



# The future of GET . . .



GREELEY EVANS TRANSIT

2016 GET 5-10 YEAR

**STRATEGIC PLAN**

December 2016

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# Acknowledgements

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## GET PROJECT MANAGER

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## CONSULTANT TEAM

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GREELEY EVANS TRANSIT (GET) is operated by the City of Greeley's Transit Services Division and provides public transportation services in Greeley, Evans, and Garden City. Service includes seven fixed-route bus lines, complementary paratransit service, and a supplementary Call-N-Ride service.



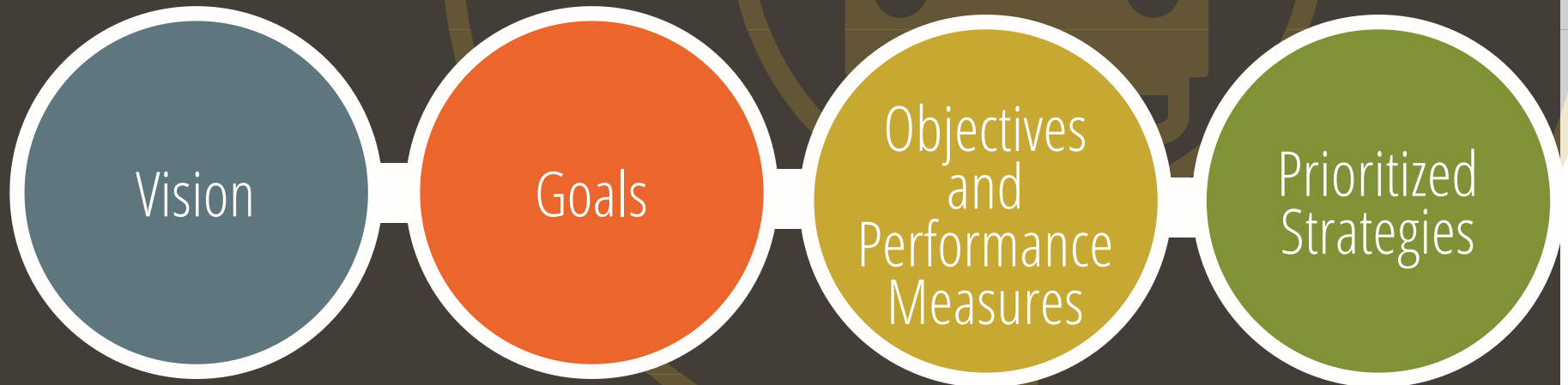
**TO REACH A GOAL, THERE MUST FIRST BE A PLAN. THROUGH ROBUST STRATEGIC PLANNING, GET HAS ESTABLISHED ITS LONG-TERM COMMUNITY SERVICE GOALS, MAPPED THE ROUTE TO REACH THEM, AND DEVELOPED THE MEASURES TO MARK PROGRESS.**

GET's Strategic Plan was developed over a nine-month period and included interactive work sessions with the project Steering Committee, GET staff, elected officials, and the public. The process was initiated with the development of a Vision Statement for GET that led to identification of goals and objectives. Specific strategies were then crafted to achieve the identified goals. Most importantly, the plan includes a set of performance measures to be evaluated annually by GET to track progress and to comply with performance-based planning standards identified in the FAST Act.

This Strategic Plan is intended to serve as a living document that can evolve over time and be adjusted as opportunities, needs, and funding arise. An annual evaluation will help GET incrementally measure progress toward achieving identified targets and provide course correction as needed if measurable progress is not made. GET should periodically evaluate strategies and amend them as needed to address new issues and opportunities in the context of current conditions.

**GET Vision:** To be a highly valued community transportation service that is a leader in providing efficient and innovative mobility options in support of economic vitality and personal health and well-being for all.

## Strategic Planning Process



# EXISTING SYSTEM AND FUTURE DEMANDS

What's happening in the system today?



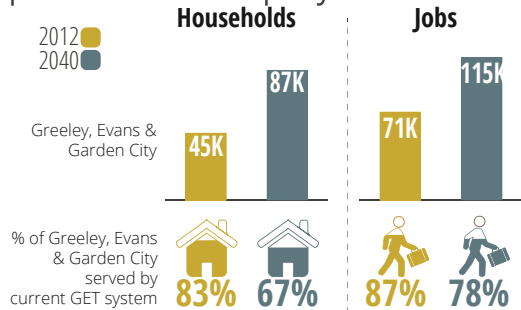
## 2015 GET Service Summary

Annual Budget \$4M: 7 Fixed Routes, Call-N-Ride & Paratransit

Fixed-Route	Call-N-Ride & Paratransit
595K Annual Boardings	22K Annual Boardings
4.86 Annual Trips/Capita	\$35.24 Cost/Boarding
35K Annual Service Hours	
17 Boardings/Hour	
\$4.60 Cost/Boarding	
85K Ride Free with ID Boardings	



## Population & Employment Growth



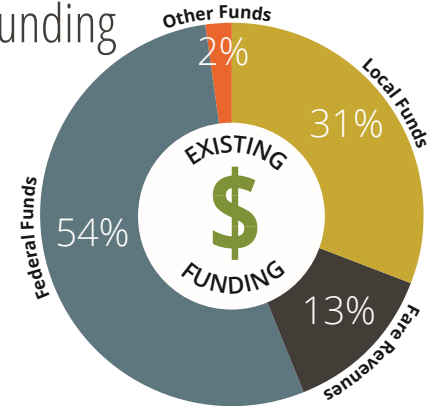
## Community Transit Goal

Promote an efficient, effective and comprehensive public transit system providing mobility and access to community destinations, improving environmental quality through the reduction of single occupant vehicles and related traffic congestion, providing residents with transportation choices to be self-reliant, and fostering regional transit services.

