

May 18, 2018

Comprehensive

BARA

Boulder

Broomfield

Erie

Louisville, Lafayette,

Superior

Longmont

REPORT:
BUSINESS
COMMUNITY
TOWN HALLS

TRANSPORTATION
MATTERS

Commuting
Solutions



COMMUTING SOLUTIONS: TRANSPORTATION MATTERS

COMPREHENSIVE FINAL REPORT

BOULDER AREA REALTOR ASSOCIATION TOWN HALL
BOULDER BUSINESS COMMUNITY TOWN HALL
BROOMFIELD BUSINESS COMMUNITY TOWN HALL
ERIE BUSINESS COMMUNITY TOWN HALL
LAFAYETTE, LOUISVILLE, SUPERIOR BUSINESS COMMUNITY TOWN HALL
LONGMONT BUSINESS COMMUNITY TOWN HALL



US 36 Mayors & Commissioners Coalition



TRANSPORTATION MATTERS

Transportation Matters, a Commuting Solutions Initiative, seeks to close the knowledge gap surrounding transportation funding, while encouraging businesses to actively participate in achieving a multi-modal future in the Northwest region from Denver to Longmont¹. As part of Transportation Matters several Business Community Town Halls were designed and conducted in partnership with multiple organizations including US 36 Mayors & Commissioners Coalition, cities across the northwest metro region, and Chambers of Commerce and Economic Development Partners.

In the town halls, Commuting Solutions provided information on the transportation funding gap in the region and projects currently on a draft project list. The draft project list makes up a concept titled the Northwest Transportation Network. The Northwest Transportation Network is a regional transportation concept that includes improvements on existing corridors and facilities, and the development of new transportation elements and facilities throughout the area. Communities included in the Northwest Transportation Network include Boulder, Broomfield, Lafayette, Longmont, Louisville, Superior, Thornton, and Westminster.

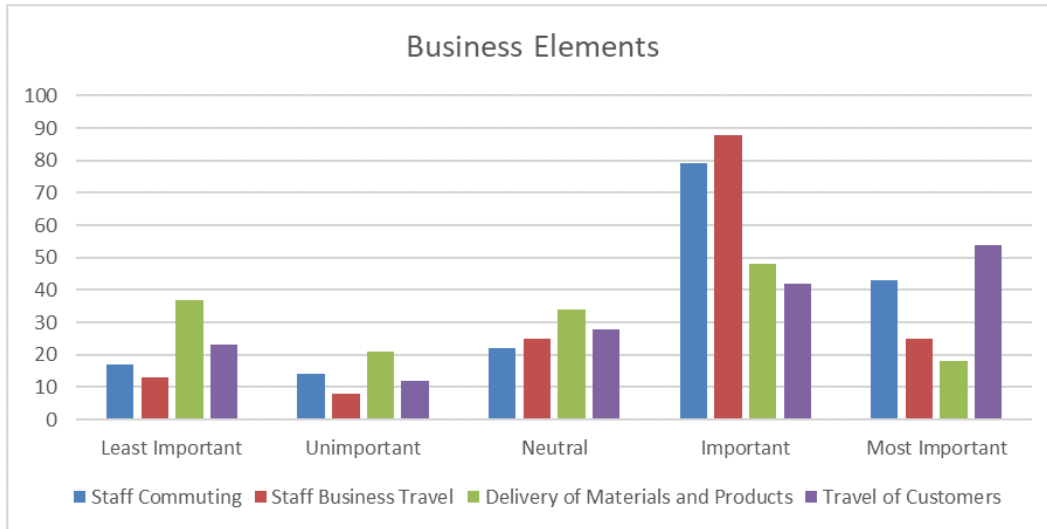
Subsequently, town hall attendees gave feedback using remote audience response devices and through facilitated conversations. The information obtained from town hall participants will be used to further refine the Northwest Transportation Network concept and inform next steps, such as modifying the draft project list and prioritizing projects.

