



North Area Transportation Alliance Board Meeting

March 25, 2021



Agenda



- Welcome by Chair Jessica Sandgren
- Approval of February 25, 2021 NATA Meeting Minutes
- Treasurer's Quarterly Report – deferred to April
- Smart Commute update: Karen Stuart, Carson Priest, Tammy Herreid
- RTD and N Line Issues: Chair Sandgren
- RTD Directors' Reports: Directors Buzek, Cook, Davidson, Guissinger, Whitmore
- RTD Accountability Committee Update: Councilmember Julie Mullica
- NATA Priority Projects List update discussion (Action in April)
- Thumbnail highlights of jurisdictions Main Street – Safer Streets Project awards
 - Commerce City, Northglenn, Erie, Longmont
- CML Legislative Update – Meghan MacKillop
- Presentation: Revitalizing Main Streets Stimulus Program – Rebecca White and Molly Bly, CDOT

Please sign in using the chat box

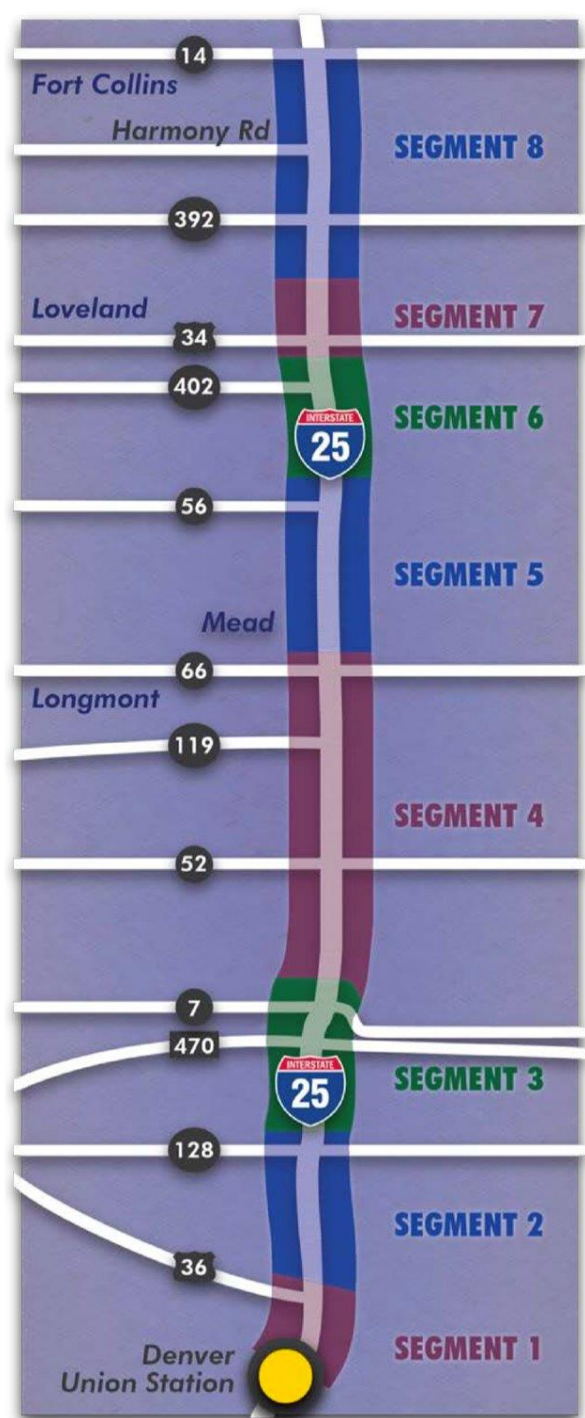


SCMN Update



- Information Item – Proposal for I-25 Development and Funding
- Grant Pursuits Update
- Bike to Summer Campaign
- Employer Based Trip Reduction Program (ETRP) update (Presentation in April)

I-25 Proposal





SCMN Update



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“Bike to Summer”

Summer Bike Encouragement Campaign
April-October 2021

Background

- The Denver Regional Council of Governments elected to postpone Bike to Work Day until September 22.
- The purpose of Bike to Work Day is to encourage trial bike commuting in order to help expose commuters to a new, non-SOV commute mode.



