



# Technical Advisory Committee

Meeting #2

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13 May 2021

# Today's Agenda

- 1 About This Project
- 2 SCOT Analysis
- 3 Existing Demographics
- 4 Plan Review
- 5 Discussion
- 6 Next Steps / Timeline



# About this Project

# About this Project

- Improve mobility for seniors, people with disabilities, and low-income individuals
- Organizations involved **coordinate** and provide transportation services
- Federal transit law requirement for Section 5310 (Enhanced Mobility for Individuals and Individuals with Disabilities Program) **project funding**
- Projects "must be included in a **locally developed coordinated plan.**"
- This is the **first such plan of its kind exclusive to Boulder County.**





# The Process

- Learning:
  - Meetings with Advisory Committee and plan partners
  - Feedback from transit riders and operators
- Existing Conditions Report:
  - Demographics
  - Transit Services
  - Gaps between the two
- Strategies Report:
  - Goals
  - Implementation



# How can you help?



## Validate our findings



## Support project outreach

Identify stakeholders for interviews  
Promote project info when it goes online  
Invite community members to outreach events

# Strengths, Challenges, Opportunities, and Threats (SCOT) Analysis

# SCOT

- 21 responses to date!
- Strengths - internal characteristics that give an advantage to achieve performance goals
- Challenges - internal characteristics that place you at a risk for not achieving performance goals
- Opportunities - external opportunities to improve transit performance
- Threats - external elements that could cause trouble



# SCOT Findings


## Strengths

### Most Common Themes:

- Community Awareness and Relationships
- Adaptive/Efficient Staff
- Partnerships with Jurisdictions, Organizations and other Stakeholders



*“Growing awareness of our mission within the community”*



*“During COVID, County had weekly meetings to educate partners and residents.”*



# SCOT Findings

## Strengths

### Other Themes:

- Support from Leaders and Elected Officials
- Organizational Structure and Values
- Existing Transit Services/Programs

*Our goals/mission/vision align with the values of many Coloradans, which helps us achieve our membership goals.*



*“...Trip Tracker, described by the City of Boulder [is] one of the most effective and economical ways to influence student travel behavior.”*




# SCOT Findings


## Challenges

### Most Common Themes:

- Constrained Resources
  - Spreads internal staff too thin
  - Forces reliance on volunteers, partners, and grants for programs
  - Stifles expansion to meet current demand
- Not Meeting Enough of the Needs
- Mistrust/Reluctance from the Community



*“Not enough resources/opportunities to meet the demand. Demand is increasing.”*




*“Community reluctance to accept solutions from outside agencies - we tried this before and it didn't work...”*

# SCOT Findings


## Challenges

### Other Themes:

- High Cost for Existing Services
- Location of Services
- Organizational Limitations
- Older Adults Left Behind in Pandemic
- Aging Fleet / Driver Shortage



*“Not always a clear, unified City vision of how to address transit issues.”*



*“Transportation options not convenient, or accessible, based on location.”*

# SCOT Findings


## Opportunities

### Most Common Themes:

- Partnerships
- Existing Services Demonstrate Demand
- Community
  - Growth
  - Awareness
  - Interests



*“Build stronger partnerships with external partners to develop not just a loud, but focused, voice on transit.”*



*“Members of the public are aware of strengths and weaknesses of existing mobility options and have a desire for a more integrated network”*

# SCOT Findings

## Opportunities

### Other Common Themes:

- Post-Recovery Plans and Initiatives
- Political Support for Infrastructure and Transportation



*“Recent rebranding is an opportunity to re-focus and expand our marketing efforts”*



*“Potential for new funding to address transportation needs (state, federal)”*



# SCOT Findings


## Threats

### Most Common Themes:

- Funding/Budgets
  - Spectre of Transit Cuts
  - Overall Economic Recovery Timeline
- Pandemic Impacts
  - Transit Rider Comfort & Health
  - Discrimination/Ageism
- Politics/Bureaucracy



*“Other transportation options, such as Ride Free Lafayette, are grant funded and their future isn't guaranteed”*



*“Turf wars - really! People want to complain and blame but not actually work together to solve problems”*

# SCOT Findings


## Threats

### Other Themes:

- Uneven Growth in Demand
- Built Environment
- Competition from the Private Sector



*“...land use and density not very conducive to transit usage.”*

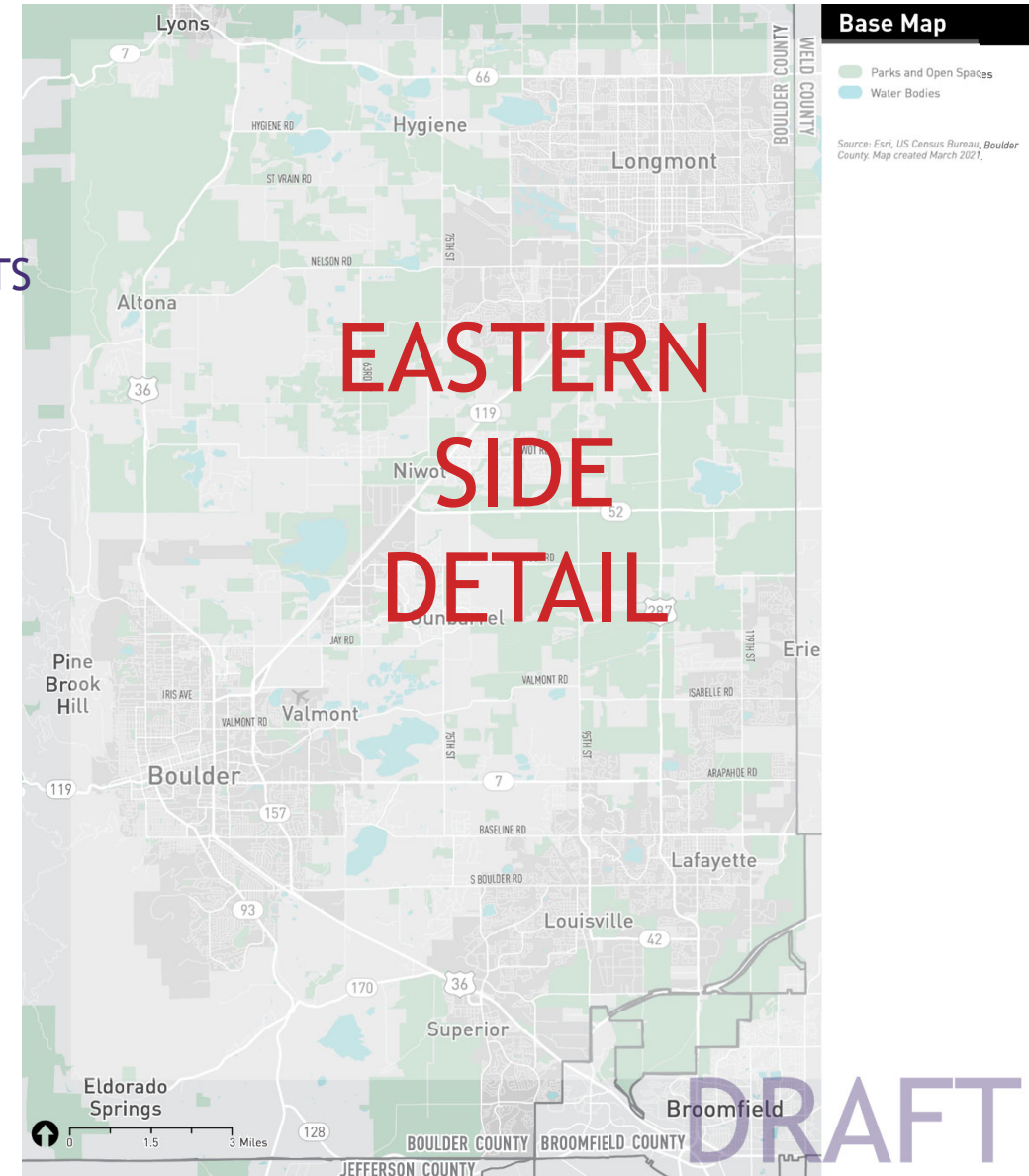
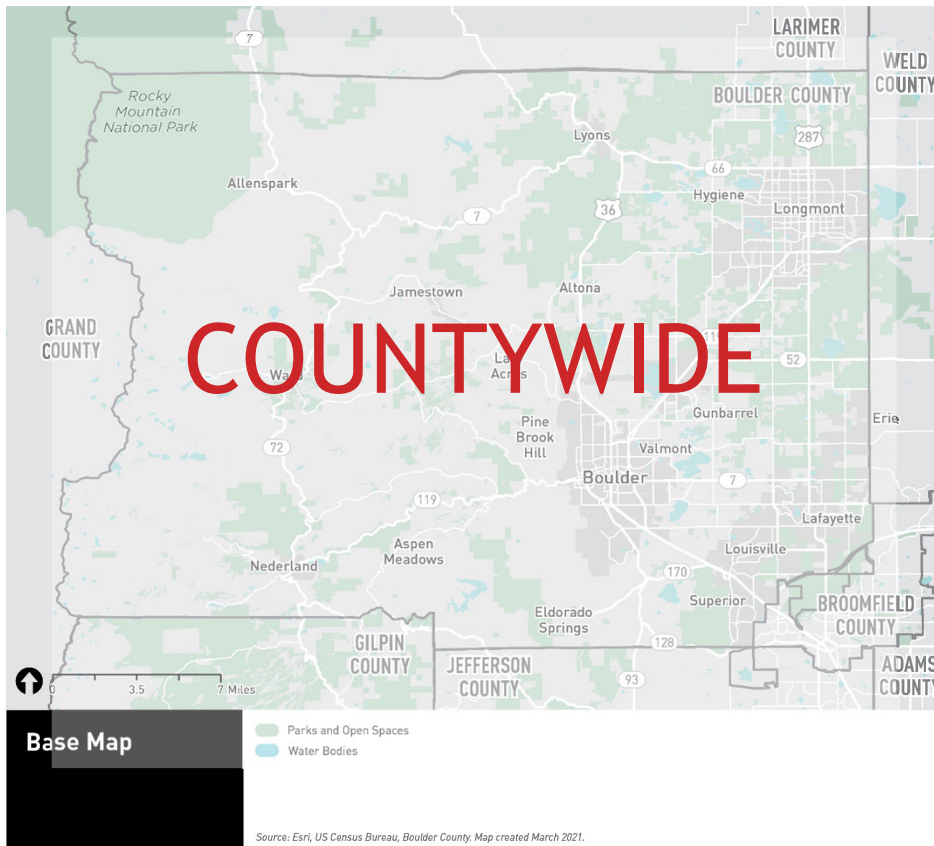


