



North Area Transportation Alliance Board Meeting

December 15, 2022



Agenda



1. Welcome and introductions- Chair Lynn Baca
2. Approval of October Meeting Minutes
3. 2023 Officer Elections
4. 2023 Dues Structure
5. Smart Commute Update – Carson Priest
6. CDOT Commissioner Update – Commissioner Stuart
7. RTD Directors Reports - Directors Buzek, Cook, Davidson, Whitmore
 - a. RTD Fare Study Update
 - b. RTD Zero Fare for Better Air Update
8. Other
 - a. 2023 Meeting Schedule



Thank You 2022 Officers



Chair: Lynn Baca, Adams County
Commissioner



Treasurer & Acting Vice Chair: Greg Mills,
Brighton Mayor



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.



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2023 Dues Structure



4.1 Membership Dues.

Each Member of NATA shall annually be assessed dues which funds may be used for any expenses or program approved by the Board. The Board shall by Resolution, adopt a budget and establish a schedule of annual dues. The Staff Work Group and SPC shall annually review and recommend dues for each category for Board's consideration in time for adoption at the Annual meeting. Membership dues for local governments shall be based on population by category as described in Exhibit A.



2023 Dues Structure



- 5% increase across the board
- Focused on financial stability for NATA
- Population categories remain the same

	Population 2021 (census.gov)	Dues (2022)	Proposed (2023)	
Dacono	6,487	\$ 720.00	\$ 756.00	Up to 18,000
Federal Heights	14,194	\$ 720.00	\$ 756.00	
Frederick	15,761	\$ 720.00	\$ 756.00	
Firestone	17,299	\$ 720.00	\$ 756.00	
Erie	31,686	\$ 1,440.00	\$ 1,512.00	Up to 50,000
Northglenn	37,333	\$ 1,440.00	\$ 1,512.00	
Brighton	40,693	\$ 1,440.00	\$ 1,512.00	
Commerce City	64,287	\$ 2,880.00	\$ 3,024.00	Up to 100,000
City and County of Broomfield	75,325	\$ 2,880.00	\$ 3,024.00	
Longmont	100,758	\$ 2,880.00	\$ 3,780.00	Over 100,000
Westminster	114,561	\$ 3,600.00	\$ 3,780.00	
Thornton	142,610	\$ 3,600.00	\$ 3,780.00	
Adams County	522,140	\$ 3,600.00	\$ 3,780.00	
ACREP	-	\$ 720.00	\$ 756.00	
Total		\$ 27,360.00	\$ 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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Smart Commute 2022 Annual Review

Our Mission on the Move

ANNUAL REVIEW



20
22

Program: Community Outreach

Getting out into the 13 north-area communities that Smart Commute serves continues to be an essential tool in educating members of the public about the alternative transportation and mobility options that are available to them. Look for us at your community's next event and come say hi!

Program Stats: Community Outreach

1,000+ Community interactions at 11 community events.

15 RTD Ridership Appreciation Events, with 500+ customer interactions.





North Metro Commuter Survey Regional Results

- Data collection focused on September and October collection
- Total unique response - 2,243 between both months
- 6 jurisdictional participants, will receive both employer and jurisdictional reports.
- 15 different employers participated, Adams 12 Five Star Schools having the most participation

Types of Commutes

SOV

"SOV" stands for "Single Occupancy Vehicle," which means someone driving themselves, alone, in a car. This tends to be the least-sustainable option, even for drivers using "ZEVs."



54.2%

Non-SOV

"Non-SOV" means someone who is NOT driving themselves alone in a car. Biking, car(van)pooling, riding transit, teleworking or walking are all non-SOV modes of travel, and are generally better for the environment.



1.5%



1.6%



0.9%



9.5%



0.8%

Non-Commute

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



2.9%



28.6%

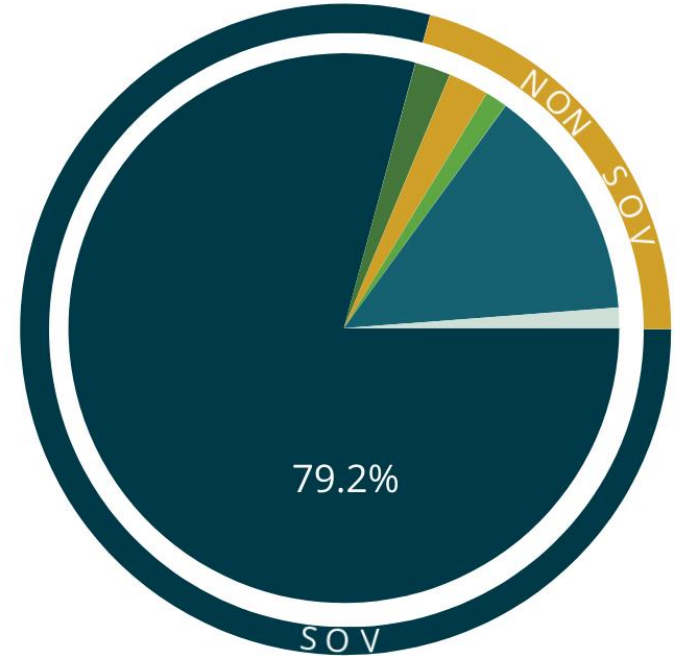
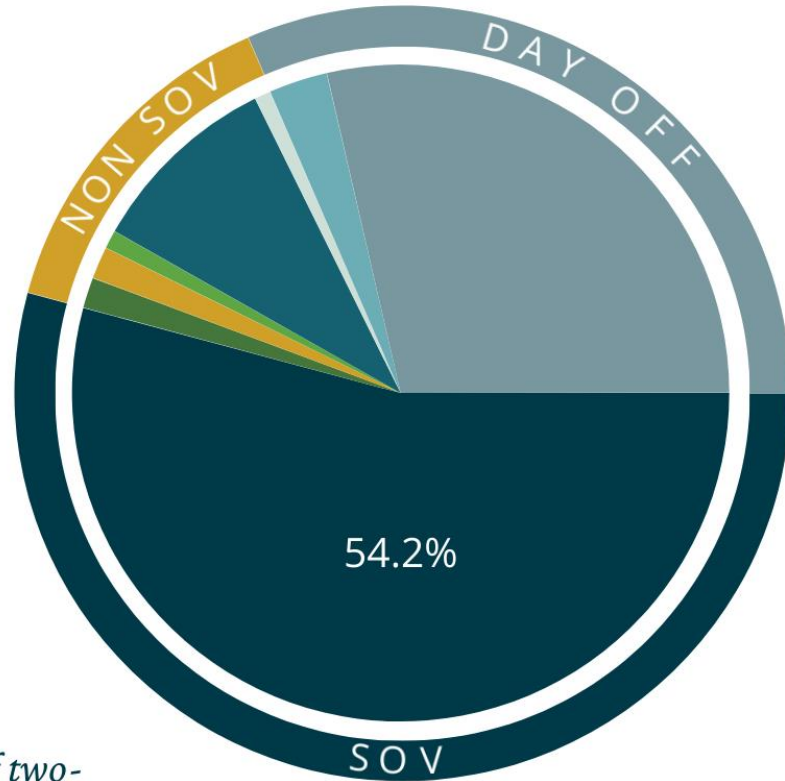
Mode Split

"Mode Split" is the term for how commutes are distributed across time, in this case the week evaluated in the survey.

28.5%

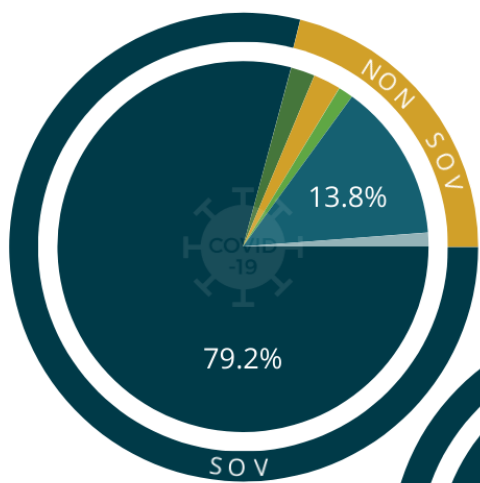
The value of two-sevenths, or straight "weekends off."

