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ANNUAL REPORT



mobility
for all



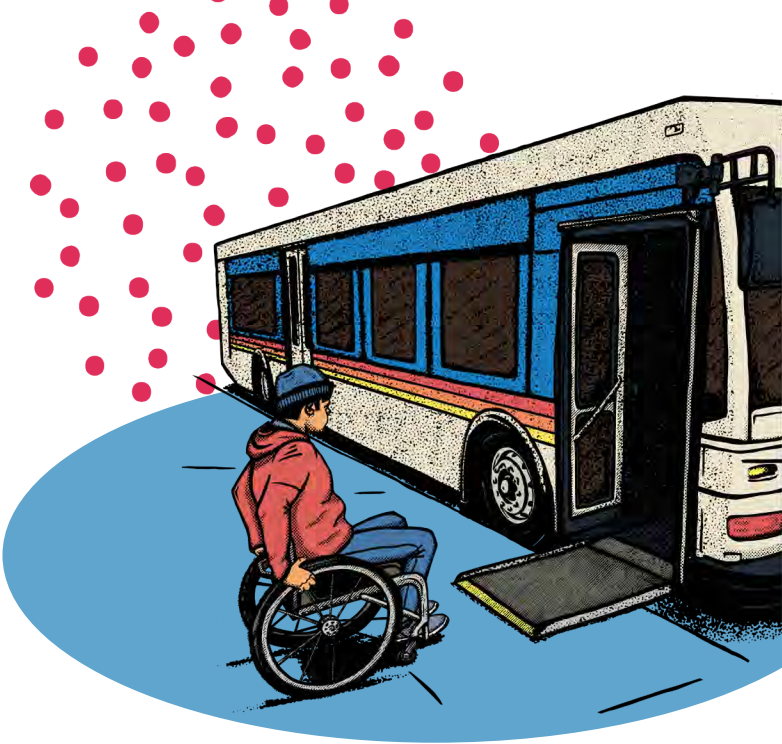
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Who is Mobility for All?

Mobility for All (M4A) is a Boulder County program focused on improving transportation access and equity for all community members. We aim to:

- Help people navigate transportation services
- Provide resources and education about mobility options
- Decrease barriers faced by seniors, youth, Spanish speakers, and people with disabilities or lower incomes



We believe that transportation is a basic social, economic and health need. Reducing the transportation cost burden is a critical step on the path to self-sufficiency and accessing health and human services. Multimodal transportation provides people with options that work best for them. This leads to:

- Greater independence and flexibility
- Increased financial savings
- New experiences and social connections
- Better access to work, school and healthcare
- Lower stress and improved health
- Feeling more prepared, confident and empowered



What We Do

We provide services and resources in four key areas:

Outreach

We believe community outreach is essential to bridging the gap between community needs and the available resources and services. We create and distribute promotional materials like newsletters, social media content and informational resources to community partners while managing outreach efforts in English and Spanish. Additionally, we attend and host various transportation-related events throughout the year.

Education

M4A empowers community members to navigate transportation options through hands-on learning, personalized guidance and community-based education. Our workshops help participants increase confidence using public transit, mobility apps like Uber, Lyft, RTD MyRide, Google Maps and other transportation services. Whether someone is new to technology or exploring new ways to travel, our sessions are interactive, supportive and tailored to individual needs. These efforts reduce transportation barriers, promote independence and help people stay connected to jobs, healthcare and community life. We also educate through outreach events, printed and digital resources, one-on-one support and travel trainings. We collaborate with service providers and community partners to share best practices and raise awareness about mobility options.

Information & Assistance

We recognize that mobility choices are deeply personal and influenced by individual circumstances, preferences and needs. M4A connects people with the solutions that work best for their specific situation and serves as a central hub for transportation information and support. We offer trip-planning support, referrals and information about transportation options through one-on-one assistance via phone, email, appointments and text messaging.



Partnerships & Collaboration

M4A brings people and organizations together because no single entity can solve transportation challenges alone. By partnering with human services agencies, transportation providers, housing authorities and community groups, we gain a deeper understanding of community needs and develop more effective ways to help people get where they need to go.

Collaboration allows us to:

- Share knowledge and resources to make transportation easier to understand and use
- Reach more individuals, especially those historically underserved
- Create better solutions by incorporating diverse voices and lived experiences
- Reduce duplication and ensure services work seamlessly together

Together, we build stronger, more inclusive programs that support independence, health and community connection.