*“Smaller pool of people who want to be bus drivers. Lots of competition for CDL folks from delivery services like Amazon, FedEx, etc”*

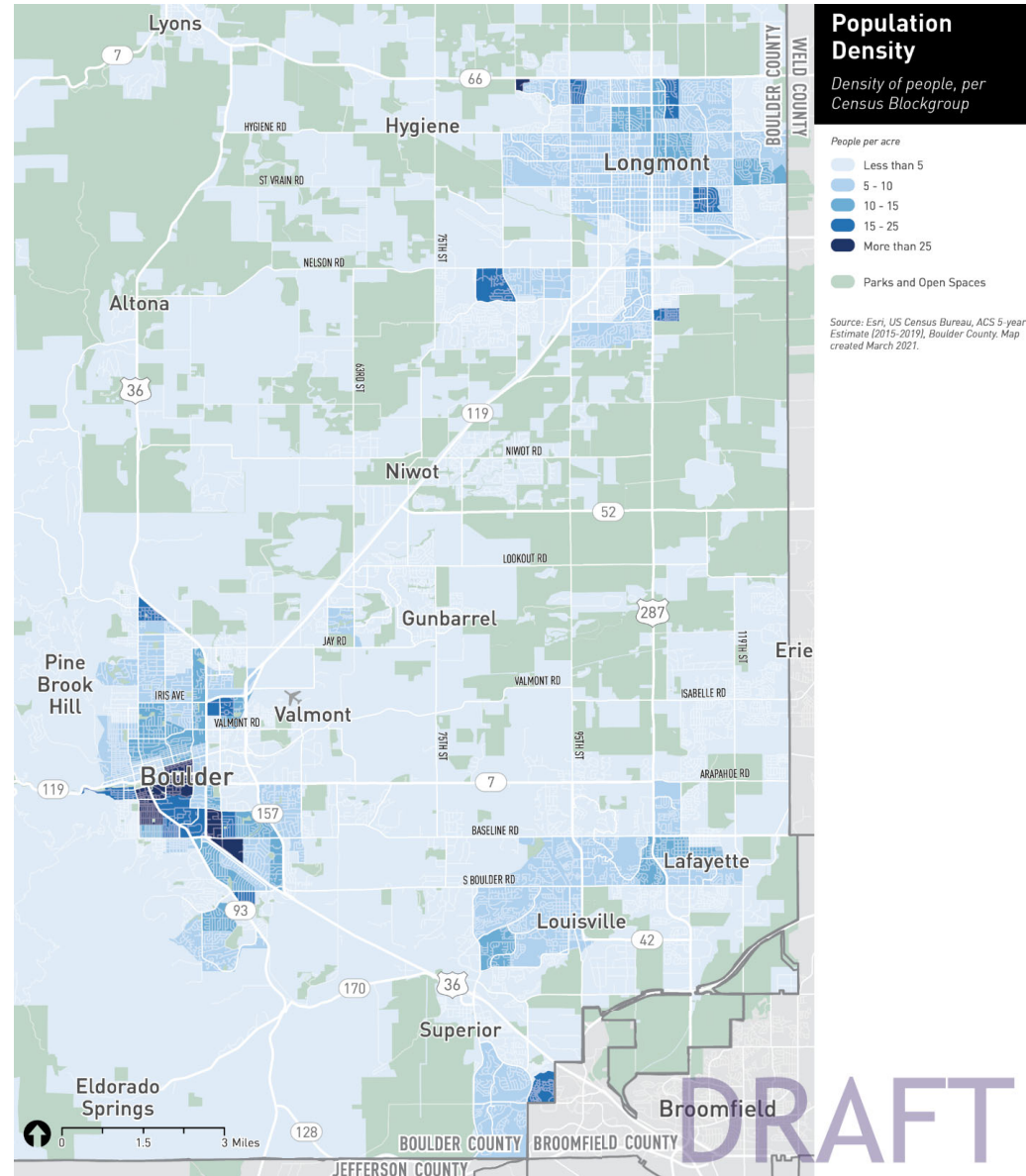
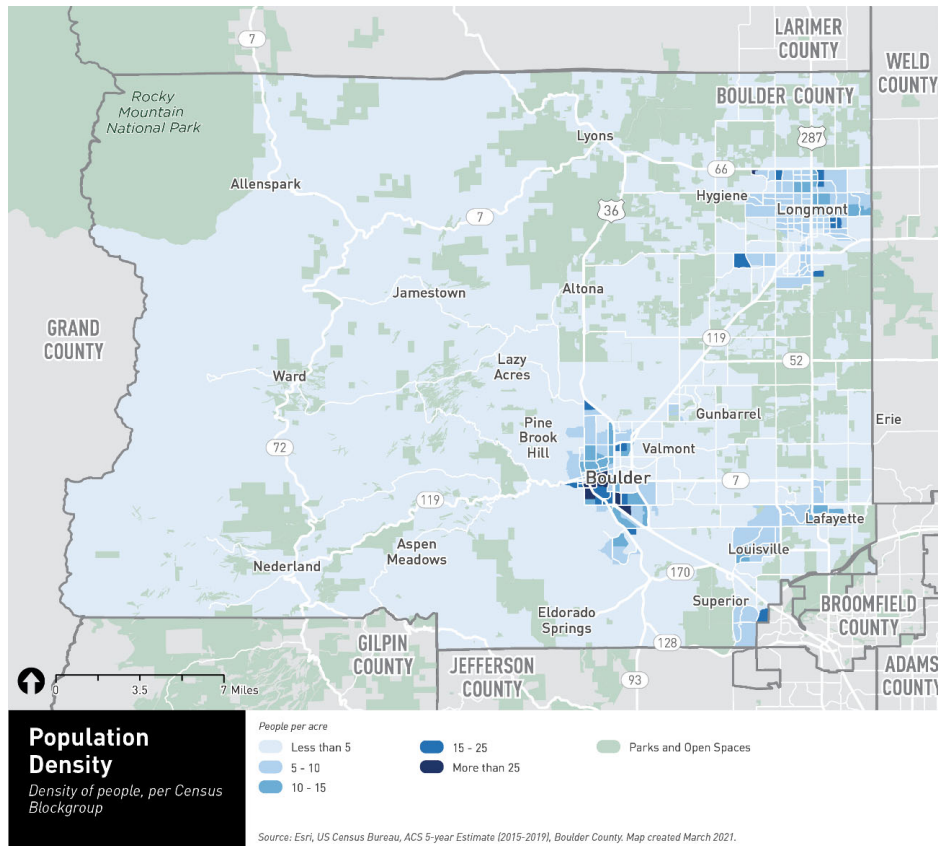
# Demographic Findings

# Guide to Maps

AT THIS TIME, ALL MAPS IN THIS DECK ARE DRAFTS  
FOR INTERNAL DISCUSSION ONLY

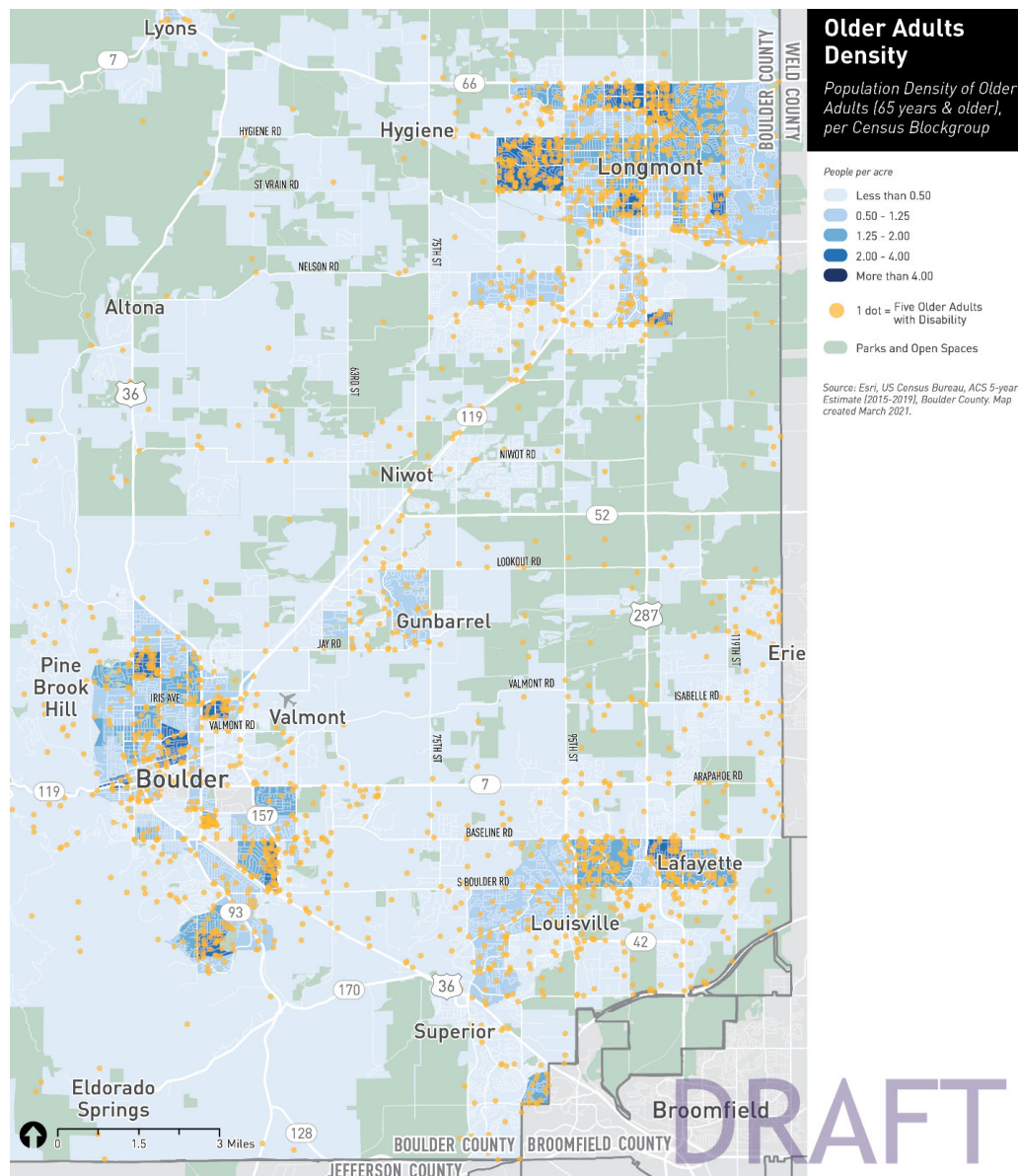
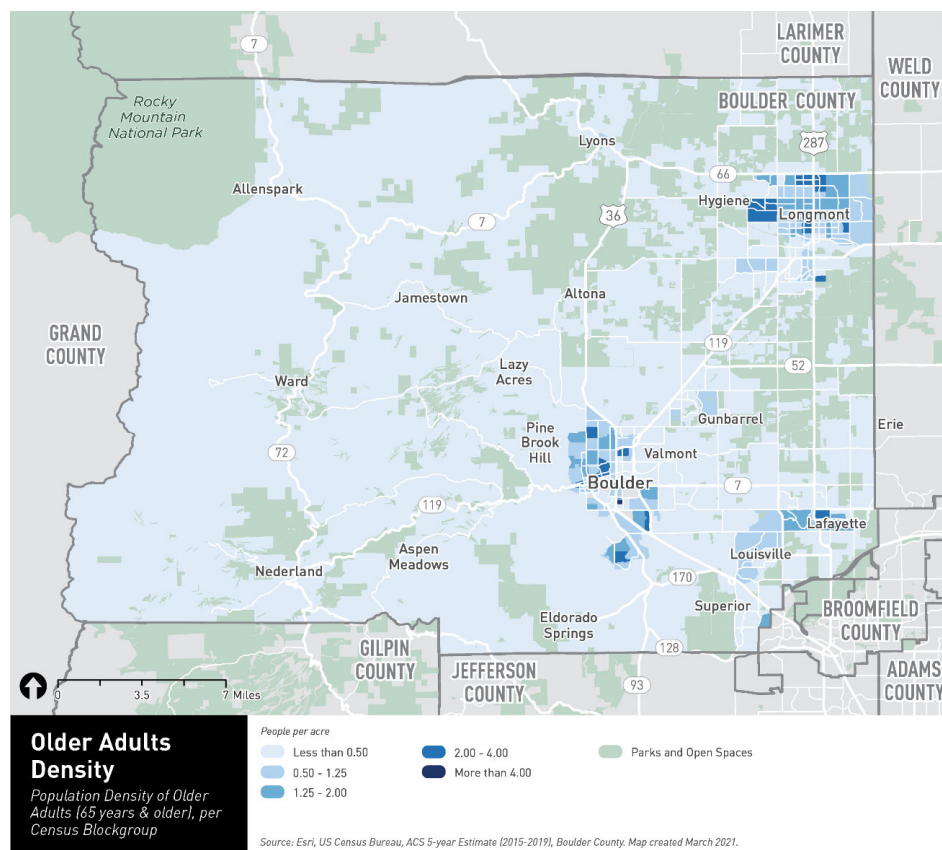


