

Work Session Agenda Summary

August 10, 2021

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Title:

Greeley on the Go- City Transportation Master Plan

Background:

In alignment with City Council's Strategic Work Plan, staff began work on the Transportation Master Plan, titled Greeley on the Go, in February of 2021 following the award of Multimodal Options (MMOF) grant funding and approval to move forward from Council in April of 2020. The master plan addresses all components of the transportation system in Greeley, and will chart a course for investments over the next 20 years to align transportation priorities with the 2040 Council Vision. Since the project kick-off, staff has conducted an analysis of the existing transportation system and engaged with the public and stakeholders in a variety of ways, which has informed the development of a vision and corresponding goals for the plan.

Staff will provide Council:

- An overview of the community engagement efforts and initial findings.

Staff seeks Council's perspective on:

- The draft vision and goal areas.

Engagement efforts began with a community survey that was publicized in both English and Spanish on the City website, Facebook, Twitter and Instagram, and on Greeley Evans Transit buses. The survey was open for 8 weeks beginning in April and garnered over 667 responses. This response-level is a higher as compared to similar surveys conducted in cities of similar size. The top priorities for improving transportation in Greeley were as follows (Respondents were able to select up to three options):

- Improve traffic flow and reduce congestion
- Maintain existing facilities
- Provide a balanced transportation network

Additionally, meetings with the stakeholder committee are held on a quarterly basis at key junctures in the planning process. The stakeholder committee members include: University of Northern Colorado, Aims, District 6, Colorado Department of Transportation, City of Evans, Town of Windsor, Garden City, COLT (Loveland Transit),

Fort Collins Transit (Ride Transfort), Weld County, United Way of Weld County, UC Health, Banner Health, Immigrant and Refugee Center of Northern Colorado, Commission on Disability, Downtown Development Authority, JBS, Leprino Foods, WeldWerks Brewing, and various staff members from key City departments. Materials were sent out to the stakeholder committee ahead of the meeting that contained five vision statement options, the goals areas, and goal statements.

The most popular vision statement supported by the stakeholder committee was carried forward with minor refinement. The majority of the stakeholders (95%) supported the goal areas and the goal statements. A minimum of two additional stakeholders meetings will be held as the plan moves towards adoption.

Five “intercept” events were also held at the Transit Center (6/28), Farmers' Market (7/10) Rodarte Community Center (7/21), Active Adults Center (7/21) and Arts Picnic (7/24). These events provided the opportunity to engage directly with residents about transportation in Greeley. Over 180 written comments have been received related to transportation.

Finally, a community open house is planned at the Family FunPlex on August 25th from 4-8pm. The event will be held outdoors and will have activities for all ages. The project website (greeleyonthego.com) is continuously updated to provide most recent information on the project and when engagement events are planned. Additionally, interested residents can sign up through the website to stay informed on the plans progress. An additional open house is planned in the fourth quarter of 2021.

The public and stakeholder engagement and existing conditions analysis revealed the following general themes:

- Travel demand in Greeley will continue to increase with the economy and population.
- People would like the transportation system to operate better.
- Many people would like to drive their vehicle less, both for recreation and travel, and would be more likely to do so if other options were more comfortable and convenient.
- Transportation options prioritized based on land use, density, and destinations provide the most opportunity to meet travel needs.

The *DRAFT* vision statement proposed for the plan is: ‘*Greeley on the Go - An ample, easy, and connected transportation system providing seamless mobility to enrich lives and promote economic vitality*’.

The proposed goal areas are below:

- Safety - Improve safety and reduce traffic-related injuries and fatalities across all modes.
- Economic Development - Support inclusive economic development.
- Transportation Connections - Expand mobility choices. Connect and strengthen the region, city, and existing neighborhoods.
- Equity and Health - Increase transportation access and promote healthy lifestyles.
- Regional Collaboration - Promote regional mobility.
- Strategic Investment and Funding - Invest strategically and transparently.
- Land Use and Transportation - Promote development that allows for alternative transportation options.
- Environment and Technology - Improve travel efficiency while reducing transportation-related emissions.

Strategic Work Program Item or Applicable Council Priority and Goal:

Greeley on the Move - Ample, Easy and Connected

Decision Options:

Option 1: Accept the proposed vision statement and goal areas without revision.

Option 2: Revise the vision and goal areas.

Attachments: