

Colorado Department of Transportation
Transportation Demand Management Grant Program
Innovation Grant
Scope of Work
City of Fort Collins
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Project Title	FC Moves
Contact Information	
Project Manager Name	Dashiell Bubar-Hall
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Project Manager Phone Number	970-416-4361
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Project Overview Summary	<p>The Innovation Zone concept is a priority that the City identified in the 2019 Transit Master Plan, that will expand mobility offerings to underserved areas of the City by offering microtransit service. The proposed microtransit service will provide a point-to-point on-demand service with passengers being picked-up at their home or current location within the designated innovation zone boundary and taken to other destinations within zone boundaries using vehicles, such as vans, seating up to six passengers. The Innovation Zone Plan will identify zone boundaries, determine the level of service, evaluate the fleet composition (including electric and autonomous vehicles), and develop a marketing plan. There are currently four innovation zones identified throughout the City during the 2019 TMP. The preferred number of zones and their respective boundaries will be determined during the planning process. In addition to planning for microtransit implementation, this project will also explore Mobility as a Service (MaaS). MaaS is a singular platform for multimodal trip</p>

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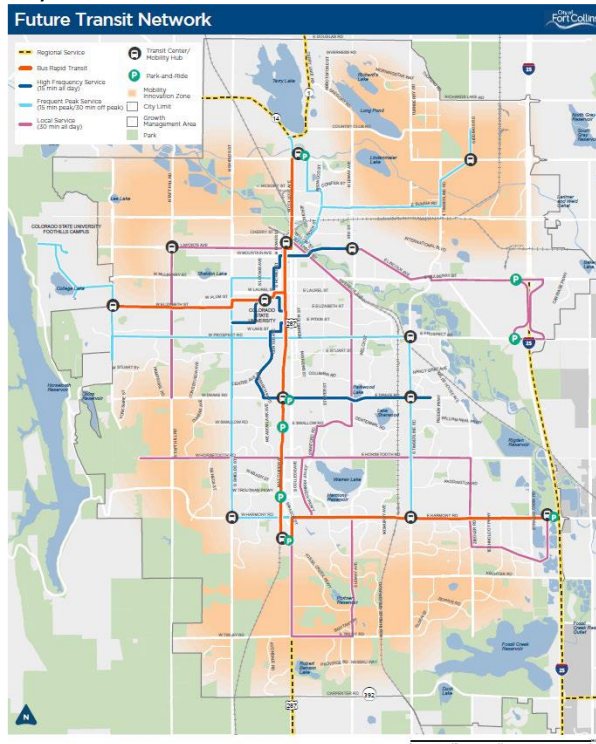
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planning with a unified payment solution which would allow for microtransit to be leveraged along with existing services such as fixed-route transit, micromobility (e-scooters, e-bikes), and Transportation Network Companies (TNCs) such as Uber and Lyft.

Program Overview Details

Where will your project take place?

The geographic area that this project will cover is the Growth Management Area (GMA) that Fort Collins has established. This area is slightly larger than current city limits and contains areas that are very likely to be annexed into the city in the future. The tan area on the map below depicts the potential innovation zones throughout the city.



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Who is your key target audience?	This planning project is intended to benefit the public who is traveling throughout Fort Collins including residents, employees, and visitors.	
Please list any organization that is a pertinent partner with you in this project (the project could not go forward without this partnership).	Spin as a partner for provision of e-scooter and e-bike usage around the city.	
Task	Timeline	Task Description
Task 1: Advertise RFP and Hire Consultant	4 weeks	Create and advertise RFP. Review applications and award contract.
Task 2: Work Plan and Public Involvement Plan	2 weeks	Coordinate the project work plan and public involvement with selected consultants.
Task 3: Literature Review and Best Practices	6 weeks	Identify existing microtransit plans from peer communities and create a summary and relevant lessons to our process.
Task 4: Innovation Zone Goals, Objectives, and Vision	8 weeks	Engage the community as identified in Task 1 to garner goals and vision for innovation zones.
Task 5: Innovation Zone Boundary Assessment	4 weeks	Identify and refine the boundaries that microtransit will operate within. Evaluate proposed mobility hub locations and how they interact with innovation zones.

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Task 6: Service Design and Fleet Assessment	6 weeks	Identify the preferred service levels of the microtransit service and corresponding fleet composition needed. Explore the feasibility of electric vehicles and autonomous vehicles in the microtransit fleet.		
Task 7: Mobility as a Service Assessment	4 weeks	Identify mobility offerings to be integrated in the application, projected costs, and technology needs		
Task 8: Implementation Plan	4 weeks	Develop budget, schedule, funding sources, technology, marketing plan and staffing needs for implementation.		
Task 9: Plan Adoption	8 weeks	Visit appropriate city boards and commissions.		
Evaluation				
How will you evaluate the effectiveness of your program?		The proposed project for this application is focused on planning for implementation and will not directly generate any data that can be measured for performance purposes. The metrics that are provided below are anticipated to be key performance indicators for the microtransit system once it is implemented. Performance measures for implementation will be refined during the planning process to ensure that microtransit service is deployed with proper metrics to inform the effectiveness of the service and to indicate if any changes need to be made.		
Performance measure	What program goal or project objective does the identified measure assess?	Target	Data collection need	Reporting frequency (quarterly or end-of-project)

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1) Microtransit Utilization Rate	Objective 1: Increase Mobility Offerings	3 rides per service hour	Based on user data from MaaS	Quarterly
2) Microtransit Ride Share Rate	Objective 1, Objective 3	50% of trips have more than one passenger in the car at the same time	Based on user data from MaaS	Quarterly
3) Modal Shifts	Objective 1, Objective 3	SOV trip reductions, target TBD	Annual Travel Survey	Every Two years

Budget Overview	
State Funds - Grant Amount	\$ 50,000
<i>Grantee Match</i>	\$10,000 cash match
Total Project Cost (State Funds + Grantee Match)	\$ 60,000
Budget Breakdown	

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Work Plan and Public Involvement Plan	\$1,500
Literature Review and Best Practices	\$7,200
Innovation Zone Goals, Objectives, and Vision	\$3,500
Innovation Zone Boundary Assessment	\$9,000
Service Design and Fleet Assessment	\$18,800
Mobility as a Service Evaluation	\$9,000
Implementation Plan	\$11,000
TOTAL GRANT REQUEST:	\$50,000