



Agenda



1. Welcome and introductions- Chair Greg Mills
2. Pledge of Allegiance
3. Approval of August Meeting Minutes
4. Letters of Support for RTD and SMART/RCN Grants – Carson Priest
5. NATA Priority Projects List Process Update – Carson Priest
6. CDOT Commissioner Update – Commissioner Karen Stuart
7. RTD Directors Reports - Directors Buzek, Harwick, Davidson, Whitmore
8. CTIO Update regarding Safety Enforcement Program– Piper Darlington
9. October Meeting Update
10. Other

A photograph of two flags flying on a black pole against a clear blue sky. The top flag is the United States flag, and the bottom flag is the Colorado state flag. The sun is visible in the background, creating a bright glow.

Pledge of Allegiance



Agenda




1. Welcome and introductions- Chair Greg Mills
2. Pledge of Allegiance
3. Approval of August Meeting Minutes
4. Letters of Support for RTD and SMART/RCN Grants – Carson Priest
5. NATA Priority Projects List Process Update – Carson Priest
6. CDOT Commissioner Update – Commissioner Karen Stuart
7. RTD Directors Reports - Directors Buzek, Harwick, Davidson, Whitmore
8. CTIO Update regarding Safety Enforcement Program– Piper Darlington
9. October Meeting Update
10. Other



Letters of Support



- City of Thornton Washington Street / 100th Ave. Underpass (Grange Hall Trail)
- City of Commerce City 72nd N Line Station Multimodal Access Project
- *Action Needed: RTD TLRC Zero Fare for Youth Program*



September __, 2023

Chair Meg Froelich
Transportation Legislative Review Committee
200 E Colfax Avenue
Denver, CO 80203

RE: Transit Zero-Fare for Youth

Chair Froelich and Members of the Committee,

The North Area Transportation Alliance (NATA) is a coalition of thirteen local governments, the 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 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.

We are writing to request support for legislation being considered by the Committee to fund zero-fare youth transit programs throughout the State of Colorado.

Creating a policy and program for the state of Colorado to invest in our region's youth to utilize transit at no cost is a wonderful concept that will help assist in meeting many goals that local municipalities and communities are working to implement. Not only does a zero-fare for youth funding program help families financially and school districts improve attendance, but the youth of our region are provided with more opportunities to improve their futures. Lastly, zero-fare for youth programs can help foster an individual's willingness to become a transit user for life yielding greater environmental benefits, congestion relief, and a better quality of life within our communities.

Thank you for your time and attention to this important request. Please support funding for continued zero-fare for youth programs. If we can be of further assistance, do not hesitate to contact NATA directly at nataboardcolorado@gmail.com.

Sincerely,

Greg Mills
NATA Chair
CC: NATA Membership

Adams County Brighton Broomfield Commerce City Dacono Erie Federal Heights
Firestone Frederick Longmont Northglenn Thornton Westminster
Adams County Regional Economic Partnership Smart Commute TMO



Agenda



1. Welcome and introductions- Chair Greg Mills
2. Pledge of Allegiance
3. Approval of August Meeting Minutes
4. Letters of Support for RTD and SMART/RCN Grants – Carson Priest
5. NATA Priority Projects List Process Update – Carson Priest
6. CDOT Commissioner Update – Commissioner Karen Stuart
7. RTD Directors Reports - Directors Buzek, Harwick, Davidson, Whitmore
8. CTIO Update regarding Safety Enforcement Program– Piper Darlington
9. October Meeting Update
10. Other



NATA Priority Project List Update Process



- *Senior Staff Working Group Kickoff Meeting – Thursday, September 21*
- Primary goal: Bring the Priority Project List up to date using universal categories that reflect the current Board’s priorities for a useful, dynamic and actionable list
- Next Steps (with Board direction):
 - Develop Policy Document
 - Creation and Implementation of Universal Project “Filters” or “Criteria”
 - Update the Priority Project List based on new Policy document and universal project criteria
 - Present fully updated list to NATA Q1 2024
 - Development of “one pagers” with talking points about each project for use by NATA Members and staff



