

Transfort Optimization – Summary of Public Engagement Activities

Purpose

The Transportation Optimization Plan is short-term transit service plan grounded in financial constraints, focused on community needs and growing ridership.

This overview summarizes public engagement conducted to support the Transfort Optimization project. Engagement has been designed to align with the project's Public Involvement Plan (PIP), ensuring broad, inclusive, and equitable community participation. Outreach efforts have intentionally prioritized transit riders, transit-dependent populations, and historically underserved communities, while also engaging key institutional, business, and advocacy stakeholders.

Public engagement has occurred across multiple phases. This memo summarizes engagement conducted during:

- 1. Spring/Summer 2025 Engagement**
- 2. Fall/Winter 2025-2026 Engagement**

Spring/Summer 2025 Engagement Activities

Spring and Summer 2025 engagement focused on collecting system performance feedback, identifying community priorities, and gathering input to help shape and evaluate optimization scenarios. Three scenarios were presented to the public for feedback to help develop the recommended scenarios. The final recommended scenario was developed based on best practices, data evaluation and public feedback.

Institutional and Educational Outreach

Targeted outreach was conducted with major educational partners to ensure input from student populations, faculty, and staff. These partners represent a significant portion of Transfort ridership.

Engagement activities included:

- Colorado State University (CSU)
 - Surveys distributed to students, faculty, and staff
 - Tabling at CSU Earth Day Festival
- Poudre School District (PSD)
 - Surveys distributed to students, parents, and staff

Surveys collected feedback on current transit usage, service gaps, service hour needs, and West Elizabeth corridor priorities.

Rider and General Public Outreach

Extensive outreach targeted existing riders and potential transit users. These activities emphasized accessible and convenient opportunities for participation.

Engagement activities included:

- On-board bus outreach and surveys
- Public open house events
- Tabling at community events including:
 - EcoFest
 - Bike to Work Day
 - Wellness and Retirement Expo
 - Larimer County Office on Aging Resource Fair
 - Housing Catalyst Summer Splash event
 - Parkwood East neighborhood event

Outreach tools included survey distribution, informational materials, demonstration vehicles, and direct staff engagement with community members.

Advisory Boards, Commissions, and Government Partner Outreach

Engagement with advisory boards and government partners provided technical input, policy guidance, and community perspective. Outreach included presentations, facilitated discussions, and feedback sessions with:

- City Council (May 2025)
- Transportation Advisory Committee (TAC)
- Citizen Advisory Committee (CAC)
- Transportation Board
- Senior Advisory Board
- Disability Advisory Board
- Dial-A-Ride and Transit Accessibility Committee (DARTAC)
- Climate Equity Committee
- Larimer County Mobility Committee
- City of Fort Collins Planning Department staff

Earlier engagement with TAC and CAC in 2024 introduced optimization concepts and supported the selection of guiding principles used to develop transit scenarios presented during 2025 engagement.

Business Community Outreach

Engagement with business organizations focused on understanding workforce travel needs, economic development priorities, and service reliability concerns.

Stakeholders engaged included:

- Midtown Business Improvement District (BID)
- Downtown Development Authority (DDA)
- Chamber of Commerce – Local Legislative Affairs Committee (LLAC)
- North Fort Collins Business Association (NFCBA)

Equity-Focused and Housing Community Outreach

Recognizing that optimization can significantly impact transit-dependent populations, targeted outreach was conducted with organizations serving vulnerable and lower-income residents.

Engagement activities included:

- Housing Catalyst resident survey distribution and event outreach
- CARE Housing resident focus group engagement
- Community Connectors meetings focused on mobile home communities and Spanish-speaking populations
- Lived Experience Advisory Council (LEAC) engagement focused on individuals experiencing homelessness

Broad Outreach Tools

To supplement in-person engagement, the following outreach methods were implemented:

- OurCity project webpage and updates emailed to page followers
- Social media outreach
- Transfort Newsletter sent to subscribers
- Email communications with community partners
- Physical flyers distributed at key locations and events
- Meeting-in-a-box materials to support partner-led engagement

Fall/Winter 2025-2026 Engagement Activities

Fall/Winter 2025-2026 engagement focused on continued refinement of optimization concepts, including the recommended operational plan, validation of community priorities, and maintaining stakeholder awareness as project development progressed.

Business and Economic Stakeholder Outreach

Continued engagement with business organizations ensured the project remained aligned with workforce mobility and economic vitality considerations.

Engagement included:

- Midtown Business Improvement District (Email outreach)
- Chamber LLAC meeting presentations
- North Fort Collins Business Association meetings
- Downtown Development Authority email outreach

Advisory Board and Government Outreach

Fall/Winter engagement-maintained collaboration with advisory groups and government partners through formal meetings and targeted updates.

Stakeholders engaged included:

- TAC/CAC hybrid meetings
- Transportation Board presentations
- City Council (October 2025)
- Senior Advisory Board presentations
- Larimer County Mobility Committee presentation
- Disability Advisory Board presentation

Community and Equity-Based Outreach

Winter engagement continued prioritizing populations historically reliant on transit and populations that face mobility barriers.

Engagement included:

- Lived Experiences Advisory Committee (LEAC) meetings
- Community Connectors engagement with Spanish-speaking and mobile home communities
- CARE Housing resident outreach

- Housing Catalyst resident outreach

Public Events and Community Engagement

Staff maintained a presence at public events to provide accessible engagement opportunities, including:

- Ride NoCo Transportation Fair (Feb. 2)
- Transportation Projects Fair (Feb. 6)
- Public Open House (Feb. 9)

Youth, Student, and School Outreach

Outreach continued with student populations to capture travel needs and feedback from youth riders.

Engagement included:

- PSD flyer distribution to students, parents, and faculty
- Associated Students of CSU (ATFAB) meeting engagement (Nov. 17 and Mar. 2)
- Front Range Community College meeting engagement

Rider and Accessibility Community Outreach

Focused outreach ensured continued engagement with riders and accessibility advocates.

Engagement included:

- On-bus outreach using flyers and QR codes linking to project materials and surveys
- COFC Utilities bill flyer (mailed to all households who receive a paper utility bill in Feb.)
- Disability Advisory Board engagement
- Dial-A-Ride and Transit Accessibility Committee engagement
- Flyers mailed to human services agencies and non-profits

Summary

Across both engagement phases, Transfort utilized a multi-modal and equity-centered engagement approach combining:

- Surveys and data collection
- Public events and tabling

- Stakeholder meetings and presentations
- Focus groups and targeted outreach
- Rider-based engagement
- Digital and print communication tools