



MOBILITY & ACCESS PRIORITY GROUP

Thursday, October 7, 2021

1:30 pm - 3:00pm

Virtual Meeting

<https://www.gotomeet.me/NFRMPO/mobility--access-priority-group>

[+1 \(408\) 650-3123](tel:+14086503123)

Access Code: 780-909-693

AGENDA

1. Welcome and introductions
 - **Icebreaker:** What is your favorite part about autumn?
2. Review of Agenda and Meeting Notes (August)
3. RideNoCo (One Call/One Click Center) Updates
 - Website launch, RFP for Trip Planning Tool
4. Discussion Items:
 - **North College MAX Presentation** – CSU Institute for the Built Environment
 - **Transfort Travel Training Update** – Russo
 - **MAPG 5-Year Plan Review & Discussion** – All Updates based on last meeting's discussion
 - **2022 Meeting Format**
Meeting format and dates
5. Member Updates
6. Next MAPG meeting – December 2, 2021
 - Next meeting topics: Desired Presentation and/or training
7. Adjourn

MOBILITY & ACCESS PRIORITY GROUP

AUGUST 5, 2021

1:30 P.M.

VIRTUAL MEETING

MEETING NOTES

ATTENDEES:	Cory Schmitt, NFRMPO	Hanna Johnson, NFRMPO	Ruth Fletcher-Carter, RAFT
	Cari Brown, Arc of Larimer County	Sharon Courtney, AAAAC	Jim Becker, Citizen
	Vanessa Solesbee, Estes Transit	Katy Mason, Citizen	

MEETING NOTES	No comments.
ONE CALL/ONE CLICK CENTER UPDATES	Schmitt provided an update on RideNoCo, announced that the website will be launched any day now. He will be reaching out to those who volunteered to be beta testers. We have updated our Rider's Guide to reflect the new branding and to pair the guide down to focus on human-service transportation providers. The Joint Mobility Committee meeting is August 24, 2021 from 1-4pm at the Windsor-Severance Library. At that meeting, the group will discuss the Coordinated Plan and RideNoCo in more depth. In September, the NFRMPO should hear back from our CDOT grant applications. NFRMPO received 5-year commitments from Larimer and Weld Counties. Mason asked about the 5-year commitment: what does that budget look like? How much money is the program receiving? Increase of 5% each year.

Discussion Items

MAPG 5-YEAR PLAN REVIEW & DISCUSSION	Schmitt presented about the existing MAPG 5-Year Plan. He asked how the group feels about the plan. Becker asked who uses this plan? Schmitt stated that he believes that it is an internal, MAPG plan. Becker also asked if BATS and RAFT would be working more closely together? Fletcher-Carter noted that they are listed as partners; the city hired a consultant for the transportation master plan; they will likely know more in a year. Mason notes that there is still a COVID issue; travel training may be risky; traditional in-person outreach may continue to be difficult. There was great momentum with travel training prior to COVID, but it has somewhat come to a standby. Mason: how do we move forward with the COVID world? How does the MPO think we can support the Goal 3 (outreach for RideNoCo)? Schmitt noted that his vision would be for MAPG members to be ambassadors for the outreach program. Brown noted that their group could help with outreach. Solesbee asked if there would be a digital marketing package for partners? Fletcher-Carter: looking at performance indicators for Goal 3, those are all a bit further out at this point; measurement may be more at the marketing level
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to begin with. Schmitt noted that we should reflect marketing performance metrics in the plan. Brown noted that a performance metric could be having partners who post and how many people engage with that contact. Mason encouraged RideNoCo to get feedback from MAPG- for example, the one-pagers. Brown also noted that another program's communication really makes it obvious what the program is and how it can help them; materials should be at a 9th-grade reading level; gather stories from people as testimonials. The [Hemingway Editor](#) is a helpful tool for checking reading level. Fletcher-Carter also noted that the size of the font is very important; 11pt is the absolute minimum – larger is better.

Goal 2: Schmitt read goal 2. Fletcher-Carter notes it will be important to work within COVID restrictions; that will impact travel training for sure. Mason notes that Goal 2 and Goal 3 overlap a lot. Becker noted that Goal 2 goes beyond RideNoCo and the Travel Trainings, but it's been difficult to reach people this last year. Fletcher noted that Goal 2 is more of an experience goal rather than a knowledge goal; the action steps may need to be adjusted. Many older adults may be anxious about utilizing public transportation for the first time. Brown proposed that the travel training could change to incorporate RideNoCo more as those programs start again.

Goal 1: Schmitt read the goal. Courtney noted that the Bustang Trip Training partially stopped because there were fewer Bustang trips happening before; it is reopening, so should the training program start again? Schmitt notes that covid has made it more difficult to reach these goals. Mason asked if Transfort is doing travel trainings again. Schmitt noted that Transfort hosted an in-person travel training in June. Mason thinks that this goal should be remain but may not be addressed until year 2 or 3 once COVID may be better.