Background (cont.)

- Because encouraging trial bike trips is more effective near the beginning of “bike friendly” seasons, Smart Commute developed a plan for a Summer Bike Encouragement Campaign in lieu of Bike to Work Day.
- Instead of
 - “Bike to Work Day”
 - “Bike to Summer” (encouraging biking for any purpose)



Goal

Goals

Encourage

Encourage increased bicycle travel for the whole summer, starting in May, culminating on or after Bike to Work Day in September.

Increase

Increase committed biking, including bike commuting, outside summertime.

Raise

Raise profile of local biking opportunities and events.



Goal

Strategy

Strategies

April

Beginning in April, promote a branded bike encouragement campaign (“Bike to Summer”).

Events

Provide topical, themed, and targeted monthly events for biking individually or in groups connected by a common brand.

Partner

Partner with local jurisdictions to promote bike-themed or bike-friendly events.



Goal

Strategy

Objective

Objectives

Use

Use Smart Commute promotional reach to connect to “Interested, But Concerned” and “Enthused and Confident” bike community.

Create

Create interesting and enticing monthly themes for reasonable participation (not-in-person) and attendance (in-person) levels.

Partner

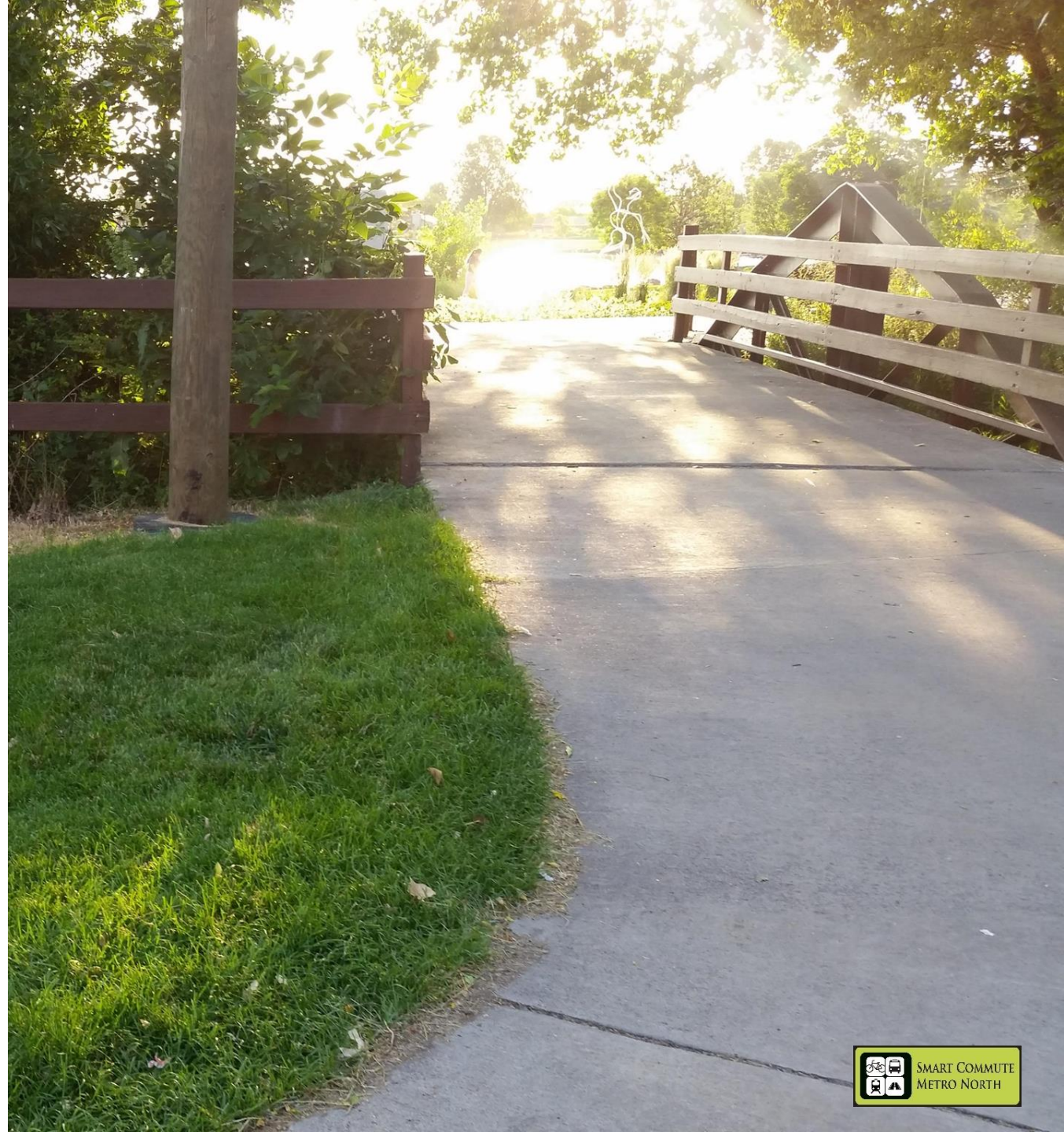
Partner with local jurisdictions on events:

- “Full Moon Bike Ride” Northglenn events
- “Full Moon Bike Ride” Brighton events
- Broomfield Earth Day & Trail Days
- Etc.



Timeframe

- April – launch campaign
 - Videos and Premieres
 - Promotion of bike-friendly resources
- May-September
 - Promote monthly theme
 - Promote one themed event
 - Promote all monthly biking opportunities
 - Promote additional participation opportunities for not-in-person
- October
 - Tentative wrap-up event





Tentative Themes (May-September)

- “I Bike Alone”
- “I Bike With Friends”
- “I Bike With Kids”
- “I Bike My Neighborhood”
- “I Bike To Work” (September –
Bike to Work Day)

Identifying Partners with Themes

“I Bike Alone” – ideal for virtual event partnership, Springtime

“I Bike With Friends” – ideal for adult-friendly events, evening

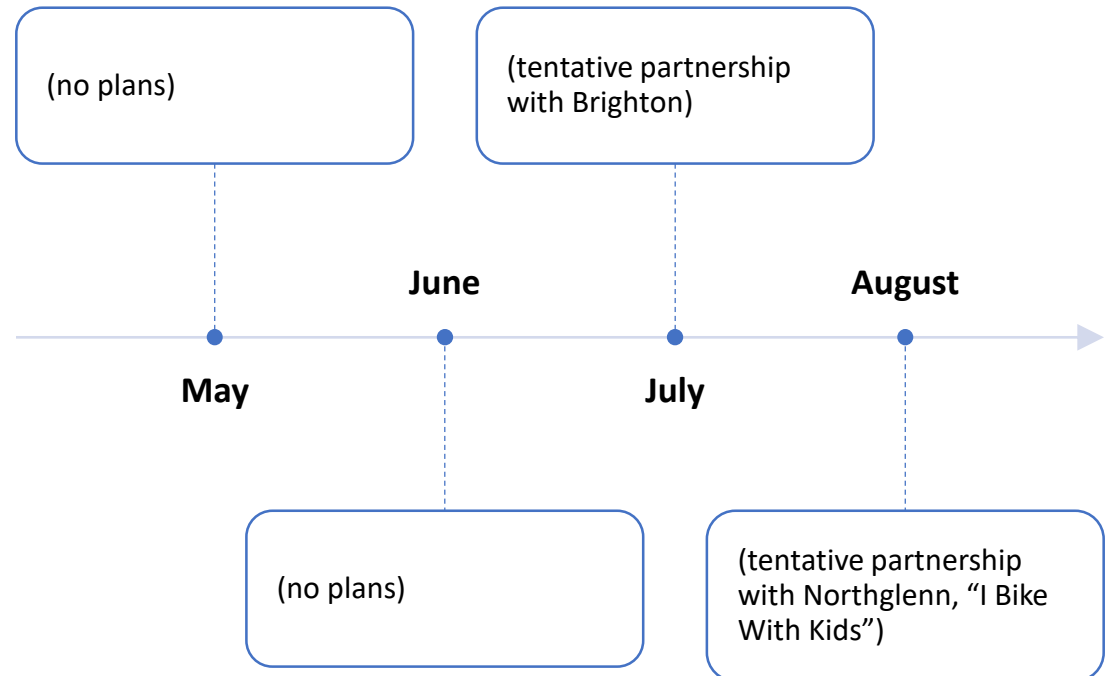
“I Bike With Kids” – partner with family-friendly events, morning

“I Bike My Neighborhood” – partner with neighborhood-focused events

“I Bike To Work” – partner with any/all Bike to Work Day stations

Loosely Tentative Plans

- April:
 - YouTube Premier Interview with Physical Health Specialist around health benefits of biking
 - Promotion of several existing YouTube videos (Five Tips)
 - Promotion of bike resources
 - Partnership with Broomfield Earth Day, culminating with in-person riding opportunity



Engagement Strategies

For In-Person Events

- Tshotckes and prizes
- “Build a Bike Map” display
- “My Biking Wish” collaboration board
- “Make a Wish” for Bike Encouragement (“put a coin in a bucket” for pre-written “wishes”)
- Pledges

For Virtual Participation

- Complete Bike Route Passport
- Geocache or Scavenger Hunt

Measurements

Number of attendees per event/theme

Survey attendees: Biking done by attendees before event, after event

Engagement with “Build a Bike Map” and “My Biking Wish” tools

Number of biking pledges (following up by email)

Amount of engagement with local jurisdictions

Number of replicated campaigns (TMAs or others that do something similar based on this idea, following learning of the idea)



Promotion/Marketing

Contacts

Campaign Lead

- Carson Priest,
carson.priest@smartcommutemetronorth.org

Social Media

- Tammy Herreid,
tammy.herreid@smartcommutemetronorth.org



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RAQC's ETRP Elements

(Draft Framework Under
Consideration)

- Goal of Program: Improve air quality and reduce GHG emissions through reduced single occupancy vehicle (SOV) trips by commuters.
- Who is Affected: Large employers – 250+, 100+ TBD
- Various Program Targets Under Consideration:
 - To begin, no more than 75% of employees commuting by SOV
 - This would mean that 1 in 4 employees not drive alone to work on any given work day.
 - Then, no more than 60% of employees commuting by SOV
 - This would mean that employees not drive alone to work twice a week on average.
 - State agencies go first
 - Those served by good transit go before those that are not
 - Phased in over 3-5 years



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Commerce City Safer Main Street Grant



City recently completed a project that added vehicular, drainage and pedestrian improvements to Colorado Blvd between 70th and 72nd Avenue.

This new safer main street grant project will add pedestrian, bicycle, drainage and vehicular improvements to Colorado Blvd between 68th Avenue and 70th Avenue.

This project will provide better multi-modal access to the new Elementary School on 68th Ave and to the light rail station.

