



**Weld County Mobility Committee (WCMC)—AGENDA**  
**October 26, 2021**  
**1:30 – 3:00 p.m.**

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- 1. Call Meeting to Order, Welcome and Introductions**
  - 2. Review of Agenda**
  - 3. Public Comment (*2 minutes each*)**
  - 4. Approval of June 22, 2021 Meeting Minutes**
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**ANNOUNCEMENTS**

- |   |             |
|---|-------------|
| <b>1) Federal Innovative Coordinated Access &amp; Mobility Grants</b> | Schmitt/All |
| USDOT announces \$3.5 million funding opportunity. Project ideas?     |             |

**PRESENTATIONS**

- |  |         |
|--|---------|
| <b>1) NFRMPO Coordinated Plan</b>                              | Gordon  |
| Feedback from public comment period and Joint Mobility meeting |         |
| <b>2) RideNoCo Technology Steering Committee</b>               | Schmitt |
| Steering Committee timeline, goals, and recruitment            |         |

**DISCUSSION ITEMS**

- |  |         |
|--|---------|
| <b>1) Via Mobility Pilot Update</b>  | Bitzer  |
| Reflecting on first 3 months, looking ahead at 2022  |         |
| <b>2) Community Outreach &amp; Committee Membership</b>  | Johnson |
| Discuss RideNoCo Outreach Plan development and WCMC member recruitment efforts.<br>Coordinate media resources. Announce AmeriCorps Member details. |         |
| <b>3) 2022 Meeting Dates and Format</b>  | All     |
| Review 2022 schedule   |         |

**GREELEY-EVANS TRANSIT NEWS AND UPDATES**

**WCMC MEMBER REPORTS**

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- 4. Final Public Comment (*2 minutes each*)**
- 5. Next Month's Agenda Topic Suggestions**
- 6. Next WCMC Meeting: December 7, 2021**



**Weld County Mobility Committee (WCMC)—MINUTES**  
**June 22, 2021**  
**1:35 p.m. – 2:48 p.m.**

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**1. Call Meeting to Order, Welcome and Introductions**

- Lisa Bitzer, Via Mobility Services
- Steve Teets, WAND
- Celeste Ewert, Envision
- Julie Glover, Adeo
- Moira Moon, CDOT
- Margie Martinez, United Way 211
- Janet Bedingfield, 60+ Ride
- Dan Betts, Congressman Buck's Office
- Will Jones, GET
- Jeffrey Prillwitz, CDOT
- Chris Baker, Via Mobility Services
- Robyn Upton, Greeley Citizens Bus Improvement Committee

NFRMPO staff: Alex Gordon, Cory Schmitt, Hanna Johnson

**2. Review of Agenda**

**3. Public Comment (2 minutes each)**

**4. Approval of April 27, 2021 Meeting Minutes**

Teets motioned to approve the April 27, 2021 minutes. Ewert seconded the motion, and it was approved unanimously.

**ANNOUNCEMENTS**

Ewert asked the group if there were any local or regional transportation surveys. One survey she was aware of is the Greeley on the Go Master Plan transportation survey. Teets mentioned that NFRMPO has an open [survey regarding the Coordinated Plan](#). Teets requested that the survey from the NFRMPO last longer. Jones mentioned that the Greeley on the Go plan survey just closed, and they received more responses than anticipated. Teets requested that Jones provide the results of the Greeley survey and that Gordon provide survey results for the NFRMPO Coordinated Plan survey.

Gordon announced that the Environmental Justice Plan was adopted by NFRMPO. Teets requested a copy of the final EJ Plan.

**PRESENTATIONS**

**Bustang Outrider**– Prillwitz presented about the new Sterling-Greeley-Denver Route. Teets suggested that the service go into Loveland to connect the region better. Prillwitz noted that the funding is for rural communities, so it is difficult to run the service between two urbanized areas. Prillwitz noted that phase 4 of Outrider will be examined in Fall 2021, so CDOT will be examining how to improve Outrider routes. The route will be stopping at both UC Health and Northern Colorado Medical Center in Greeley. Prillwitz noted that there will be a follow up meeting in all the communities; these meetings are not yet scheduled. The full presentation will be attached to these minutes.

