

# GREELEY on the go

August 10th, 2021

*Greeley on the Go-*  
**City**

**Transportation  
Master Plan**

**City Council  
Work Session**



# Work Session Objectives

**Provide Council  
with:**

**An understanding of  
project purpose, project  
timeline, public  
outreach, and initial  
findings**

**We seek Council's  
perspective on:**

**The Vision and Goal Areas for  
the Plan**

# Council 2040 Vision for Transportation

## Greeley on the Move- Ample, Easy, Connected

In 2040, Greeley's economy continues to thrive as a result of thoughtful planning and be driven by multi-modal transportation that fosters interconnectedness, mobility, and access to Greeley's neighborhoods, amenities, and commerce.



# Draft Vision Statement

**Greeley on the Go- An ample, easy, and connected transportation system providing seamless mobility to enrich lives and promote economic vitality.**



# Draft Goal Areas



**Safety**



**Economic  
Development**



**Multimodal  
Network**



**Equity and  
Health**



**Regional  
Collaboration**



**Strategic  
Investment  
and Funding**



**Land Use and  
Transportation**



**Environment  
and Technology**

# Agenda



**Process Overview  
and Project  
Schedule**



**Outreach  
Activities**



**Existing Conditions  
Analysis and Key  
Takeaways**



**Council Feedback  
on Vision and  
Goal Areas**



**Plan**  
**Process Overview**  
**and Project**  
**Schedule**



**Outreach**  
**Activities**



**Existing Conditions**  
**Analysis and Key**  
**Takeaways**



**Council Feedback**  
**on Vision and**  
**Goal Areas**

# What is a Transportation Master Plan?



- A vision for transportation that is adopted by City Council
- Guides City investments related to transportation
- Considers current conditions, future trends, and community feedback to form a vision and goals for the transportation system



# Why Update the Transportation Plan?



## Growth and Change

Greeley is one of the fastest growing communities in the North Front Range.



## Evolving Mobility Options & Preferences

People are choosing alternative ways of getting around. The transportation plan will account for emerging transportation technology and trends.



## Smart Investments

Project prioritization and leveraging public dollars to maximize efficient use of funding.



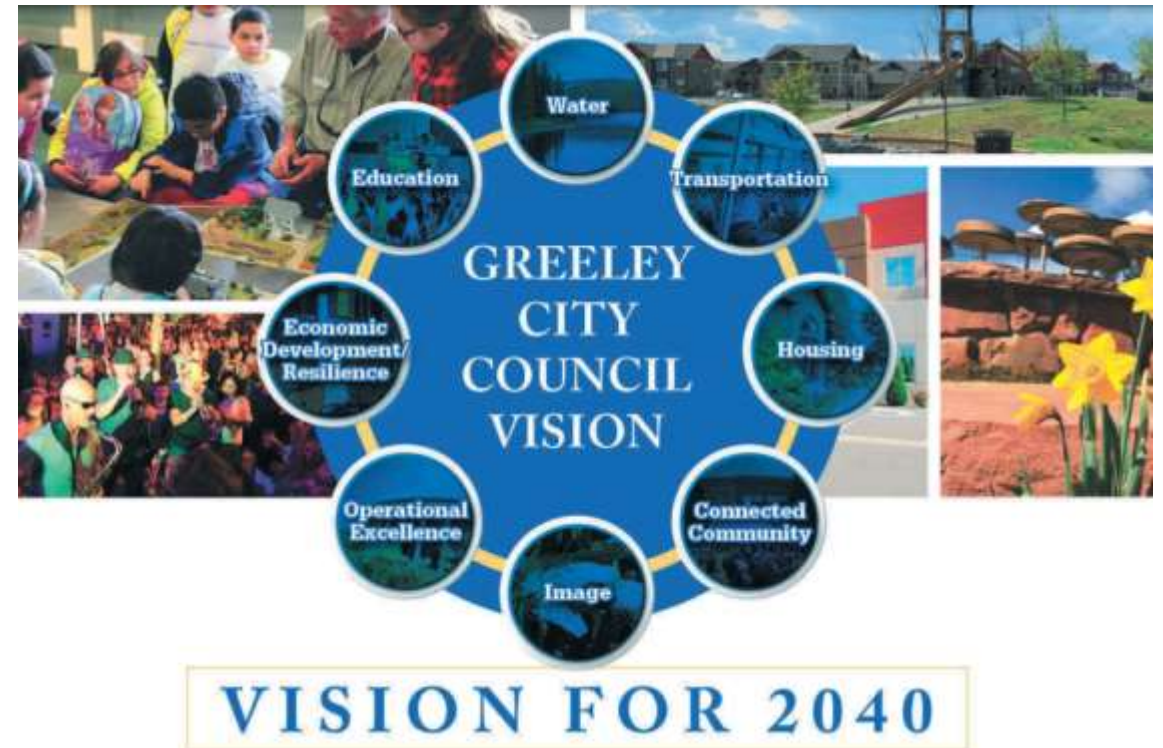
## Align with Council 2040 Vision

Ensure that transportation in Greeley is ample, easy, and connected while promoting quality of life and economic development.

