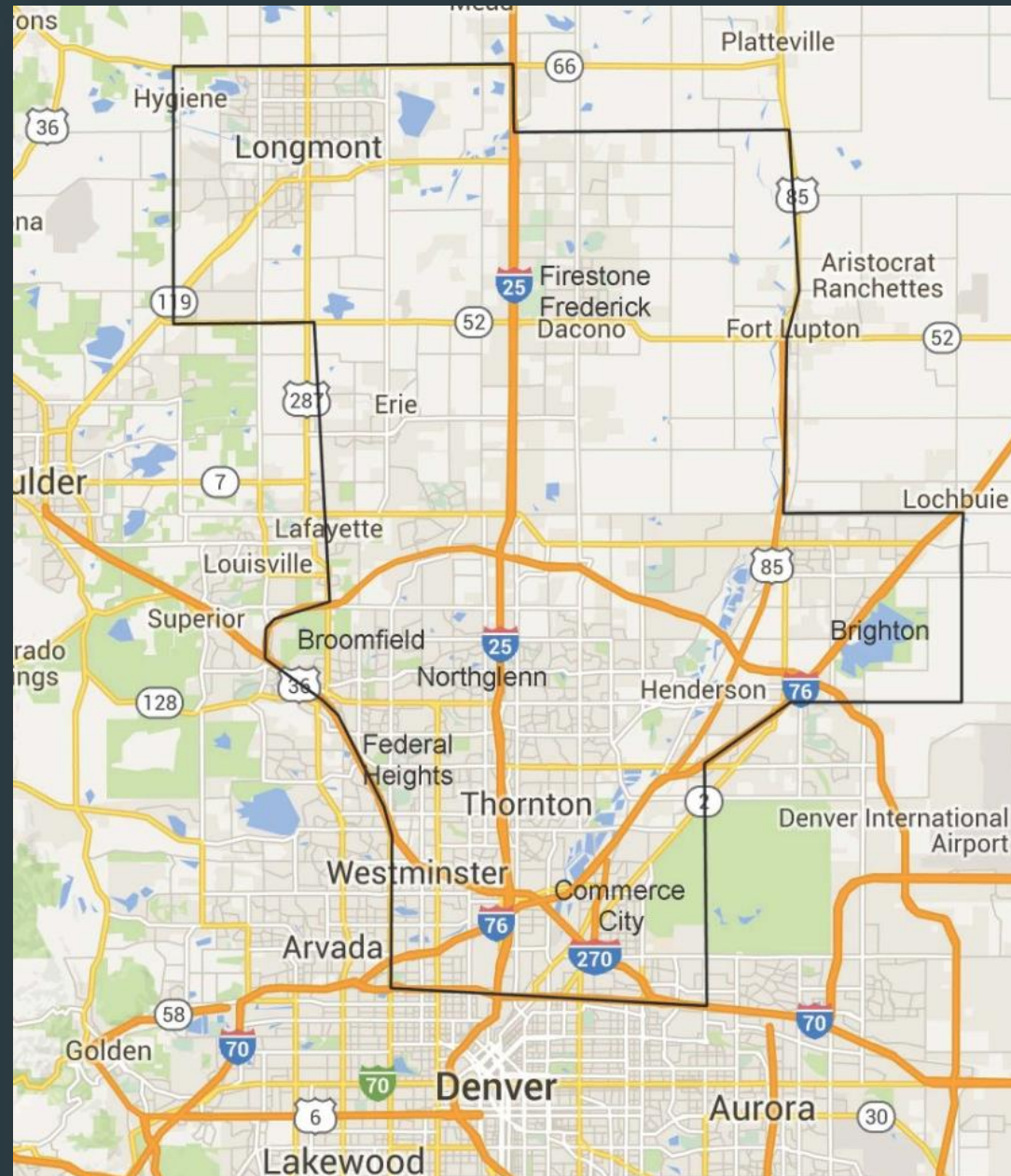




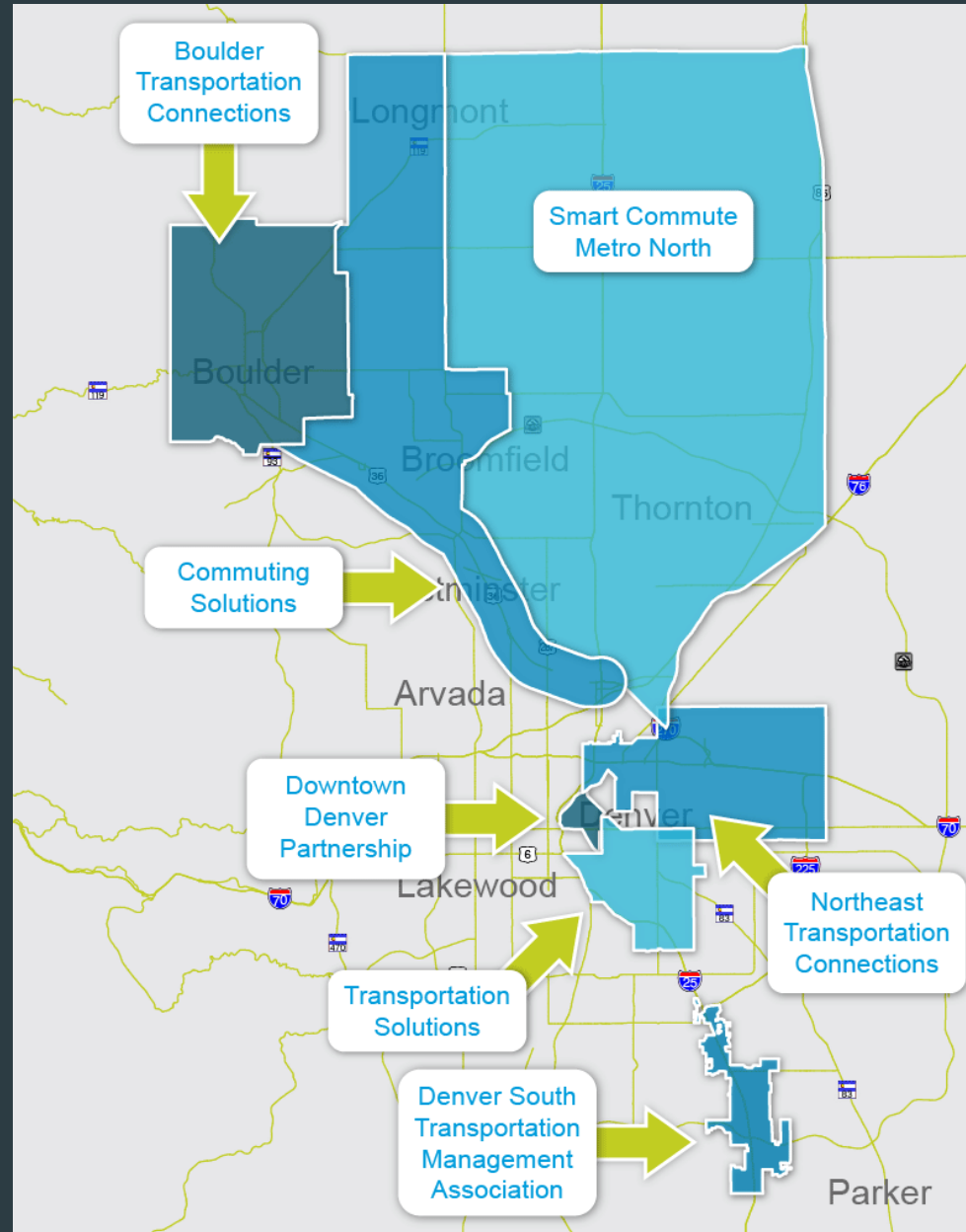
North Area Transportation Alliance Board Meeting

January 23, 2020

Smart Commute Metro North Service Area



DRCOG Way To Go Outreach Partners



2020 Board & Officers



SMART COMMUTE
METRO NORTH

- ▶ Chair: Joyce Downing, City Council, Northglenn
- ▶ Vice-Chair: Rhiannan Price, Sr. Mgr Global Development, Digital Globe
- ▶ 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
- ▶ Jessica Sandgren, City Council, Thornton
- ▶ Joe Jehn, Principal, Rick Engineering
- ▶ A position will be held for ACED and Metro North Partnership

Membership Partners



SMART COMMUTE
METRO NORTH

NATA Jurisdictions

Metro North Partnership (MNCC)

Graham

Google

The Staenberg Group

DigitalGlobe

Michael Baker Int.

Icenogle Seaver Pogue

McWhinney

WSP-Parsons Brinckerhoff

United Power

RS&H

Xcel Energy

DRCOG

ACED

Dodge Sign Company

Northwest Parkway

HDR

Jordon Perlmutter & Co.

David Evans and Associates

Saint Anthony North Health Campus

DRMAC

E-470

Putman Transportation Solutions

Erie EDC

Rick Engineering

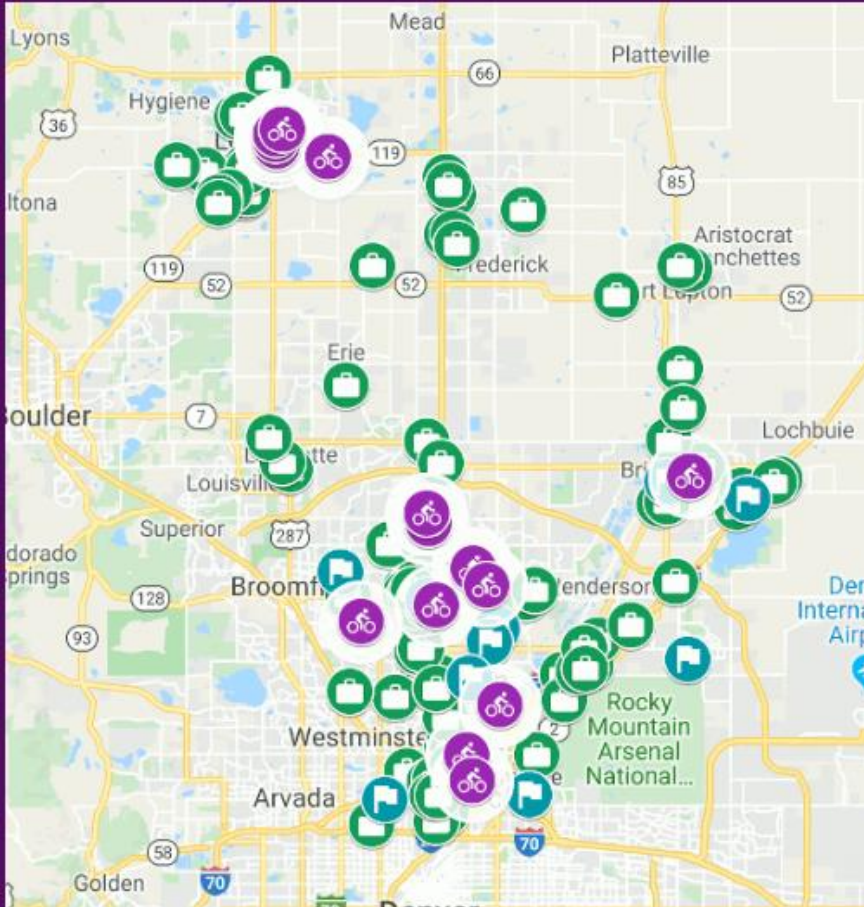
RTD

Broomfield Chamber of Commerce

2019 STATS



SMART COMMUTE
METRO NORTH



- 15 community events
- 157 employers served, with an average of 200 employees each
- 15 Bike to Work Day stations supported
- Thousands of one-on-one connections at community and employer events
- Two social media channels with more than 400 combined followers
- ▶ Successful Implementation of TDM Strategies
 - ▶ ~200 tons of CO2 prevented
 - ▶ 435,000+ vehicle miles saved

2019 North Metro Commuter Survey

North
Metro
Commuter
Survey



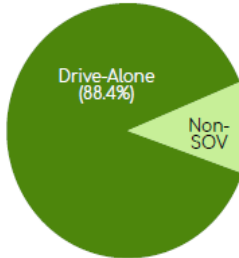
Smart Commute collected responses to the second annual North Metro Commuter Survey in September 2019. A total of 1,488 individuals completed the survey.

