

Worksession Agenda Summary

January 25, 2022

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Title:

Greeley on the Go- City Transportation Master Plan

Background:

In alignment with City Council's Strategic Workplan and 2040 Council Vision, 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 provide a framework for transportation investments over the next 20 years. 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 update on the transportation master plan

Engagement efforts began with a community survey that was publicized in both English and Spanish on the City website, Facebook, Twitter, Instagram, and on Greeley Evans Transit buses. The survey was open for 8 weeks beginning in April and garnered over 667 responses. This response rate is higher compared to similar surveys conducted in cities of similar size.

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), Transfort (Fort Collins Transit), 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, Weld Werks, 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 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 majority of the stakeholders (95%) supported the goal areas and the goal statements. The proposed goal areas are below:

- Safety - *Improve safety and reduce traffic-related injuries and fatalities across all modes.*
- Economic Development - *Support 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 - *Promote regional mobility.*
- Strategic Investment and Funding - *Invest strategically and transparently with a focus on maintaining the existing system.*
- Land Use and Transportation - *Promote development that allows for alternative transportation options.*
- Environment and Technology - *Improve travel efficiency and allow for emerging transportation technology.*

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 were been received related to transportation.

Finally, a community open house was held on August 25th, 2021 at the Family FunPlex with approximately 75 participants. The project website (greeleyonthego.com) is continuously updated to provide the most recent information on the project and when engagement events are planned.

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.
- Many people would like to drive their vehicle less, both for recreation and travel, and would be more likely to do so if these options were more comfortable and convenient.

- Transportation investments can be prioritized based on land use, density, and destinations to promote placemaking.
- People would like the transportation system to operate better.

Staff is currently working on identifying priority areas and corridors and getting feedback from stakeholders, the Planning Commission, and the Citizens Transportation Advisory Board. Two additional Council work sessions are planned- one in the Spring and one in the Summer. Plan completion is anticipated in the Summer of 2022.

Strategic Work Program Item or Applicable Council Priority and Goal:

Greeley on the Move - Ample, Easy and Connected

Decision Options:

Option 1: Provide feedback on the plan vision and goals.

Attachments:

Presentation