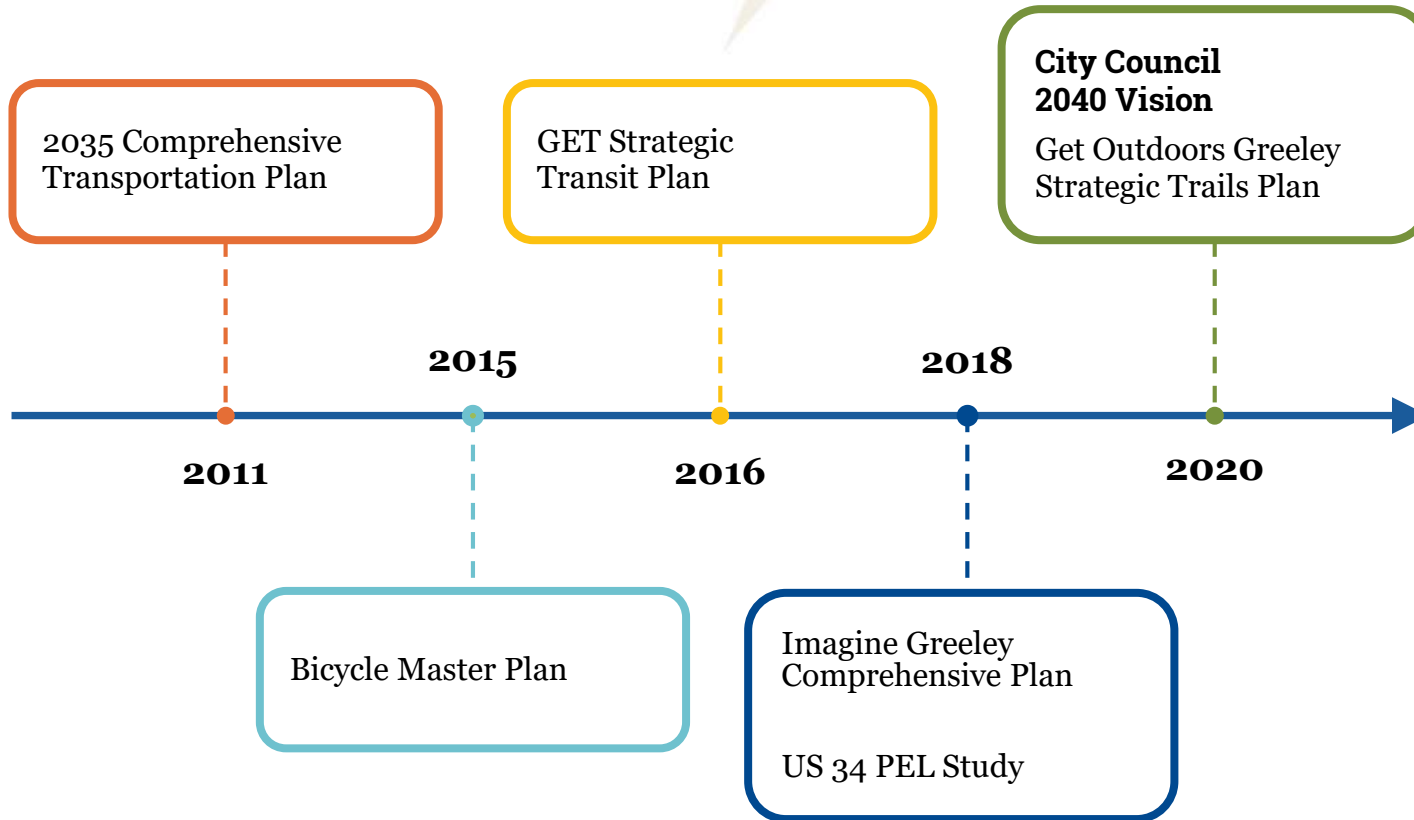
# Council's 2040 Vision

**Council's 2040 Vision will guide the Plan.**

- **Greeley on the Move: Ample, Easy, Connected**
- **Operational Excellence**
- **Your Home is Here**
- **We are One**
- **Dynamic and Resilient Economy**
- **Greeley Proud**