The North Denver Metro includes the communities of Adams County, Brighton, Broomfield, Commerce City, Dacono, Erie, Federal Heights, Firestone, Frederick, Lafayette, Longmont, Northglenn, Thornton, and Westminster.

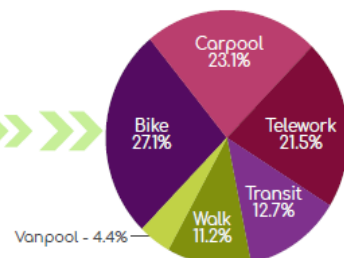


Commute

Drive-Alone vs Non-SOV



Non-SOV Trips (focused)



Average One-Way Trip in Miles



Compared to 2018, solo-driving was down 1.3% in 2019.



While Riding Transit was the second-most-popular Non-SOV Mode in 2018, it dropped to fourth place in 2019, trading places with Carpooling.



In 2019, Smart Commute received 40% more responses than in 2018. Additionally, more organizations participated than last year.

Thoughts About Improving Access



Biking: Top Three

"I need a space separate from cars to ride in, like a trail or bike lane"

"Shorter distances between destinations would make it easier for me to bike"

"Traffic is so busy, I need a safe, connected route"



Transit: Top Three

"I would prefer faster trips with less stops, as well as smarter connections"

"Transit doesn't run where I live, so expansion would help me ride"

"We need better frequencies in the North Metro"



Carpooling: Top Three

"I would want to carpool only with someone I already know"

"I need access to tools and resources for carpooling"

"The ability to be flexible with the days I do/don't carpool would help"



Walking: Top Three

"The walking environment needs improvement - it's not pleasant."

"Sidewalk connections are key - my walking routes are often missing sidewalk segments"

"I need to feel safer when I walk, I'm concerned about traffic, animals, etc."



Smart Commute read and categorized over 5,000 write-in comments in order to understand concerns for Biking, Walking, Riding Transit, and Carpooling.



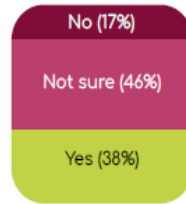
In 2019, respondents were more concerned with transit speeds and connections compared to having direct access.



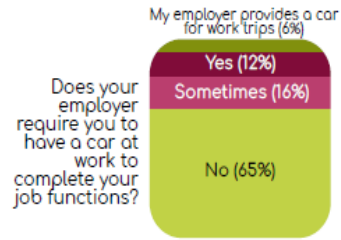
The second-highest concern regarding Carpooling was about information and supportive tools - a problem we've already solved with our website and employer programs!

2019 North Metro Commuter Survey

Workplace

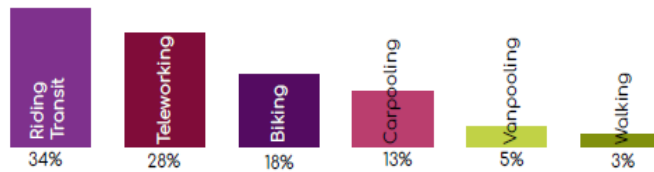


Is there someone in your office who can help with transportation-related questions?



Does your employer require you to have a car to complete your job functions?

What one travel option would you be most interested in learning more about?



Top 4 Most Desired Commuter Programs



Opportunity to work a compressed work week.

Compressed work week policies allow employees to work four 10-hour days, or nine 9-hour days over two weeks. This reduces the miles they drive, and gives better work/life balance as well.



A transit pass program (EcoPass/FlexPass) or a transit subsidy/discount.

Studies have shown that, with an employer pass in-hand, a commuter's likelihood of taking transit increases seven-fold.



Flexible work schedules.