Source: City of Greeley 2060 Comprehensive Plan

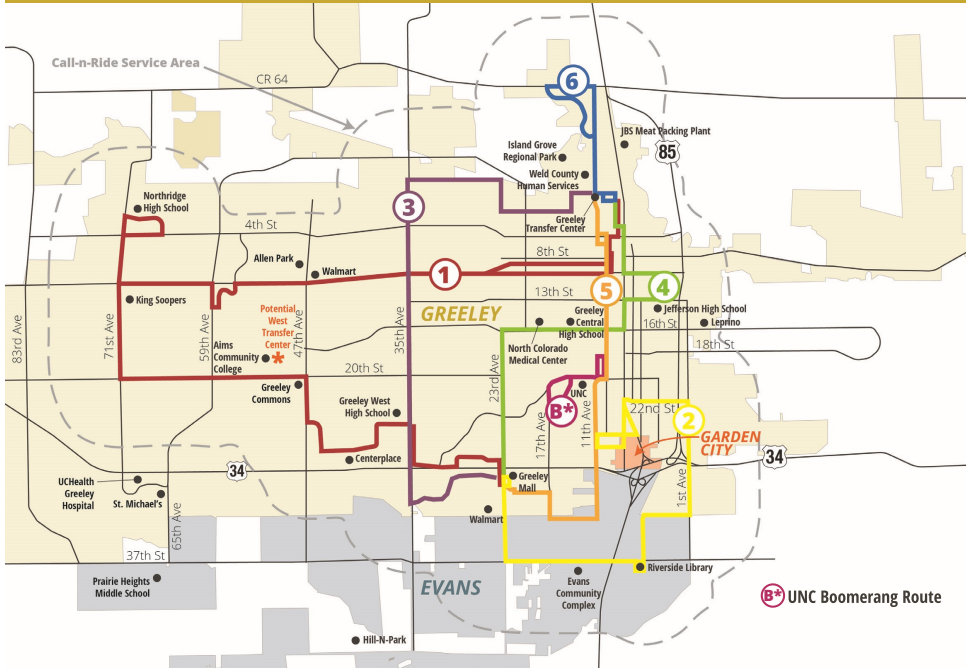


## Existing Funding

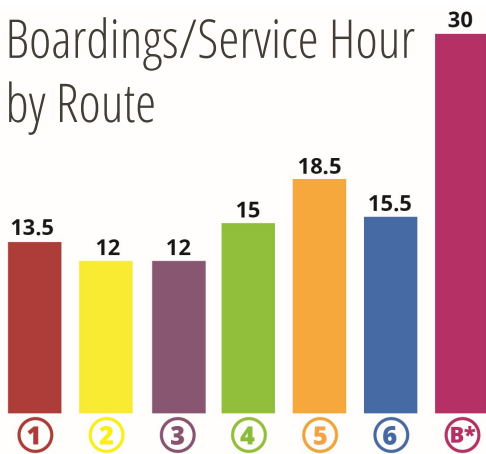


# EXISTING SYSTEM AND FUTURE DEMANDS

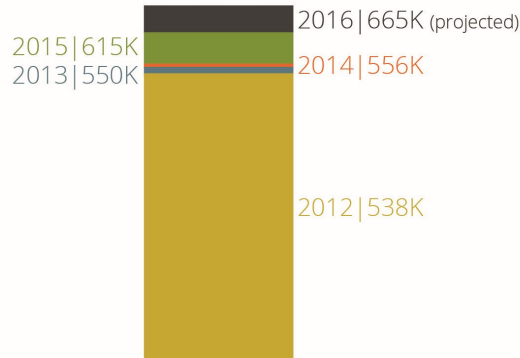
## EXISTING ROUTES



Boardings/Service Hour by Route

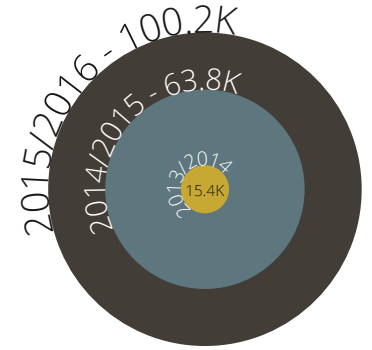


Historical Boardings by Year



## Ride Free Ridership

GET's Ride Free with ID program was implemented before the 2013/2014 school year and has been a huge success. The program has grown substantially since its inception.



## Annual Pass Sales

### Adult Pass

241 20-Ride Card  
1842 31-Day Pass  
397 90-Day Pass  
10 Annual Pass

### Reduced Fare Pass

142 20-Ride Card  
994 31-Day Pass  
99 90-Day Pass  
26 Annual Pass

## How GET Stacks Up

	Peer System Average*	GET
Demand Response Cost/Boarding	\$57.79	\$35.24
Fixed-route Cost/Boarding	\$7.13	\$4.60
Fixed-route Cost/Revenue Hour	\$101.80	\$76.83

\*Based on 2014 National Transit Database data from comparable cities to Greeley (similar total population and service population)

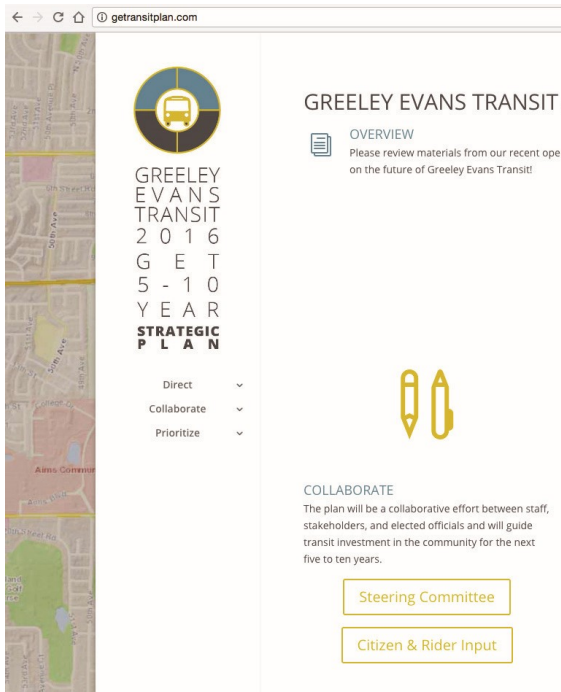
# WE HEARD FROM MANY.

Innovative and broad-based outreach yielded input from a cross section of riders and non-riders who delivered a clear message to GET. GET's Strategic Plan includes many forward-thinking suggestions and ideas voiced by stakeholders, elected officials, and community residents throughout the planning process. To engage the public, the team used tools and strategies to ensure that the voices of the community were heard and thoughtfully integrated into this document. All input informed the development of the vision, goals, and objectives for the Strategic Plan, as well as the identification of strategic action items. Appendix B provides a comprehensive public involvement summary.

