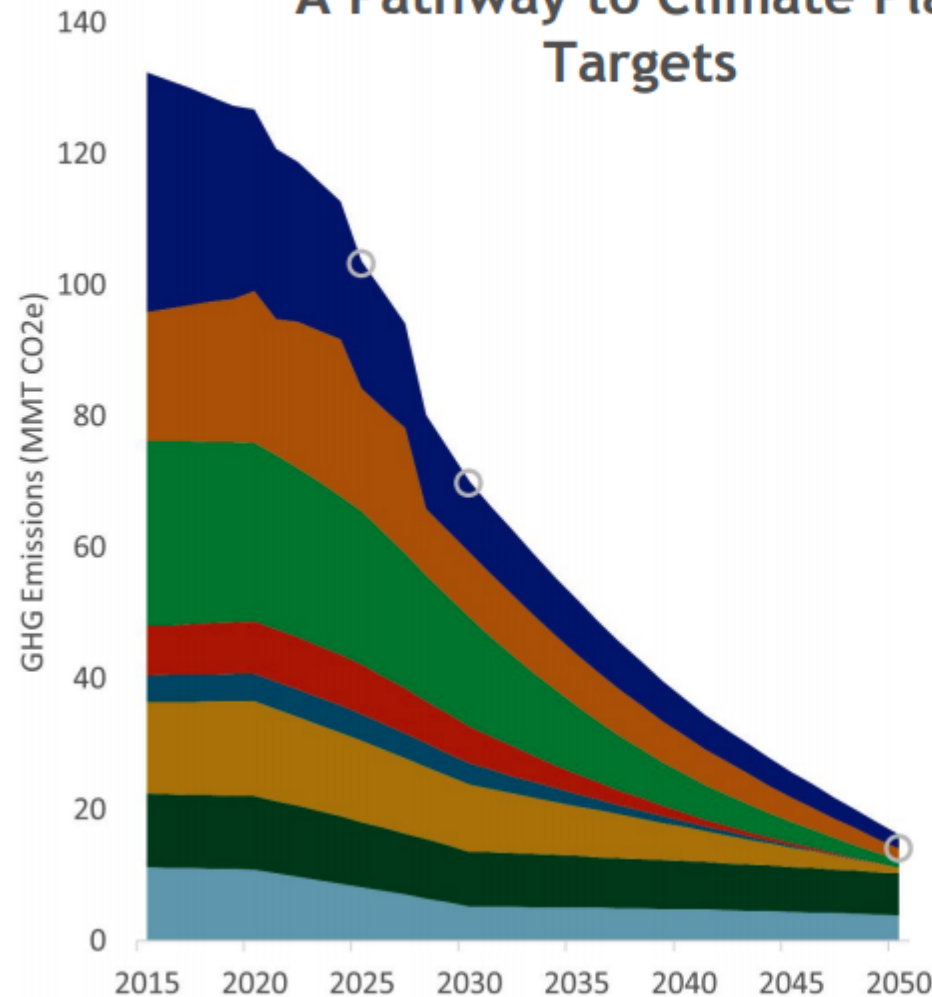
- Continued, swift transition to renewables
- Accelerating the transition to electric cars, trucks and buses; making changes to transportation planning and infrastructure to reduce growth in driving
- Accelerating improvements to building efficiency and electrification of buildings
- Reducing methane emissions from the oil and gas industry, landfills, sewage plants and agriculture.
- All sectors have an important role to play in emissions reductions if the state is to reach 90% reductions by 2050.



Getting to Colorado's 2050 Climate Goals

Will require efforts and policy adoption across many agencies including CDPHE, CDOT and work by CEO

A Pathway to Climate Plan Targets



Reduction by sector (vs. 2015)

- 94% Electricity
- 91% Oil & Gas
- 96% Transportation
- 100% Buildings
- 94% Industry
- 43% Agriculture
- 65% HFC, Waste, CH₄





Proposed Near-Term Transportation Actions included in the CO GHG Roadmap Draft

Infrastructure (Planning & Projects)

- Indirect source standards for some types of new development.
- GHG pollution standards for transportation plans

Human Factors (Behavior Change)

- Trip reduction/TDM requirements and encouraging telecommuting for large employers
- Expansion of public transit, including setting the stage for Front Range Rail
- Incentives for land use decisions by local governments that reduce pollution and support greater access to housing near jobs.