# Overall Population

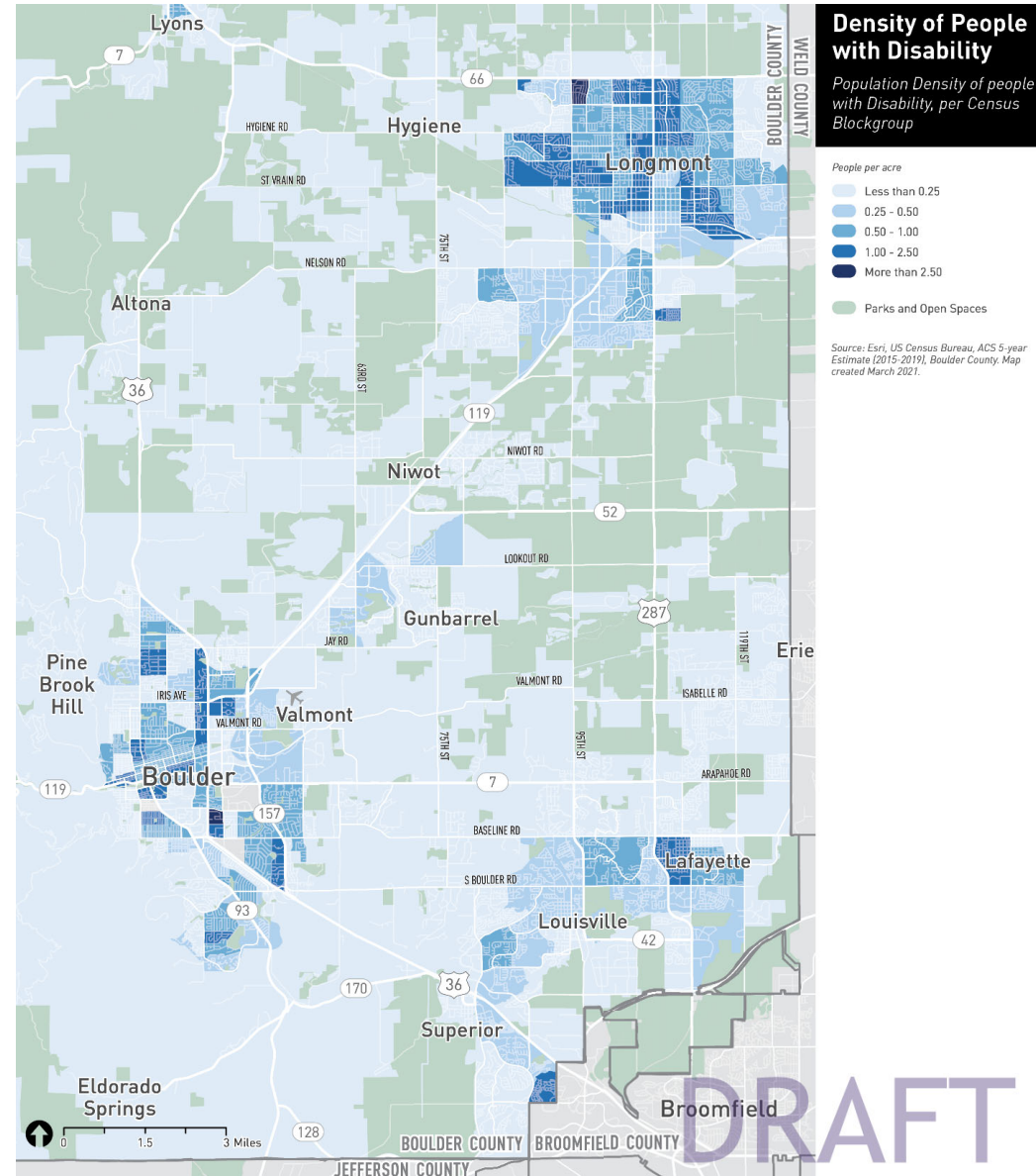
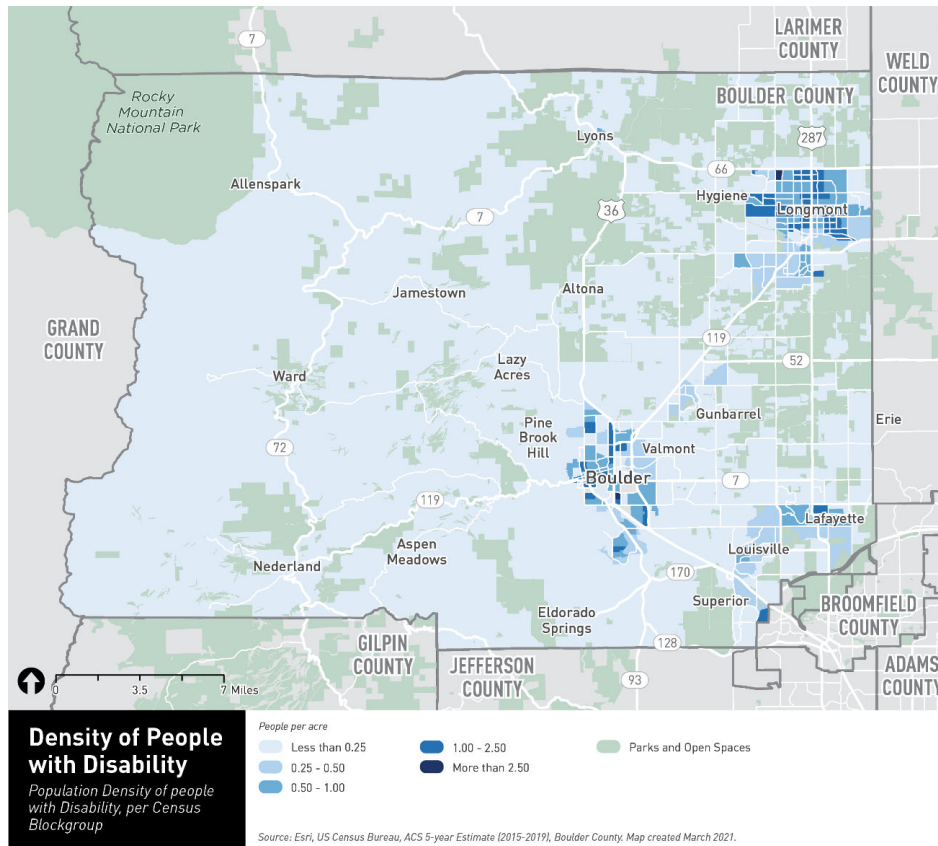