Vacation, sick leave, and PTO policies have an impact on the "bottom line" of SOV rate.



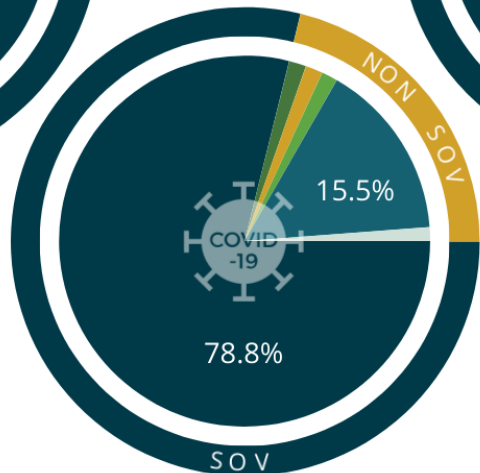
Conventional Mode Split
(Day Off non-trips removed)

- SOV - Solo Driver
- Car(van)pool
- Telework
- Compressed Work Week: Day Off
- Bike
- Transit
- Walk
- Normal Day Off



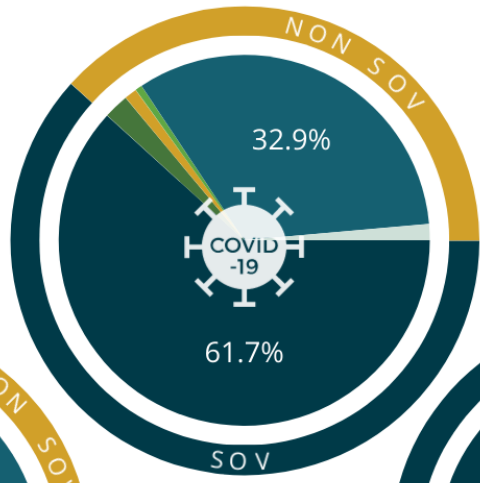
2022

26%*



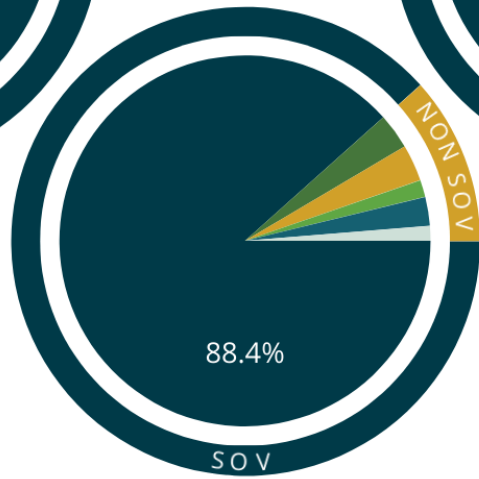
2021

26%*



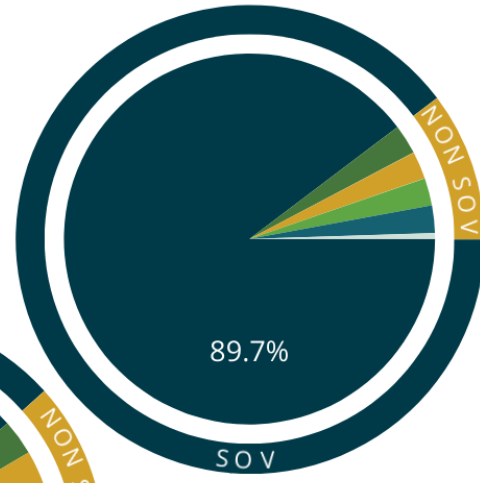
2020

46%*



2019

8%*



2018

7%*

Mode Split: Across Time

The North Metro Commuter Survey has collected data for the last 5 years, and we can now start to see trends across time.