**DISCUSSION ITEMS**

**Coordinated Plan/LinkNoCo** – Gordon shared that the Coordinated Plan update is still in progress. There is a survey for the Coordinated Plan update that is live, and a video that details more about the



Coordinated Plan update on the NFRMPO's YouTube channel. LinkNoCo is the new name for the North Front Range Premium Transit Analysis. This analysis examines transit "above" a local bus (BRT, Express Bus, Rail, etc.). This analysis sought to answer how to better connect the region and make a transit network between communities. The analysis will evaluate different governance and funding models. Premium transit aims to be fast, multimodal, and reliable. There will be a policy advisory group composed of Planning Council members that will advise LinkNoCo. There will also be a Guidance Committee composed of staff; Schmitt will likely sit on that Guidance Committee to represent the Mobility Committees. The full presentation can be found in the meeting packet

**NFRMPO & RideNoco Update** – Schmitt introduced the new Mobility Coordinator, Hanna Johnson. Schmitt announced that RideNoCo is seeking beta testers for the website. The Rider's Guide has been updated, and Schmitt shared the updated Rider's Guide with the group for feedback. If WCMC members have feedback on the Rider's Guide, please email [mobility@nfrmpo.org](mailto:mobility@nfrmpo.org). Teets requested a few copies and suggested that the Rider's Guide be shared with the Weld County AAA and Larimer County Office on Aging. Martinez request that this information be updated for 211. More formal feedback and updates about RideNoCo will occur at the regional mobility meeting in August.

**Expansion of Via Mobility Services** –Schmitt announced that the Via Pilot to service rural southwestern Weld County and southeastern Larimer County will start on August 2, 2021. Bitzer stated that there is an open survey to give the pilot a better idea of what destinations the pilot will service. The service is free and open to the general public within the service area. The pilot will operate from August 2, 2021 through December 31, 2021. Schmitt noted that the resident must live in the blue area defined by the service area map. The survey can be accessed [here](#), and the press release can be accessed [here](#).

**Post-Pandemic Ridership Outlook**– Ewert received feedback from Colorado Health Care Policy & Financing (HCPF) that full capacity on vehicles is allowed with vaccinated individuals and unvaccinated individuals with masks. Bedingfield shared that 60+ Ride has also relaxed mask requirements for both riders and drivers, but drivers and riders are instructed to wear masks if requested by the other for comfort. Glover noted Adeo has increased capacity in their vehicles too. Greeley Evans Transit (GET) continues to require masks, but buses can run at full capacity; GET ridership is half of what was pre-pandemic, but ridership is steadily increasing. Via does not have any capacity restraints, but masks are still required; their ridership is about half of what it was pre-pandemic, and they are having issues hiring drivers.

### **GREELEY EVANS TRANSIT NEWS AND UPDATES**

Jones announced that GET has a new Transit Manager Melvin Barkley. He will begin in July.

### **WCMC MEMBER REPORTS**

- There were no other updates from WCMC members.

### **Final Public Comment (2 minutes each)**

#### **5. Next Month's Agenda Topic Suggestions**

- a) Topics for next WCMC meeting in October include ridership updates on the Via Mobility pilot, results from NFRMPO surveys and 2021 Planning Council updates.

#### **6. Adjourn**



- a)** Ewert motioned to adjourn the meeting at 2:48 pm. Teets seconded. The Joint Mobility Committee will be August 24, 2021 and the WCMC meeting will be October 26, 2021.

# Coordinated Plan

Weld County Mobility Committee



North Front Range  
Metropolitan  
Planning  
Organization



October 26, 2021

## Background



North Front Range  
Metropolitan  
Planning  
Organization



- Updated every four years
- Focus on older adults, individuals with disabilities, and low-income adults
- Strategic plan for Coordinated Transit (Mobility) in the region – ***not just RideNoCo***
- Analyze existing conditions, identify mobility gaps, and strategize improvements

## What we heard



- How do I get between communities?
- Rural residents need more support / I live in a new neighborhood not served by transit
- Transportation can be expensive
- I didn't know that service existed!
- Funding is very limited, so service is limited



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WCMC – Coordinated Plan

## Where did we hear it?



- Digital survey
- Joint Mobility Committee meeting
- Mobility Committee meetings
- Public meetings – Transportation Boards, Disability Commissions, and Senior Advisory Boards
- 30-day public comment

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WCMC – Coordinated Plan



## What do we do?



- Coordination
- Education and Communication
- Collaboration
- Infrastructure and Funding
- Non-Mobility Improvements