Mobility for All at a Glance

We are a team rooted in diversity and connection

We are passionate individuals who bring a wide range of lived experiences, cultural knowledge and community insight to everything we do. Our team includes cultural brokers, multilingual specialists and advocates from diverse backgrounds, each offering unique perspectives that help us build trust and foster meaningful connections across Boulder County.

This diversity isn't just a strength, it's a strategy. It allows us to design outreach that resonates, communicate in ways that feel authentic and create transportation education that reflects the real needs of the communities we serve. Whether we're hosting educational workshops in different communities, designing materials in multiple languages or showing up at local events, our team's shared passion for equity and inclusion drives every decision we make.



The recent expansion of our team has significantly enhanced our programming capacity, enabling us to achieve greater impact across all areas of our mission. We are now able to assist more people, attend and host additional events and launch and sustain new programs that better serve our community.

- Angel Bond, Mobility for All Program Manager



Mobility for All Funding

How we receive funding and leverage our resources

M4A is funded through Boulder County's Sustainability and Transportation Sales Taxes, which provide a strong foundation for ongoing staffing, programming and community engagement. We strategically leverage these local investments to apply for competitive grants that allow us to expand services and pilot innovative mobility solutions. Our team routinely applies for funding through the Denver Regional Council of Governments (DRCOG) Human Services Transportation Set-Aside, CDOT's Safe Routes to School and Federal Transit Administration Section 5310 grants, which support enhanced mobility for seniors and individuals with disabilities. This approach helps us maximize impact, build long-term partnerships and deliver equitable transportation solutions.

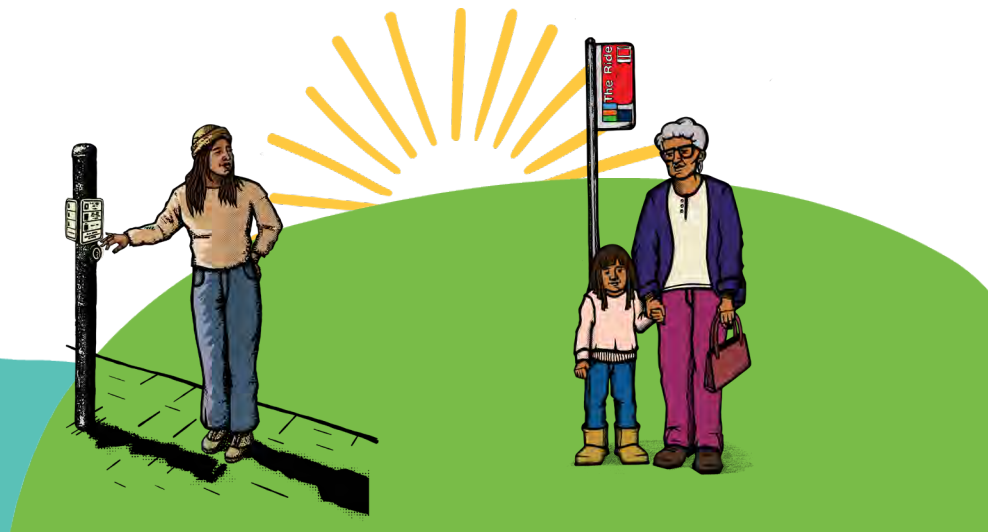
Mobility for All Outreach Highlights

Using Lotería to Make Transportation Education Engaging

M4A uses a specially designed, educational version of the Lotería to make learning about transportation options more fun, interactive and accessible to everyone. Lotería is a popular Mexican game of chance, similar to bingo, but it features graphics and is played with a deck of cards instead of numbered balls.

This approach grew out of a 2015 needs assessment and focus group with Spanish-speaking community members who emphasized the need for more transportation information in Spanish. In response, we developed a Latino Outreach Plan in 2016 to improve access through intentional, community-based engagement.

In 2024, we created and launched a bilingual activity book to support outreach efforts with youth and Spanish-speaking communities. The activity book features our Lotería card images, dual-language content and educational activities. This project reflects our ongoing commitment to language equity and community-based outreach.



A Fresh Look for a Colorful Mission

In 2024, M4A launched a vibrant redesign to reflect the energy, warmth and creativity of our team and the communities we serve. More than just a visual update, this redesign was a strategic outreach effort to make transportation education more engaging, approachable and fun.

Learning about mobility options doesn't have to be boring or complicated — so we took a playful, people-first approach that speaks directly to our audience. From our redesigned newsletter and refreshed presentations to our updated social media presence, every element was crafted to spark curiosity and connection.