Unfortunately, in 2021 and 2022, we have seen a trend of increasing SOV, mostly due to decreasing telework (although, not completely proportional).

*Percent of respondents working at least one day a week "remotely."

Distance from Home

The negative impacts of commuting relate strongly to the daily drive, and the distance a commuter travels.

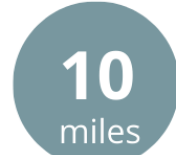


Average Commute



Minimum Commute Reported

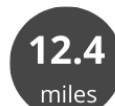
Maximum Commute Reported



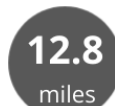
Median



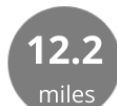
Mode



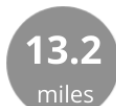
2022



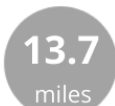
2021



2020



2019



2018

Commuter distance has remained relatively static. >>

Average commute distance varies substantially by the mode of travel.



SOV



Bike



Car(van)pool



Transit



Telework
(Miles Avoided)



Walk



Sustainable Commuting

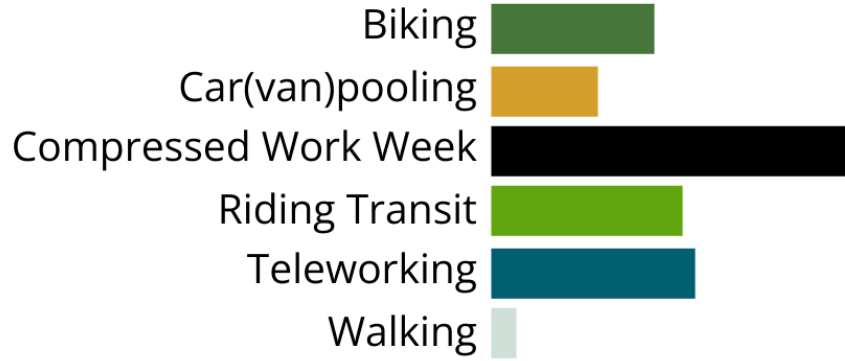
It's hard to beat the car for travel time savings, but other choices help commuters have a smaller impact on the environment, even if travel time increases. Commute choice will always relate to a person's commute distance, as well as local infrastructure, like transit service availability.

2.5 In 2022, regional teleworkers worked an average of 2.5 days/week remotely.

In 2020, in the heart of the COVID pandemic, regional teleworkers worked an average of 3.4 days/week remotely.

Interest in Sustainable Commute Choices:

Commuters are interested in learning more about their choices. Commuting is a day-to-day decision, and swapping an SOV commute just once a week makes a difference.



But, *who* can employees ask?



66%

of responding employees were not aware of anyone in their office who could answer their questions about commuting.

ZERO FARE for Better Air

63%

of regional respondents were aware of the "Zero Fare, Better Air" campaign.

"Unaware" respondents reported zero transit trips in the 2022 North Metro Commuter Survey.

What travel option would you consider to replace driving your car to run an errand (grocery store, post office, recreation center, restaurant, etc.)?



Errands & Mode Choice

Commuting accounts for only 20% of all trips. Non-commute mode choice plays a significant role as well, and can be improved.



Types of Improvement

While respondents indicated they'd consider other modes for running an errand, they noted that the choice would be easier if certain improvements were made.

"Improvement" can mean a lot of different things, and involve very different types of stakeholders, including local jurisdictions, RTD, Smart Commute and DRCOG.