# Older Adults

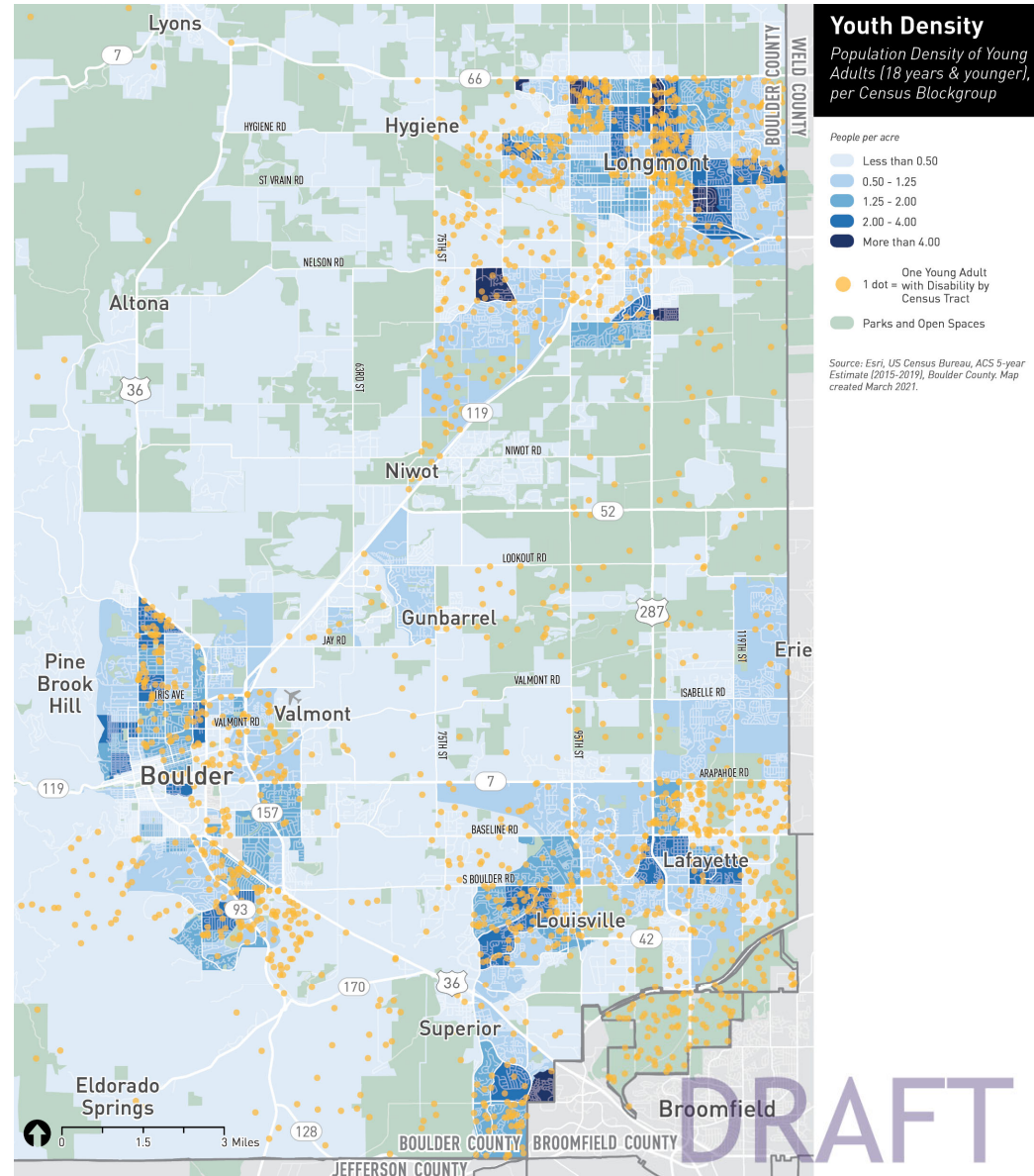
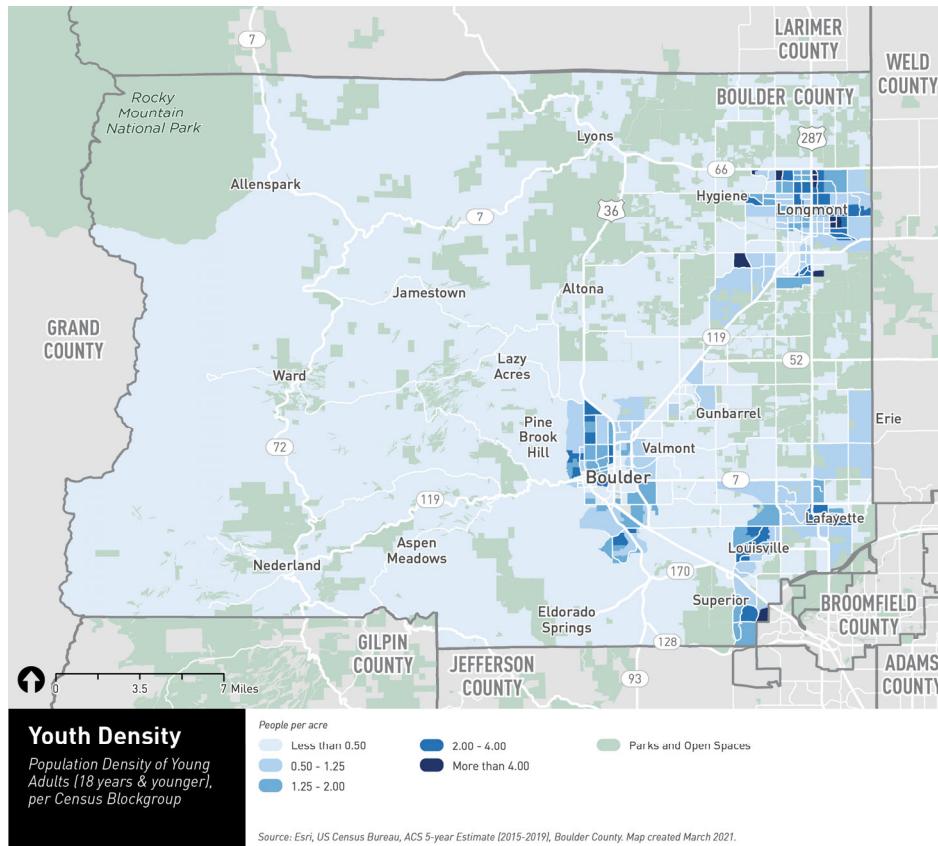


# People with Disabilities

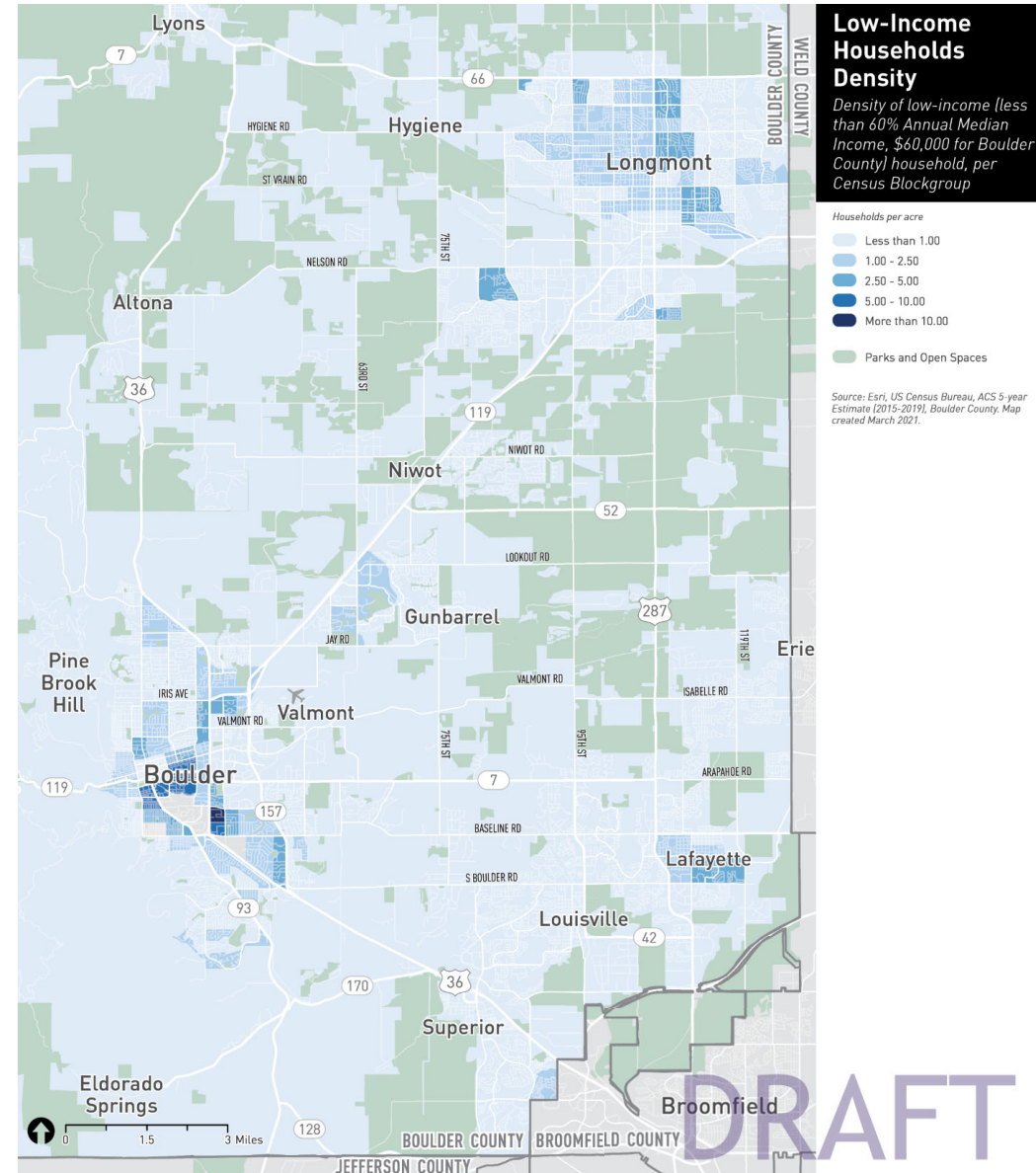
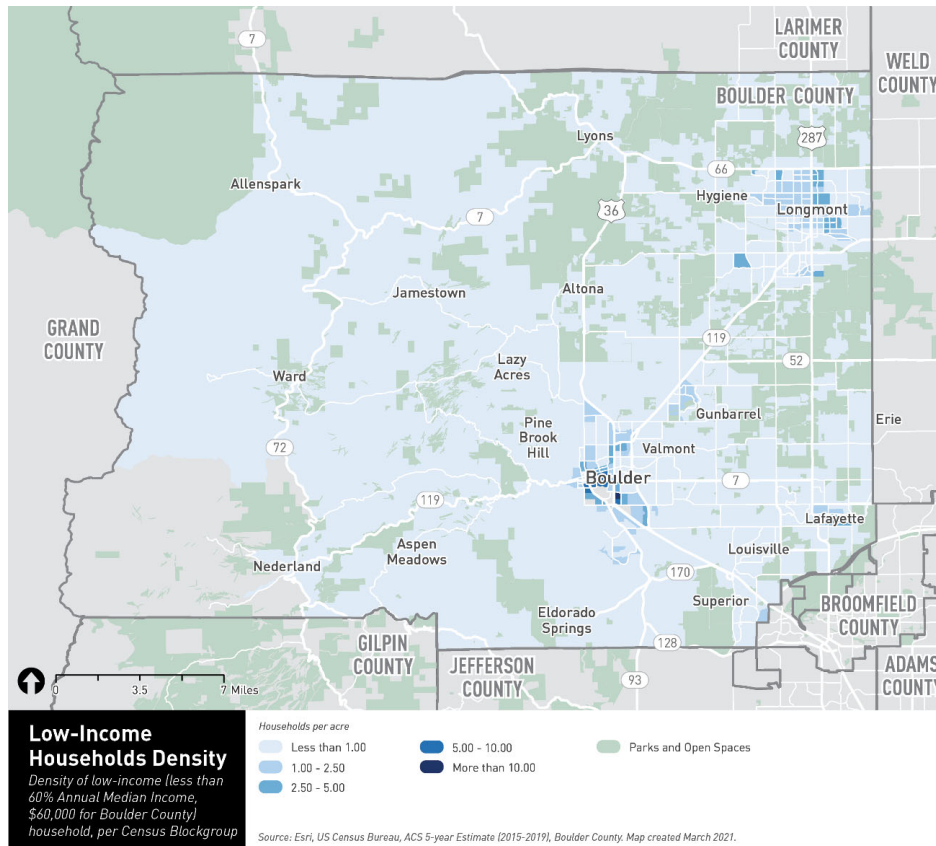