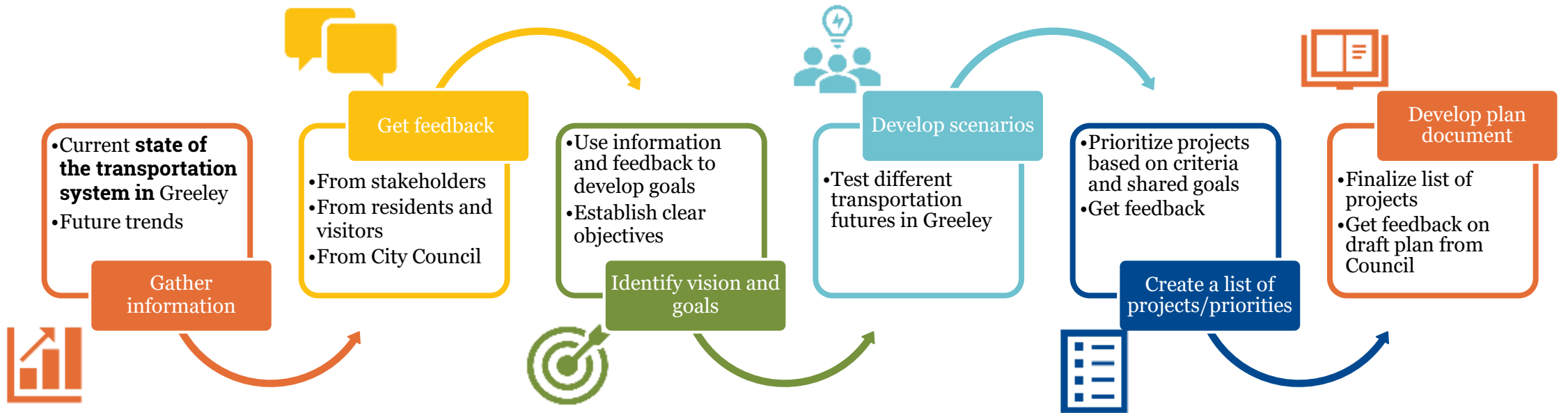
# What's Been Done



**Greeley on the Go will build off past planning efforts...**



# Plan Process



# Project Schedule





**Process Overview  
and Project  
Schedule**



**Outreach  
Activities**



**Existing Conditions  
Analysis and Key  
Takeaways**



**Council Feedback  
on Vision and  
Goal Areas**

# Timeline of Outreach Activities

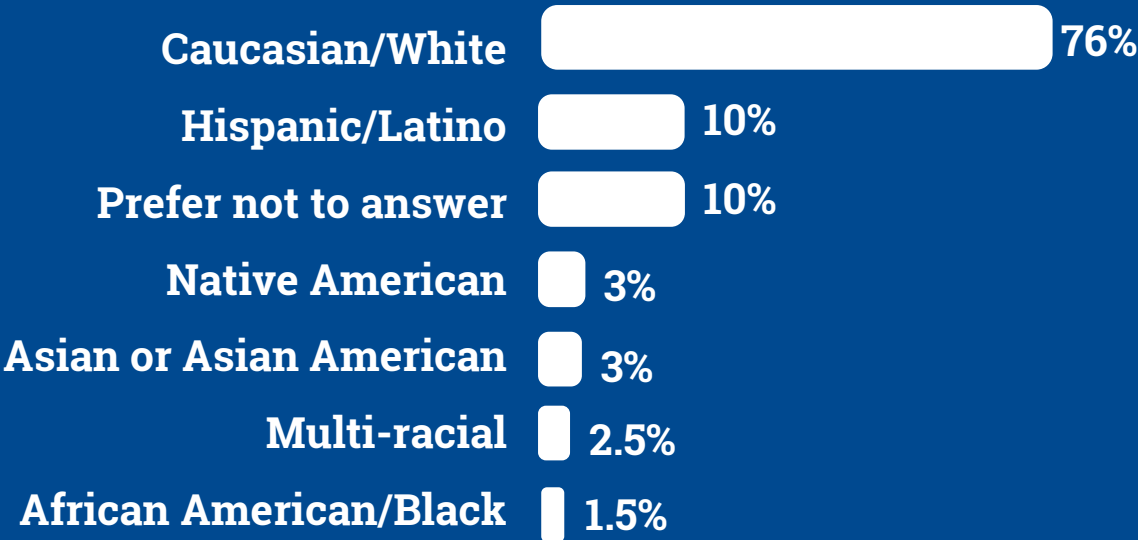
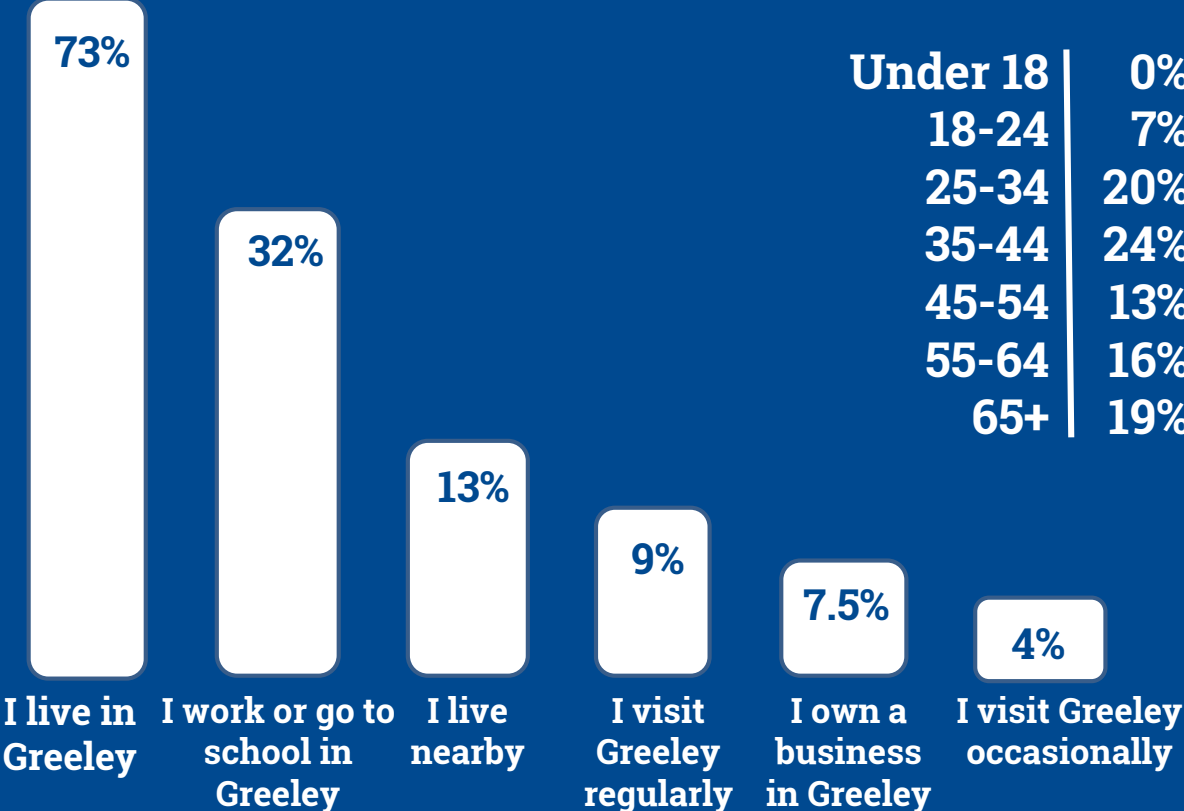


# Community Survey

Total  
Responses



*Open for 8 weeks beginning April*



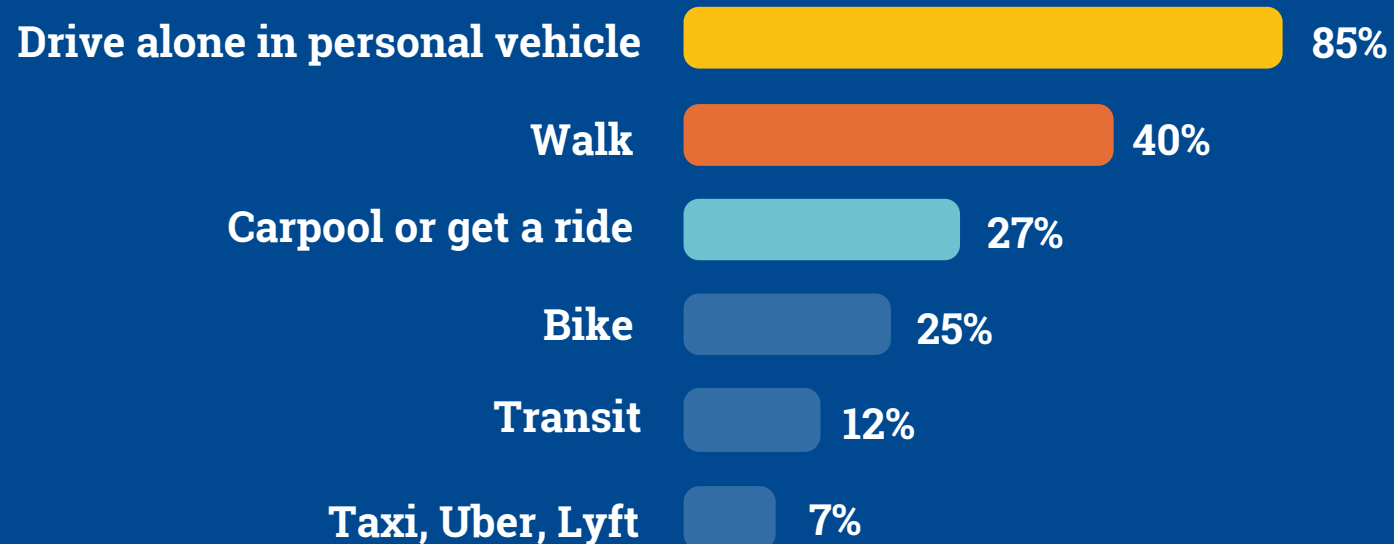
Advertised in English and Spanish on the City of Greeley's homepage and Facebook, Instagram, and Twitter.