¹ <http://commutingsolutions.org/regional-planning/transportation-matters/>

BROOMFIELD BUSINESS COMMUNITY TOWN HALL

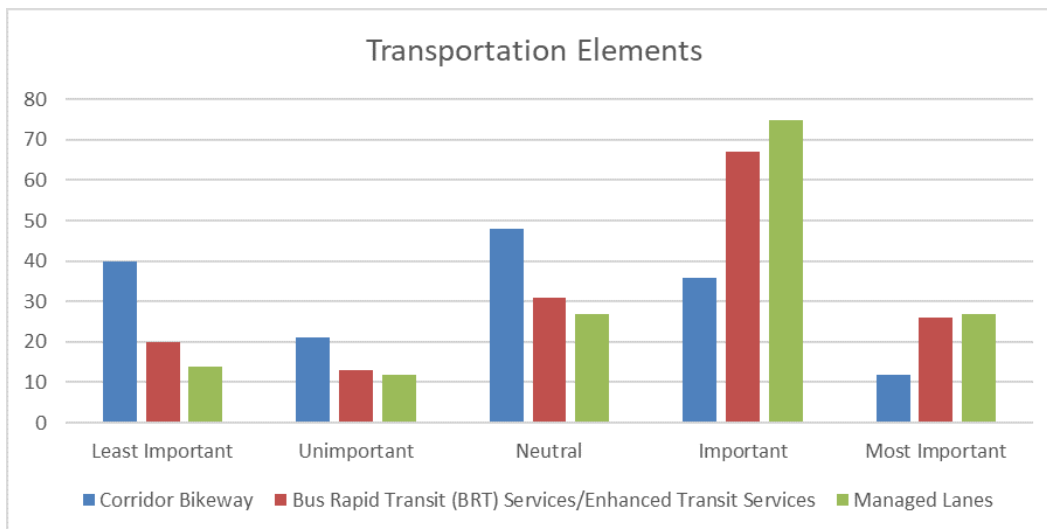
QUESTIONS 1 - 4: UNDERSTANDING WHAT IS IMPORTANT TO YOUR BUSINESS.

These questions seek to understand how important various business functions are to business owners. The business functions considered in this question series are: Staff Commuting, Staff Business Travel, Delivery of Materials and Products, and Travel of Customer. The purpose for these questions is that by understanding what business functions are important and not important to Northwest Transportation Network area businesses, Commuting Solutions can better understand what transportation corridors, elements, and facilities can meet the business's needs.