## Project Website

[www.getransitplan.com](http://www.getransitplan.com)

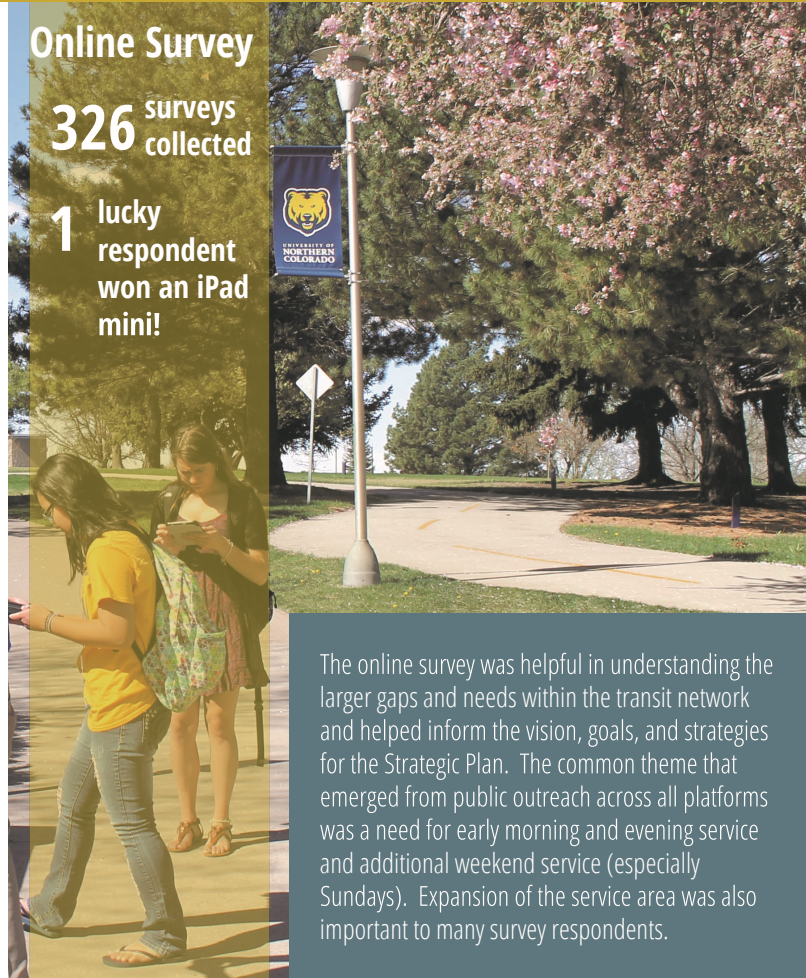
- Opportunity to learn more about the project
- Check out what the project Steering Committee's been up to
- Review and provide input on recommendations



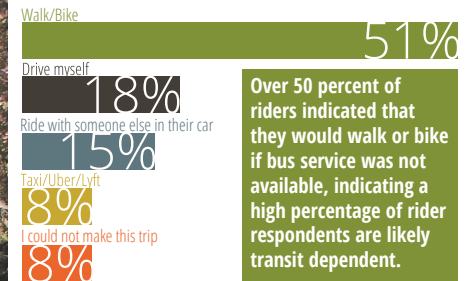
## Online Survey

326 surveys collected

1 lucky respondent won an iPad mini!



The online survey was helpful in understanding the larger gaps and needs within the transit network and helped inform the vision, goals, and strategies for the Strategic Plan. The common theme that emerged from public outreach across all platforms was a need for early morning and evening service and additional weekend service (especially Sundays). Expansion of the service area was also important to many survey respondents.



## Current riders agreed that:

- Taking the bus is cost-effective
- Drivers are helpful and friendly
- GET takes them where they need to go

## Current riders' top 3 desired improvements:

- Start service earlier
- End service later
- Provide faster service

## Top 3 improvements that would encourage non-riders to take transit:

- Provide more direct service
- Expand service area
- Provide more frequent service



## Community Events and Meetings

Going “to the people” is a useful public involvement approach that ensures input is garnered from a broad cross section of the community. For GET, it was important to get input from both riders and non-riders.

## Focus Groups and Stakeholder Interviews\*

7 employers participated

9 human service agencies participated

## High School Student Involvement

25 Northridge High School Science, Technology, Engineering and Math (STEM) students played “transit planner” for a day

\*See Appendix B for more details.