Smart Commute identified six different categories of improvements across all responses:



Facilities

Representing 42% of all comments, facilities improvements are mostly focused on the built environment. *Stakeholders: Local Jurisdictions.*



Service

Representing 18% of all comments, service improvements were particularly focused on transit improvements. *Stakeholders: all.*



Land Use

Representing 10% of all comments, land use comments were mostly about connections to destinations. *Stakeholders: Local Jurisdictions, DRCOG.*



Safety

Representing 10% of all comments, safety comments focused on protecting people while walking, biking and riding transit. *Stakeholders: Local Jurisdictions.*



Equity

Representing 9% of all comments, equity comments were more about mobility. *Stakeholders: Local Jurisdictions, RTD, Smart Commute.*



Education

Representing 3% of all comments, these comments focused on a need for more education about choices. *Stakeholders: Smart Commute, DRCOG.*

Commute Variables

While there is interest in commute choices, other variables play a role in the ultimate decision of how to commute, as well as the externalities of commute choice.



27% are responsible for the transportation of children.



22% work in the community in which they live.



10% work a Compressed Work Week schedule.



4% have ridden a shared scooter.

3% drive a zero-emitting vehicle, or ZEV.



27% have ridden the N Line.



Average Fuel Economy is 29 MPG.



27% commute on I-25

About This Survey

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 2022 Survey captured 2,243 unique survey responses.

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

Outreach to New Employers.

The north area is growing. Smart Commute will spend time reaching out to new employers to ensure every employer in the north area is aware of, and using, Smart Commute's services.



Road Map

Each year brings new opportunities. Smart Commute plans to continue to bolster our existing participating companies, while also reaching new ones.





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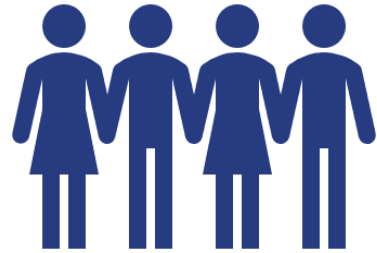
**We Make Lives Better
Through Connections.**