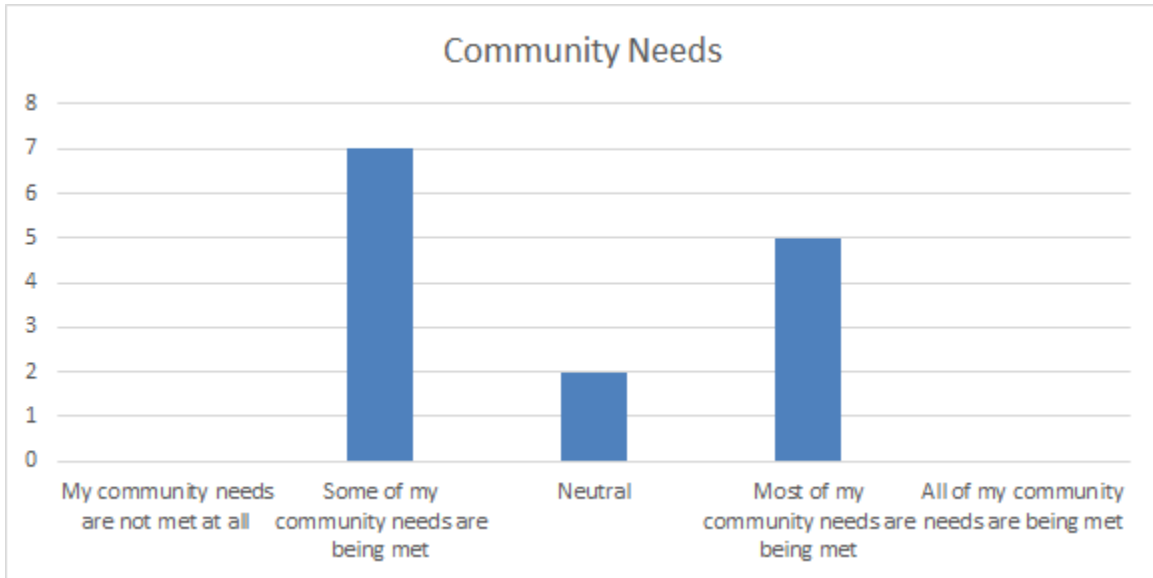


QUESTIONS 5 - 8: WHAT TRANSPORTATION ELEMENTS ARE MOST IMPORTANT TO YOUR BUSINESS?

These questions seek to understand what types of transportation elements are most important to the functioning of businesses. The transportation