Agenda



1. Welcome and introductions- Chair Greg Mills
2. Pledge of Allegiance
3. Approval of August Meeting Minutes
4. Letters of Support for RTD and SMART/RCN Grants – Carson Priest
5. NATA Priority Projects List Process Update – Carson Priest
6. CDOT Commissioner Update – Commissioner Karen Stuart
7. RTD Directors Reports - Directors Buzek, Harwick, Davidson, Whitmore
8. CTIO Update regarding Safety Enforcement Program– Piper Darlington
9. October Meeting Update
10. Other



COLORADO

Transportation
Investment Office

Safety Enforcement Program

North Area Transportation Alliance

September 28, 2023

Express Lanes Safety Enforcement Program (SEP)

- In 2022, the state legislature passed HB 22-1074 requiring CTIO to use advanced roadside technology to enforce safety violations, starting on the I-70 Mountain Express Lanes.
- Violators identified by this technology are issued a civil penalty via mail.
- The purpose of this enforcement is, most importantly, to keep all roadway users safe.
- The SEP is active on the Mountain Express Lanes, C-470, and I-25 North.

CTIO will use a mix of roadway sensors, cameras and other sophisticated technology to monitor and enforce these rules.



\$75
Civil
Penalty

The fine for these infractions is a \$75 civil penalty sent via mail to the registered address associated with the vehicle's license plate. If the penalty is not paid within 20 days of issuance, it will automatically increase to \$150.*

Outreach Campaign

The goal of communications for the Safety Enforcement Program is to inform the public of the forthcoming civil penalties and give motorists the information they need to follow the Express Lane rules.



Safety is the primary purpose of this program.



Target audiences include both local residents and regional visitors.



The **grace period** has been leveraged to help inform the public and get the media talking about the program well in advance.

Outreach Channels



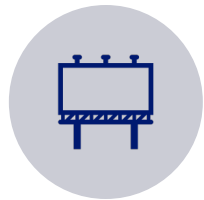
Earned Media



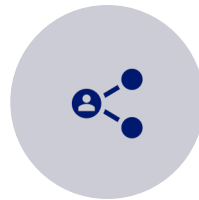
Stakeholder Outreach



Influencer Partnerships



Paid Advertising



Social Media Posts



VMS Messages



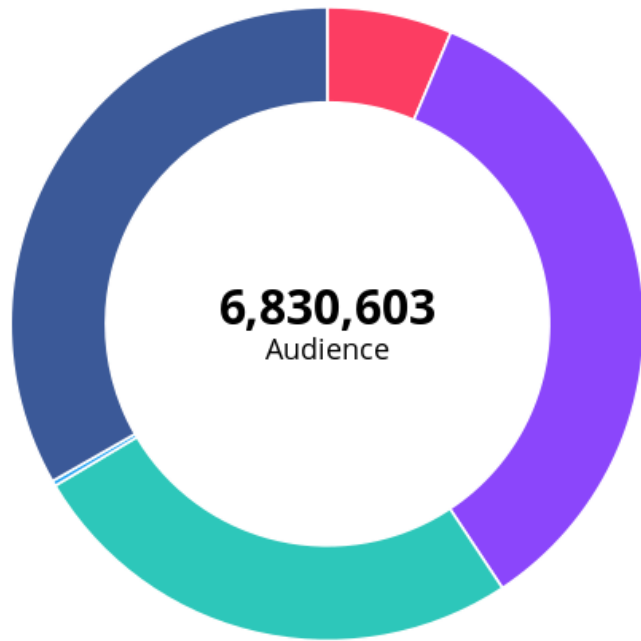
Website Updates



Legislator Notifications

Earned Media Results Overview

Audience by Media Type
Powered by Critical Mention



● TV ● Radio ● Online + Print ● Twitter ● Facebook

Mentions: 104

Impressions: 6,830,603

Top three media types:

1. Radio: 2,344,024 (34%)
2. Facebook: 2,271,554 (33%)
3. Online/Print: 1,760,930 (26%)

As of Sept. 20, 2023. Additional media impressions are expected this weekend with the start of civil penalties.