# Youth



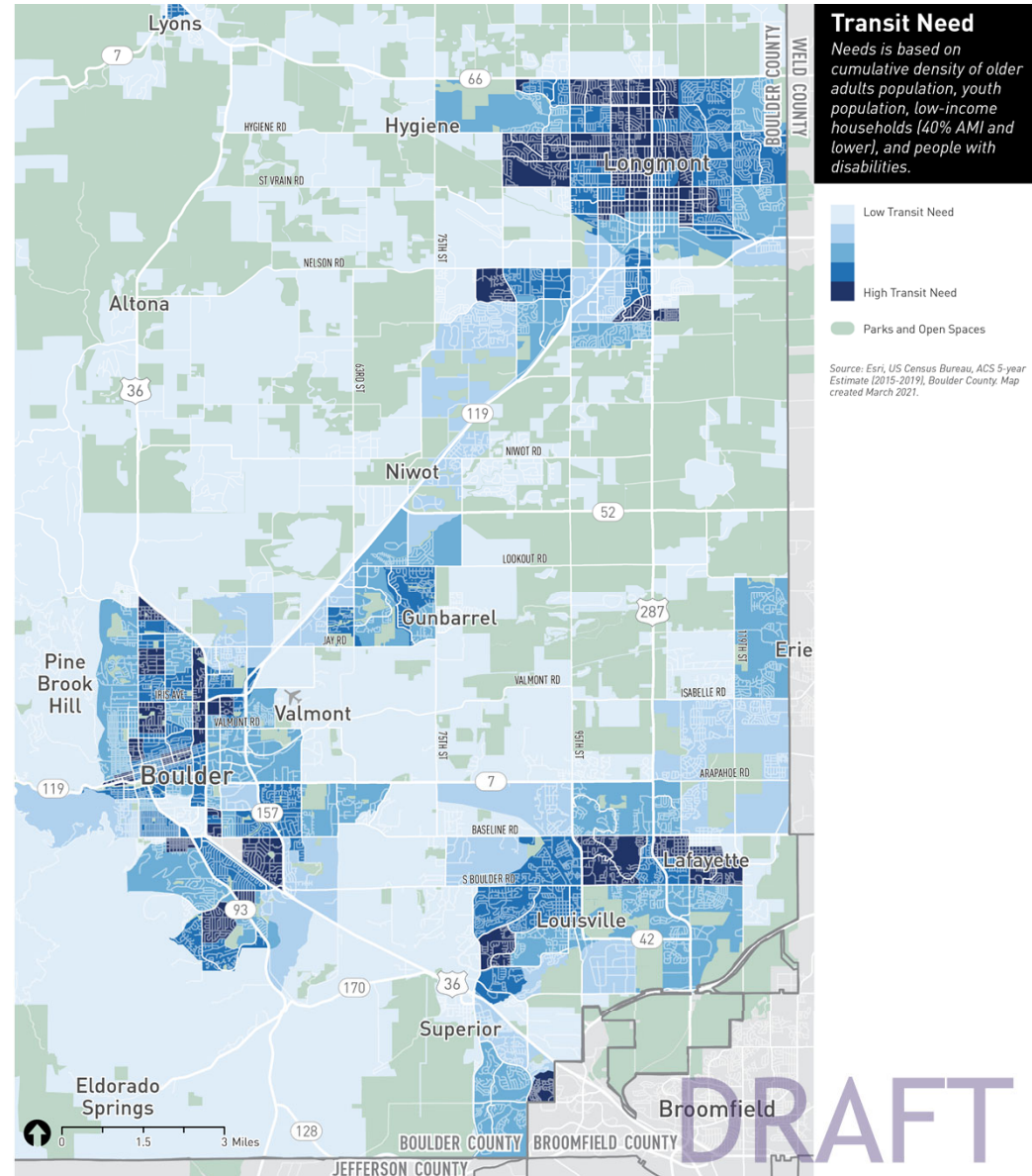
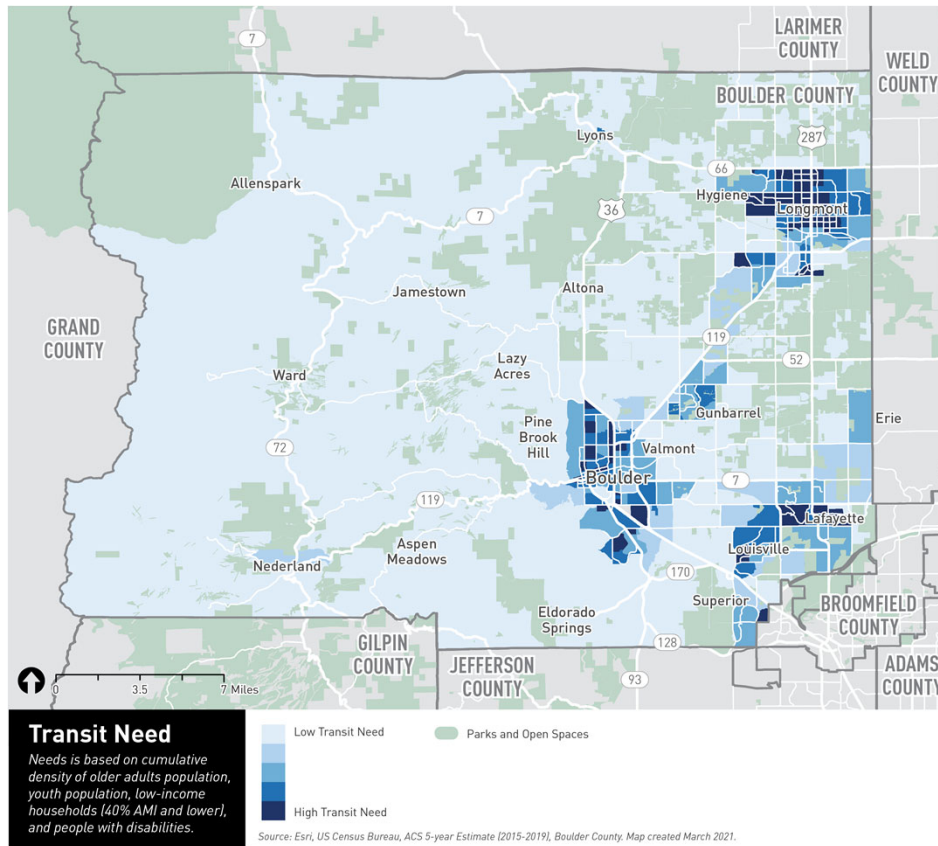
# Low-Income Households (<60% AMI)