# Community Survey



**How respondents regularly travel (at least once a week):**

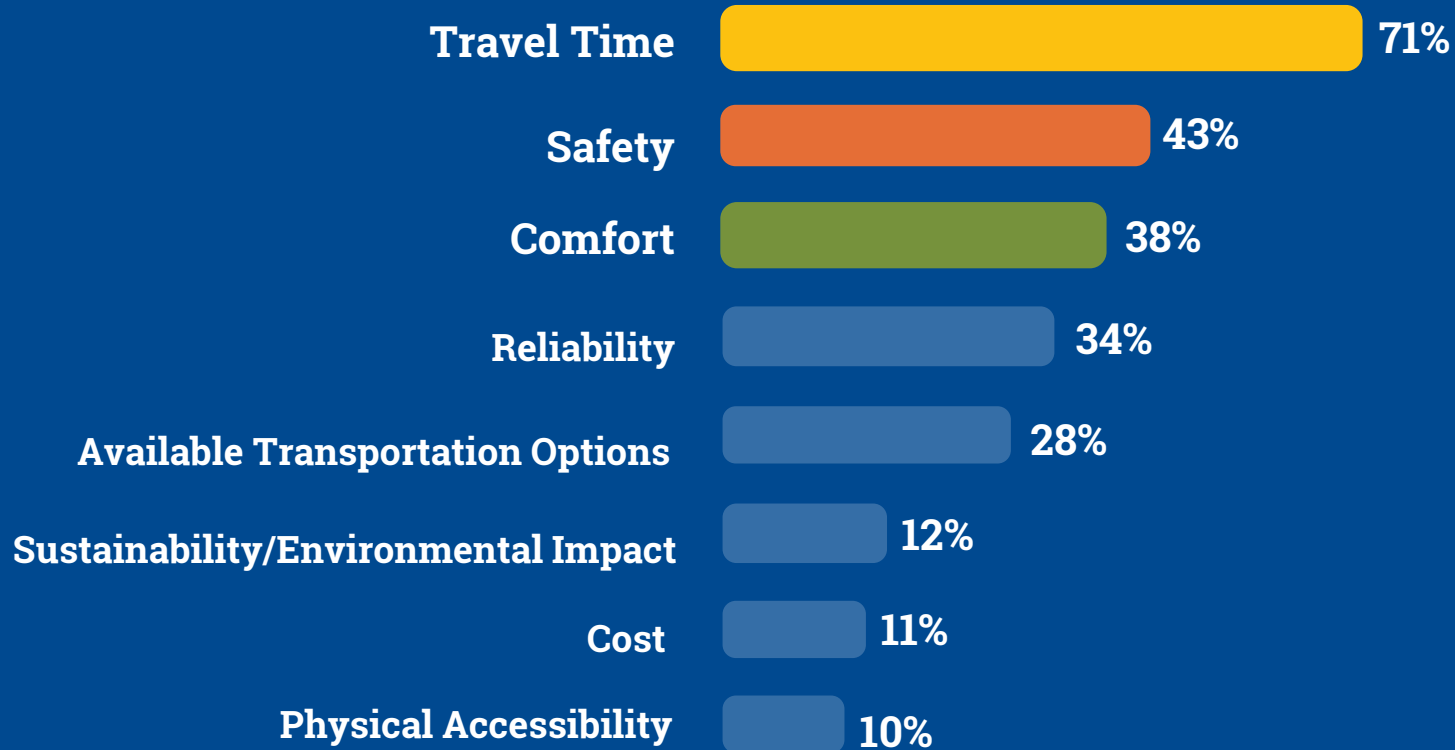


**65%** of respondents  
rated traffic safety and  
good or excellent

Advertised in English and Spanish on the City of Greeley's homepage and Facebook, Instagram, and Twitter.

# Community Survey

The way I get around Greeley is based on:

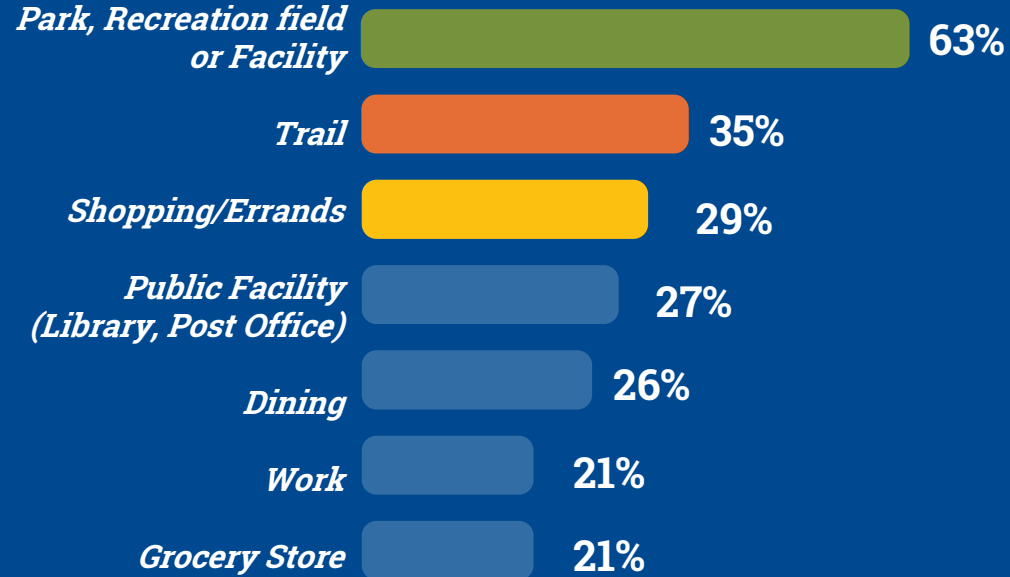


Advertised in English and Spanish on the City of Greeley's homepage and Facebook, Instagram, and Twitter.