elements in this question series are: Corridor Bikeway, Bus Rapid Transit (BRT), and Managed Lanes.



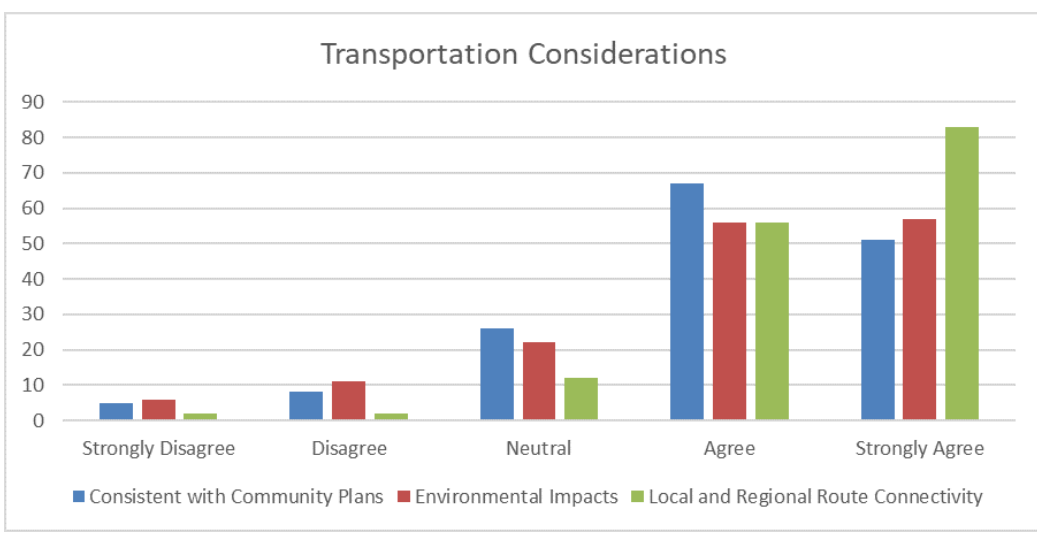
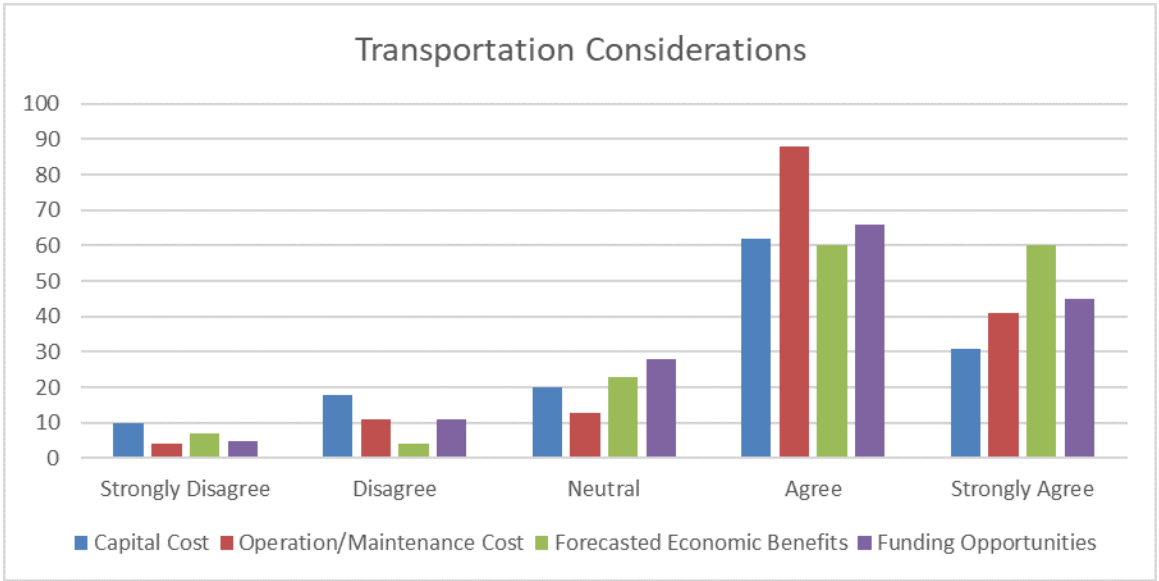
QUESTION 9: DO THE PROPOSED PROJECTS WE'VE DISCUSSED TODAY MEET YOUR COMMUNITY'S NEEDS?