# Needs Index:

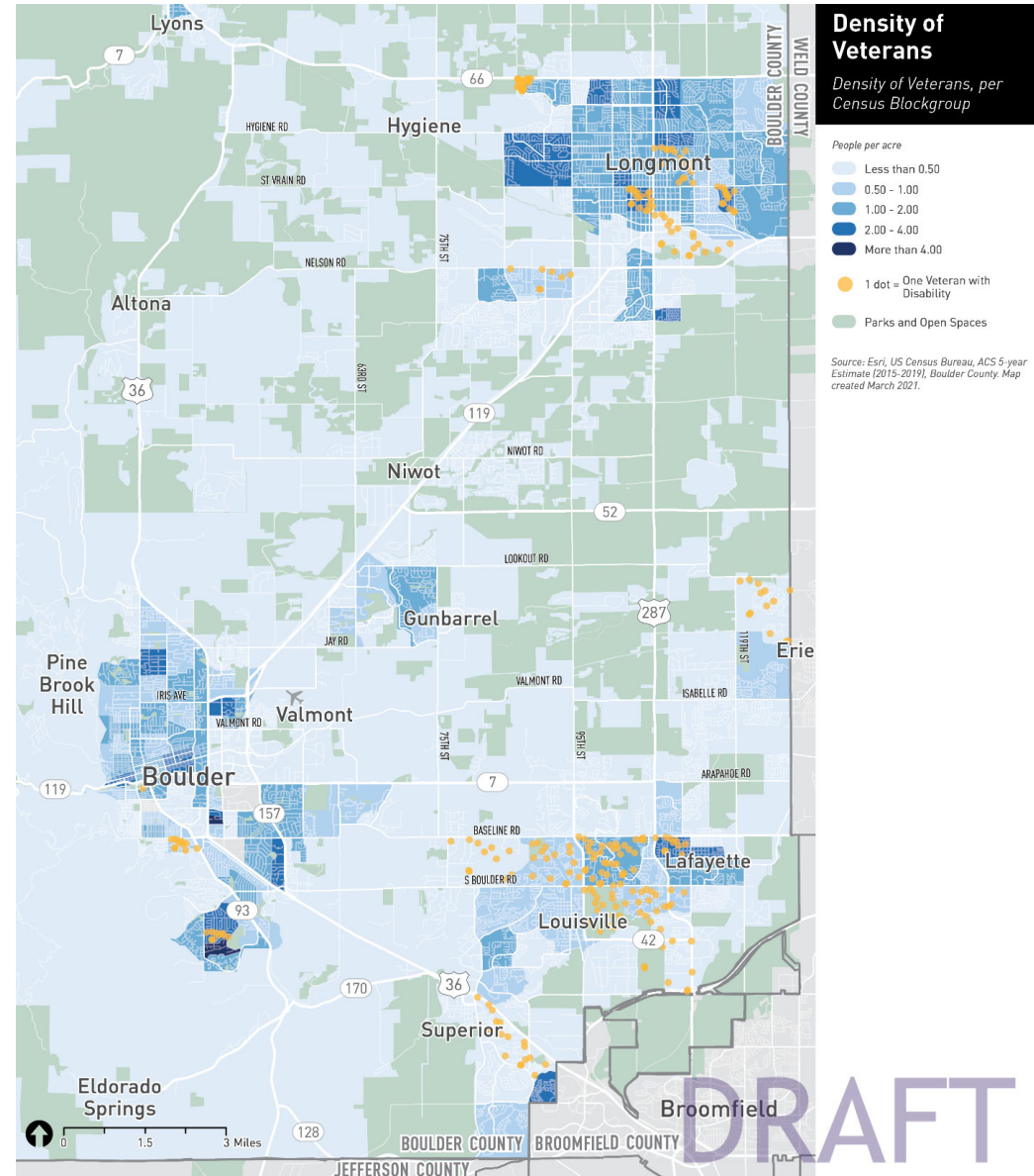
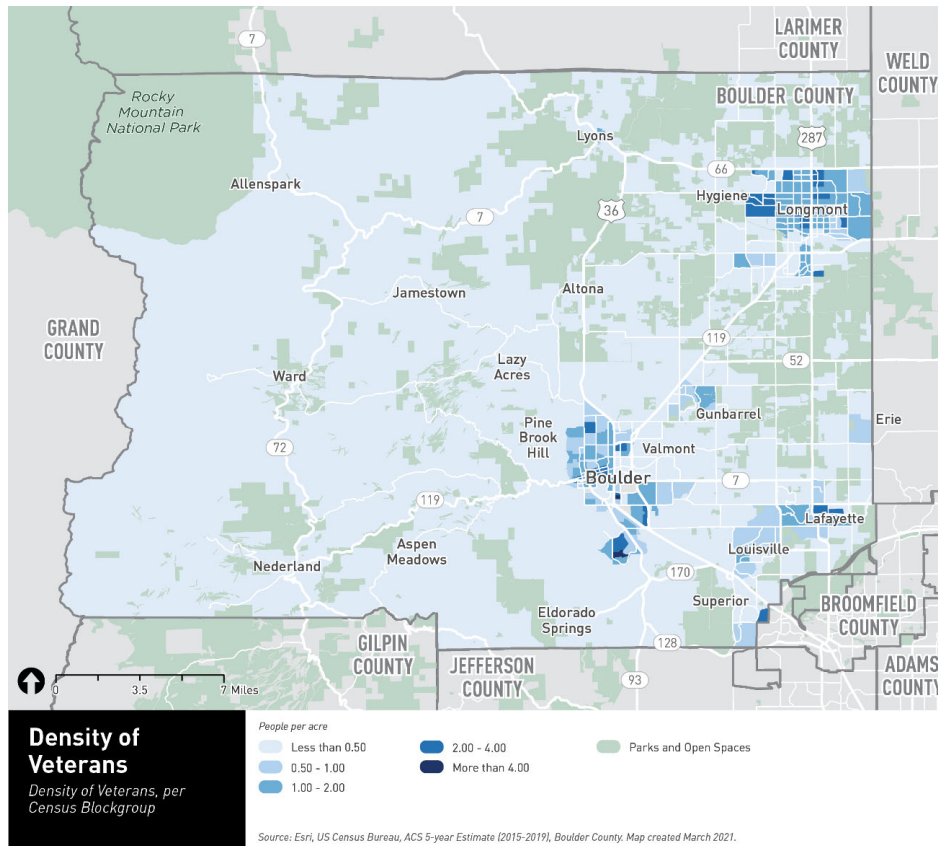
Older Adults  
Youth  
Disabled  
Low-Income



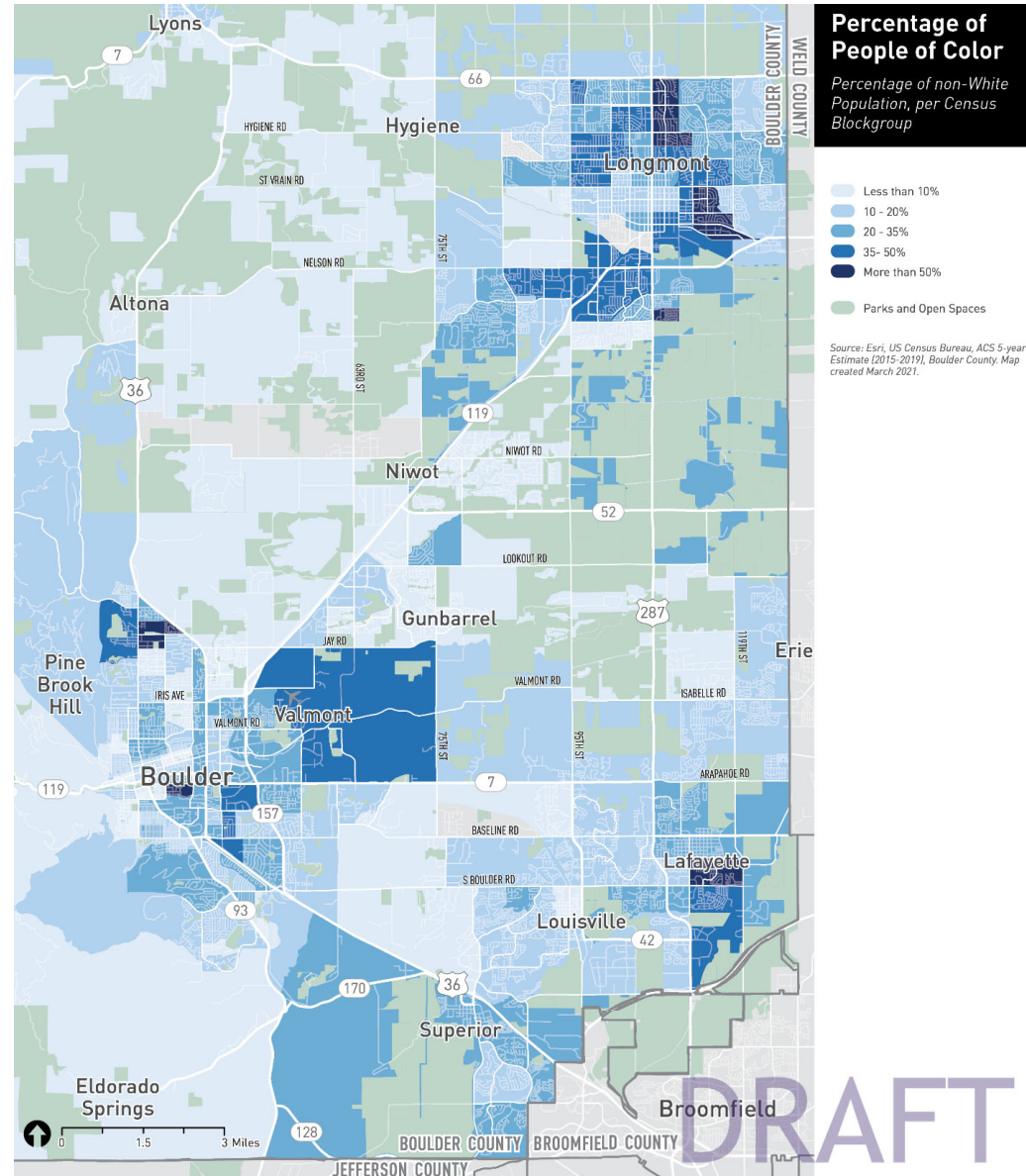
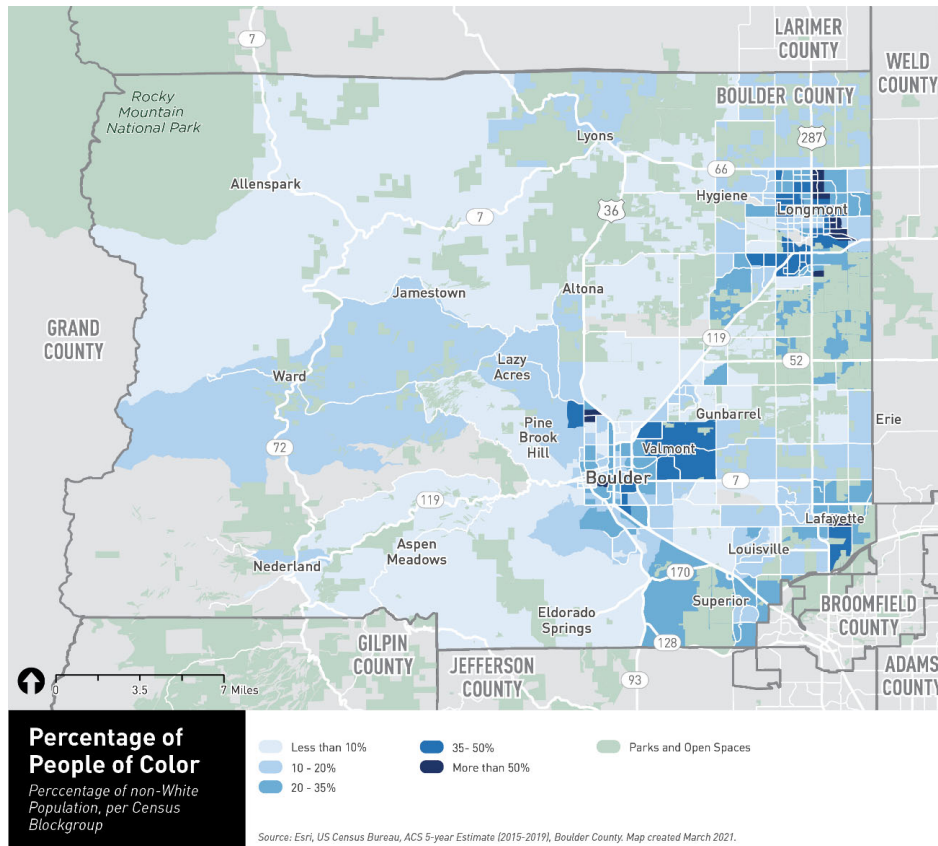
DRAFT