North Area Transportation Alliance

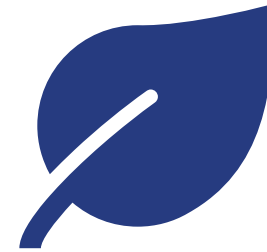
Thursday, December 15, 2022



Topics



Systemwide Fare Study and
Equity Analysis

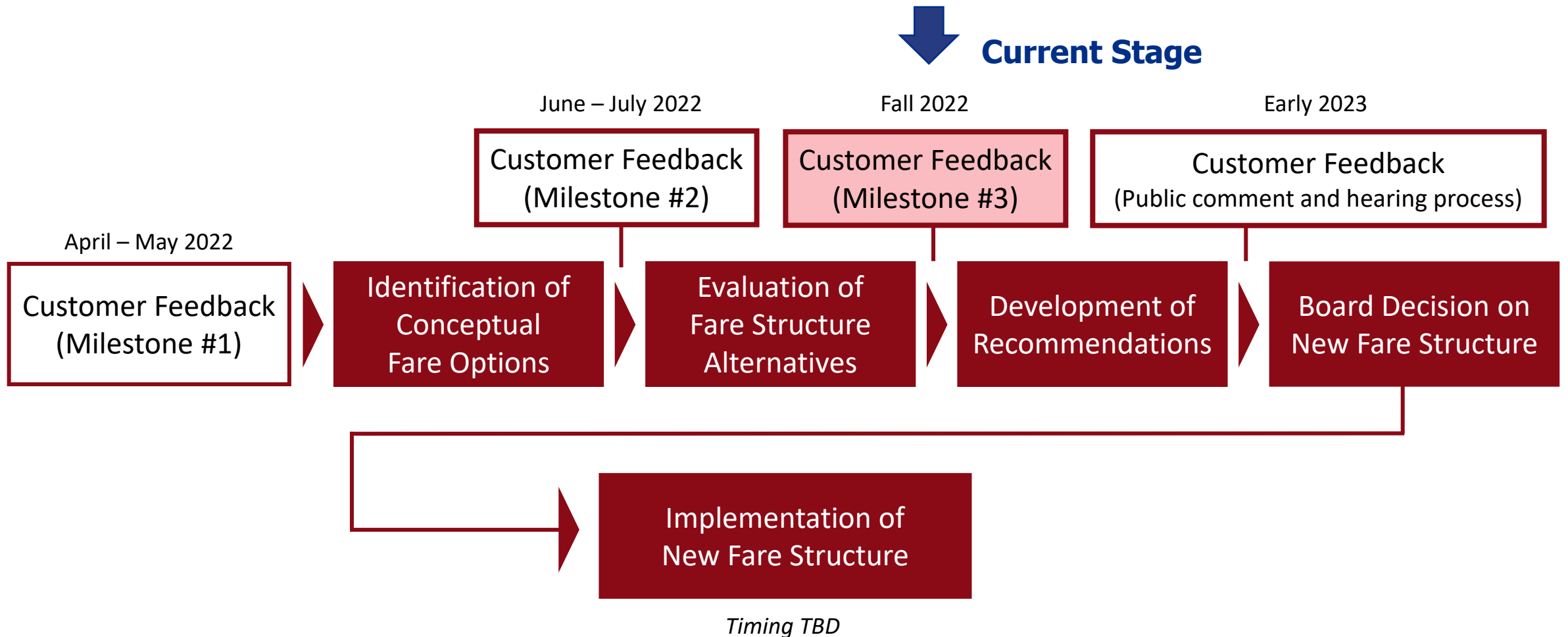


Zero Fare for Better Air
Initiative

Systemwide Fare Study and Equity Analysis

January 17, 2023

Schedule



Alternatives – Comparison

Alternative A

	Local	Regional	Airport
3-Hour Pass	\$2.75	\$5	\$10
Daily	\$5.50	\$10	
Monthly	\$88	\$160	

- All customers pay less
- Rewards frequent customers by lowering monthly pass prices
- Retains price difference between Local, Regional and Airport fares
- Maintains higher-priced fares for longer-distance trips and trips to/from the airport