QUESTIONS 10 - 17: RATING HOW THE NORTHWEST TRANSPORTATION NETWORK CAN SELECT AND PRIORITIZE PROJECTS IN THE FUTURE: TRANSPORTATION CONSIDERATIONS.

The purpose of these questions is to inform the development of criteria for (1) how projects can be selected to be included in further refined versions of the Northwest Transportation Network list of projects and (2) how will the projects included in the final Northwest Transportation Network list be prioritized. The reason prioritization is necessary is that the Northwest Transportation Network will be implemented project-by-project. The reason to create a set of acceptable selection and prioritization criteria (instead of considering whether each project should be selected and how it should be prioritized) is that by having network wide stakeholders create anonymous selection and prioritization criteria, conflicts of interest and bias are avoided.

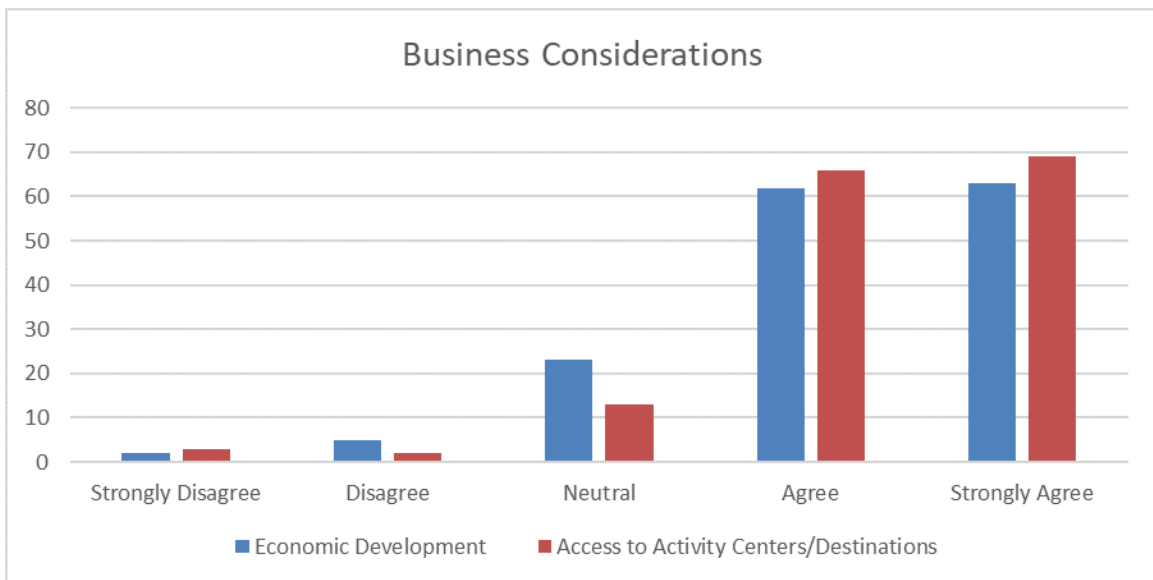
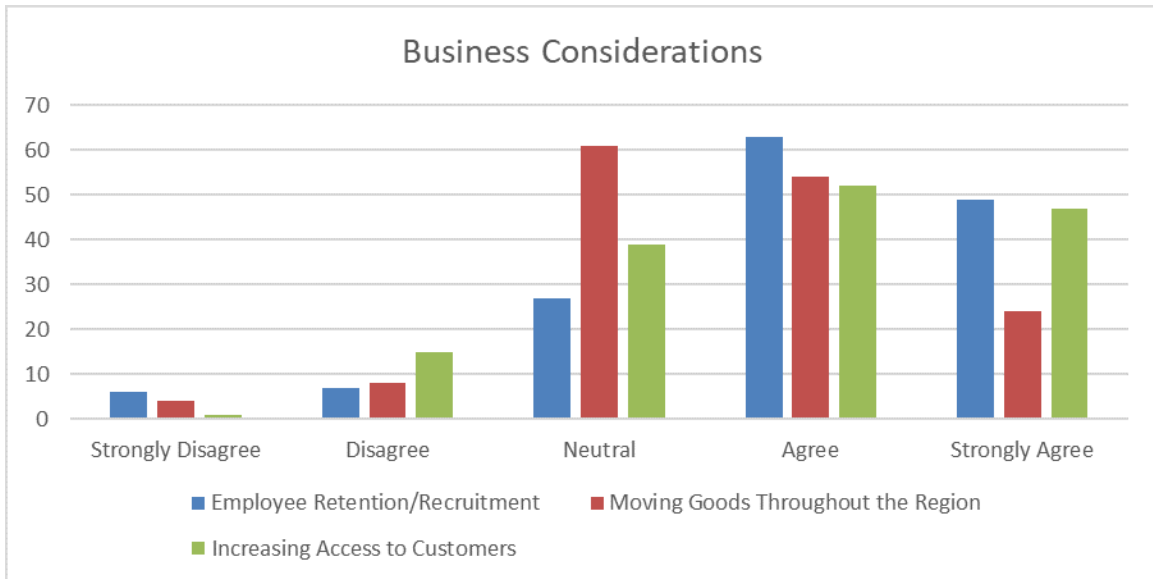
The transportation considerations in this question series are: Capital Cost, Operation and Maintenance Cost, Forecasted Economic Benefits, Funding Opportunity, Consistent with Community Plans, Environmental Impacts, and Local and Regional Route Connectivity.