Stakeholder Outreach

Distributed key messaging and materials to over 200 stakeholders, including:

- State Agency Public Information Officers (PIOs)
- Local government and community leaders
- E-470
- Local businesses
- Local emergency services
- Rideshare companies
- Motorcycle clubs
- Community Organizations
- Smart Commute Board Members
- NATA Agency Partners

Total stakeholders reached: 204

VMS Messages

Posted VMS messages along the I-25 North Express Lane corridors notify drivers of the new enforcement and consequences for crossing the solid lines.

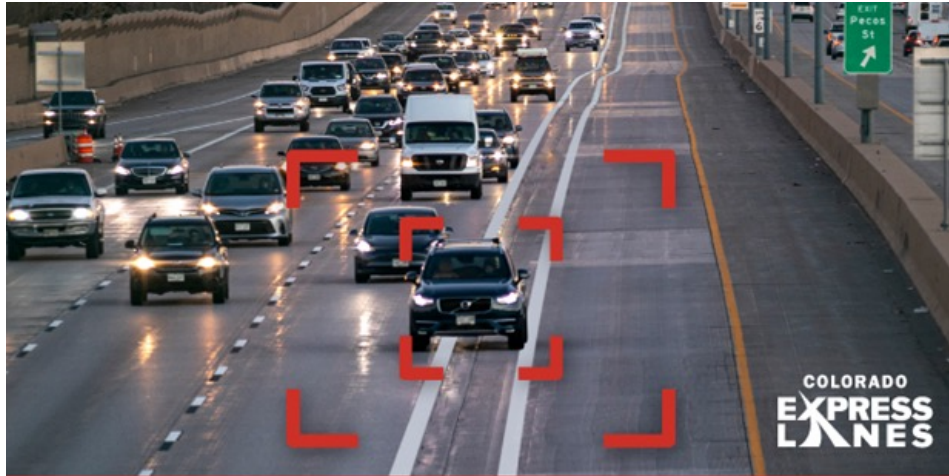


NEW EXPRESS LANES
ENFORCEMENT



CROSS THE LINE
PAY THE FINE

Social Media Posts



**Cross the line,
pay the fine**

[LEARN MORE](#)

 **Colorado Department of Transportation** 
Published by Dominic Fikany · 4d · 

Do you weave over the Express Lane solid white lines? If the answer is yes, it's time to start following the rules on the Express Lanes on #C470 and #I25 north of #Denver!

Weaving violators will receive a warning this month – starting Oct. 1, Express Lane violations on the C-470 and I-25 north Express Lane corridors will result in a \$75 fine. Learn more about common violations and their penalties at expresslanes.codot.gov.