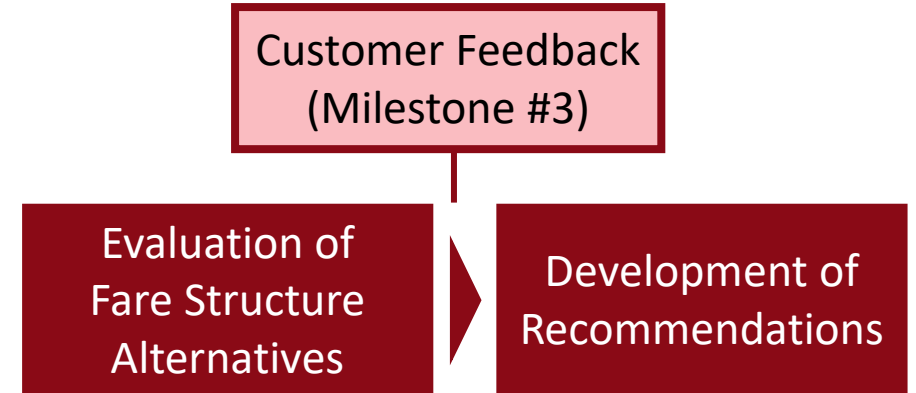
Alternative B

	Local/Regional	Airport
3-Hour Pass	\$3	\$10
Daily	\$6	
Monthly	\$96	

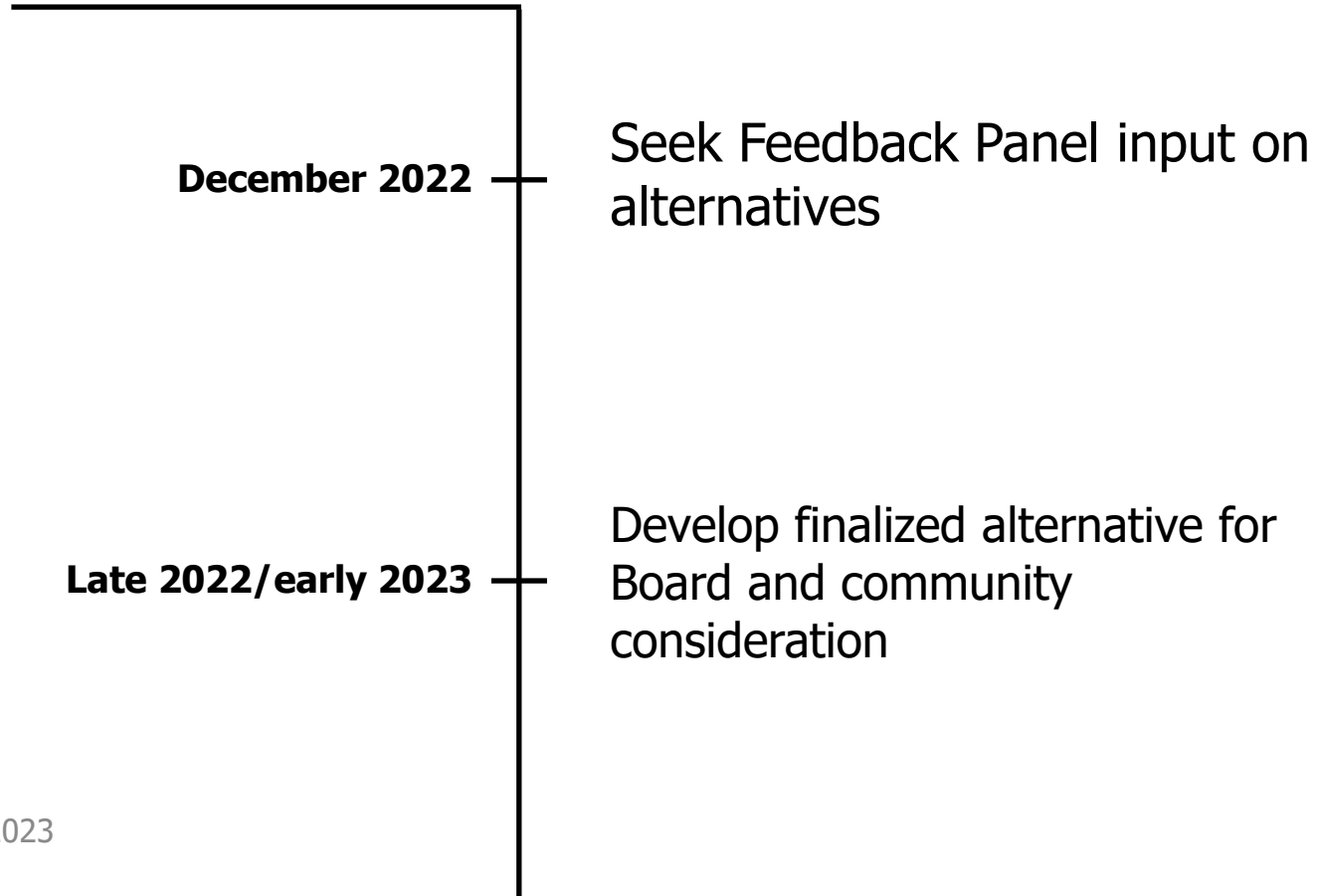
- Simplifies fares by offering single fare for customers using local and regional services, with higher-priced Airport fare
- Regional fare customers pay significantly less
 - No benefit for Local (3-Hour) and Day Pass customers
- Rewards frequent customers by lowering monthly pass price
- Customers who travel to DEN 2-3+ days/week pay significantly less