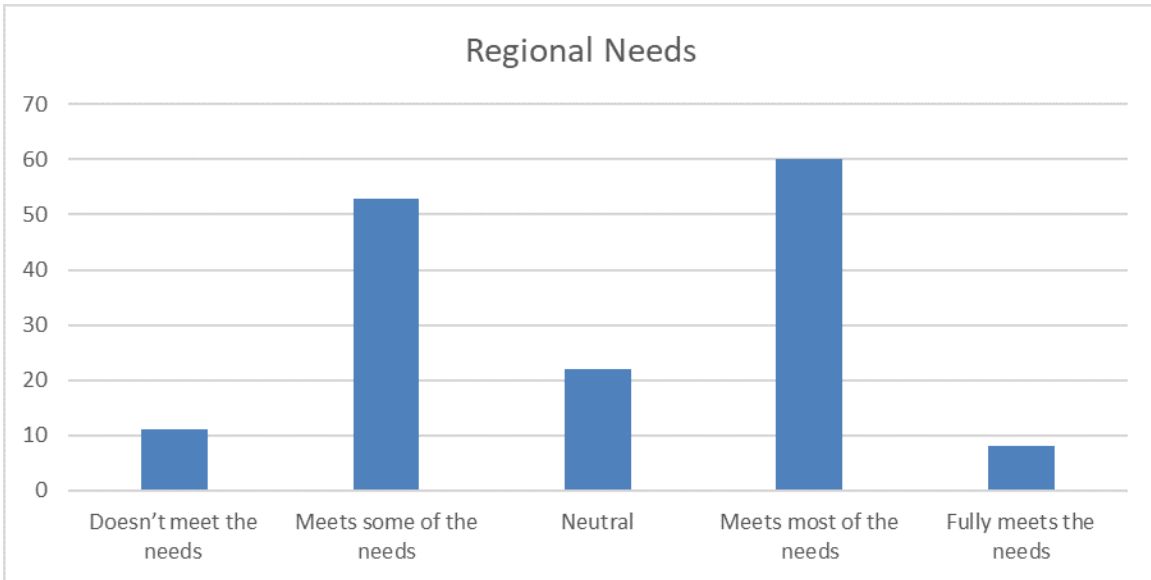
QUESTIONS 18 - 21: RATING HOW THE NORTHWEST TRANSPORTATION NETWORK CAN SELECT AND PRIORITIZE PROJECTS IN THE FUTURE: BUSINESS CONSIDERATIONS.

The purpose of these questions is the same as that for Questions 10 - 17, to inform the selection and prioritization of projects for the Northwest Transportation Network. The difference is that this question series focuses on business considerations as selection and prioritization criteria.

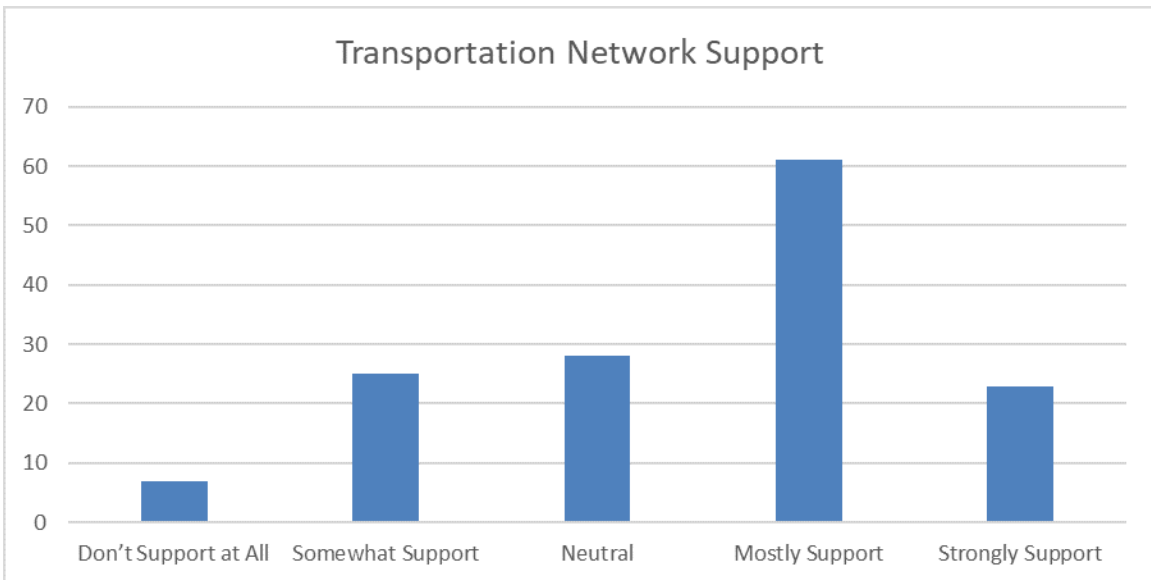
The business considerations in this question series are: Employee Retention/Recruitment, Moving Goods Throughout the Region, Increasing Access to Customers, Access to Activity Centers/Destinations



QUESTION 22: DOES THE DRAFT PROJECT LIST MEET THE REGION'S TRANSPORTATION NEEDS?