That same year, Boulder County also launched a concentrated effort to align all digital communications with the new Colorado Accessibility Law (HB21-1110), which requires state and local government websites and digital content to meet accessibility standards. As part of this effort, accessible communication became a foundational element of M4A's updated communication strategy.

We prioritized making our communications inclusive and user-friendly for all community members, including those with disabilities. This included:

- Reformatting our newsletters to meet accessibility standards
- Enhancing our social media toolkit with features like color contrast checks
- Adding alt text for images
- Using plain language guidance to ensure communication was easy to understand
- Updating our digital documents, files and presentations to ensure they were both accessible and consistent with our new brand identity

We are happy that through these changes, we are able to reach a larger audience and ensure our communication is equitable, inclusive and accessible.

Newsletters

M4A creates and distributes three different newsletters to keep our community engaged and informed on the latest programs, resources and events. They serve as a vital communication tool to highlight opportunities, celebrate successes and ensure community members have easy access to important updates and services.



The Mobility for All Bilingual Newsletter is for the public. It's playful, bilingual and shares transportation-related news and events.



The Mobility and Access Coalition (MAC) Newsletter is for partners and other transportation professionals. It includes updates, podcasts, articles, learning opportunities, jobs, grants, events and recordings from our monthly MAC meetings.



BoCo on the Go! Newsletter is an internal, transportation focused newsletter for Boulder County employees. It highlights transportation related to employee benefits, employee stories, community resources and fun transportation events.

In 2024:

10,700

average M4A
newsletter recipients

30

newsletters created
and shared

~2,400

BoCo employees receive
the ETC newsletter

Social Media

M4A uses social media to educate and empower our community around transportation options. Our goal is to connect to a larger audience, make information accessible and encourage participation in programs that support independence, sustainability and equity.

We manage four social media pages to connect with our community, including Facebook, Instagram and X. We also have a YouTube channel that features meeting recordings, educational videos, and trainings for partners and those interested in diving deeper into what we do or learning about transportation. In 2024:

~40%

growth in
Facebook
followers

~37%

growth in
Instagram
followers

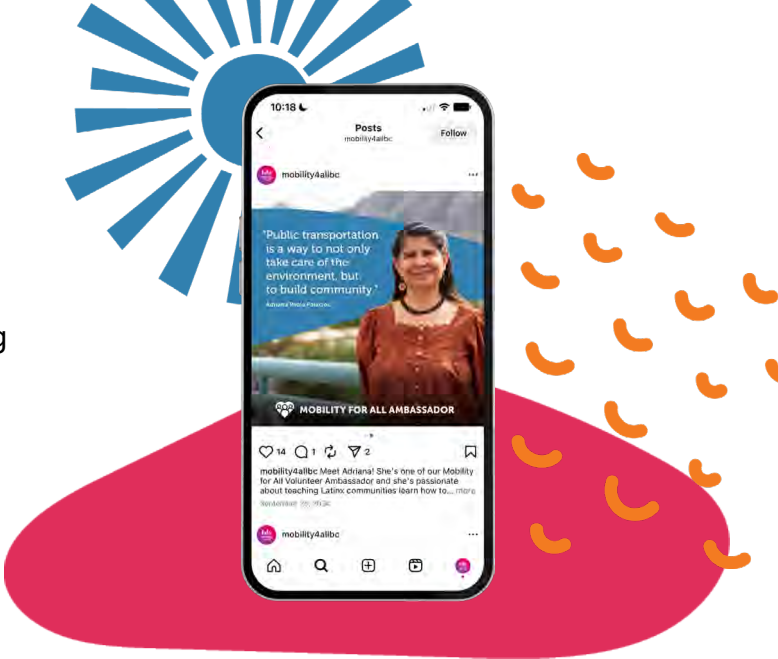
~181%

growth in
X followers

Social Media (cont.)

Mobility Heroes Campaign

In September 2024, M4A launched the Mobility Heroes Campaign to celebrate paid and volunteer drivers and transportation professionals who play a vital role in connecting our communities and ensuring people have access to work, healthcare, education and social activities. This campaign celebrates the hard work and the positive impact drivers, safety professionals and advocates make in keeping Boulder County moving and people connected.