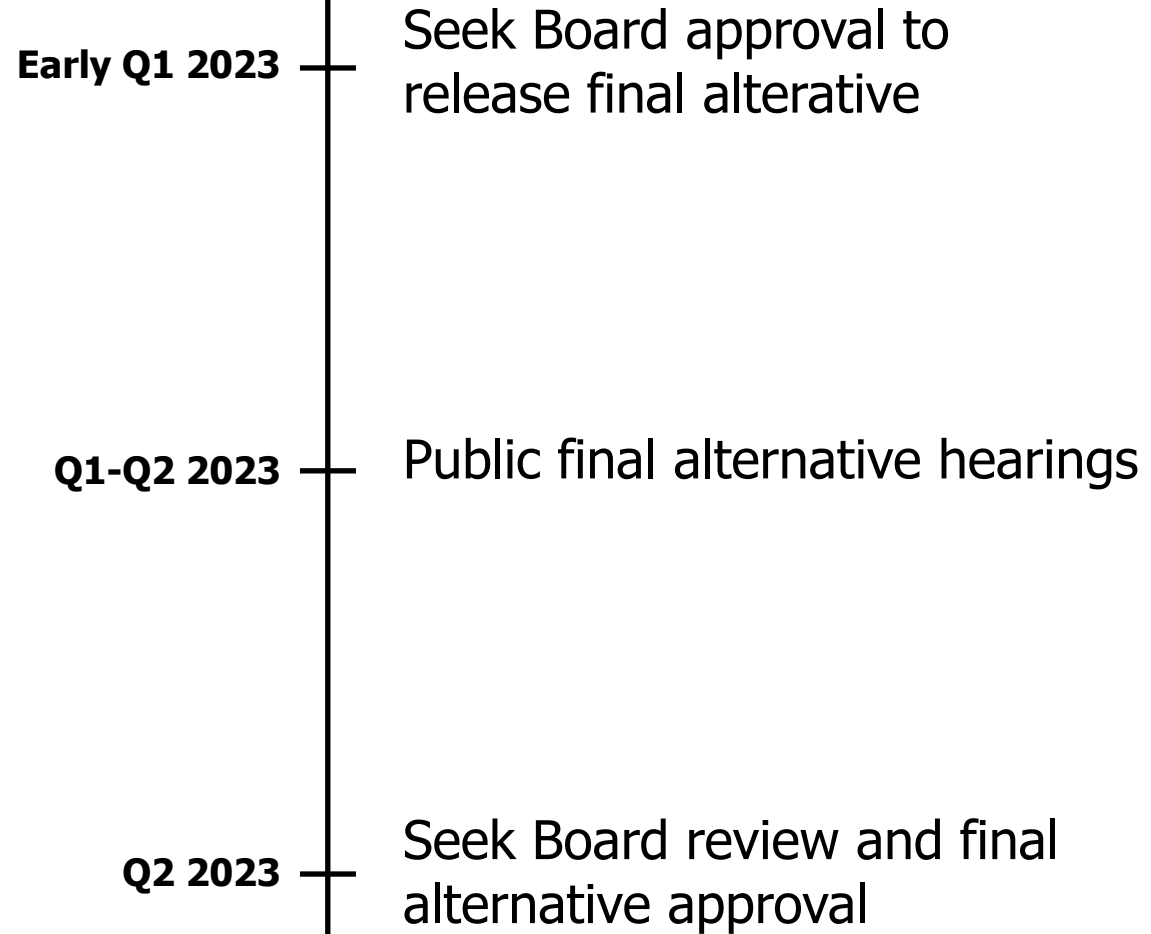
Final Recommended Alternative

- Final recommendation likely different from current alternatives
- Customer/community feedback to inform recommendation
- Early 2023: Community/customers comment period regarding final recommended alternative



Next Steps





ZERO FARE for Better Air

August 2022



RTD

Zero Fare for Better Air Initiative – Report

- Overall ridership increased 22%
- Quality of life/crime incidents stable
- No significant fixed-route impacts
- Air quality impacts difficult to quantify



We Make Lives Better Through Connections.



2023 Schedule



- **January 26**
- **February 23**
- **March 23**
- **April 27**
- **May 25**
- **June 22**
- **July 27**
- **August 24**
- **September 28**
- **October 26**
- **November- no NATA meeting**
- **December 14 (2nd Thursday)**