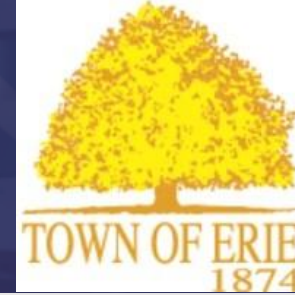


CONNECTED NORTHGLENN MULTIMODAL IMPROVEMENTS

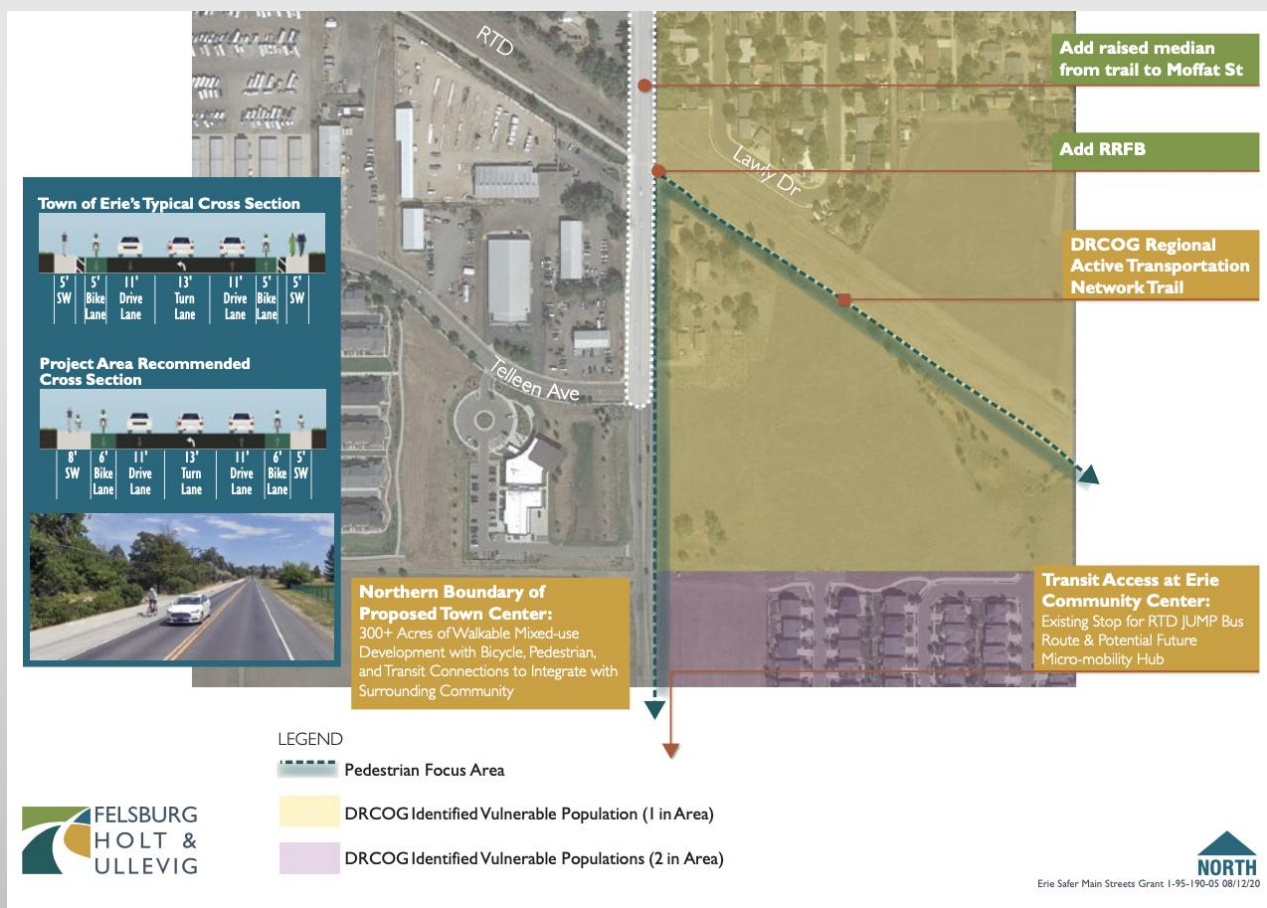
- Bike lanes, center striping, and crosswalks in various locations
- Seeks to create more bicycle and pedestrian access from one part of the city to another
- Improve overall safety for multi-modal transportation
- Carries out objectives stated in the Connect Northglenn: Bicycle and Pedestrian Master Plan



