



MOBILITY & ACCESS PRIORITY GROUP

Thursday, February 4, 2021

1:30 pm - 3:00pm

Virtual Meeting

<https://global.gotomeeting.com/join/456368653>

[+1 \(872\) 240-3412](tel:+18722403412)

Access Code: 456-368-653

AGENDA

1. Welcome and introductions
 - **Icebreaker:** If the COVID vaccine gave you a superpower, what superpower would you want?
2. Review of Agenda and Meeting Notes (October)
3. One Call/One Click Center Updates
 - Implementation of RideNoCo, including brand and website direction
4. Discussion Items:
 - **2021 Work Plan**
Group purpose, partnership engagement, programming, trainings, recruitment, existing Rider's Guides review
 - **COVID Vaccination Transportation and Communication**
Partnership engagement, promote efforts to vaccinate
5. Member Updates
6. Next MAPG meeting – April 1, 2021
 - Next meeting topics: ??
7. Adjourn

MOBILITY & ACCESS PRIORITY GROUP

OCTOBER 1, 2020

1:35 P.M.

VIRTUAL MEETING

MEETING NOTES

ATTENDEES:	Alex Gordon, NFRMPO	Katy Mason, Larimer County Office on Aging	Sharon Courtney, LCOA Advisory Council
	Jim Becker	Anna Russo, Transfort	Connie Nelson-Cleverley, SAINT

MEETING NOTES	No comments.
---------------	--------------

Discussion Items

PAFC 5-YEAR PLAN	The group finalized PAFC's 5-Year Strategic Plan with some final wordsmithing. Gordon will submit to PAFC for their inclusion in the overall plan.
MARKETING & OUTREACH PLAN	The group discussed the updates to the marketing plan that Sophia had made. The group highlighted the bus driver is a resource on the bus. The group talked about logos and voted on which they liked.
OUTREACH	<p>The group discussed possible upcoming trainings. Ideas for trainings included dementia training, which could be seen as an introduction to the One Call/One Click Center program and could be opened up to Weld County as well. The group also talked about the Rocky Mountain ADA Center training that the LCMC is putting on. Becker talked about a project at the School of Mines. The group also said they could promote the CSU Center for Healthy Aging.</p> <p>The group talked about putting together fact sheets about cleaning approaches (ventilation, equipment, schedules, etc.); capacity; and what would be helpful for riders to know. The group talked about creating a survey and creating a draft fact sheet.</p> <p>The group would like to do a partner scan for future meetings.</p>

Member Updates

RUSSO	Transfort routes 6 and 7 will return on Monday. There will be a public meeting for January service changes, including the Route 33 and FLEX, held via Zoom. The On-Demand Taxi service has changed hours.
-------	---

Next Meeting: Thursday, December 3, 2020 - 1:30 to 3:00 p.m.

TBD

NEXT MEETING TOPICS	Training?
ADJOURN	Meeting adjourned at 2:49 p.m.



1

RideNoCo

North Front Range Metropolitan Planning Organization

RideNoCo




- **RideNoCo** emphasizes the focus of the mobility program to help more individuals find rides to the destinations they want and need to go to in Northern Colorado and beyond.
 - **Ride** centers the movement itself and not the type of service being provided (volunteer driver, fixed route bus, taxi, Uber/Lyft, paratransit, etc.)
 - **NoCo** frames the regional focus and vision of the program and is inclusive of communities in both Larimer & Weld Counties.

2

OCOCC Brand Concept

2

North Front Range
Metropolitan
Planning
Organization
RideNoCo: Connecting You and Northern Colorado






- **Connecting You and Northern Colorado** embodies the two overarching goals of the program:
 1. Improving **individual mobility**, particularly for vulnerable groups such as older adults, individuals with disabilities, lower income individuals, and people who do not speak English as a first language.
 2. Improving **regional mobility** through enhanced coordination and collaboration among regional public and private transportation providers, particularly in rural areas of Larimer & Weld Counties.

3
OCOCC Brand Concept

3

North Front Range
Metropolitan
Planning
Organization
RideNoCo: Connecting You and Northern Colorado



- The **"R"** icon is intended to be a simple and easily identifiable symbol by both riders and the general community to build familiarity and recognition of the OCOCC/Mobility Program.
- An **"R"** sticker on provider vehicles could be an affordable and subtle way to convey:
 - **Familiarity and Safety** for the rider
 - **Collective Buy-In** among providers

4
OCOCC Brand Concept

4