Mason asked how much is COVID affecting ridership right now, in general? Schmitt noted that GET shared that their 2021 is at 50% of what it was in 2019; generally, he has heard from other agencies that most are about at 50%. Fletcher-Carter is at about 50% but they don't have as many older adults (80-ish or older) or adults with disabilities as before (even lower than 50%). Mason asked if this situation affects the group's goals at all. Fletcher-Carter noted that maybe the goals should include safety rather than ridership. Brown suggested helping riders get information about existing route changes due to COVID; many people are still confused. Schmitt states that is a good point- we need to determine how to incorporate that into RideNoCo.

Becker noted that part of MAPG wants to keep spread the word about the most up-to-date transportation information.

Schmitt asked how much the MPO is involved in facilitating goals/action items,

	<p>and how involved MAPG members should be. Becker noted that working with MAPG members that are transportation providers is important. Mason noted that this doesn't have to just be the MPO's thing and asked if Russo could give an update on Transfort's travel training.</p> <p>The group would like to add Safety as a goal.</p> <p>Scmitt noted that Johnson and him will read through these meeting notes and propose some updates based on this conversation for the October meeting.</p>
<p>RIDENOCO COMMUNITY OUTREACH</p>	<p>Johnson noted that she is currently working on developing the outreach strategy for RideNoCo. In her experience, it is best to do outreach "where people are" and integrate outreach into the ways individuals are already engaging with their community. She has been really focused on connecting with centers of community to get the word out about the Via Pilot program - most of the success has been from connecting with Senior Centers.</p> <p>Johnson asked the group what outreach strategies have they found most successful, in their experience?</p> <p>Becker : back to when we were doing the pilot projects over the year, what surprised him was that the key issue with folks was cost of the service. If we can figure out how to learn how they can get their needs met while working with cost limitations. How much it costs makes a big deal; connect that information to people first.</p> <p>Fletcher-Carter: agreed with Becker; communicate that this transpo is accessible and AFFORDABLE. Make that as a point for outreach.</p> <p>Johnson asked what organizations (other than those already at the table) should RideNoCo partner with to reach the most people? Do you have any direct contacts that you could connect her with?</p> <p>Mason suggested to start with a list to look at, then they could go from there. There is a huge reach within PAFC through the newsletter and other priority groups. Suggest that RideNoCo staff meet in person with the Office on Aging staff; that is important because OoA take so many phone calls (500+ a month). Keep them in the loop. Farmer's Markets and other outdoor fairs are a great opportunity for outreach.</p> <p>Fletcher-Cater suggested the Berthoud Farmer's Market; RAFT already hands out information about RAFT and Rider's Guides and AAA information. She suggested that we use the events that are already happening.</p> <p>Becker will email suggestions for outreach. He suggested that RideNoCo have</p>

	<p>PAFC reach out to all 4 groups to ask from the other PAFC member for contacts. He suggested that RideNoCo put together a media and distribution kit ready to send out to networks.</p> <p>Schmitt suggested Hanna out that contact list between meetings.</p> <p>Courtney suggested to contact senior access points - they have a section on transportation. They list all the different service providers in the area.</p>
FORT COLLINS OPEN STREETS PLANNING	<p>Schmitt wanted to get feedback to see if the group should have a booth at the Fort Collins Open Streets event. Mason noted that it would be a great outreach opportunity but she cannot help as she will be out of town; someone from the city should give us more information. Maybe the group should work with Anna Russo to share a booth and have a mobility table to share about regional options.</p>

Member Updates

VIA MOBILITY - SCHMITT	<p>New service launched starting August 2nd. Open to anyone over the age of 18 who live in the service area (insert map). Service is wheelchair accessible</p>
AAAAC - COURTNEY	<p>Proposed bill that would create way to reimburse people providing transportation for those needing dialysis. This will be reintroduced next year.</p>
ARC - BROWN	<p>Bill passed during the general assembly that will hopefully helpful for people with disabilities:</p> <p>https://leg.colorado.gov/bills/hb21-1014</p> <p>September 12th – BBQ oriented towards people and families with people with IDD: arclc.org/bbq . Cari will ask if RideNoCo can do outreach at that event.</p>
N40A	<p>Trying to get transportation between Red Feather Lakes and Fort Collins.</p>

Next Meeting: Thursday, October 7, 2021 - 1:30 to 3:00 p.m.

TBD

NEXT MEETING TOPICS	<p>Mason asked if Anna Russo could give updates about the Travel Training at the next meeting. Schmitt noted that the NFRMPO will propose some changes based on the discussion and present those updates to the group next time. Revisit the community outreach for RideNoCo. Brown requested if any transportation agencies have information about what they do for people who can't wear masks due to a disability.</p>
ADJOURN	<p>Meeting adjourned at 3:01 p.m.</p>

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 LCMC Meetings

 WCMC Meetings

 Joint Mobility Meeting

 Mobility and Access Priority Group