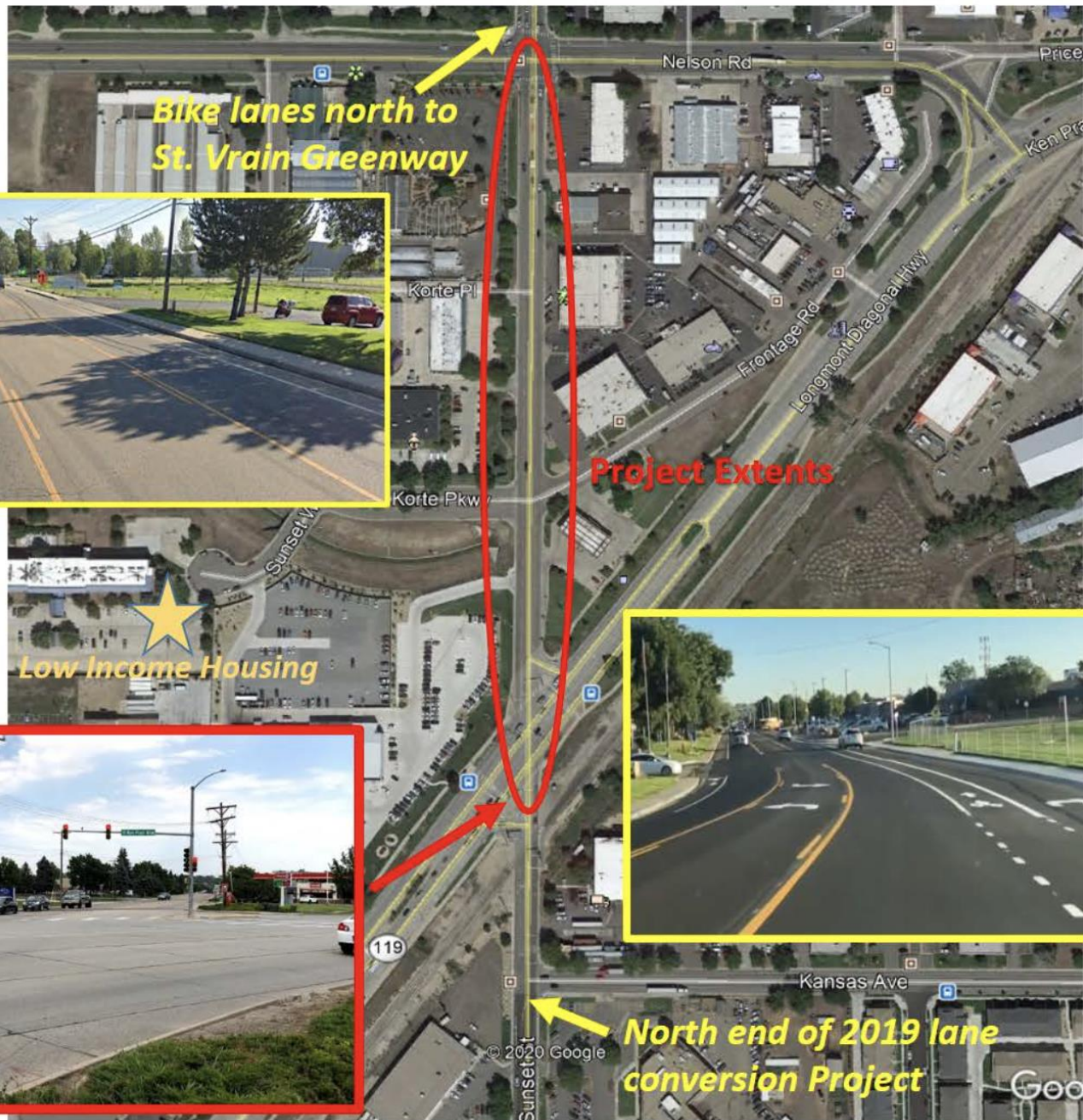
Town of Erie



Erie Safer Main Streets Improvements



State Highway 119/Ken Pratt Blvd & Sunset St Intersection Improvements (Longmont)





