



North Area Transportation Alliance Board Meeting

December 14, 2023



Pledge of Allegiance



Agenda



1. Welcome and introductions- Chair Greg Mills
2. Pledge of Allegiance
3. Approval of September Meeting Minutes
4. Election of 2024 Officers
5. CDOT Commissioner's Report
6. RTD Directors' Reports
7. Preview of NATA Guiding Policies & Project List Filters
8. Smart Commute Annual Review & Regional Survey Report
9. NATA 2024 Meeting Schedule
10. Other



Thank You 2023 Officers!



Vice Chair: Nancy
McNally, Westminster
Mayor



Chair: Greg Mils,
Brighton Mayor



Treasurer: Emily Baer,
Erie Trustee



Officers and Succession Plan



Chair, Vice Chair and Treasurer are elected officials of the Alliance and selected by the voting members to serve 1-year terms, except the Vice Chair who will automatically replace the Chair at the end of his/her term. Members interested in the Vice Chair position must have 2 years of eligibility to ascend to the Chair's position and all Officers must be eligible for the entire year of service.

(Updated 8/2018)



Strategic Planning Committee (SPC)



The SPC acts as the Executive Committee for NATA Board and includes the Chair, Vice Chair, Treasurer, immediate past Chair preferably from areas that are not geographically represented by the Officers and the immediate past Chair.



Voting



Each member shall have one vote which may be cast by either the representative or the alternate.

For the election of officers, a 2/3 majority of members present is required.



2024 Dues Structure



	Population 2021 (census.gov)	Dues (2023)	Dues (2024)	
Dacono	6,487	\$ 756.00	\$ 756.00	Up to 18,000
Federal Heights	14,194	\$ 756.00	\$ 756.00	
Frederick	15,761	\$ 756.00	\$ 756.00	
Firestone	17,299	\$ 756.00	\$ 756.00	
Erie	31,686	\$ 1,512.00	\$ 1,512.00	Up to 50,000
Northglenn	37,333	\$ 1,512.00	\$ 1,512.00	
Brighton	40,693	\$ 1,512.00	\$ 1,512.00	
Commerce City	64,287	\$ 3,024.00	\$ 3,024.00	Up to 100,000
City and County of Broomfield	75,325	\$ 3,024.00	\$ 3,024.00	
Longmont	100,758	\$ 3,780.00	\$ 3,780.00	Over 100,000
Westminster	114,561	\$ 3,780.00	\$ 3,780.00	
Thornton	142,610	\$ 3,780.00	\$ 3,780.00	
Adams County	522,140	\$ 3,780.00	\$ 3,780.00	
ACREP	-	\$ 756.00	\$ 756.00	
Total		\$ 28,728.00	\$ 28,728.00	

Admin	\$ 20,000.00	\$ 16,000.00
SCMN Membership	\$ 12,500.00	\$ 12,500.00
(total)	\$ 32,500.00	\$ 28,500.00



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CDOT TC Update



- I-25 North Express Lane Ribbon Cutting & Mobility Hubs in Loveland & Centerra
- Safety Enforcement Plan (SEP) Update on I-25 Segments 2 & 3
- Front Range Passenger Rail District's News
- TPR Boundary Change



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Guiding Policies & Project Filters Draft



Guiding Policies (Draft) North Area Transportation Alliance

Mission

The North Area Transportation Alliance (NATA) is a partnership of public and private entities in the North I-25 Corridor working to identify, develop, advocate and lobby at the local, state and federal level for multimodal transportation solutions that will enhance sustainable mobility options and improve transit service, promote economic opportunity to improve quality of life and reduce traffic congestion to safely and equitably move all people in the north metro area.

