

Nederland EcoPass Public Improvement District Advisory Committee (NEPPIDAC) Meeting Meeting Notes

Meeting Time (MST):

February 21, 2024, 5:00 PM – 7:00 PM

Meeting Location:

Nederland Community Library
200 Highway 72 North
Nederland, Colorado 80466

Online Alternative:

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Agenda:

1. Introductions
2. Public Comment
3. Approval of 01-31-2024 Meeting Summary
4. NEPPIDAC Membership Update
5. Mobile/Account-Based Transition Update
6. District Employee EcoPass Program
7. Matters from Committee Members

MEETING NOTES

Agenda Item 1: Introductions

Attendance:

NEPPIDAC:

- Andrew Bliss, Vera Schulte-Pelkum, Susie Gallaudet (virtual), Tom Mahowald (virtual)

Boulder County Staff:

- Alex Hyde-Wright, Landon Hilliard

Town of Nederland Staff:

- Peter Cacek

Agenda Item 2: Public Comment

No public comment.

Agenda Item 3: Approval of 01-31-2024 Meeting Summary

- Detailed meeting minutes appreciated. Would be good to clearly identify action items (and who is responsible for them) in the future.
- Vera moved to approve. Susie seconded. Approved 3-0.

Agenda Item 4: NEPPIDAC Membership Update

- Vera is term limited on 2/28/24. Boulder County will open recruitment for NEPPIDAC. Can look at posting on NedHeads Facebook group (can be “hit or miss”), on Town website, include in next monthly Town newsletter (content is due first Thurs of the month). Promote on Boulder County social media, and in Mountain Ear. Peak to Peak RTD riders Facebook group. Does County have a LinkedIn profile?
- Eldora has a town resident on Downtown Development Authority (Steve Lafavre?). Could be nice to have a business interest represented on the committee. Maybe reach out to Katrina Harms. Barb Hardt (of the Mountain Ear). Send out to all Ned advisory boards as an informational item.
- Betty Bass- very frequent bus rider. Peter will get her contact info.
- County staff to email Lisa (Vera’s contact) after recruitment opens

Agenda Item 5: Mobile/Account-Based Transition Update

Town has been working hard on the transition. Recent gap was getting timely, correct information from RTD. RTD Customer Care probably not the best source of information. Town has a much better direct line to RTD EcoPass staff. Transition work has slowed (down from 30 passes per day down to 3).

- Jan 31, 2024 had 26 people show up to EcoPass support event at Community Center.
- RTD has softened stance on not issuing cards except in exceptional circumstances.

Zero Fare for Youth demonstration project for one year through August 31, 2024 prevents the need for youth aged 19 and under to obtain an EcoPass. If a 19-year old ages out, that person should enroll in an EcoPass program.

Question: is RTD trying to track youth ridership in any way? (APC boardings, AKA “heat blob” counting for EcoPass/MyRide/Cash payments?). RTD is having participating organizations (e.g., Boulder Valley School District) do assessment surveys. Maybe on-board surveys being done too.

Agenda Item 6: District Employee EcoPass Program

County staff are close to reaching out to business community to conduct an employee headcount and determine the cost of a program. A tracking system is being developed with audits expected quarterly. A master spreadsheet and a proof of employment form are components of the tracking system.

Eldora Mountain Ski Resort is the largest employer in town with a seasonal workforce of about 600. Other large employers are Cross & Caribou Mines, B&F Market, Ace Hardware store, BVSD schools (though NB ridership by BVSD staff to Ned HS not high because of the misaligned bus schedule.)

Issues to consider to start a business EcoPass program:

- Is deactivating Eldora winter employees' access in the summer worth it.
 - It's possible to set an expiration date upon issuance of a mobile EcoPass
- Whether to charge Eldora/ large employers a fee.
 - Some confusion/misgivings at a 2023 BOT meeting about charging a fee for an employee program. In the lead up to the 2023 referendum, the details were sorted out wherein the BOT accepted the principle of having businesses contribute financially to an employee EcoPass program if the program budget needed a boost.
- Would program be administered by Town, or by the businesses individually.
- Do we want employees to fill out form? Or business owners to? How to verify people are eligible. Corrina McLeod visited Eldora in person to collect employee information.
- Might be good to float possible contribution from Eldora early on in the process.
 - Could Eldora do their own program? Yes, but they haven't? They are paying property tax into the District. What might be the minimum contribution level expected of a large business? What amount given to current 10-Ride Book program?

Possible reasons to contribute to business EcoPass program:

- Offset contract and administrative costs of self-managed program
- Cover increased number of hours for Town staff to administer program
- Reduce and compensate for parking/traffic impacts
- Gesture of goodwill to residents
- Employee recruitment and retention incentive

How to talk to businesses? DDA or downtown BID? Are these one in the same? Would be a good group to meet with. Would be good to talk to B&F, hardware about what we need from them.

Resources:

<https://townofnederland.colorado.gov/downtown-development-authority>

<https://www.nederlanddowntown.org/the-ndda/about/>

Is there a leader in the business community? Kathmandu and Udon owner is a regular bus rider. Resham Gurung. B&F (Dan Ball is owner), Ace Hardware (?).

Agenda Item 7: Matters from Committee Members

Three points from Vera:

1) People who live in town and get a bus pass from their employer in Boulder. They are thinking they should use Town of Nederland Neighborhood EcoPass to demonstrate support of the program. Somehow could be good to market that we'd prefer residents and employees to use employer/business EcoPass program.

2) Current Saturday RTD NB schedule is challenging for commuting, and likely has depressed ridership. There is a 2-hour gap in the morning rush hour, and a 2-hour gap in the PM rush hour. If we can only afford to do one round trip, might be better to hold off until we could do both in AM and PM periods. Is there a way to interline the NB with another route so delays early in the day with a single operating bus don't compound and get worse and worse throughout the day.

3) Any way to improve real time info for the bus with enhanced wifi connections. Could be nice to have a warmer place to wait at Nederland PnR. Could be a project using the District funds. Note to include the topic in Nederland TMP being developed.

A big thanks to Vera for her many years of service to NEPPIDAC.

- Next meeting scheduled for March 20, 2024 from 5:00PM to 6:30PM. 90 minutes might be the right length of a NEPPIDAC.

Vera move to adjourn. Andrew seconded. 3-0. Adjourned 6:29pm.

Action Items

1. Distribute announcement and invitation to apply for committee position (Boulder County staff)
2. Send contact information for Lisa as a committee candidate (Vera)
3. Does Eldora operate an employee shuttle from Boulder Justice Center to ski area or only from Nederland Middle-Senior School? (County staff)
4. How is RTD tracking participation in Zero Fare for Youth project? (County staff)
5. How do the respective geographic areas of the Library and EcoPass districts compare? (County staff)
6. Include issue of bus stop improvements in the Nederland TMP (County staff)