## EVENT and MEETING PARTICIPATION

UNC Pop-Up Event

Friday Go Cup Events

Billie Martinez Neighborhood Nights

Discovery Bay (Arc of Weld County Pool Party)

Youth and Family Connections

Garden City Bootleggin’ Brewfest

OktoBREWfest

Citizens Transportation Advisory Board

Weld County Mobility Committee

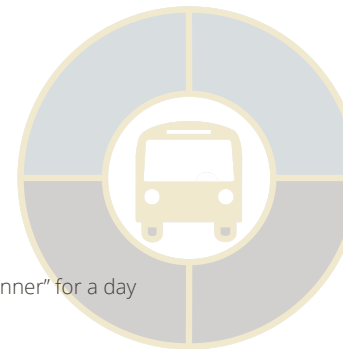
WAND Meeting

UNC Community Fest



## Public Open House

Participants reviewed project information, prioritized key strategic action items, and provided input about the existing network and opportunities for improvement.





# GOAL 1: A well maintained, safe, and reliable transit system



**MAINTAIN WHAT WE HAVE. IN FACT, OPPORTUNITY EXISTS TO FIND A MEANS TO EXTEND THE VALUE FROM GET'S EXISTING HUMAN AND PHYSICAL ASSETS.**

Maintaining the existing transit system is critical to ensuring that transit-dependent populations have access to reliable transportation and riders of choice have options for choosing how to travel. System preservation includes developing an asset management plan, properly allocating resources, and performing ongoing maintenance to extend the useful life of GET's fleet and other important transit facilities. GET will look toward the future and identify opportunities to expand the transit network to accommodate growth in the region, to maintain existing riders, and to attract new riders.

## Objective 1.1 Maintain and expand transit service to accommodate growth in the region (high priority)

**Performance Measure**

Annual service hours per capita

Baseline: 0.45 hrs/capita

Goal: ≥ 0.45 hrs/capita

Desired Trend:

Op/Admin	Cap/Pln	Strategies	Timeframe			
		Identify and evaluate potential funding options including public, private, contract, and taxing revenue sources as GET currently uses 100% of available federal operating assistance funds	Near <input checked="" type="checkbox"/>	Mid <input type="checkbox"/>	Long <input type="checkbox"/>	Ongoing <input type="checkbox"/>
		Pursue and secure identified funding sources with consideration to the FTA urbanized area status	Near <input checked="" type="checkbox"/>	Mid <input type="checkbox"/>	Long <input type="checkbox"/>	Ongoing <input type="checkbox"/>
		Explore the development and funding of a coordinated regional transit entity (e.g., Regional Transit District, Regional Transit Authority)	Near <input type="checkbox"/>	Mid <input checked="" type="checkbox"/>	Long <input type="checkbox"/>	Ongoing <input type="checkbox"/>

## Objective 1.2 Provide efficient and cost-effective transit service (high priority)

**Performance Measure**

Boardings per service hour

Baseline: 13.7 boardings per service hour

Goal: 15 boardings per service hour

Desired Trend:

Op/Admin	Cap/Pln	Strategies	Timeframe			
		Develop operational service standards to guide evaluation of system	Near <input checked="" type="checkbox"/>	Mid <input type="checkbox"/>	Long <input type="checkbox"/>	Ongoing <input type="checkbox"/>
		Conduct annual evaluation of system and modify services as appropriate to increase efficiency	Near <input type="checkbox"/>	Mid <input type="checkbox"/>	Long <input type="checkbox"/>	Ongoing <input checked="" type="checkbox"/>

## Objective 1.3 Provide safe and secure transit service

**Performance Measure**

Number of revenue miles between preventable accidents

Baseline: 90,000

Goal: 100,000

Desired Trend:

Op/Admin	Cap/Pln	Strategies	Timeframe			
		Add security cameras and lighting at bus stops as appropriate	Near <input type="checkbox"/>	Mid <input type="checkbox"/>	Long <input type="checkbox"/>	Ongoing <input checked="" type="checkbox"/>
		Continue safety/security training and drug and alcohol screening to meet or exceed FTA standards	Near <input type="checkbox"/>	Mid <input type="checkbox"/>	Long <input type="checkbox"/>	Ongoing <input checked="" type="checkbox"/>
		Continue to track incidents and miles between preventable accidents and take corrective action as needed	Near <input type="checkbox"/>	Mid <input type="checkbox"/>	Long <input type="checkbox"/>	Ongoing <input checked="" type="checkbox"/>
		Implement Transit Asset Management program and SMS program	Near <input type="checkbox"/>	Mid <input checked="" type="checkbox"/>	Long <input type="checkbox"/>	Ongoing <input type="checkbox"/>