The North Area Transportation Alliance (NATA) is a coalition of thirteen local governments, Adams County Regional Economic Partnership, and Smart Commute Transportation Management Organization in the northeast quadrant of the metro Denver area. NATA's partnership of public and private entities work collaboratively to identify, develop, advocate, and promote transportation solutions that will enhance mobility, drive economic development, and reduce traffic congestion in the north area. Our goal is to ensure an effective and sustainable regional transportation system that can foster a high quality of life and maintain a highly skilled workforce to support diverse industries in demand in today's economy.

The Guiding Policies below provide representatives of NATA with the ability to advocate on behalf of the coalition for the stated positions as opportunities present themselves in the form of funding opportunities, advocacy, or lobbying efforts or written letters of support. The Guiding Policies are approved by the body of NATA each calendar year and can be reexamined and changed to reflect current direction at any time.

Improved Regional Transit Options

- NATA seeks improved regional bus and rail transit options and operations that include but are not limited to:
 - o improved frequencies and reliability on regional RTD and ~~Bustang~~ routes
 - o improved frequencies and reliability on the N Line commuter rail
 - o inclusion of new demand-driven transit options in the NATA region
 - o completion of the ~~voter-approved~~ FasTracks system including the N and B Lines
 - o construction and operation of a Front Range Passenger Rail system

Improved Transit and Mobility Options

- NATA supports transit and mobility options like:
 - o FlexRide
 - o Microtransit
 - o Micromobility such as e-scooters and e-bikes

Completion of I-25 Express Lanes & Improved Safety Projects

- NATA seeks to work with CDOT and CTIO to support the implementation of all I-25 Express Lanes as a sustainable, congestion-mitigation-focused strategy for improving corridor mobility for all people. The Express Lanes should be managed via variable pricing and monitored by CTIO by those crossing into the Lanes illegally.
- NATA supports completion of Express Lanes Segments 3b and 4, between E-470 and CO 66, including mobility hubs below.
- NATA supports the full build-out of I-25 Segment 2, US 36 to 120th Avenue, to the FEIS and ROD. The current interim configuration continues to have safety concerns.

Construction and Studies of Multimodal Regional Arterials

- NATA supports the conducting of studies along regionally significant arterials with a focus on creating full multimodal systems. Examples of these arterials include, but are not limited to, the CO 7 Corridor, Washington Street, Colorado Boulevard, Federal Boulevard, US 85, etc.

Inclusion of Regional Bus Rapid Transit (BRT) in NATA Region

- NATA seeks to see the build-out of a regional BRT network along major arterials that includes but is not limited to CO 7 from Brighton to Boulder, Federal Boulevard, and I-25 from Denver to CO 7.

Construction of Mobility Hubs

- NATA supports the construction and implementation of regional-scale mobility hubs across the north metro area.
- NATA supports the full build-out of the Diverging Diamond Mobility Hub at CO 7 and I-25 where multimodal transportation options could converge effectively.
- NATA supports the Thornton Park-n-Ride center loading Mobility Hub.

Improved Bike and Pedestrian Regional Facilities

- NATA supports investment in regional-scale bicycle and pedestrian facilities that improve access to and safety of active transportation modes across the region.

Updated [Draft 1 12/8/2023]

