September 13, 2018 RFTA Board Meeting

PARSONS

RFTA

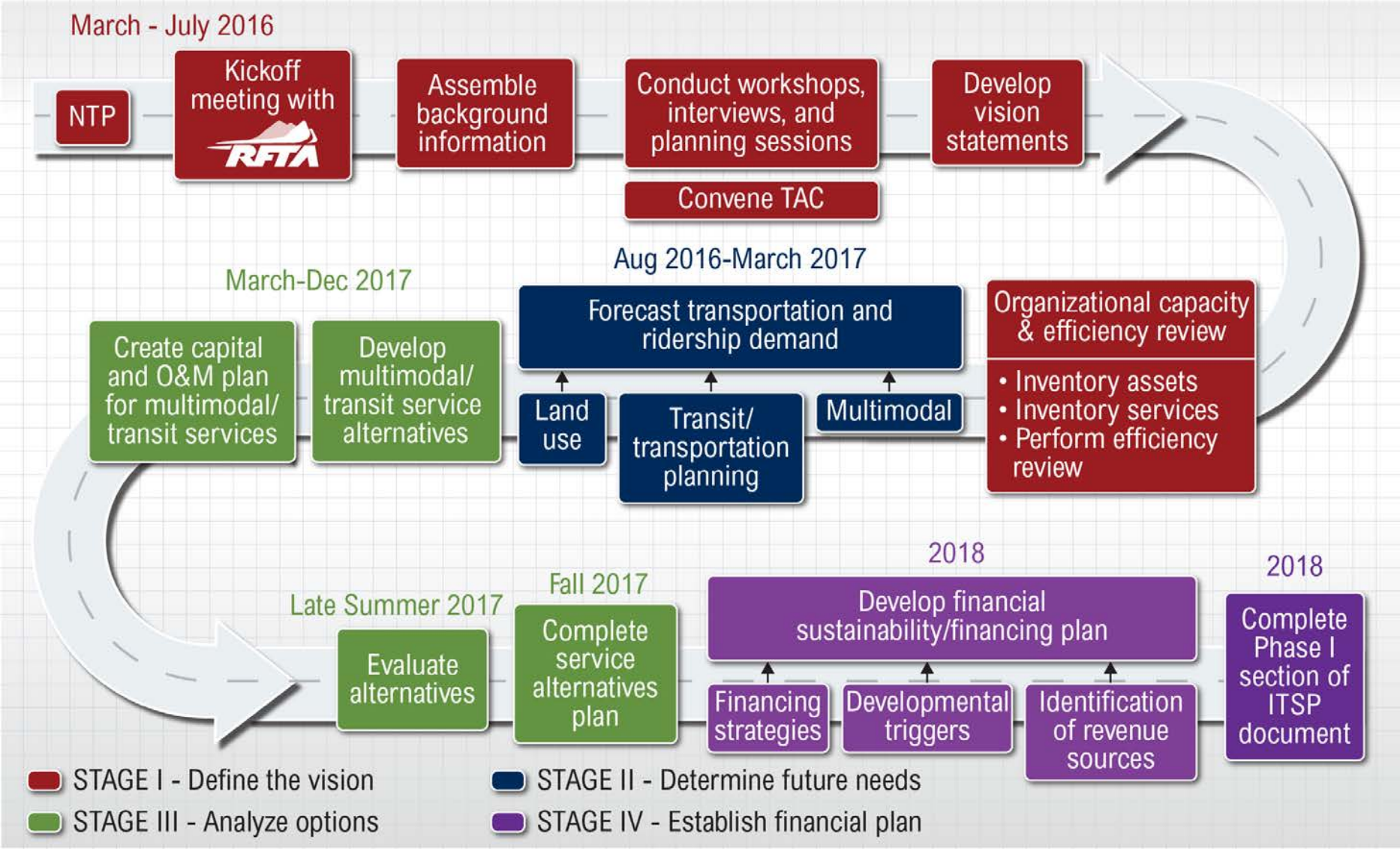
Past Updates to You

- ITSP Stage I – performed stakeholder outreach and developed project goals (Mar - Jul 2016)
- ITSP Stage II – analyzed future land use and ridership needs using Air Sage data (Aug 2016 - Feb 2017)
- ITSP Stage III – Analyze Options kick off & funding discussion, branded Destination 2040 (May 2017-June 2018)
- Destination 2040 Stage IV – Establish Financial Plan (January 2018-present)

Today's Agenda

- Destination 2040 Update
- Destination 2040 next steps-
  - Efficiency and Organizational Structure Review Report
  - Integrated Transportation System Plan Report
  - Possible Additional Study
- Ballot and Campaign Update

Destination 2040 Process Flow Chart



Destination 2040 Update

- Frequently asked questions (FAQs) from previous outreach have been compiled
- FAQ responses have been developed and are on the RFTA2040.com website
- FAQs fall into three major categories:
  - Funding, Costs & Fares
  - Specifics of Improvements (parking, bikes, trails)
  - Improvements in Service

Destination 2040 Next Steps

Efficiency and Organizational Structure Review Report

- Drafted during Stage I
- Placeholders to be completed based on the ITSP process and recommendations
  - Organizational structure
  - Future asset allocations
  - 20 year growth plan

Destination 2040 Next Steps (continued)

ITSP Report

- Drafted during Stage III
- Will address RFTA comments developed during Stage III
- Will include Stage IV actions
  - Financial model and plan
  - Final proposed project lists
  - Public outreach during Stage IV

Destination 2040 Next Steps (continued)

Possible Additional Study Identified-

- Evaluate Bus Priority Opportunities
  - Grand Ave Avenue-GWS
  - MC Roundabout/Kiss and Ride

Ballot and Campaign Update

- Ballot Activities
  - RFTA Ballot requirements complete and ongoing
  - Certified ballot language
  - Completing TABOR notice by 9/21
  - Will pass on financial disclosure and pros and cons to designated election officials.

Ballot and Campaign Update continued

- Campaign:
  - Campaign has been formed
  - "On Board with RFTA"
  - If interested contact Bill Ray at bill@wr-communications.com
  - Staff is prohibited from working on campaign on company time.
  - Campaign Website

QUESTIONS / DISCUSSION

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