

Driving Economies; Moving Communities:

*How Transit in Colorado will
Revitalize the Economy,
Safeguard our Environment and
Sustain our Quality of Life*



Our Vision

All Colorado residents and visitors enjoy safe, convenient, affordable and accessible public transportation. Transit in Colorado plays a significant role in promoting the economic vitality and environmental leadership of our state.

By 2025, Coloradans will enjoy seamless trip planning and execution on Colorado's robust and effective regional and local transportation systems. Transit will be integrated with our aviation, rail, highway, biking and pedestrian systems to give Coloradoans access and options on every leg of their journeys.

How We Get There

To implement this vision, the Colorado transit community has developed the following four strategies of implementation. Sidebars highlight examples of these strategies already in place in Colorado today.



Strategy #1 Customer Centered Service

Facilitate seamless transit trips throughout the region for the travelling public.

- Provide a single source for statewide transit trip planning.
- Provide a universal transportation pass for all transportation modes (heavy and light rail, bus, shuttle, taxi, tolls, and parking meters).
- Provide reasonable accommodations for customers with disabilities.
- Facilitate the transportation of luggage, bags, bicycles and skis along with their owners.

Personal Touch Makes Transit Special

For Chauncy Beagle and his wife, Nancy, life without transit would be dull, lonely and expensive.

At age 90, Beagle felt uneasy about driving and decided to give up his license. He and his wife were unfamiliar with the bus system, so they contacted Barbara Borg, a trainer with Special Transit - a private non-profit transit provider in Boulder. Borg met the couple several times and oriented them to the buses and routes. The training gave the couple confidence, and they began using transit to get to church, doctor's appointments and grocery stores.

"It opened up other options for us," Beagle notes. "We really recommend it."



Stretching Dollars Through Partnership

Traveling an area the size of New Hampshire, the County Express buses in northeastern Colorado transport almost 130,000 riders each year.

Most of their customers are traveling to public schools, jobs and medical appointments. If County Express weren't available, many of them would be making long treks along rural roads - or not reaching their destinations at all.

Six counties comprising the Northeastern Colorado Association of Local Governments (NECALG) work together to fund the agency. Foundations, employers and municipal governments provide significant funding as well.

"We've made collaborative partnerships an important priority," says Larry Worth, Executive Director of NECALG. "The advantage is that we can consolidate expenses related to administration and dispatch. If each county had to manage those on its own, the cost would be prohibitive."

Rather than fund a separate service, several public school districts have contracted with NECALG to transport local children. NECALG also functions as the Medicaid broker for the region, providing dispatch and nonemergency medical transport to dialysis patients and others. In addition, NECALG has partnered with local employers to get workers without cars to their jobs.

With such far-flung constituents, County Express operates primarily as an on-demand service. They also offer a fixed-route service in Sterling and will start another in Brush soon.

Strategy #2

Spin a Statewide Web of Transit

Build a regional transit network by eliminating gaps in the existing network and integrating transit with other transportation systems.

- Provide connections between communities of regional significance.
- Include enhancements to buses, airports, rail and transit priority highway improvements.
- Provide connections for travelers landing at DIA to major economic and tourist centers, including resort communities.
- Connect Colorado travelers to Cheyenne, Salt Lake City, Santa Fe, Albuquerque, Farmington, and western Nebraska.
- Create a statewide authority that can facilitate inter-regional transit services.



Strategy #3

Get it Right and Get it for the Right Price

Use technology and share best practices to provide consistency in service, reduce costs, and ensure safety.

- Promote alternative energy sources for transit and facilities: wind, hydrogen, etc.
- Create statewide group purchasing for fuel, insurance, supplies, vehicles, related capital and maintenance equipment.
- Host an interactive website for transit agencies with question boards, employment opportunities, transportation planning, best practices and training opportunities.
- Use the technologies most appropriate for the ridership, frequency demands, station location, and energy resources.

Denver's Green Mile

More than 100,000 feet board the 16th Street Mall shuttles in downtown Denver each day. While visitors view the shuttles as a convenient part of the local color, their real purpose is to reduce traffic, noise and emissions.

When RTD opened the shuttle service in 1982, its goal was to eliminate 360 busses from downtown streets, alleviating the crippling traffic congestion and improving the deteriorating air quality. In 1999 RTD replaced the original diesel-burning engines with hybrid engines powered by cleaner-burning compressed natural gas.

The clean fuel and frequent service allows visitors to walk - rather than drive - throughout the downtown area. This reduces parking requirements, facilitates the flow of people, promotes economic vitality along the Denver's spine, and has spurred development along two parallel thoroughfares: 14th and 17th Streets.



Mixed Use - A Singular Success

When the Cinderella City shopping mall turned back into a pumpkin in the late 1990s, the City of Englewood faced a dilemma: the empty complex left a 50-acre vacancy in the middle of the community and residents had nowhere local to shop. Residents wanted the retail replaced, and the city needed increased sales-tax revenues. At the same time, RTD announced that a light-rail station would be sited in the area.

Seizing the opportunity, the city purchased the land and requested development proposals. Some doubted an urban redevelopment project could be economically sustainable; others were leery of yet another “big box” project.