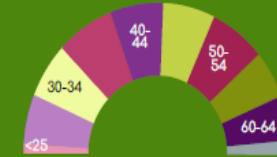
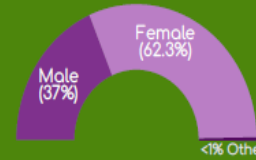
Flexible schedule policies make it easier for employees to take transit or carpool to work, because they are more able to reduce their wait time. Policies also make organizations more competitive recruiting talent.



Pre-tax commuter benefits.

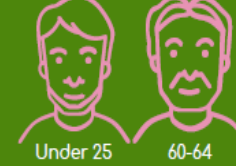
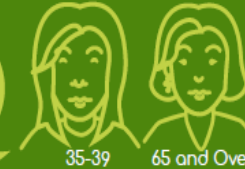
Pre-tax benefit programs save both the employee and the employer money on income and FICA tax. Widely available through third-party firms, there are less rules to set a program up than a health savings account.

Demographics & Demographic Insights



Females

Males



North Metro Commuter Survey



What do these results tell us? Why are they important?

Smart Commute conducts an annual regional survey in order to track changes in commuting behavior and interests over time. This information is important, and not only helps us to evaluate programmatic effectiveness, it also helps us to make the case to decision makers for increased investment in transportation.



SmartCommuteMetroNorth.org

Would you like to get more involved? There are three ways to help:

One: Become a Transportation Coordinator where you work, volunteer or live. We will provide you with education and support to help you help others where you work and live to connect to our transportation network.

Two: Write for Smart Commute. We love to feature real stories from commuters highlighting the benefits, and challenges, in commuting by RTD, carpool, bike, etc.

Three: Join Smart Commute's newsletters and social media, and help forward on information and news that is pertinent to your network.

2019 Highlights



SMART COMMUTE
METRO NORTH

- ▶ G-Line Federal Station Opening Party
- ▶ Seventh Annual TransForum at AmazonDEN3
- ▶ Mobility Grant Application to Adams County Subregional TIP
- ▶ 144th FlexRide Service
- ▶ 15 BTWD Stations Supported (2 Hosted)
- ▶ 2019 I-Drive I-25 Highlights:
 - ▶ 174 Applications
 - ▶ 50 commuters switched into carpool (7), vanpool (3), or a transit seat on RTD (33) or Bustang (7)
- ▶ Employed 6 Northglenn High School STEM Interns
- ▶ ACED “Investor Forum” Presentation - Bumper to Bumper
- ▶ Karen appointed to HPTE Board, Carson appointed to TAC
- ▶ Attended ACT 2019 Conference & 2019 RailVolution Conference
- ▶ All 2019 Work Plan Goals accomplished

2020 Work Plan



SMART COMMUTE
METRO NORTH

- North Metro Bike Network Map
- N-Line Station Area Parties
- 8th Annual TransForum around N-Line opening
- ACT Conference Planning and Support
- Outside Presentations for SCMN Board
- Focus on Health and Wellness Fairs
 - On the topics of mobility, air quality and health
- Jurisdictional Council Presentations
- Partnership with Metro North Partnership (Chamber), ACED, Broomfield Chamber & SWEEP



2020 Executive Board



Chair: Julie Mullica, Northglenn

Vice-Chair: Jessica Sandgren, Thornton

Treasurer: Joan Peck, Longmont

Past Chair: Chaz Tadesco, Adams County



Position Letters



1. Letter to David Genova of RTD re: NATA Expectations of **Collaborative Relationship with RTD**
2. Letter to RTD Board of Directors re: Support for Bus Purchase for **Integrated N-Line Bus/Rail System**
3. Letter to BUILD Selection Committee re: Support of Colorado's **US 85 - 112th Ave. to 124th Ave. INFRA Grant** Application
4. Letter to Doug Rex of DRCOG re: Support for Adams CO Subregional TIP Project: **I-270 Environmental Assessment**



2019 Presentations



January

- Draft of Subregional Project List
- CDOT's New Executive Director; Shoshana Lew
- Smart Commute 2018 Accomplishments
- NATA 2018 Accomplishments