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Revitalizing Main Streets





COLORADO

Department of Transportation

Revitalizing Main Streets March 2021



Funding Overview

On March 19 Gov Polis signed SB110, providing \$30M in state stimulus funding to the Revitalizing Main Streets and Safer Main Streets grant programs.

Background

- Revitalizing Main Streets was originally funded with multi-modal options fund (MMOF) dollars and, to date, has awarded 76 grants to communities across the state to help adjust transportation infrastructure in response to COVID.
- Safer Main Streets was originally funded with SB267 and state/DRCOG STBG dollars. The program was limited to the DRCOG region and focused on reducing bike and pedestrian injuries/fatalities along busy urban arterials.
 - At the March 17th Board meeting, DRCOG approved a final set of SMS projects bringing the total to 37 funded projects and just under \$76M allocated.





The Re-Launch

CDOT is using SB110 funds to relaunch these grant programs under the single banner of **Revitalizing Main Streets**.

~\$8M allocated via small grants (\$150k or under) to projects that help communities implement COVID mitigation measures and make temporary and permanent infrastructure improvements.

- The current program has approximately \$900,000 remaining meaning the total available is closer to \$9M.
- Overall emphasis and rolling application process would remain the same.

~\$22M distributed via large grants (up to \$2M) for projects that improve safety and increase active transportation options.

- Takes basic concept of original Safer Main Streets and expands it statewide while incorporating lessons learned from metro-area program.
- **\$1.3M remaining from Safer Main Streets would be rolled into this program (but only available in the DRCOG region).**





Grant Breakdown

Large Grants

Capital Projects up to \$2M

\$22 million

Applications due by May 14, 2021

Eval Criteria:

- Safety Improvement (30%)
- Active Transportation (10%)
- Readiness (10%)
- Funding Need (10%)
- Diversity of Funding (10%)
- Economic Impacts (10%)
- Public Support (10%)
- Local Match (10%)

Small Grants

Community Projects up to \$150k

\$8 million

Applications reviewed weekly.

Eval Criteria:

- Public Health Mitigation (COVID-related) (30%)
- Active Transportation (30%)
- Readiness (20%)
- Equity/Economic Impact (10%)
- Public Support (5%)
- Innovation/Scalability (5%)



Pre-Application Workshops:

- April 6th, 2-4pm <https://www.eventbrite.com/e/statewide-revitalizing-main-streets-pre-application-workshop-tuesday-46-tickets-146945697537>
- April 12, 2-4pm <https://www.eventbrite.com/e/statewide-revitalizing-main-streets-pre-application-workshop-monday-412-tickets-147659921801>

Example Projects:

- CDOT website has example projects from across the state

Technical Assistance:

- CDOT is happy to provide tailored assistance to cities and counties particularly around safety projects. Requests for technical assistance should be sent to Nathan Lindquist at nathan.lindquist@state.co.us



General Questions:

cdotmainstreets@state.co.us

Website:

<https://www.codot.gov/programs/revitalizingmainstreets>

Program Information Sheet:

https://www.codot.gov/programs/revitalizingmainstreets/assets/revitalizingmainstreets_programinformation.pdf



NATA Annual Retreat



***Virtual* NATA Annual Retreat**

Friday, April 16th, 9am-11am

(Directly following the SPC meeting from 8am-9am)

A Zoom link and supporting documents will be sent out to registrants by April 12th