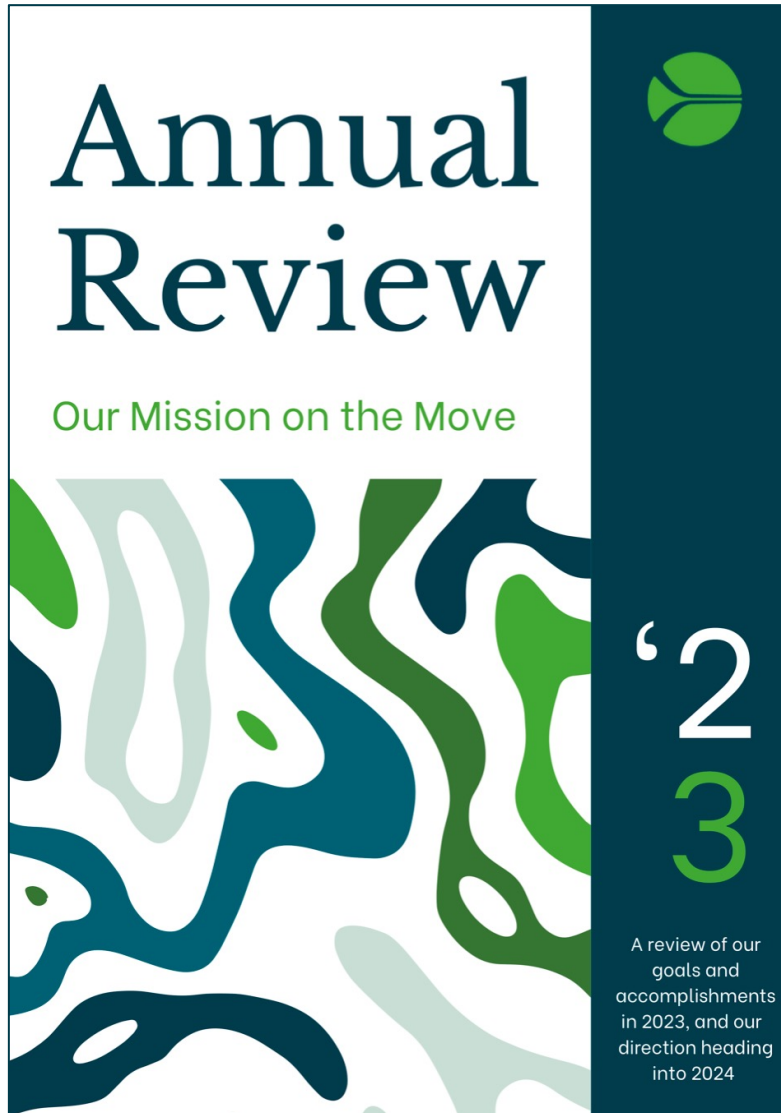


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Smart Commute 2023 Annual Review



Annual Review

Our Mission on the Move

2023

A review of our goals and accomplishments in 2023, and our direction heading into 2024

The cover features a dark teal background with a green circular logo at the top right. The title 'Annual Review' is in a large, dark teal serif font. Below it, 'Our Mission on the Move' is in a smaller, green sans-serif font. The year '2023' is displayed vertically in large, light green numbers. At the bottom, a short paragraph describes the review's content. The background is decorated with abstract, wavy patterns in shades of green and teal.



Highlights of 2023

Our year in one page

- 1 Wagon Rd. FlexRide Joins the RTD System**
Proving it's value by serving 10,757 riders in 2023, our grant-funded FlexRide, providing transit from Wagon Road Park - n-Ride to 144th and I-25 Employment Center, has joined RTD's system.
- 2 BTWD Station Expansion in the North Metro**
Our team executed 4 Bike to Work Day stations in our region, two of which were first-timers! The stations include the City of Northglenn, Adams County, Denver Premium Outlets, and Baseline.
- 3 Ebike Program Enrolls New Participants**
We enrolled and trained 22 eBike program participants. These bikers provided valuable trip data to support NREL research on the energy efficiency of eBikes.
- 4 Beginning of the Broomfield North FlexRide**
Collaborating with the City and County of Broomfield, Smart Commute helped jumpstart a new FlexRide service. The FlexRide connects the northern parts of Broomfield to employment and activity centers in the north metro.
- 5 Smart Commute Triples it's Funding**
2023 was a year of momentum - Grant funding was no different. Our team worked hard to secure four new grants heading into 2024 for major partner-focused mobility projects in the North Metro region.

↑4 Grants Secured ↑2 FlexRides Advanced ↑2 BTWD Stations ↑22 eBikers Enrolled

The highlights page has a light green header with the title 'Highlights of 2023' and the subtitle 'Our year in one page'. It features five numbered items, each with a title, a brief description, and a key metric. The metrics are displayed with green upward arrows and numbers. The bottom of the page has a decorative pattern of green and teal wavy shapes.