Mobility for All Event Highlights

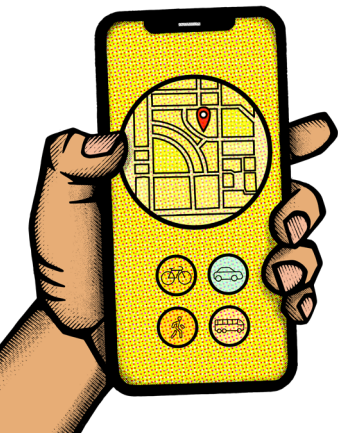


Longmont Celebrates Cinco de Mayo

On May 4, 2024, M4A participated in our largest community engagement event of the year at the 21st Annual Longmont Celebrates Cinco de Mayo. Held at Roosevelt Park in Longmont, this event celebrates culture and honors the health of the community. This year's event featured food, shopping, live entertainment, a car show, break dance competition and free family activities, like our transportation trivia wheel and prize giveaway.

451 connections made

Center for People with Disabilities Workshop Series



Throughout 2024, M4A hosted workshops at the Longmont Center for People with Disabilities, offering attendees the opportunity to ask questions and receive one-on-one support with popular transportation apps such as Google Maps, RTD MyRide, Uber, Lyft and two accessible transportation programs—RTD Access-a-Ride and RTD Access-on-Demand.

7 workshops hosted

43 attendees

Mobility Heroes Winter Celebration

On December 13, 2024, M4A's Mobility Heroes Winter Celebration recognized individuals making a difference in the world of mobility in Boulder County—whether behind the wheel, volunteering their time helping others, or promoting walking, biking, transit and paratransit. Over 35 people were in attendance including bus drivers, volunteer drivers, dispatchers, schedulers, safety professionals and MAC members as we honored our Mobility Heroes for their dedication to creating a more equitable, inclusive and safe transportation experience for everyone.

37 attendees

8 Mobility Heroes awarded

100+ tamales consumed



Click the links below or scan the QR codes to watch the Mobility Heroes campaign videos.



[2024 Boulder County Mobility Heroes Campaign](#)



[Heroes de Movilidad del Condado de Boulder de 2024](#)

Mobility for All Education Highlights

Educational Workshops

M4A offers educational workshops to teach the public how to use different transportation related apps and services, as well as a Mobility Options 101 Presentation to teach them about all the mobility options available in the area. Participants are offered free transportation credits or bus passes for attending the workshop to encourage them to try multimodal transportation options. In 2024:

18 workshops

192 attendees



Feedback received following the Mobility Options 101 presentation Jessica taught in Spanish on July 8, 2024 in Longmont.



“Es una excelente presentación, gracias por hacerla en español.”

“La explicación fue muy clara, además aprendí las diferentes formas de usar el autobús y sus veneficios.”

Feedback in response to the Google Maps workshop Sarah taught at the CPWD in Longmont on April 18, 2024.

“I usually avoid using technology, but after this presentation I see how it could be very helpful when navigating to different places. I think I will try using Google Maps when I’m going to a new place.”

“A long-time user of Google Maps, I learned quite a few tips (thank you, Angel and Sarah) of which I was not aware.”

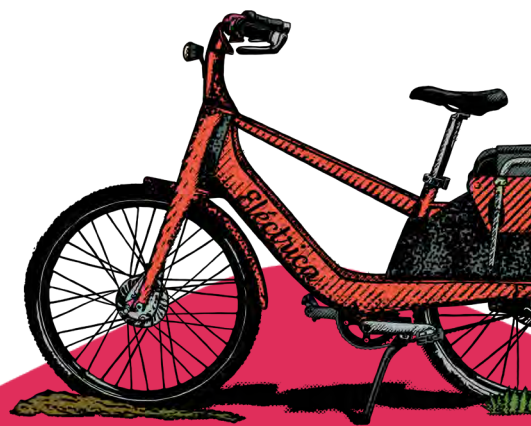


Spanish Travel Training to Sweet Cow

On September 20, 2024, our M4A ambassadors Conchis, Mari and Moni organized a Spanish travel training for 12 adults and two children from Longmont to Boulder to enjoy some delicious Sweet Cow ice cream. Travel trainings are experiences that teach people how to use public transportation independently and confidently. These trainings are especially helpful for people with disabilities, seniors or those unfamiliar with the transit system. In this case, we helped Spanish speaking attendees to feel more comfortable using RTD's regional buses.

E-Bike Safety Campaign

With the increase of electric bicycle (e-bike) usage around Boulder County, local trauma centers have seen an increase in injuries related to this economical and environmentally friendly mode of transportation. In 2024, M4A launched the “You Have the Power/Tienes el Poder” campaign in response to the increasing popularity of e-bikes among teens and the growing concerns surrounding e-bike safety. This initiative equips young e-bicyclists, their families and youth-serving organizations with a safety toolkit to ensure safe and responsible e-biking. Boulder County continues to be an active partner in the statewide initiatives for e-bike safety, education and empowerment led by the Colorado Department of Transportation (CDOT).