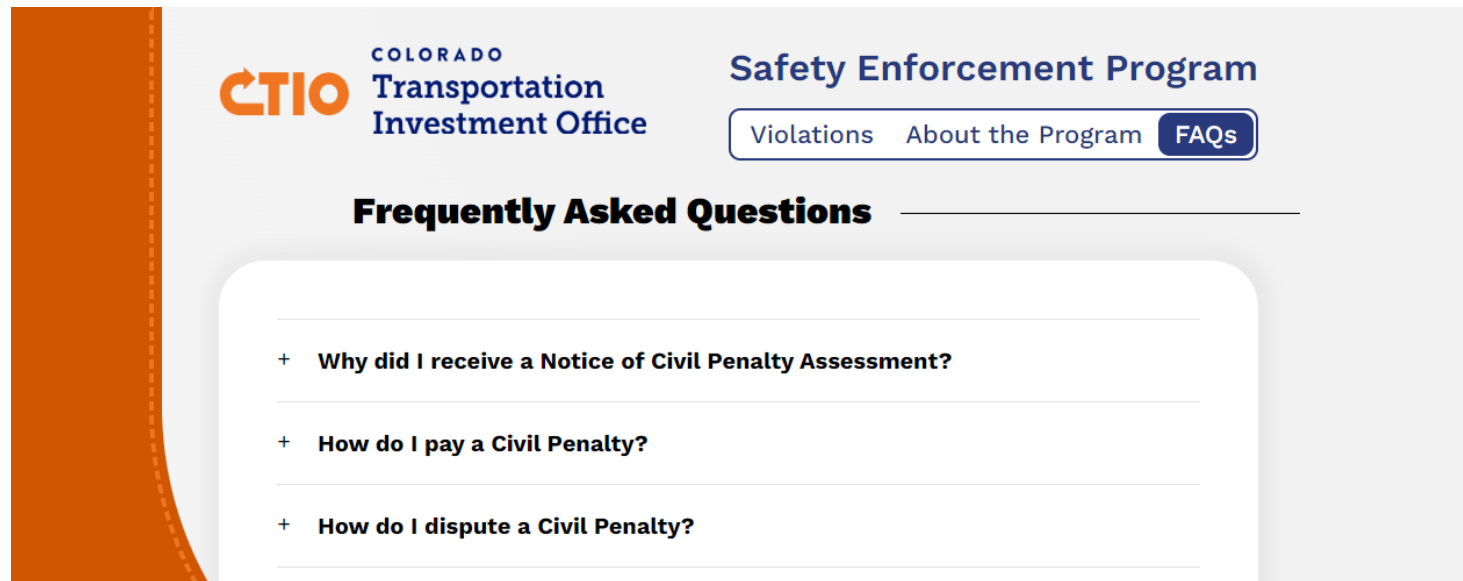
[#KnowBeforeYouGo](#)



Online Resources

In addition to updating the expresslanes.codot.gov page to include information about the safety enforcement program, CTIO has a SEP website

<https://expresslanesafety.com/CO/faq>



Use of Civil Penalties

- Current collection rate of roughly 60%
- Cost of the program is 45-50% of each fine collected
- Excess fine revenue will go directly to support safety improvements that are being identified through the I-25 Segment 2 Safety Improvements Study being led by CDOT



I-25 Numbers to Date

	last week 9/11 to 9/17	warning period	notice period	total
C470	12,250	30,628	0	30,628
WB	8,205	20,275	0	20,275
EB	4,045	10,353	0	10,353
I25	14,029	37,084	0	37,084
SB	7,211	19,318	0	19,318
NB	6,818	17,766	0	17,766
I70	703	7,663	12,764	20,427
WB	210	2,839	4,477	7,316
EB	493	4,824	8,287	13,111
total	26,982	75,375	12,764	88,139

Next Steps

With the start of civil penalties on October 1, we will continue our campaign with:

- Distribution of a second press release highlighting the number of warnings issued during the grace period.
- Follow up with all stakeholders to reinforce campaign messaging.
- Partnership with local influencers to reach younger audiences on social media outlets.
- Ongoing paid advertising, social media posts and website updates.

Questions?



Agenda



1. Welcome and introductions- Chair Greg Mills
2. Pledge of Allegiance
3. Approval of August Meeting Minutes
4. Letters of Support for RTD and SMART/RCN Grants – Carson Priest
5. NATA Priority Projects List Process Update – Carson Priest
6. CDOT Commissioner Update – Commissioner Karen Stuart
7. RTD Directors Reports - Directors Buzek, Harwick, Davidson, Whitmore
8. CTIO Update regarding Safety Enforcement Program– Piper Darlington
9. October Meeting Update
10. Other



October 28, 2023 NATA Meeting is CANCELLED because of a scheduling conflict with the Annual CDOT/RMACT TDM Conference



Agenda



1. Welcome and introductions- Chair Greg Mills
2. Pledge of Allegiance
3. Approval of August Meeting Minutes
4. Letters of Support for RTD and SMART/RCN Grants – Carson Priest
5. NATA Priority Projects List Process Update – Carson Priest
6. CDOT Commissioner Update – Commissioner Karen Stuart
7. RTD Directors Reports - Directors Buzek, Harwick, Davidson, Whitmore
8. CTIO Update regarding Safety Enforcement Program– Piper Darlington
9. October Meeting Update
10. Other