# Community Survey



Where do you currently walk to in Greeley?



**56%** of people believe it is easy to walk in Greeley

**75%** of people feel safe or extremely safe from vehicles when walking

Advertised in English and Spanish on the City of Greeley's homepage and Facebook, Instagram, and Twitter.

# Community Survey

What is preventing you from riding a bicycle to where you would like? (Top responses)



**36%** of people believe that it is easy to bike

Advertised in English and Spanish on the City of Greeley's homepage and Facebook, Instagram, and Twitter.



# Community Survey

## I would use transit more if: (top responses)

The buses came more often 50%

There was a bus stop closer to my house or destination 45%

The bus system was easier to navigate or understand 31%



**51%** of GET riders are school-aged or university students with D6 or UNC

Advertised in English and Spanish on the City of Greeley's homepage and Facebook, Instagram, and Twitter.



# Community Survey

Total  
Responses

6

6

7

*Open for 8 weeks beginning 4/1/2021*

## Respondent top priorities for improving transportation:

*Improve traffic flow and reduce congestion*



49%

*Maintain existing facilities*



38%

*Provide a balanced transportation network  
that provides options for all modes of  
travel*



32%

Advertised in English and Spanish on the City of Greeley's homepage and Facebook, Instagram, and Twitter.



# Stakeholder Committee



# Engagement Events



- **Intercept events (June/July):**
  - Transit Center
  - Active Adults Center
  - Farmers' Market
  - Arts Picnic
  - Rodarte Community Center
  - Youth Commission presentation

**"What's good, and what could be better, about transportation in Greeley?"**

**Have received 180 comments about transportation**





# Engagement Events



## Upcoming Community Open House

- **August 25<sup>th</sup> at the Greeley Family FunPlex**
  - **Outdoor event with a food truck**





