



Larimer County Mobility Committee (LCMC)–AGENDA
November 19, 2020
1:30 – 3:00 p.m.

Call-in information:
<https://global.gotomeeting.com/join/386333093>
+1 (312) 757-3121
Access Code: 386-333-093

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1. **Call Meeting to Order, Welcome, Introductions**
 2. **Review of Agenda**
 3. **Public Comment (2 minutes each)**
 4. **Approval of September 17, 2020 Meeting Minutes**
-

PRESENTATIONS

- | | |
|--|-------------------|
| 1) SAINT
Get-to-know-you presentation from LCMC member | Nelson-Cleverley |
| 2) Sanjoy Foundation
Local foundation helping people with cancer | April Christensen |

ACTION ITEMS

No items this month.

DISCUSSION ITEMS

- | | |
|--|--------|
| 1) Coordinated Public Transit/Human Services Transportation Plan
Initial discussion of needs and purpose | Gordon |
| 2) One Call/One Click Center Project Updates | Gordon |

LCMC MEMBER REPORTS

5. **Final Public Comment (2 minutes each)**
6. **Next Month's Agenda Topic Suggestions**
7. **Next LCMC Meeting: January 2021**

Larimer County Mobility Committee (LCMC)—MINUTES
September 17, 2020
1:30 p.m. – 3:00 p.m.

1. Call Meeting to Order, Welcome and Introductions

- Anna Russo, Chair, Transfort
 - Cari Brown, The Arc of Larimer County
 - Jody Dettmer-Johnson, Division of Vocational Rehab
 - Ruth Fletcher-Carter, RAFT
 - Megan Kaliczak, zTrip
 - Connie Nelson-Cleverley, SAINT
 - Katie Stieber, Larimer County Office on Aging
 - Bridie Whaley, COLT
- NFRMPO staff: AnnaRose Cunningham, Alex Gordon

2. Review of Agenda

3. Public Comment (2 minutes each)

No public comment received.

4. Approval of July 16, 2020 Meeting Minutes

Russo moved to approve the meeting minutes. Kaliczak seconded the motion, which was approved unanimously.

PRESENTATIONS

- 1. The Arc of Larimer County (Brown)** - Brown outlined the mission and vision of the Arc of Larimer County and detailed some of the services they provide the community. Brown stated the Arc provides free services to help with conflict navigation and help individuals with disabilities know what their rights are. Brown noted they recently held a workshop helping students and their families understand the Individualized Education Program (IEP) which is documents what a student with intellectual or developmental disabilities needs to access general education curriculum. Brown explained the Arc is funded primarily through Arc Thrift Stores, which are a separate entity. They also receive funding through private donations and grants to ensure they can continue to provide their services free of charge to people who need it.

Brown outlined current projects including ensuring people with disabilities are protected when encountering law enforcement which includes law enforcement training. Other services the Arc provides relate to transportation, criminal justice, employment, school funding, and community impact meetings. People with disabilities are protected when encountering law enforcement. The Arc also provides vouchers for people who fall on hard times and can also connect individuals to other resources the Arc does not provide.



DISCUSSION ITEMS

- 1) Boulder County Coordination Update** – The group discussed the “Coordinating Meeting on Transportation Gaps Between Boulder, Larimer, and Weld” hosted by the Boulder County Local Coordinating Council (LCC) on September 14. Fletcher-Carter commented it is important to understand the differences and similarities between the needs of the three counties. Gordon noted it may be beneficial for the group to see the Boulder LCC’s workplan compared to the LCMC. Noting that the NFRMPO’s Coordinated Plan update will be kicking off soon, Gordon stated it would be a good time to do a partner scan to understand if there are more people who should be at the table during the LCMC meetings. Russo noted there should be more crossover between who attends the LCMC and the LCC meetings and Brown noted there could be potential for future collaboration. The group noted the format of the meeting and the use of live polling helped facilitate conversation and may be useful in LCMC meetings.
- 2) Marketing & Outreach Plan** – Gordon presented the Marketing Plan noting it was presented to the Weld County Mobility Committee in August and the feedback received from both groups will be incorporated for the next version. Gordon stated the document is intended to help guide the direction of the One Call/One Click Center moving forward. The group discussed logo options and gave feedback on how the logo could be improved.

Gordon outlined the goals listed in the Marketing Plan. Russo asked if the third goal could be reworded to be more accessible for people who are less familiar with marketing terms, specifically defining acronyms and changing the phrase “to convert marketing into actual rides” to “drive non-paid searches into rides.” Fletcher-Carter asked for clarification on why the marketing plan was being completed prior to the One Call/One Click Center program being finalized. Gordon responded the marketing plan will be an ongoing effort and was an item that could be completed prior to the hiring of a Mobility Manager. Brown noted some of the steps in the marketing plan need to be completed early on to build the program and test out different approaches.