North Metro Commuter Survey Regional Results

- Data collection focused on September and October collection
- Total unique response - 2,200 between both months
- 6 jurisdictional participants, will receive both employer and jurisdictional reports.
- 12 different employers participated, Adams 12 Five Star Schools having the most participation

There are three types of Commutes:

SOV

"SOV" means "Single Occupancy Vehicle," or someone driving in a car alone.

Non-SOV

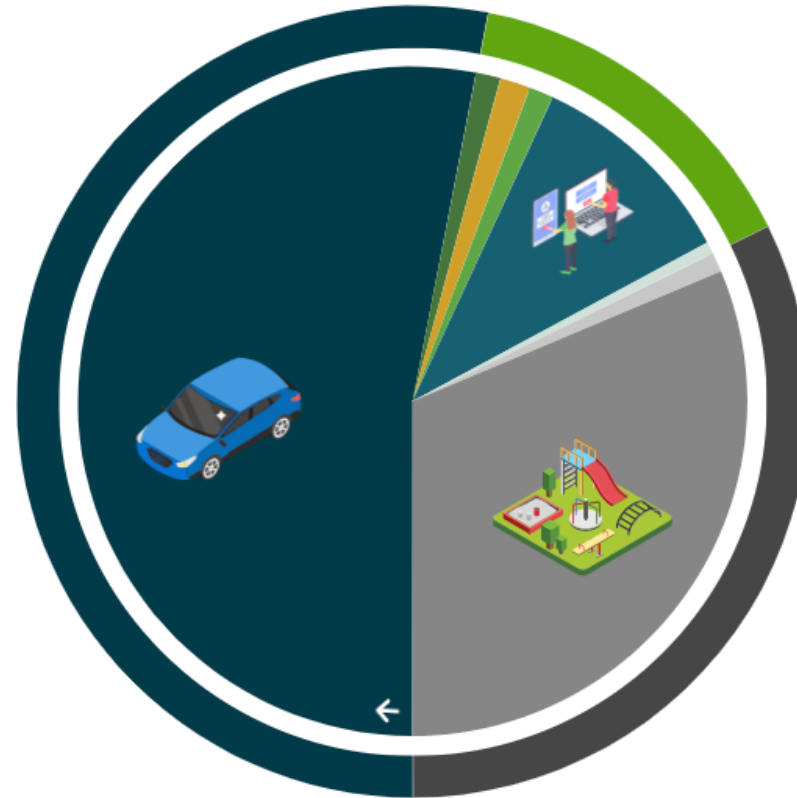
"Non-SOV" means someone who is NOT driving alone in a car: biking, car(van)pooling, riding transit, scootering, teleworking, or walking.

Non-Commute

"Non-Commute" days are days that aren't worked: Compressed Work Week (CWW) days off, sick days, vacation days, or weekends.

Our Mode Split:

"Mode Split" is how commutes are distributed across the evaluated week.