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WCMC – Coordinated Plan

## What happens next?



- Planning Council discussion:  
November 4
- Larimer County Mobility Committee  
Action: November 18
- Planning Council adoption:  
December 2

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WCMC – Coordinated Plan



## Questions?



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**Hanna Johnson**  
Mobility Coordinator  
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## Via Pilot – Outreach Trial



- **Survey:**
  - 44 responses in 2 months
  - Gauged mobility needs in southwestern Weld beyond the Via Pilot
- **Community Outreach:**
  - **Material Drops:**
    - 617 Riders Guides at dozens of partner locations since August (compared to 330 for all of 2020)
  - **Community events:**
    - Milliken Beef and Bean Day ~200 contacts
    - UC Health Fall Prevention ~60 contacts
  - **Developing relationships:**
    - 4 Senior Centers: Johnstown, Milliken, Platteville, and Fort Lupton - audience of roughly 125 older adults total
- **Results:**
  - 150+ trips in the first 2.5 months of service



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## 2022 Outreach Strategy



- **NFRMPO Capacity:**
  - Mobility Coordinator
    - Hanna is doing outreach as part of her responsibilities.
  - AmeriCorps Outreach Specialist
    - Goal to increase capacity. Focus on outreach with Hanna's guidance.
    - Estimated hire in spring 2022 (February-April)
- **Strategies**
  - Focus on relationship building and centers of community
  - Some outreach events
  - Going where people are
  - Developing training and outreach tools for partners
  - Collecting data as we go (i.e. interviewing new partners, surveys, etc.)
- **Phased Approach**
  - Engaging with the most impacted organizations first, and moving out from there
  - This helps identify more partners/contacts along the way

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## Identifying Partners




Foundational	Ground-Level	2 <sup>nd</sup> Level
<ul style="list-style-type: none"> <li>• Most engaged/impacted</li> <li>• Willing to give feedback and share materials</li> <li>• RideNoCo ambassadors and advocates</li> </ul>	<ul style="list-style-type: none"> <li>• Engaged/impacted</li> <li>• Serving target audiences</li> <li>• May need training</li> <li>• May broadcast and advocate</li> </ul>	<ul style="list-style-type: none"> <li>• May be less engaged/broadcast program less</li> <li>• Impacted and benefit from RideNoCo</li> <li>• Serving relevant audiences</li> </ul>
<ul style="list-style-type: none"> <li>• Transportation Providers</li> <li>• <b>Partner Organizations participating in WCMC, LCMC, and MAPG (YOU)</b></li> <li>• Senior Centers</li> <li>• Weld County AAA</li> <li>• Larimer County Office on Aging</li> <li>• United Way – Weld and Larimer</li> <li>• Chambers of Commerce</li> <li>• Healthcare Organizations</li> <li>• Who else?</li> </ul>	<ul style="list-style-type: none"> <li>• Affordable Housing</li> <li>• Local Government Advisory Committees</li> <li>• Assisted Living Facilities</li> <li>• Gov't agencies and non-profits with adjacent missions serving older adults, people with disabilities, and people with low incomes</li> <li>• Veteran's Organizations</li> <li>• Who else?</li> </ul>	<ul style="list-style-type: none"> <li>• Businesses with a focus on older adults and people with disabilities</li> <li>• Gov't agencies and non-profits with adjacent missions but may not focus on older adults or people with disabilities</li> <li>• Religious Organizations</li> <li>• Who else?</li> </ul>

Feedback: when and how should we engage existing riders?  
 Who are we missing at each level?  
 Are organizations placed at the correct level?

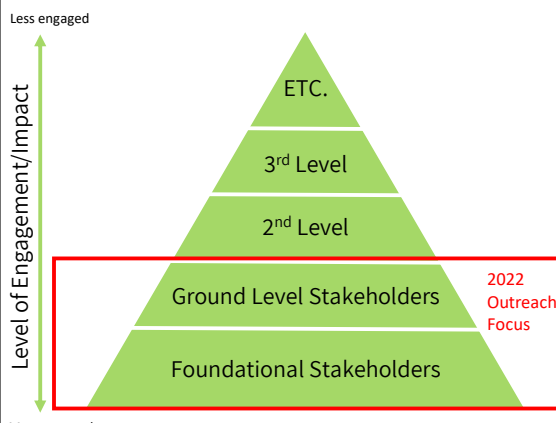
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## 2022 Outreach Strategy