The group discussed the target personas and Gordon noted the personas are meant to help understand the target clients holistically, how they make their decisions, and how to best market to their needs. Gordon stated the WCMC noted the need to include an individual with disabilities with a focus on security concerns, problem troubleshooting, and training. Brown also noted the importance of including the need to build trust with caregivers. Kaliczak stated it is important to market to people who believe the service is not for them even if they are qualified to use the service. The group also noted it may be beneficial to identify how to target individuals who only temporarily qualify. Gordon noted the possibility of including medical professionals in the marketing so they can actively identify who may need to partake in the services and provide resources proactively. Russo suggested the inclusion of another target persona who is a younger adult with a disability, either permanently or temporarily, who needs to access resources.



Gordon outlined the strategy's timeline in both the 6-month and 12-month options and noted marketing materials would be distributed in print and digital options to encompass a variety of needs. Brown noted the materials could be included in the Arc of Larimer County's newsletter and the group suggested including promotional materials to doctor's offices waiting rooms which play ads on televisions.

- 3) **Statewide Funding** – Gordon outlined the State funding which recently became available for Transportation Services for Vulnerable Populations, including Seniors. The NFRMPO region will receive \$115,000 and there is additional funding which will be distributed through CDOT for eligible projects within Larimer and Weld Counties that are outside the NFRMPO area. Gordon noted he will provide more information as it becomes available.
- 4) **One Call/One Click Center update** – Gordon noted once contract is finalized the Mobility Manager job will be posted.

LCMC MEMBER REPORTS

- Fletcher-Carter reported RAFT is primarily providing work trips and medical trips which cannot be completed via Teledoc.
- Kaliczak reported zTrip is at about 50 percent on Dial-a-Ride ridership and regular rides are about 75% of normal capacity. zTrip is also still providing rides for Transfort, but the format will be changing in the near future.
- Nelson-Cleverly reported SAINT is operating at about 40 percent normal capacity. They held a volunteer appreciation event at the Holiday Twin Drive-In.
- Brown noted the Arc of Larimer County will partner with Foothills Gateway and Summit Stone Health Partners to host a non-partisan town hall on October 13th to provide information about candidates since it is an election year.
- Steiber noted the Larimer County Office on Aging is down two program coordinators and will be hiring soon.
- Russo noted the On-Demand taxi service will be moved up to 7:00 a.m. Service changes on routes 6 and 7 will resume October 5th, and Routes 19 and 92 will be implemented later in October depending on need. Russo noted the survey has officially closed but it will be pushed through CSU's channels to get more feedback from students. Transfort is also no longer only encouraging rides for essential trips and they are implementing a no standing policy. Russo noted the Shift Your Ride month is in September which encourages people to take one more transit, bike, or walking trip than they normally would per week.
- Birdie noted COLT has made minor route changes on Route 2 in October.
- Gordon reported the NFRMPO is partnering with Greeley and Loveland for the NoCo Active Transportation Challenge which encourages people to switch a trip from driving to transit, biking, or walking. Currently there are 67 participants signed up and there have been several prizes donated for the winners of the challenge.



5. Final Public Comment (*2 minutes each*)

No public comment received.

6. Next Month's Agenda Topic Suggestions

Nelson-Cleverley volunteered to present at the next meeting for the Get-to-Know-You presentation. Gordon will present the kickoff for the Coordinated Plan.

7. Next LCMC Meeting: Thursday, November 19, 2020



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NFRMPO

Legend
County Boundary
NFRMPO Planning Area


May 2020
Sources: CDOT, NFRMPO

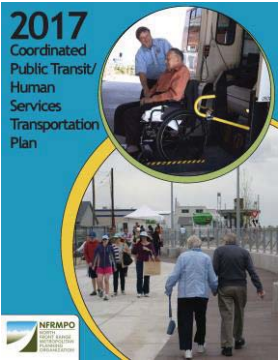
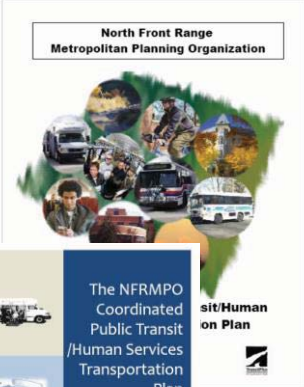
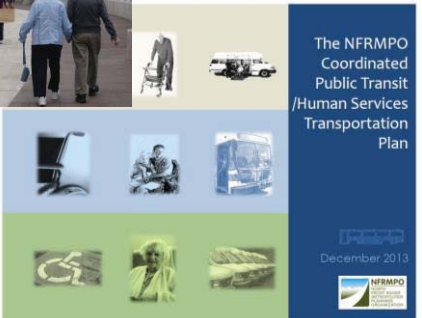
- 510,000 people, 675 sq. mi.
- Greeley Urbanized Area (UZA)
- Fort Collins Transportation Management Area (TMA)
- Regional transportation planning agency