QUESTION 23: WHAT IS YOUR GENERAL LEVEL OF SUPPORT OF THE NORTHWEST TRANSPORTATION NETWORK CONCEPT?



APPENDIX A: QUALITATIVE RAW DATA

Please see individual community reports for Qualitative Data Tables.

APPENDIX B: QUANTITATIVE SUPPORTING DATA

The following tables are the survey votes on which the graphs were created.

Questions 1 - 4: Understanding what is important to your business.

Business Elements	Staff Commuting	Staff Business Travel	Delivery of Materials and Products	Travel of Customers
Least Important	17	13	37	23
Unimportant	14	8	21	12
Neutral	22	25	34	28
Important	79	88	48	42
Most Important	43	25	18	54

Questions 5 - 8: What Transportation Elements are most important to your business?

Transportation Elements	Corridor Bikeway	Bus Rapid Transit (BRT) Services/Enhanced Transit Services	Managed Lanes
Least Important	40	20	14
Unimportant	21	13	12
Neutral	48	31	27
Important	36	67	75
Most Important	12	26	27

Question 9: Do the proposed projects we've discussed today meet your community's needs?

	Community Needs
My community needs are not met at all	12
Some of my community needs are being met	64
Neutral	21
Most of my community needs are being met	49
All of my community needs are being met	9

Questions 10 - 17: Rating how the Northwest Transportation Network can select and prioritize projects in the future: Transportation Considerations 1.

Transportation Considerations	Capital Cost	Operation/Maintenance Cost	Forecasted Economic Benefits	Funding Opportunities
Strongly Disagree	10	4	7	5
Disagree	18	11	4	11
Neutral	20	13	23	28
Agree	62	88	60	66
Strongly Agree	31	41	60	45

Questions 10 - 17: Rating how the Northwest Transportation Network can select and prioritize projects in the future: Transportation Considerations 2.

Transportation Considerations	Consistent with Community Plans	Environmental Impacts	Local and Regional Route Connectivity
Strongly Disagree	5	6	2
Disagree	8	11	2
Neutral	26	22	12
Agree	67	56	56
Strongly Agree	51	57	83

Questions 18 - 22: Rating how the Northwest Transportation Network can select and prioritize projects in the future: Business Considerations.

Business Considerations	Employee Retention/Recruitment	Moving Goods Throughout the Region	Increasing Access to Customers
Strongly Disagree	6	4	1
Disagree	7	8	15
Neutral	27	61	39
Agree	63	54	52
Strongly Agree	49	24	47

Questions 18 - 22: Rating how the Northwest Transportation Network can select and prioritize projects in the future: Business Considerations.

Business Considerations	Economic Development	Access to Activity Centers/Destinations
Strongly Disagree	2	3
Disagree	5	2
Neutral	23	13
Agree	62	66
Strongly Agree	63	69

Question 23: Does the draft project list meet the region's transportation needs?

	Regional Needs
Doesn't meet the needs	11
Meets some of the needs	53
Neutral	22
Meets most of the needs	60
Fully meets the needs	8

Question 24: What is your general level of support of the Northwest Transportation Network concept?

	Concept Support
Don't Support at All	7
Somewhat Support	25
Neutral	28
Mostly Support	61
Strongly Support	23

APPENDIX C: LIST OF BUSINESS COMMUNITY TOWN HALLS

Erie, 3/20/18, Erie Community Center, 450 Powers Street, Erie

Lafayette, Louisville and Superior 4/3/18, Lafayette Public Library, 775 Baseline Rd, Lafayette

Boulder Area Realtor Association, 4/4/18, 4790 Table Mesa Drive, Boulder

Boulder, 4/16/18, Boulder Chamber, 2440 Pearl Street, Boulder

Broomfield, 4/25/18, Broomfield Auditorium, 3 Community Park Road, Broomfield

Longmont, 5/15/18, Longmont Museum, 400 Quail Rd, Longmont