**Process Overview  
and Project  
Schedule**



**Outreach  
Activities**



**Existing Conditions  
Analysis and Key  
Takeaways**



**Council Feedback  
on Vision and  
Goal Areas**

**200**

MILES OF  
BUS ROUTES



**24**

MILES OF  
RAILROAD



**69.4**

MILES OF  
BIKE LANES



**510**

MILES OF  
SIDEWALK



**21**

MILES OF FIBER  
OPTIC CABLE



**5**

MILES OF  
SHARED LANES



**63.2**

MILES OF  
SHARED USE PATHS



**380**

MILES OF CITY  
MAINTAINED ROADS



**120**

NUMBER OF SIGNALIZED  
INTERSECTIONS



**39**

NUMBER  
OF BRIDGES

**Transportation  
In Greeley by  
the Numbers**



# Economic and Population Growth

**FROM 2015 TO 2045 GREELEY IS EXPECTED TO ADD:**



**+46,700 jobs**  
65% increase



**+64,600 people**  
67% increase



**The median household income in Greeley is increasing\***

*\*Source: 2020 Growth and Development Report*





# Regional Travel

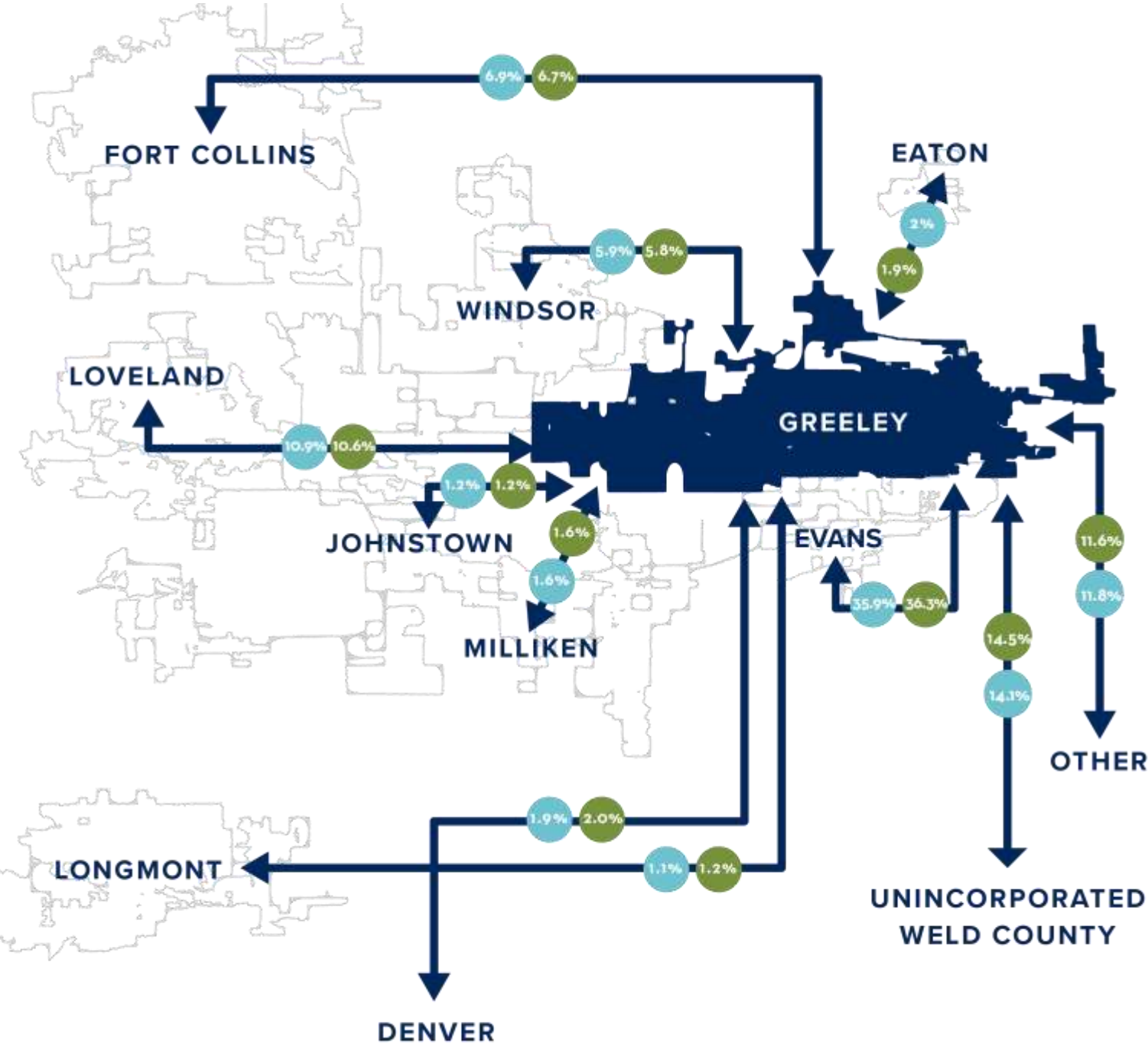
**% Destination**   **% Origin**

**30,000** people commute  
in to Greeley for work every  
day

**34,500** people commute  
out of Greeley for work every  
day

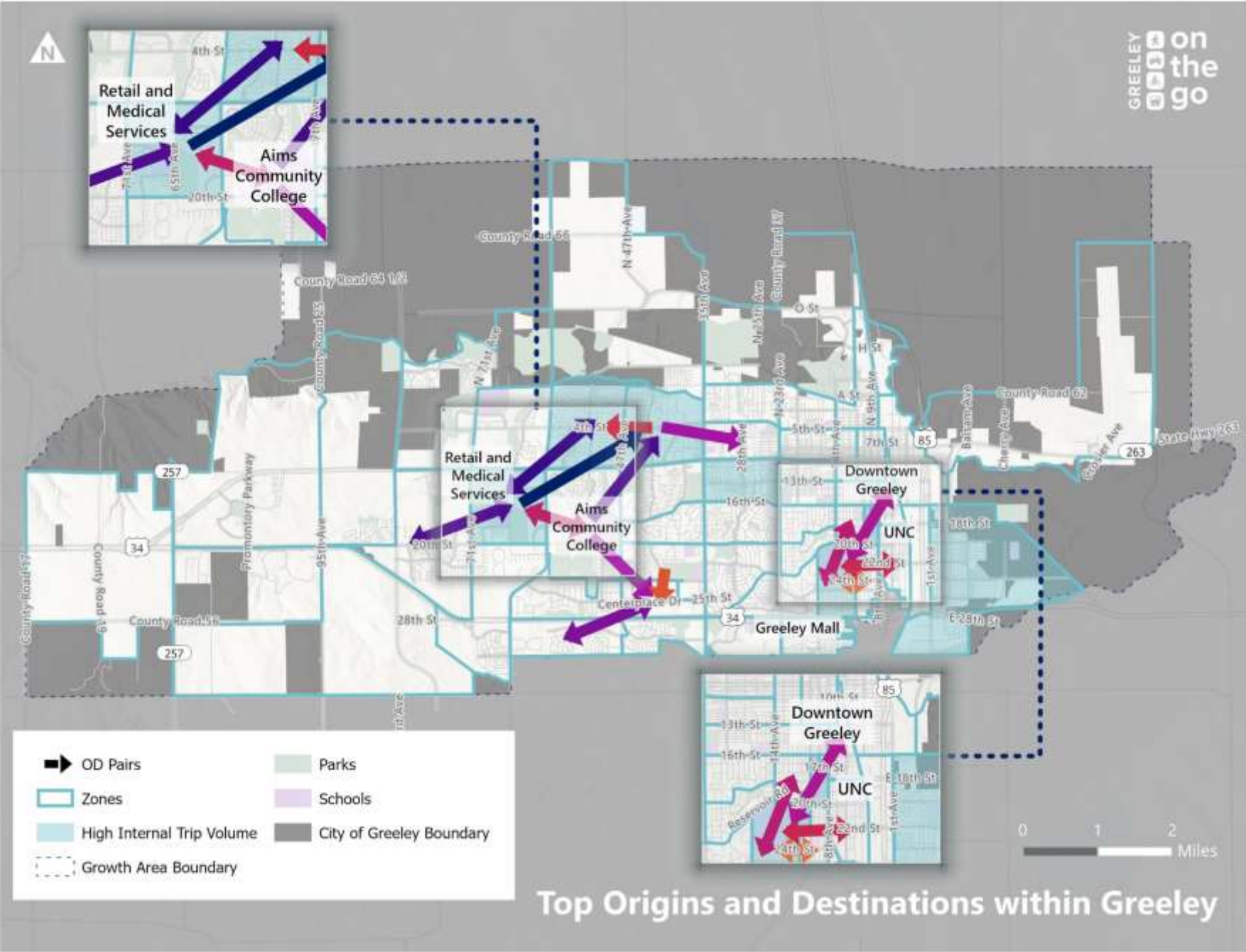
**20,000** people live  
and work in Greeley