Mobile Sources (Vehicles)

- Clean trucking strategy including evaluation of Advanced Clean Truck ZEV standards
- New revenue mechanism to fund infrastructure and incentives to transition to low and zero emissions cars, trucks and buses

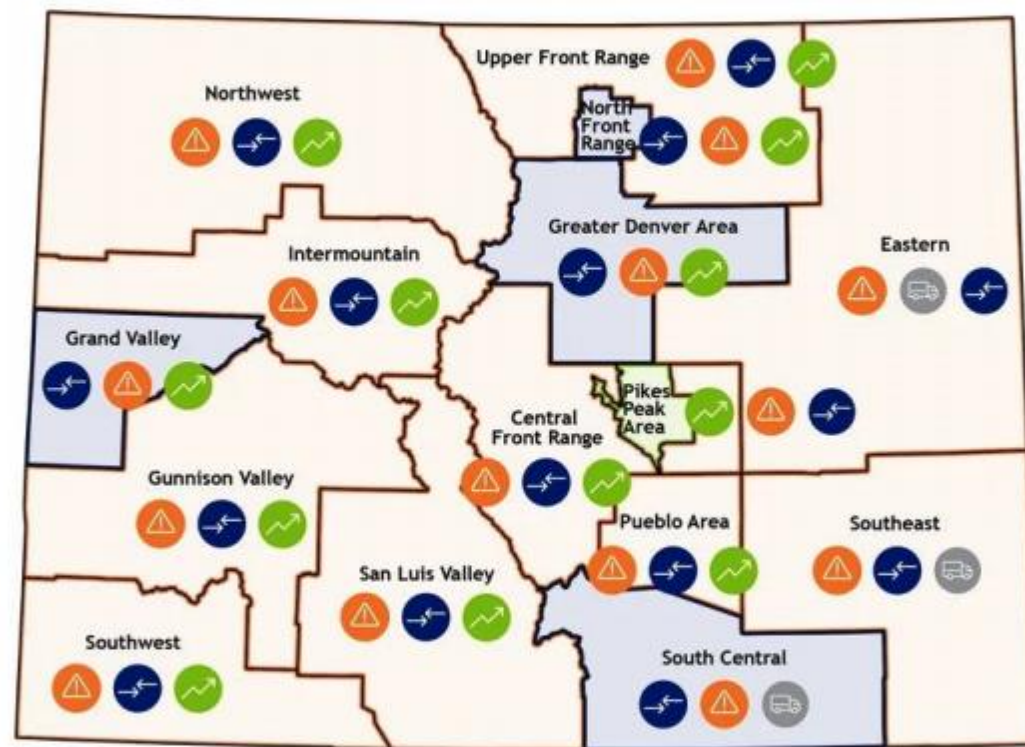
Indirect Source Standards

- Indirect sources generate or attract motor vehicle activity, such as shopping malls, developments, office buildings, warehouses or industrial sites.
- For all or some categories of projects, indirect source rules could supplement local land use authority to ensure the impacts from large attractors of mobile sources are evaluated and mitigated.
- Implementation of this type of regulation could help encourage more sustainable, multimodal and transit-oriented development, and could generate mitigation measures that support electrification.



Integrate GHG Pollution Standards and Analysis in Regional and Statewide Transportation Plans

Establishing GHG standards for projects, programs, and future plans and requiring the inclusion of the social cost of carbon in benefit-cost analyses will more accurately reflect the trade-offs between projects and allow for planners, decision-makers, and the public to evaluate them accordingly.