# Veterans

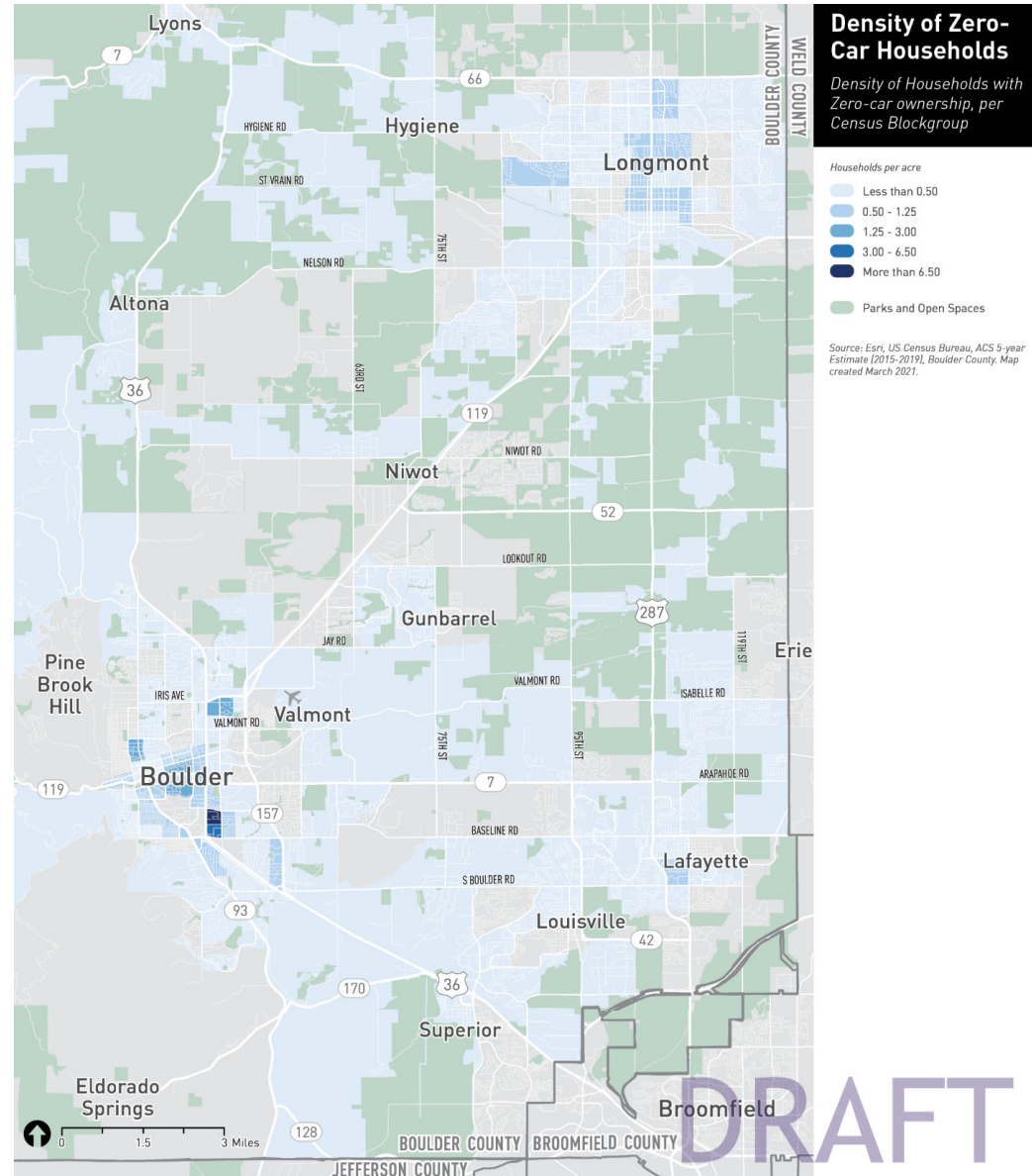
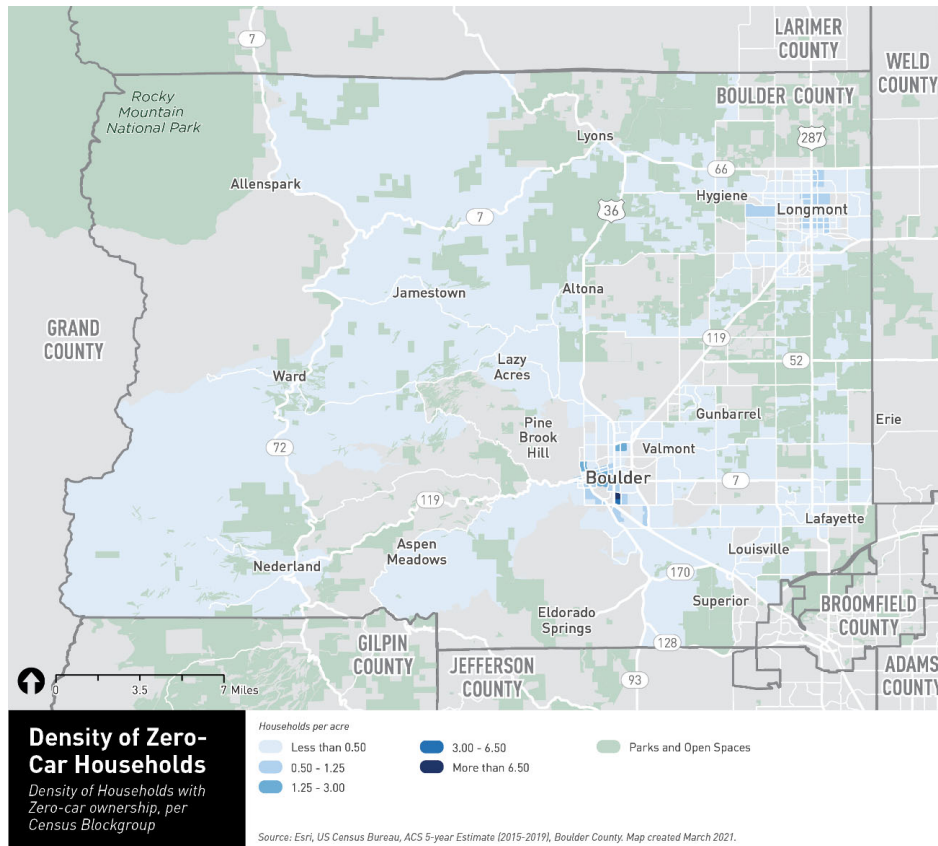


# People of Color

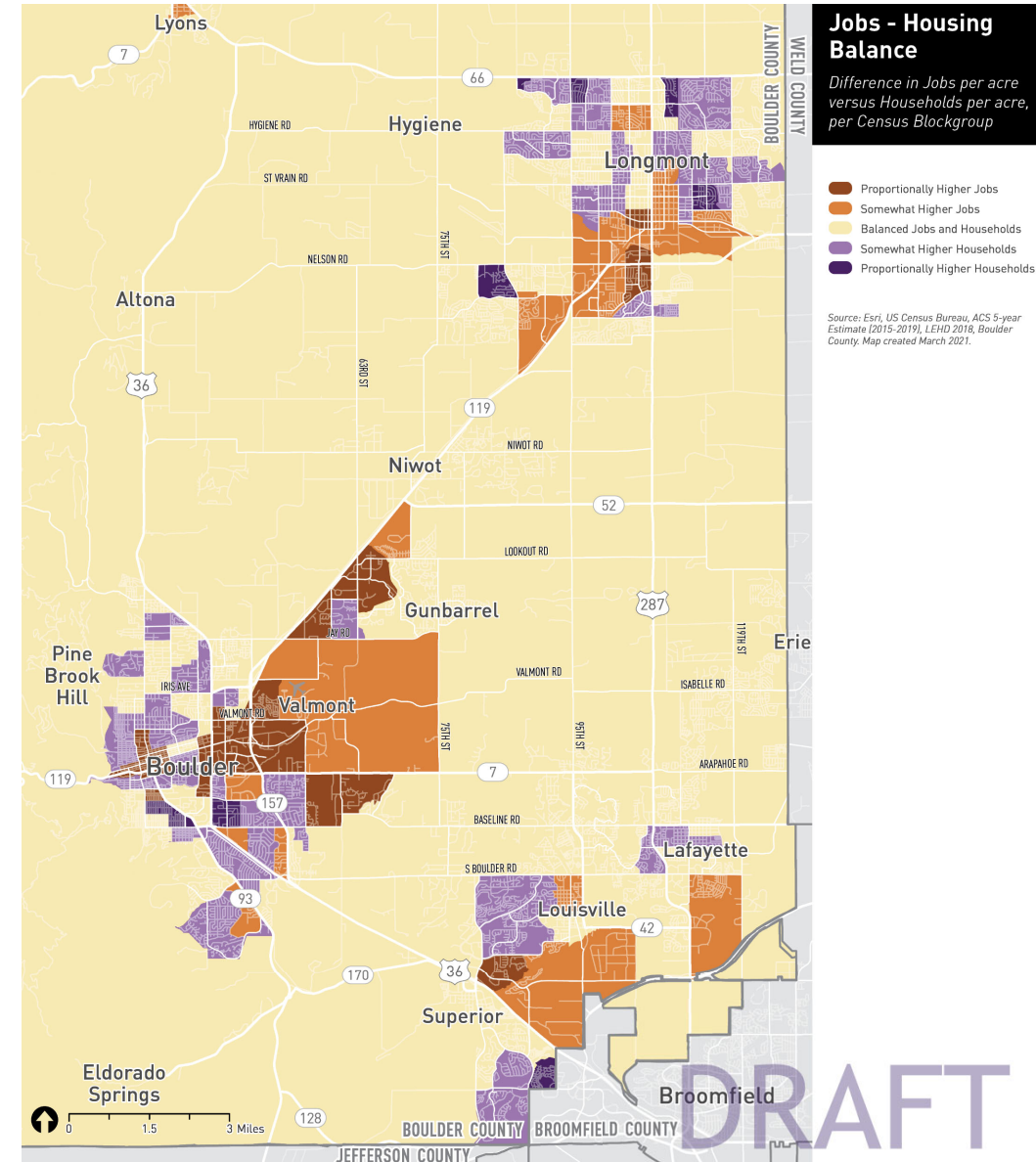
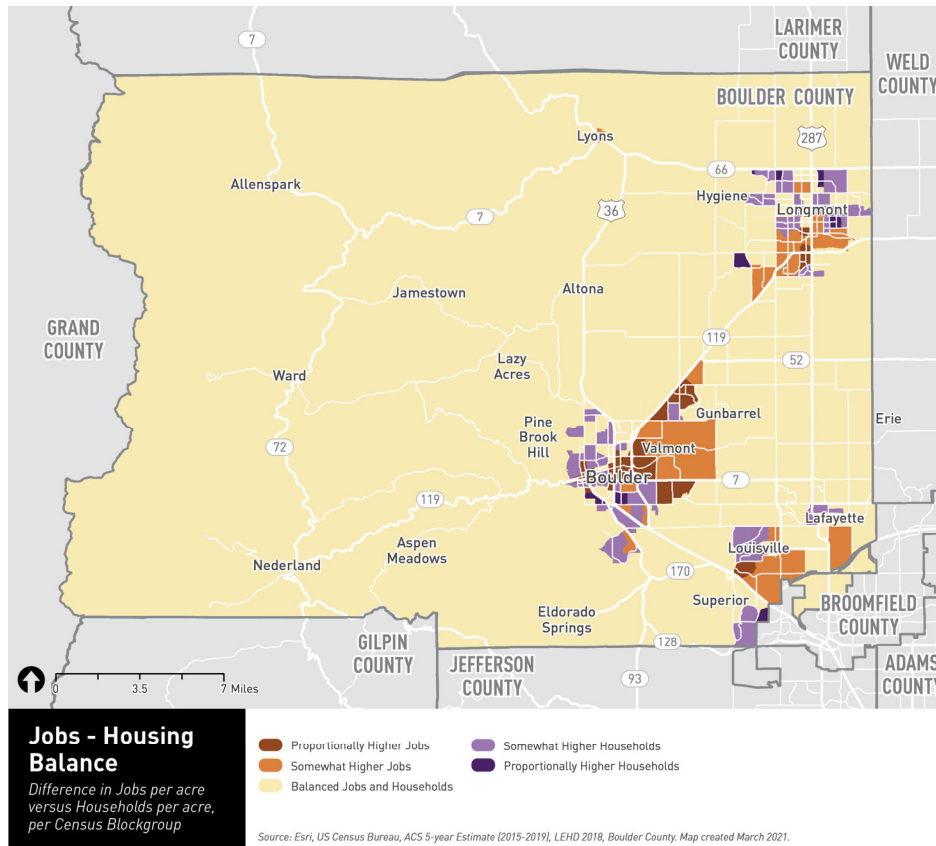