Average commute time:  
**24 minutes**



# Travel within Greeley

15-20% of trips within Greeley are less than 1 mile

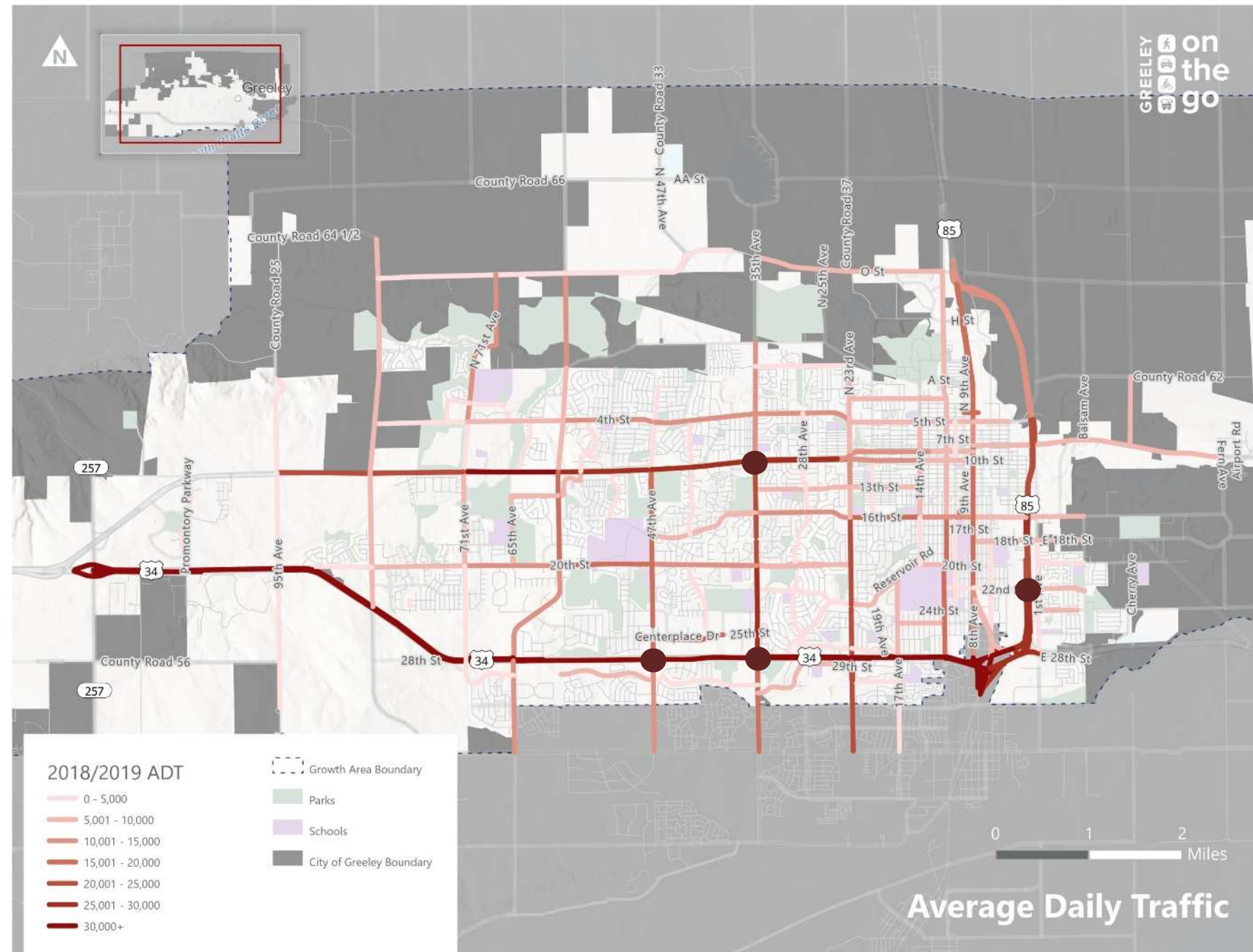


# Travel within Greeley

Traffic volume is highest on Highway 34 Bypass, 10th St (Highway 34 Business), and Highway 85

Intersection delay is highest at:

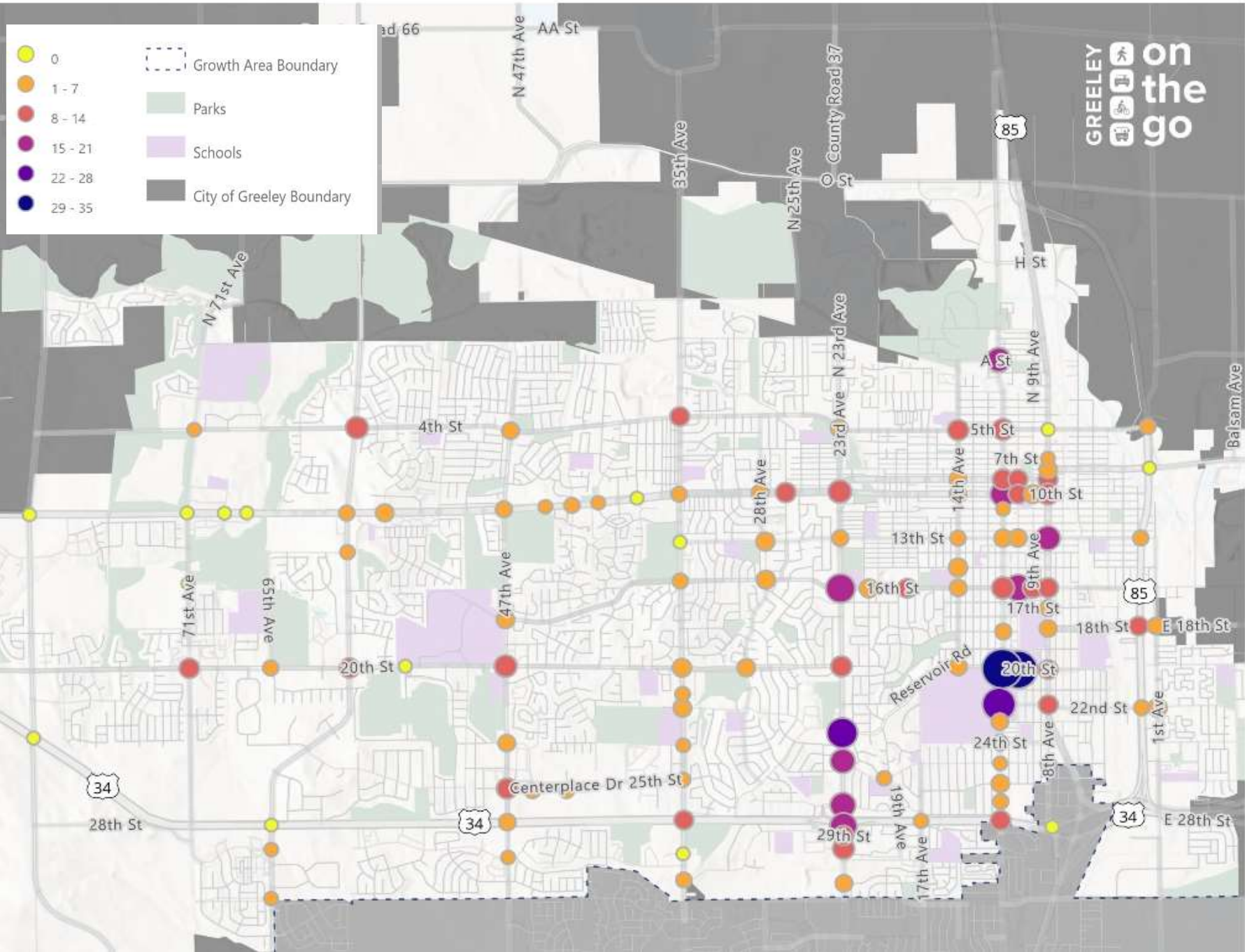
- 35th Avenue and 10th Street
- 35th Avenue and Hwy 34 Bypass
- 47th Ave and Hwy 34 Bypass
- 22nd Street and Hwy 85