In response to community goals, the city developed one of Denver’s first mixed-use development plans. In addition to shops and housing, the pedestrian and bicycle-friendly redevelopment now includes the municipal center, an outdoor performance area and the Museum of Outdoor Art. A free shuttle operated in cooperation with RTD takes visitors from the light-rail station to Swedish and Craig hospitals. This mixed-use approach has attracted a full complement of retailers and homebuyers, generated revenue for the city and contributed to the character and identity of the community.

Strategy #4

Build it and They Will Come

Work with state, regional and local governments to implement planning models that are effective for transit, encourage transit-supportive land use, reduce transportation costs and maximize economic benefits for local communities.

- Fund and build more infrastructure to support transit, i.e. intermodal stations, park-n-rides.
- Integrate roads, bicycle paths, transit routes and transit stops.
- Promote high density business and civic development near transit.
- Mandate that land use codes include transit elements.
- Integrate transit and highway planning.



Transit is...

Safe

Riding in a bus is 25 times safer than riding in a car.
(*National Safety Council*)

Responsible

“Using conservative assumptions ... current public transportation useage reduces US gasoline consumption by 1.4 billion gallons each year.”
(*“Public Transportation and Petroleum Savings in the US: Reducing Dependence on Oil”*, ICF International, 2007)

Convenient

Transit reduced traffic delays by 15 percent (roughly 4.2 billion hours) in the 439 largest U.S. urban areas in 2007 alone.
(*Texas Transportation Institute, 2007 Mobility Report*)

Affordable

Households who use public transportation save an average of \$9,900 every year, compared to an equivalent household with two cars and no access to public transportation service.
(*2011 American Public Transportation Association, Transit Facts. Retrieved from <http://www.publictransportation.org/news/transit-facts.asp>*)

Accessible

By 2025, 20% of Americans over 65 will be unable to drive. Transit is their best option for maintaining independence.
(*US 2010 Census Data*)

Clean

Public Transportation is a net CO₂ reducer, saving 6.9 million metric tons in 2005.
(*“Public Transportation’s Contribution to US Greenhouse Gas Reduction”*, SAIC, 2007)

Colorado Transit Agencies

- Adams County A-Lift
- Alamosa Senior Citizens
- All Points Transit
- American Red Cross
- Archuleta County Transportation
- Arkansas Valley Community Center
- Aspen, City of
- Avon/Beaver Creek Transit
- Baca County Senior Transportation
- Beaver Creek Dial-a-Ride
- Bent County Golden Age Transportation
- Berthoud Area Transportation Services
- Black Hawk Transportation Authority
- Blue Peaks Developmental Services
- Breckenridge, Town of
- Broomfield Easy Ride
- Burlington, City of
- CARE-ful Wheels Transportation
- Castle Rock Senior Center
- Castle Rock , Town of
- Chaffee Shuttle
- Colorado Bluesky
- Colorado Springs - Mountain Metropolitan Transit
- Community Intersections
- Community of Caring - Aspen Mine Center
- Copper Mountain
- Crested Butte - Mountain Express
- Dolores County Senior Services
- Douglas County Neighbor Network
- Durango Transit
- Dynamic Dimensions
- Eagle County RTA
- East Central COG - Outback Express
- Estes Park Shuttle
- First Transit
- Fort Collins - Transfort
- Fountain Valley Senior Center
- Front Range Express - Colorado Springs
- Garfield County/RFTA Traveler
- Glenwood Springs
- Goodwill Industries, Inc.
- Grand County COA
- Grand Valley Transit
- Greeley-Evans Transit
- Gunnison Valley RTA
- Hinsdale County Road and Bridge
- Jackson County COA
- Kit Carson & Lincoln County RSVP
- La Junta, City of
- Lakewood Rides
- Larimer County Rural Transportation Services
- Larimer Lift
- Leadville Senior Center
- Limon, Town of
- Littleton Omnibus & Shopping Cart
- Loveland Transit
- Meeker Streeker
- Mesa County RTPO
- Mesa Developmental Services
- Mesa Verde Company
- Moffat County Housing Authority
- Montezuma Senior Services
- Mountain Village, Town of
- NE Colorado Association of Local Governments
- North Front Range MPO
- Northerners Seniors
- Ouray County COA
- Park County Senior Coalition
- Parker Senior Center
- Pikes Peak Partnership - Amblicab
- Prowers Area Transit - Prairie Dog Express
- Pueblo SRDA
- Roaring Fork Transportation Authority
- Rocky Mountain Health Care Services
- Routt County COA
- RTD-Denver
- SAINT Volunteer Transportation
- San Luis Valley Transportation
- San Miguel Senior Transportation
- Seniors' Resource Center
- Silver Key Senior Services
- Snowmass Village Shuttle
- South Central COG Transit
- Southern Ute Community Action Programs
- Special Transit
- Steamboat Springs Transit
- Summit Stage
- Teller Senior Coalition
- Telluride, Town of
- Tri-County Senior Citizens
- Ute Mountain Ute Tribe
- Vail, Town of
- Victor, City of
- Wet Mountain Valley Community Services
- Winter Park Lift



WWW.COLORADOTRANSIT.COM

1580 LINCOLN ST. SUITE 780

DENVER COLORADO 80203

TELEPHONE 303.839.5197

FACSIMILE 303.832.3053