SOV - Solo Driver

53.1%

Bike

1.2%

Car(van)pool

1.5%

Transit

1.2%

Telework

10.3%

Walk & Scooter

0.6%

CWW: Day Off

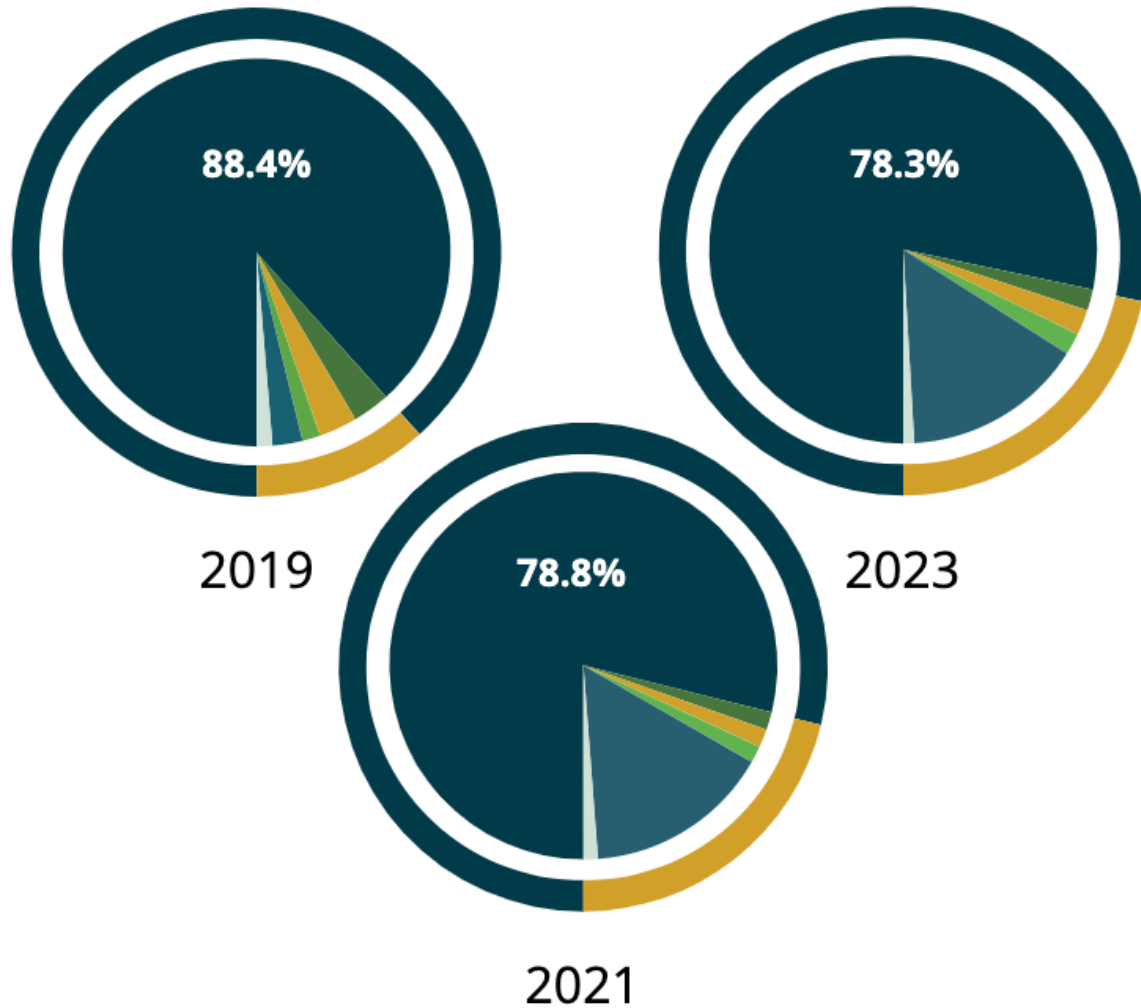
0.9%

Wknd/PTO: Day Off

31.4%

2019,
2021
2023

Across the past 4 years, we can see a significant shift to telework following the pandemic, and lower drive-alone rates.



2023 Average Distances

Average commute distance varies substantially by the mode of travel.

1.5
miles

Walk and
Scooter

4.3
miles

Bike

12.3
miles

Car(van)pool

12.7
miles

SOV

13.0
miles

Telework
(Miles
Avoided)

15.2
miles

Transit

Average Stats

Commuting patterns have externalities that are related to measurable variables. These are the variables from this year's dataset.



