

Weld County Mobility Committee (WCMC) - MINUTES

March 25, 2025

1:00 p.m. – 3:30 p.m.

Call Meeting to Order, Welcome, and Overview of Agenda

Introductions & Icebreaker

Both virtual and in-person attendees introduced themselves and their organizations.

- Co-Chair Nichole Seward, Weld County Area Agency on Aging
- Co-Chair Lisa Bitzer, Via Mobility Services
- Ashley McClain, 60+Ride
- Ernest Cienfuegos-Baca, United Way Weld County
- Jill Matlock, Weld County Health Department
- Adriana Torres, Via Mobility Services
- JoAnn Herkenhoff, UCHealth
- Ty Lamm, Weld County United Way
- Robin Blakley, 60+ Ride
- Nichole Seward, Weld County AAA
- Megan Kaliczak, zTrip
- Celest Ewart, Envision
- Jill Matlock

NFRMPO staff: Aaron Hull, Lisa Deaton, Tanya

Public Comment

None

Approval of the March Meeting Minutes

Celest Ewart approved the March 25, 2025, meeting minutes, which Nichole Seward seconded.

Meeting Location Discussion

Aaron Hull discussed that Steve Teets requested at the March WCMC meeting that the WCMC be held in a hybrid format instead of virtually. Hull presented and discussed the Mobility Committee Bylaws, noting that meetings had previously been held in person but were



Virtual Meeting

switched to virtual due to COVID-19. He then discussed locations for a hybrid meeting. Ewert spoke on behalf of Teets in his absence, and he wanted the WCMC to know that he preferred the meeting to be held in person. Cienfuegos-Baca stated that Teets is a highly active community member and has a voice in the community. He supports holding a hybrid meeting and has volunteered the WCMC to host it at the United Way office in Greeley. Kaliczak suggested a convenient location, such as near a bus line. Ewert said that when the WCMC was held in person, the meetings would be held in various places, changing with each meeting. Ewert said that the United Way is an excellent location. Lamm said that the LINC library is often booked out. Ewert motioned to hold a hybrid meeting at the United Way location in Greeley, which Lamm seconded. The WCMC took a vote, and the motion passed with a unanimous 10-0 vote.

September meeting date discussion

Hull said that the meeting date in September is scheduled during the CASTA conference, which Staff will be attending, and inquired about rescheduling it due to this conflict for Staff, offering alternative options. Hull mentioned that he can send out a Doodle poll with dates, as the Board is not ready to make a motion. However, with further discussion, the WCMC agreed to move the date to September 30th. Cienfuegos-Baca motioned to change the September meeting to September 30th, and Seward seconded. The motion was voted on and approved by a unanimous 10-0 vote.

RideNoCo Update

Deaton provided an update on the call center, sharing year-to-date call and website visit statistics, as well as discussing upcoming outreach events.

What's to Come

Hull discussed mobility management and TDM, expansion of TDS, and identifying and addressing regional transportation gaps.

Presentations

Provider Spotlight Presentation: 60+ Ride

Blakley introduced herself and explained how long she had been the Director of 60plus. Blakley discussed the mobility matters study and described 60+ as a non-profit organization in Greeley that serves all of Weld County. Blakley mentioned that clients can also live in Greeley and be served. Blakley discussed that 60plus has three programs: Greeley in-town program



Virtual Meeting

with 3 P/T drivers that stays in Greeley/Evans city limits, the second program they have is a rural and handicap-accessible van program for older adults in rural areas that has 40 hours a week, full-time drivers, and the third program is Aging in Place: Good Neighbor Program that uses volunteer drivers who use their cars. Blakely shared stats, cities served, and types of rides. Blakely focused on transportation as a crisis that you cannot see, and it impacts everyone. Blakely discussed how transportation is the #1 unmet need for older adults and emphasized the critical importance of access, as older adults often feel invisible and stuck at home. Blakely mentioned that medical appointments are usually missed because there are not enough volunteer drivers. Blakely said that the number of people needing a ride tripled last year, and they were unable to accommodate them all. Due to this, the Mobility Matters Study was born. Blakely discussed how 60plus secured an intern to assist with outreach and contribute to the study. Blakely discussed how the study is currently being conducted in Weld County, utilizing surveys, interviews, and listening sessions that focus on adults aged 60 and above, caregivers, and others. Blakely displayed some of the questions that will be asked, which are: Who is being left behind, what is working, and what is missing? How to create solutions that fit each rural town? What is the transportation connection to the medical world? Blakely discussed a ten-city survey, "Wellness of Wheels" (what medical schedulers know about transportation), Driving Wellness Training for Volunteer Drivers, and the questions that the survey will ask. Ewert asked about rural and handicap boundaries. Blakely said that they can be picked up in the rural parts of Weld County. Lamm inquired about denied rides and the reasons behind them. Blakely said that more volunteers are needed across the county. Herkenhoff asked about funding. Blakely said they have received cuts and are trying to determine how to offset them, but that 60plus does receive private donations and interns.

Presentation

MyWayToGo Introduction

Hull introduced the MyWayToGo program and platform. Hull discussed how MyWaytoGo was created by DRGOC to help employers and commuters find commute options. Hull mentioned that the program is free and that the NFRMPO's version of the program is called RideNoCo. Hull discussed that the City of Fort Collins program is called Shift Your Ride. Hull highlighted the features of MyWayToGo, including the SchoolPool and Colorado Clean Commute (Colorado's Alternative Transportation Tax Credit). Hull discussed the challenges and incentives that employers can create to encourage their employees to use alternative transportation. Hull



Virtual Meeting

showed how to sign up for MyWayToGo. Herkenhoff asked if the school owns the school pool platform, and if there is an option for the MPO to own it and create a similar program for older adults.

Discussion

Case Study

Deaton led the Mobility Case Study discussion, which included input from the members on how individuals could receive a ride, concluding with a recommendation for them to reach out to 60plus for more information.

Greeley Evans Transit News & Updates

Hull updated the WCMC that the GET buses will be free fare this summer, which includes paratransit.

WCMC Member Updates & Roundtable

Torres mentioned that Via is providing weekend service from 9:00 a.m. to 4:00 p.m. during the summer.

Ewert announced that Envision will be hosting a Health and Wellness Fair on September 9th from 2:00 to 5:00 pm for their approximately eighty employees, and they are seeking vendors to participate at no cost. Ewert mentioned that they had twenty vendors last year.

Public Comment

None

Agenda Suggestions

None

Meeting Adjournment

Seward motioned to adjourn, seconded by Torres.

Upcoming Meetings:

1. Larimer County Mobility Committee (LCMC): July 22, 2025
2. Northern Colorado Mobility Committee (NCMC): May 27, 2025
3. Weld County Mobility Committee (WCMC): September 30, 2025*

***WCMC-Please note:** The new WCMC date and change to **hybrid** meetings to be held at The United Way Weld County. New meeting invites will be sent next week.