**Phase Out**




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Activity	Q4	Q1	Q2	Q3	Q4
Outreach Plan Development – Goals, Metrics, Timeline, Strategy					
Identifying Foundational Stakeholders					
Foundational Stakeholder Outreach					
Identifying Ground Level Stakeholders					
Ground Level Stakeholder Outreach					
Developing Partner Outreach Toolkit					
Acquire Media from Ride Providers					
Identify Second Level Stakeholders					


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## Recruiting WCMC Members



- Expanding into rural portions of Weld County
- Who should be at the table?
- Do you have relevant contacts to invite?
  - UC Health
  - Banner Health
  - Engaged parties outside NFRMPO boundaries (Ault, Platteville, Fort Lupton)
  - Etc?

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## Our Ask:



- **Transportation Providers:**
  - Email Hanna photos/media that can be shared through RideNoCo to promote your org as well as RideNoCo
- **Recruitment for WCMC**
  - Invite to next meeting
  - AND/OR send NFRMPO names and contact information
- **Outreach for RideNoCo**
  - Email Hanna any relevant contact's information (name, email, phone)
  - While we are out and about, what would be useful to broadcast for your organization? EX: volunteer recruitment, material distribution, etc.

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**U.S. Department of Transportation  
Office of Public Affairs  
1200 New Jersey Avenue, SE  
Washington, DC 20590**

**<http://www.transportation.gov/briefingroom>**

## **News**

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Thursday, October 7, 2021

Contact: Robert Johnson

Tel.: (202) 747-4792

### **Department of Transportation Announces \$3.5 Million Funding Opportunity for Innovative Coordinated Access & Mobility Grants**

WASHINGTON – The U.S. Department of Transportation’s Federal Transit Administration (FTA) today announced the [availability of \\$3.5 million](#) in Fiscal Year 2021 competitive grant funding for projects that improve access to vital services for older adults and people with disabilities, and in low-income communities. FTA’s Innovative Coordinated Access and Mobility (ICAM) pilot program, created in the FAST Act, supports public transportation projects that improve state and regional coordination and will help advance the goals of the President’s Executive Order on Advancing Racial Equity and Support for Underserved Communities Through the Federal Government.

“These grants will help ensure more members of the community, especially older Americans, people with disabilities and others with limited mobility, have an easier time getting to where they need to go,” said U.S. Transportation Secretary Pete Buttigieg.

“Everyone should have access to reliable, affordable public transportation,” said FTA Administrator Nuria Fernandez. “This funding opportunity will enhance transit agencies’ reach for all residents, particularly those who rely on public transportation to access jobs, health care, and other important services.”

To date, FTA has awarded projects under three separate funding opportunities for this pilot program. In Fiscal Year 2020, FTA selected [17 projects](#) to receive a portion of \$3.5 million in funding. A summary of these projects and additional information about the pilot program is included in this [FTA report](#).

Applications for Fiscal Year 2021 funding will be evaluated based on criteria outlined in the Notice of Funding Opportunity in the [Federal Register](#), including how the project will enhance access and mobility to vital community services for older adults, people with disabilities, and people of low income. Applications are due by 11:59 p.m. Eastern Time December 6, 2021.

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## 2022 Mobility Meeting Dates

**(PROPOSED)**

### Mobility Committees:

- January 20<sup>th</sup> (LCMC)
- February 22<sup>nd</sup> (WCMC)
- March 17<sup>th</sup> (Joint Regional Mobility)
- April 26<sup>th</sup> (WCMC)
- May 19<sup>th</sup> (LCMC)
- June 28<sup>th</sup> (WCMC)
- July 21<sup>st</sup> (LCMC)
- August 30<sup>th</sup> (WCMC)
- September 15<sup>th</sup> (LCMC)
- October 25<sup>th</sup> (Joint Regional Mobility)
- November 17<sup>th</sup> (LCMC)
- December 13<sup>th</sup> (WCMC)



# 2021

## JANUARY

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## FEBRUARY

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## MARCH

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## APRIL

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## MAY

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## JULY

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## AUGUST

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## SEPTEMBER

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## OCTOBER

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## NOVEMBER

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## DECEMBER

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LCMC Meetings



WCMC Meetings



Joint Mobility Meeting



Mobility and Access Priority Group