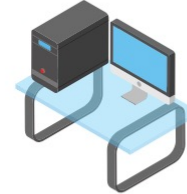
**29
MPG**



**4%
ZEV**



**5%
Work a
Compressed
Schedule**



**30%
Telework**



**26
+min.**

+ Data for commute time based on locally-sourced data from Commutrics ([commutrics.com](https://www.commutrics.com))

Smart Commute's Positive Impacts



**More than 64K
Car Trips
Eliminated**



**More than
35K Hours
Not Lost in Traffic**



**Nearly \$100K
Saved at the
Pump**

**Data for this commute footprint is extrapolated from your commuter survey results and headcount, and is based on generalized assumptions, and due to a lower response rate, it may be imprecise. Ask Smart Commute about our highly-precise Commute Footprint Analysis for next spring!*

Commute Choice

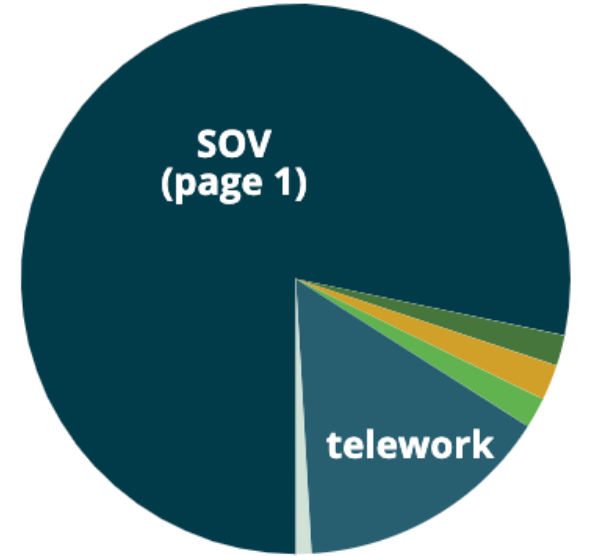
Commuters desire choices. Often, the transportation system can limit travelers to few, or no, choices.

Thoughtful design decisions, implemented with planning, can change this fact.

Desire for Choices:



Mode Split (page 1):



Errands & Choice

As Smart Commute has noted, commuting accounts for only 20% of all trips. Non-commute mode choice plays a significant role in the transportation system.

When asked "Which travel option would you consider if you wanted to replace driving your car to run an errand?" most respondents preferred to consider biking, while others indicated an interest in transit, walking, and scooters.



Building Toward Improvement

Considering the built environment, improvements can fall into various categories: Facilities, Land Use, Service, Safety, Equity and Education.

Depending upon the type of improvement, different stakeholders might be involved.



Valuing Improvements

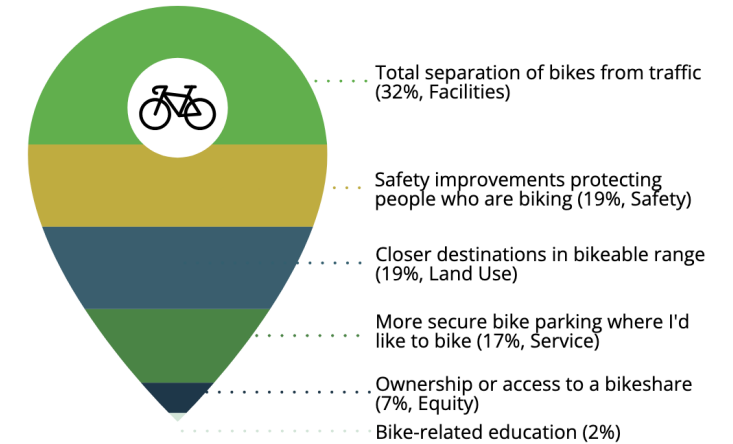
While respondents valued improvements across all six categories, they tended to prefer improvements in the facilities and land use categories slightly more than others.



Bike Improvements

What improvements (up to 2) would make you more likely to bike instead of drive to an errand?

Desired bike improvements focused on changes to the built environment (Facilities and Land Use), while desire for education was low.