# Travel within Greeley

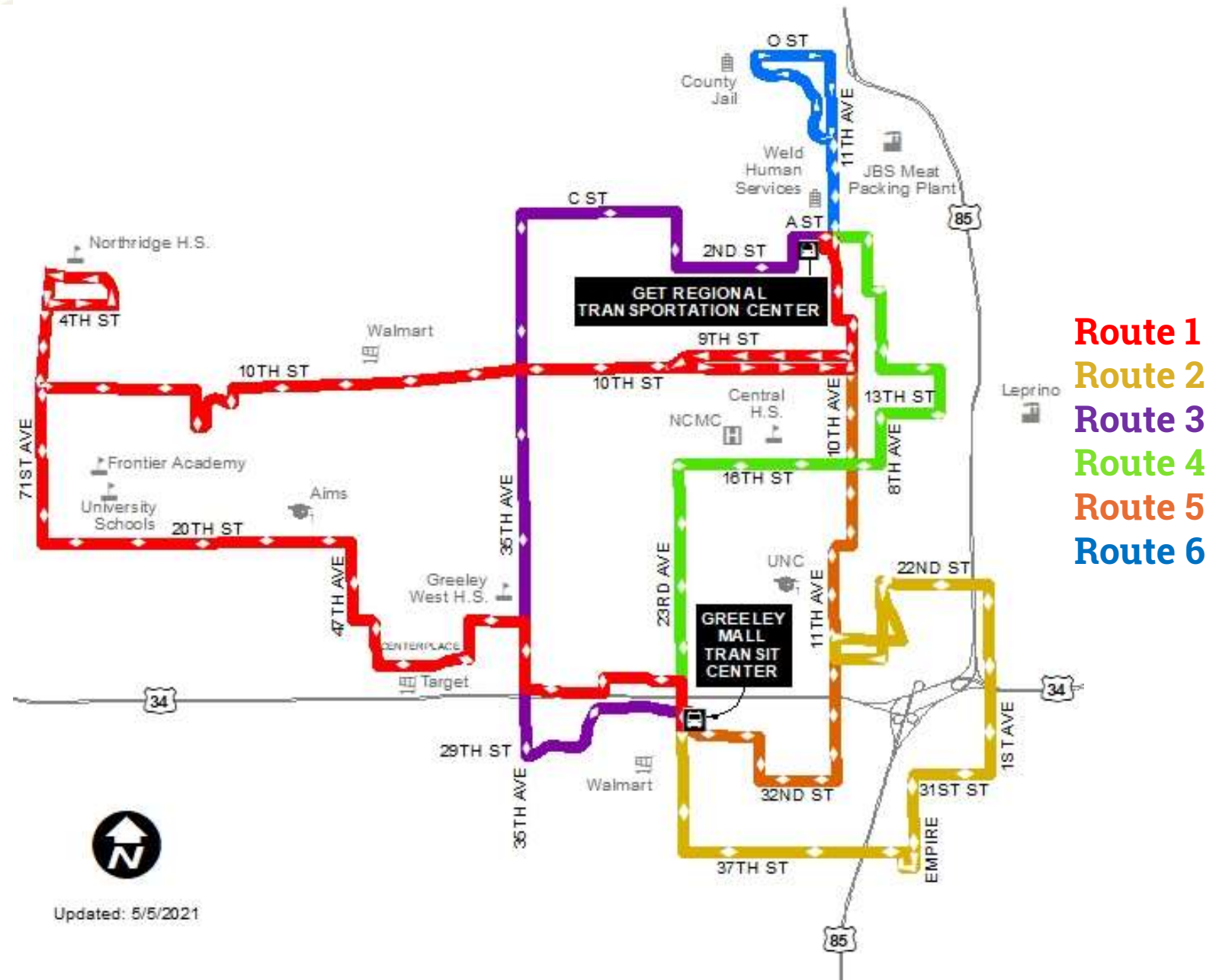
Walking and biking is highest downtown, near UNC and along 23rd Avenue





# Travel within Greeley

- GET ridership up 67% since 2011
- “Ride free with a student ID” helped fuel growth
- All routes grew ridership since 2011 - Route 3 the most (218%), Route 1 (142%), Route 2 (122%)



# What we learned

**Travel demand in Greeley will continue to grow with the population and economy**

**Many people would drive their vehicles less if other options were more comfortable and convenient**

**People would like the transportation system to operate better**

**Transportation options can be prioritized based on land use, density, and destinations**



# Next Steps in the Process

- 1** Develop objectives for each goal area
- 2** Analyze future travel demand and refine the MPO travel model
- 3** Continue to engage stakeholders, the public, and Council
- 4** Test different transportation scenarios within the travel model





**Process Overview  
and Project  
Schedule**



**Outreach  
Activities**



**Existing Conditions  
Analysis and Key  
Takeaways**



**Council Feedback  
on Vision and  
Goal Areas**

# Two Feedback Items

1. Draft Vision Statement
2. Draft Goal Areas



# Feedback Item #1- Vision Statement

Does this vision statement align with the Council 2040 Vision?

**Greeley on the Go- An ample, easy, and connected transportation system providing seamless mobility to enrich lives and promote economic vitality.**



# Feedback Item #2- Goal Areas

Do these goal areas align with the Council 2040 Vision?



**Safety**- Improve safety and reduce traffic-related injuries and fatalities across all modes.



**Economic Development**- Support inclusive economic development.



**Multimodal Network**- Expand mobility choices. Connect and strengthen the region, city, and existing neighborhoods.



**Equity and Health**- Increase transportation access and promote healthy lifestyles.



**Regional Collaboration**- Focus on regional connections and 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.



**Thank you!**

**Questions?**