Mobility for All Program Highlights

Ambassador Program

Volunteer ambassadors support M4A with outreach, education and one-on-one assistance. They act as community liaisons and provide free, personalized support to help community members learn about transportation options, navigate public transit and use transportation apps with confidence. Ambassadors receive Uber and Lyft credits each month they volunteer five hours or more.

What ambassadors do:

- Attend monthly ambassador meetings
- Support community tabling events, resource fairs and workshops
- Promote the program with their own community connections
- Provide guidance on trip planning and understanding local transportation options
- Ride public transit with participants to build confidence navigating the system
- Help community members learn how to use apps like Uber and Lyft, RTD MyRide and Google Maps

In 2024:

9 ambassadors

226+ hours volunteered

115+ people impacted

Boulder County Housing Authority Holistic Support Programs

M4A works closely with the Boulder County Housing Authority (BCHA) to ensure that residents of affordable housing communities have access to safe, affordable and sustainable transportation. M4A collaborates with BCHA and the Transportation Planning Division at the earliest stages of housing development projects to support walking, biking and transit use. This cross-departmental coordination helps ensure that transportation is built into the foundation of housing developments, and is not an afterthought.

M4A directly supports BCHA residents by:



Providing free EcoPasses, carshare access, bike parking and offering workshops like Earn-a-Bike.



Creating custom transportation flyers for each site and offering trainings to help residents confidently use transportation options.



Supporting resident coordinators in sharing transportation resources and educating their residents about different mobility options.



Offering one-on-one assistance to residents with transportation-related questions and challenges via phone, email and appointments.

These efforts help BCHA residents stay connected to jobs, healthcare and education, and support individual well-being and broader community resilience.

At the newest BCHA development, Willoughby Corner, M4A played a key role in involving RTD in the planning phases of the project to help design transit-supportive infrastructure, including bus access and layover locations, to ensure the site could accommodate future service. As residents began moving in, RTD was able to adjust and expand transit service to the housing site to better connect the community to the broader transportation network. M4A also helped fund covered bike parking, supporting safe and convenient bicycle storage for residents. This investment complements other multimodal amenities and encourages active transportation as a reliable, low-cost option for daily travel.

Expanding Access Through Bicycling

M4A promotes active transportation and reduces barriers to bike access. Through community events, bike distribution programs and partnerships with local organizations, we empower individuals to choose biking as a safe, healthy and affordable transportation option.

Our bike-focused initiatives helped dozens of families, students and individuals gain mobility independence and confidence on two (or three!) wheels. In 2024:

12 community bike events hosted

50 bikes provided in conjunction with Safe Routes to School programming

20+ E-bikes distributed to income-qualified residents

45 bikes & 4 trikes distributed through Earn-a-Bike programs

Bike lights, locks, bike pumps, helmets and more were distributed to each participant



“For both my daughter and me, this gesture means much more than a simple gift: it represents freedom, joy and the opportunity to share unforgettable moments together.”

“Tanto para mi hija como para mí, este detalle significa mucho más que un simple obsequio: representa libertad, alegría, y la posibilidad de compartir momentos inolvidables juntas.”

— Lafayette Elementary School Parent



Employee Transportation Benefits Program

This program is led by the M4A team and supports equitable, sustainable and cost-effective commuting options for Boulder County employees. By reducing transportation barriers and offering practical incentives, we help staff save money, reduce stress, and support a healthier environment.

RTD EcoPass: Employees receive a free RTD EcoPass for unlimited rides on RTD buses, including service to Denver International Airport. This helps reduce expenses like gas, insurance, tolls and parking. In 2024:

400+ EcoPass issued

840+ active passes

12,000+ trips taken

“

My EcoPass is perfect for everything—from my daily work commute to weekend adventures. I save money on gas and parking during the week, and on weekends, I use it to explore, catch up with friends, or head to the mountains or airport. It’s convenient and money savings all in one!