Coordinated Plan - LCMC

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Coordinated Plan








- Updated every four years
- Mobility for older adults, individuals with disabilities, low-income persons (\$5310)
- Completed on behalf of GET, COLT, and Transfort
- Existing options, transportation gaps, strategies

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Coordinated Plan - LCMC

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Older Adult Population (2018 - 2045)



2018 Older Adult Population

Population	Larimer County (all)	Weld County (all)	NFRMPO Region
Total Population	338,161	295,123	510,621
60 and Above	70,411	50,930	96,629
Percent of total population	20.82%	17.26%	18.92%

Source: 2014-2018 ACS

2045 Older Adult Population


Population	Larimer County (all)	Weld County (all)	NFRMPO Region
Total Population	506,604	634,300	906,510
60 and Above	130,155	125,752	163,594
Percent of total population	25.7%	19.8%	18.0%

Source: DOLA, NFRMPO LUAM

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Coordinated Plan - LCMC

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Individuals with Disabilities (2018)




Population	Larimer County (all)	Weld County (all)	NFRMPO Region
Total Noninstitutionalized Population	335,713	292,750	533,482
Percent with Disability	9.8%	10.1%	10.0%
Percent Under 18 with Disability	3.6%	2.8%	3.1%
Percent 18-64 with Disability	7.5%	8.8%	8.0%
Percent 65+ with Disability	29.0%	34.4%	31.4%

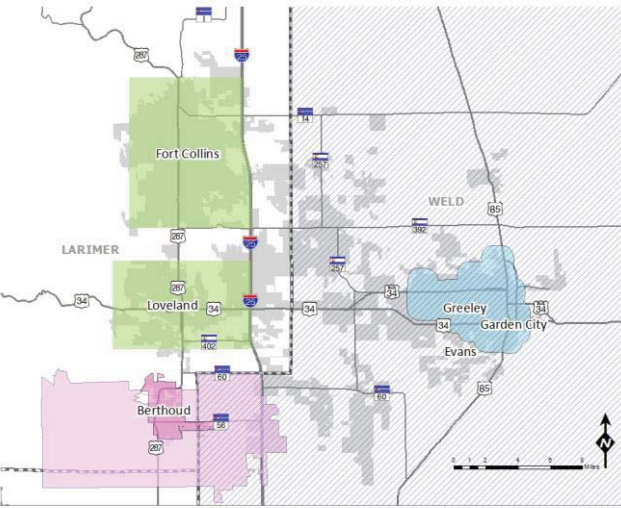
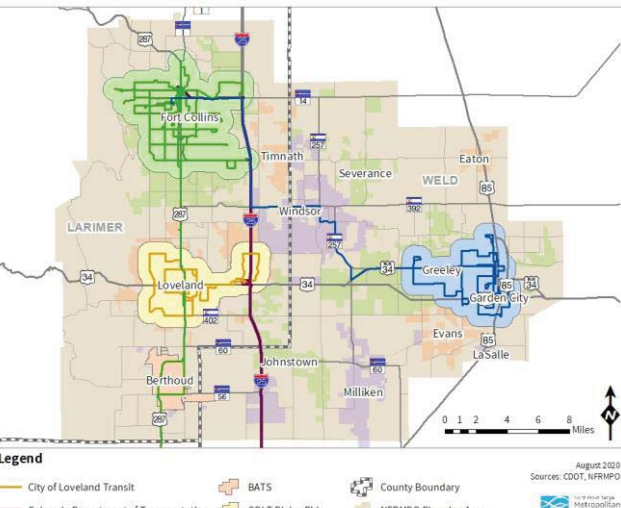
Source: 2014-2018 ACS

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Coordinated Plan - LCMC

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Transit Availability




Legend

- City of Loveland Transit
- Colorado Department of Transportation
- Greeley Evans Transit
- Transfort
- BATS
- COLT Dial-a-Ride
- GET Paratransit
- Transfort Dial-a-Ride
- County Boundary
- NFRMPO Planning Area

August 2019
Sources: CDOT, NFRMPO

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Gaps




North Front Range
Metropolitan
Planning
Organization

- Rural areas
- Between communities
- Affordable transportation for long distances
- Awareness (Poudre Express, Bustang, 60+ Ride, United Way, AAA)
- Others?

7Coordinated Plan - LCMC

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Discussion




North Front Range
Metropolitan
Planning
Organization

- What are the mobility gaps you and your clients have noticed?
- Who needs to be part of this conversation?
- What are projects that could help address these mobility gaps?
- Any other questions, comments, or suggestions?

8Coordinated Plan - LCMC

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Contact



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nfrmpo.org/mobility/

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Coordinated Plan - LCMC

2021

JANUARY

SUN	MON	TUE	WED	THU	FRI	SAT
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FEBRUARY

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SEPTEMBER

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NOVEMBER

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DECEMBER

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