# Zero-Car Households

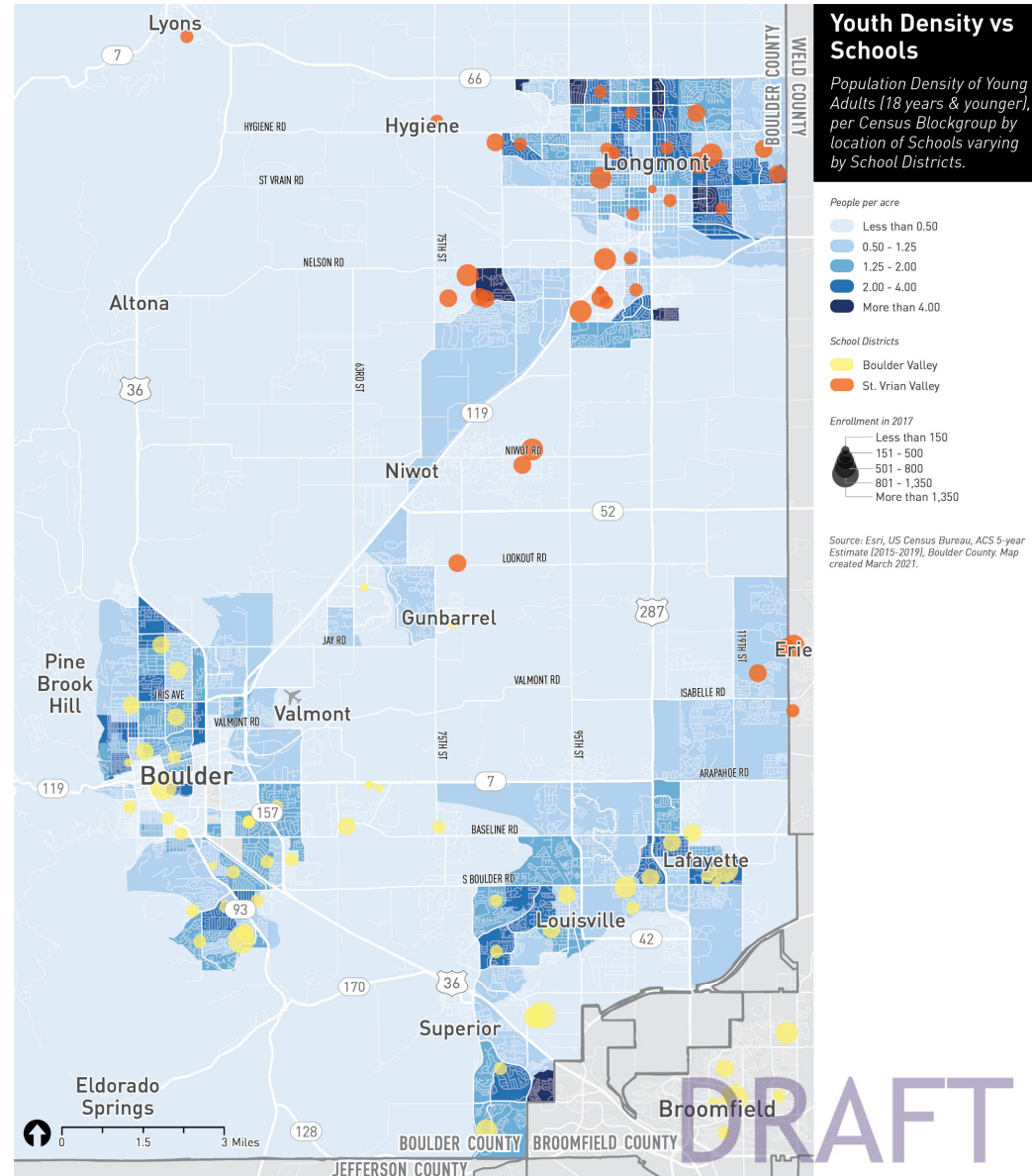
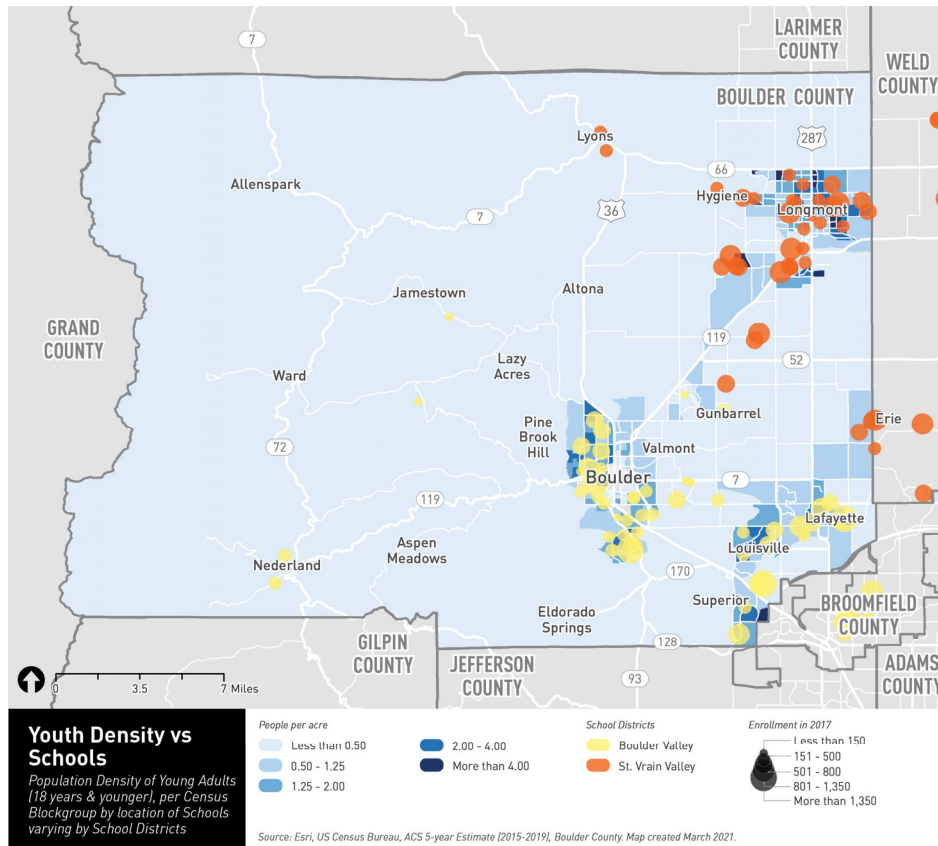


# Jobs-Housing Balance



DRAFT

# Youth-School Balance





# Discussion

- Are there certain places in the Mountain areas that should be highlighted in the above demographic profiles?



# Plan Review

# Plan Review

## List of Plans Reviewed

*Any plans we missed?*

Year	Plan Name
2020	Boulder County Transportation Master Plan
2020	Peak Ride Volunteer Driver Plan
2020	October Enrollment Reports (BVSD and SVVSD)
2019	Community Foundation Boulder County Trends Report
2019	Aging in Boulder County: Past, Present, Future Report
2018	DRCOG Coordinated Transit Plan
2018	Boulder County Board of Commissioners Strategic Priorities
2018	Boulder City Transit Service Delivery Study
2018	Boulder County Community Needs Assessment: Systems, Services, and Supports for People with Intellectual and Developmental Disabilities
2018	Boulder County Environmental Sustainability Plan
2016	BCDHHS Community of Hope Report
2016	Mobility for All Needs Assessment



# Plan Review

## Key Findings

- Transportation is a crucial issue which intersects with climate policy, social equity, affordability, and public health
- Unmet travel needs go beyond County borders in all directions - but particularly toward points east
- Not enough supply to meet demand, in both housing and transportation services



# Discussion

- What is your vision for on-demand services in Boulder County?



# Next Steps

# Next Steps

- Review Existing Conditions (To be sent your way in the next couple of weeks))
- Brainstorm project goals (Prior to next meeting)
- Send us an email/give us a call if you have questions or ideas



# Upcoming TAC Meetings



## This Meeting!

- SCOT Analysis
- Demographics and Plan Review



## June

- Goal setting
- Gaps/needs analysis



## July

- Strategies
- Prioritization



## August

- Summarize
- Partner on implementation

# Thank you

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