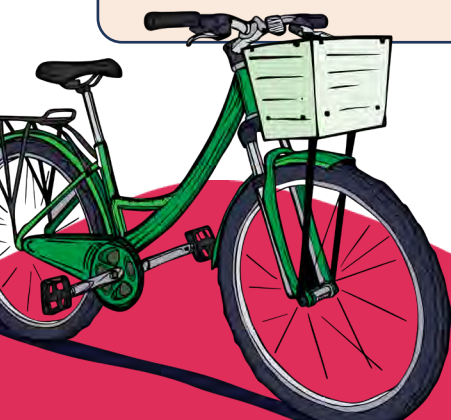
— BoCo Employee

”

BCycle: A free Boulder BCycle membership with access to 300+ eBikes across the city of Boulder. In 2024:

109 BCycle memberships

864 trips taken



Guaranteed Ride Home: RTD reimburses trips home for emergencies or unexpected overtime for employees who bike, walk, carpool or use transit to get to work.

Vanpool Program: A low-cost option for employees without easy access to public transit. Groups of 3+ employees ride together at least 3 days/week and pay \$15-\$35/month and the county covers van, gas and insurance. Vanpooling creates a cost-effective alternative to driving alone while fostering carpooling relationships among coworkers.

“It is very worth it as you save money on gasoline, wear and tear on your vehicle, it’s better for the environment, and you enjoy a peaceful ride home as we take turns driving so you avoid that stress.”

— BoCo Employee

Mobility for All Partnerships Highlights

Mobility & Access Coalition (MAC)

The Mobility and Access Coalition (MAC) was established by Boulder County in 2012 to foster collaboration between transportation services, human services providers and the public to improve mobility for the Boulder County community.

Guided by the vision of an equitable transportation network that empowers all ages and abilities, the MAC serves as a vital alliance of community organizations, individuals, and interest groups dedicated to enhancing transportation services for people facing mobility challenges. By sharing resources, advising on programs, coordinating grant efforts, and informing the public and key decision-makers on transportation needs and options, the MAC strengthens community partnerships and ensures that mobility solutions are inclusive, responsive and aligned with the diverse needs of community members. In 2024:

12 meetings

3 panel discussions

Average attendees: **35**



Mountain Mobility Working Group

The Mountain Mobility Working Group (MMWG) is a collaboration forum for the Mobility and Access Coalition and the Peak to Peak Housing and Human Services Alliance, working together to achieve common goals regarding transportation services to people with mobility challenges, including households with low incomes, older adults, people with disabilities and youth in the mountain region.

The MMWG's vision is an equitable transportation network that empowers people of all ages, abilities and incomes to move within and beyond the Boulder County mountain region. The MMWG fosters collaboration between transportation services, human services providers and the public to coordinate and expand mobility in the mountains. In 2024:

1306 trips on Mountain Rides

3 resource navigation presentations



Mobility Options Flyers Project and Community Partners Distribution

In 2024, M4A developed a comprehensive resource to help residents navigate the various mobility options available in their communities. Recognizing the importance of accessible, multilingual communication, we partnered with a design consultant to create a collection of 18 professionally designed flyers and posters in English and Spanish. These posters and flyers focus on 9 municipalities and highlight the different transportation services available in each municipality.

Once the materials were complete, we launched an extensive outreach campaign to distribute these resources to more than 50 community partners, such as food pantries, libraries and other community service organizations. Strong partnerships with trusted community organizations are key to ensuring our transportation resources reach those who need them most. By distributing materials through familiar local channels, we create multiple touchpoints for community members to learn about mobility assistance. These partnerships expand our reach, build credibility and help make transportation support more visible and accessible across the community.





Mobility for All Looking Ahead

As we continue to expand M4A's impact, we recognize that the future includes opportunities and challenges. Ongoing uncertainty around grant funding and shifting program requirements may impact our ability to sustain and expand certain initiatives. We continue to face challenges such as infrastructure constraints, service gaps and the need for stronger engagement with historically underserved communities. Despite these challenges, we are energized by the exciting new projects and system-level changes underway, including:

- Bring RTD Access-a-Ride certification functions to Boulder County
- Launch a volunteer driver program in the mountain communities
- Conduct a racial equity analysis of the Business EcoPass Subsidy Program to assess its impact on BIPOC-owned businesses
- Support Denver Regional Council of Governments' Livable Centers Grant project to develop an equity-centered toolkit that will guide current and future decisions for BCHA properties.

Looking forward, we remain deeply committed to implementing the strategies outlined in the 2022 Mobility and Access for All Ages and Abilities Plan, which continues to guide our work toward a more inclusive, accessible and equitable transportation system. By staying adaptable, equity-focused and community-driven, we are building a future where mobility truly supports health, opportunity and independence for all.



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