February

- NATA Subcommittee on DRCOG Data Model Presentation
- N-Line Update
- Mobility Choice Blueprint Summary
- MMC Regional Transportation Authority Presentation

March

- CDOT I-25 Segment 3 Project Update
- CDOT Multimodal Workshop Presentation
- Longmont TIP Project Presentation
- ADCOG Subregional TIP Process and Projects

April

- Colorado Census 2020 Presentation

May

- G-Line and TransForum Report
- CDOT Aeronautics Division Presentation



2018 Presentations



August

- US-36 Emergency Rebuild Presentation
- CDOT “Your Transportation Plan” Presentation

September

- CDOT I-25 Segment 3 Project Update
- DRCOG 2050 Metro Vision Regional Transportation Plan Presentation

October

- Southwest Chief and Front Range Passenger Rail Commission Presentation
- Mobility NEXT Overview Presentation
- Proposition CC Update



2019 NATA Work Plan



NATA's 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 for transportation solutions that will enhance mobility, drive economic development and reduce traffic congestion in the north metro area.

Work Plan to be created at the
1/25 NATA Orientation Retreat



Matrix of Influence



Organization	Specific Body	Individual	Geographic Location
State Legislature	TLRC	Rachel Zensinger, Faith Winter	Arvada, Westminster
	Senate Transportation Committee	Faith Winter (Chair)	Westminster
	House Transportation Committee	Matt Gray (Chair)	Broomfield
CDOT	Transportation Commissioner District 4	Karen Stuart	Broomfield, Adams County, Boulder County
	Transportation Commissioner District 5	Kathleen Bracke	Weld County, Larimer County, Morgan County
	RTC	Karen Stuart	Broomfield, Adams County, Boulder County
	STAC	Elise Jones	Boulder County
	CML	Karen Stuart (CDOT Rep.)	Broomfield, Adams County, Boulder County
	HPTE	Karen Stuart (Board Member)	Broomfield, Adams County, Boulder County
	DRCOG	Leadership on Executive Committee	Herb Atchison (Immediate Past Chair)
RTC		David Beacom	Broomfield
TAC		Kent Moorman (Chair), Debra Baskett, Brook Svoboda Phil Greenwald, Kevin Ash, Sarah Grant, Carson Priest	Thornton, Westminster, Northglenn, Longmont, Frederick, Broomfield, SCMN

Organization	Specific Body	Individual	Geographic Location
RTD	District Director I	Judy Lublow	Broomfield, Longmont, Thornton
	District Director J	Vince Buzek	Federal Heights, Thornton, Westminster, Northglenn, Adams County
	District Director K	Troy Whitmore	Brighton, Commerce City, Thornton
	District Director L	Shelley Cook	Arvada, Adams County
	District Director O	Lynn Guissinger	Boulder, Louisville
	RTC	Vince Buzek	Federal Heights, Thornton, Westminster, Northglenn, Adams County
	CAC	Nancy McNally / Catherine Sanders	Westminster / SCMN, Northglenn
Metro Mayors Caucus	Leadership	Marc Williams (Vice Chair)	Arvada
	Executive Committee	Marc Williams (Vice Chair), Herb Atchison (At-Large)	Arvada, Westminster
	Transportation Committee	Marc Williams / Herb Atchison	Arvada, Westminster
CML	Municipality Committee	Jessica Sandgren	Thornton
MACC	Transportation Committee	Steve O'Dorisio	Adams County



NATA Orientation Retreat



Draft Agenda

- Brief history of formation and purpose
- Review of By-laws
- NATA's relationship to Smart Commute
- Review list of NATA's past advocacy and programs
- Review of our 2018-2019 projects priority list
- Discussion of I-25 projects-84th to Thornton Parkway, SH 7 BRT and N-Line completion (and relationship between CDOT and RTD for project participation)
- Focus for 2020

Saturday, January 25, 2020

8:30 AM – 12:30 PM

Hilton Garden Inn (14275 Lincoln St., Thornton)

Menu: Full hot breakfast including pastries, fruit, bagels, scrambled eggs, bacon, sausage, breakfast potatoes, eggs benedict sampler, and early lunch snacks