Transit Improvements

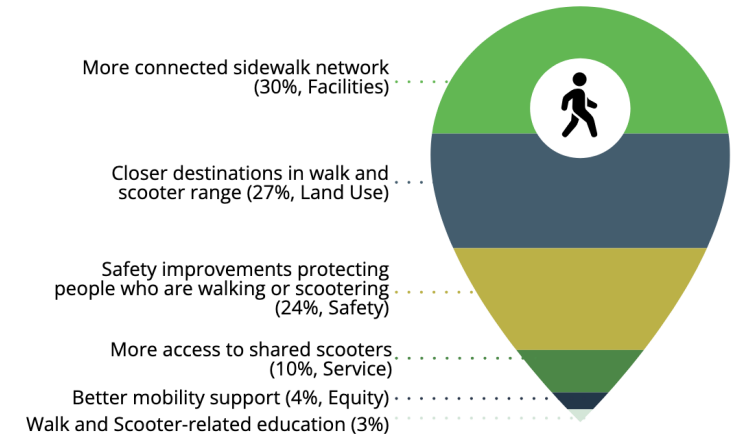
What improvements (up to 2) would make you more likely to ride transit instead of drive to an errand?

Desired transit improvements focused on changes to accessibility of service (Land Use and Service), and also value improvements across all other categories.

Walk and Scooter Improvements


What improvements (up to 2) would make you more likely to walk or scooter instead of drive to an errand?

Desired walk and scooter improvements focused on changes to the built environment (Facilities and Land Use), while desire for equity and education was low.



Some Survey Comments

- Please keep trying new things! I own a car and it's invaluable sometimes but my goal is to use it as little as possible - only when I **need** the service a car offers. Build more downtowns, shut down streets near schools, build fewer parking lots, and make it as easy to not drive as it is to drive.
- The system map on the RTD website is EXTREMELY cumbersome and not helpful. I have found better maps on Reddit
- Everything in the North Denver Metro revolves around the car. Where are you right now? Do you hear cars? Are you surrounded by asphalt? How big is the parking lot you're next to right now? When was the last time you went out for a bite or drink? Was the view asphalt and cars? North Denver Metro is a never-ending, depressing hellscape of roads and cars. Can't walk or bike anywhere because everything is too far away plus it's unsafe and unpleasant.
- Appreciate all the service that is provided and RTD doing what it can with lack of/ resources and related challenges
- I feel very lucky to have the N line in walking distance from my home. This was a major consideration in my decision to purchase a home in Northglenn.
- Me gustaría que hubiera incentivos para los que usamos carros o transportes más sostenibles. *[I would like there to be incentives for those of us who use more sustainable cars or transportation.]*
- I leave for work at 4:30am and arrive at 5am Avoiding traffic then head home at 2:30 arriving home approximately an hour later. Some of my coworkers work an hour or two earlier to avoid traffic
- I have stopped commuting by car entirely. I either bike or work from home. It's not as hard as people think.



2024 Road Map

It's important to know where we're going. These are the next steps we recommend exploring in 2024.



1

TDM Recommendations to Participating Employers.

Smart Commute has strong connections locally with employers, and plans to maintain these strong connections while also providing employers with actionable, achievable and effective recommendations for the new year.

2

A focus on data-driven sustainability.

Smart Commute is a data-driven organization. We plan to promote our analytical specialty to help employers quantify their commute-generated impacts.

The North Metro Commuter Survey is an annual survey of all people commuting from, to, and/or through the north area of the Denver metro.

Learn more:
smartcommute.org

The 2023 Survey captured 2220 unique survey responses from across the north Denver metro region.

About This Survey



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2024 Schedule



- **January 25**
- **February 22**
- **March 28**
- **April 25**
- **May 23**
- **June 27**
- **July 25**
- **August 22**
- **September 26**
- **October 24**
- **November- no NATA meeting**
- **December 12 (2nd Thursday)**