Source: 2019 Your Transportation Plan MetroQuest Online Survey, County Meetings, Transportation Planning Region Meetings, Stakeholder Meetings, Telephone Town Halls



Trip reduction/TDM requirements and encouraging telecommuting for large employers

- Utilizing incentives, marketing, and other creative tools to encourage non-SOV travel, is a core strategy to reducing VMT.
- In light of COVID-19, a specialized focus on making teleworking more permanent will be essential in promoting a longer-term shift towards alternatives to driving.
- One recommended strategy is a trip reduction requirement for large employers, which would require employers over a size threshold to develop TDM programs for their employees



Land Use Planning and Incentives



State agencies must work with local governments and MPOs to develop strategies to promote more sustainable land use, and should develop criteria to use state investment to incentivize smart land use decisions.

Land use planning strategies can have a beneficial multiplier effect on other transportation policies.



Expansion of Public Transit and Front Range Rail

Increased transit and active transportation options are critical to reducing VMT including

- More investment in physical infrastructure such as mobility hubs or light or commuter rail (e.g., the proposed Front Range Passenger Rail project, along I-25).
- More regular and reliable service along existing routes, such as more frequent and expansive bus rapid transit (BRT) along congested corridors.



Clean Trucking Strategy



In July 2020, CDOT, CDPHE, and CEO announced plans to develop an all-of-the-above strategy to reduce pollution from medium and heavy duty transportation.

The draft strategy includes a suite of ideas that will be evaluated comprehensively (including stakeholder input and in depth technical evaluation) to determine the most impactful and reasonable actions

- Accelerating fleet turnover in the conventional truck fleet
- Incorporating clean technology and developing ZEV infrastructure, especially for critical freight corridors
- Encouraging participation in programs like SmartWay
- Exploring adoption of Advanced Clean Truck standard
- Supporting workforce development
- Leading by example through green procurement



Public Investment in Clean Vehicles and Infrastructure

The level of funding that will be required to achieve the transition to high levels of zero emissions vehicles is unlikely to be available through the state general fund, and instead would need bondable and sustained long term revenue mechanisms that could be considered either as a standalone clean transportation measure or as part of a broader transportation funding package.



Progressing Towards HB19-1261 Goals

- Targeted follow-up to engage on legislative proposals
- AQCC Rulemakings and HB19-1261 Subcommittee
 - Sector-specific rulemaking hearings
 - Establishing iterative system of reporting, adjustment and management to ensure progress towards the goals
- CDPHE developing and refining a policy-based emissions analysis to project impact of early/mid-term actions.
 - Shows pathways to 2025/2030 goals
 - Mix of regulatory, investment and legislative approaches





Proposed Transportation Rule & Policy Directive

AQCC Transportation Rulemaking

- Integrate GHG pollution standards and analysis in regional and statewide transportation plans: GHG Pollution Standard
- Reduce SOV commuter trips: Large Employer Trip Reduction
- Both included in single rulemaking via the CDPHE/Air Quality Control Commission process
 - May draft; August final

CDOT Policy

- In parallel, CDOT will develop implementation guidance via a policy directive specific to GHG Pollution Standard



Stakeholder Involvement and Public Outreach

- Extensive and grassroots; modeled on CDOT's development of 10-year plan. *Except...during a pandemic*
 - Series of virtual, regional discussions around the state at at least two junctures (now/pre-rule and prior to draft)
 - Localized discussions to ensure they are small and familiar enough venues for candid dialogue rather than having the feel of overly formal public meetings
- Multiple-agency involvement with virtual public meetings and focused equity conversations
 - First meeting; January 28th at 6pm
 - <https://zoom.us/j/96574649811?pwd=ZTN6Qzcxd2NTYnFhTnhiek9ZODBWUT09>



COLORADO

Department of Transportation

Questions/Discussion





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2021 Focus



- Transportation 101 Video (s)
-
-
-
-



Proposed 2021 Presentations



- Safety Policies and Procedures on RTD
- RTD Fare Zones /cost for regional travel
- CO7 Development Plan