**KEY** Op/Admin = Operations/Administrative Cap/Pln = Capital/Planning <\$200,000 \$200,000-\$750,000 >\$750,000 Near - 0-3 years (2017-2019) Mid - 3-10 years (2020-2026) Long - 10+ years (2027+)

# GOAL 2: A system that monitors and capitalizes on emerging trends



## Objective 2.1 Continuously improve service efficiency and service quality

### Performance Measure

On-time performance

Baseline: 82% (fixed-route)

Goal: 95% (fixed-route)

Desired Trend:



Op/Admin	Strategies		Timeframe			
	Cap/Pln		Near	Mid	Long	Ongoing
		Research trends and emerging technologies; recommend and implement those that have potential applications for GET	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
		Work with technology-based organizations to identify potential applications to improve efficiency, reliability, on-time performance, etc.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

## Objective 2.2 Provide innovative transit solutions to better meet the needs of the traveling public

### Performance Measure

Qualitative measure of the community being considered for participation and/or awarded funding for innovative transit/transportation programs

Baseline: Limited consideration

Goal: Consideration

Desired Trend:



Op/Admin	Strategies		Timeframe			
	Cap/Pln		Near	Mid	Long	Ongoing
		Identify transit priority corridors for future rapid transit study	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		Position the City to promote itself nationally by implementing state-of-the-art, innovative transportation solutions	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		Research and participate in pilot programs for innovative transportation solutions and technology	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		Evaluate opportunities for utilization of additional technologies and service mode types	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**CULTIVATE A MINDSET THAT IDENTIFIES EMERGING OPPORTUNITIES AND TECHNOLOGIES THAT WILL BEST ADVANCE GET'S VALUE AS A MODAL CHOICE.**

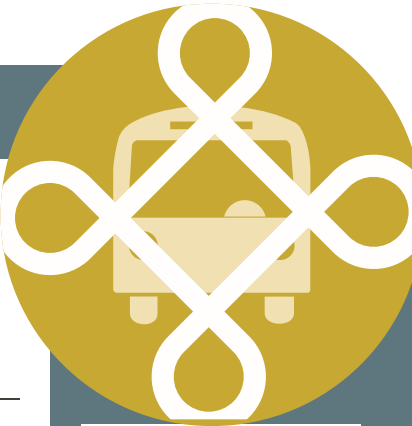
Innovation continues to evolve at a rapid pace, requiring a flexible approach to strategic planning and delivery of transit service. To stay ahead of the curve, GET will need to track and consider new innovations and technologies to meet the mobility needs of its current and future riders. GET shall strive to be innovative in its approaches and incorporate emerging ideas and trends to increase the efficiency, reliability, and attractiveness of its services.

INNOVATION

KEY

Op/Admin = Operations/Administrative Cap/Pln = Capital/Planning <\$200,000 \$200,000-\$750,000 >\$750,000 Near - 0-3 years (2017-2019) Mid - 3-10 years (2020-2026) Long - 10+ years (2027+)

# GOAL 3: A connected and accessible transit system



**MOBILITY IS ABOUT OPTIONS. TRAVELERS SHOULD COUNT ON TRANSIT AS AN EFFECTIVE AND INTEGRAL COMPONENT OF THE TRANSPORTATION OPTIONS AVAILABLE TO THEM REGIONWIDE.**

The availability of a wide variety of mobility options, such as transit, walking, biking, and driving, is critical to improving the quality of life for residents, students, visitors, and employees of the Greeley area. Transit is a cornerstone of a healthy and thriving community and provides social, economic, and environmental benefits. GET is committed to understanding its role in the larger multimodal transportation network and tracking transit use and service provision to ensure that it assists in further developing an accessible, connected, and integrated transportation system in the Greeley area.

## Objective 3.1 Provide mobility options in locations where population and employment densities warrant service (high priority)

Performance Measure	Strategies		Timeframe			
	Op/Admin	Cap/Pln	Near	Mid	Long	Ongoing
Density of population and jobs within ¼ of a mile of transit	\$	\$	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
<b>Baseline:</b> Population Density - 5.8 people/acre Employment Density - 3.7 jobs/acre		Identify and implement new routes/services as viable and in alignment with service standards <i>*See pages 11 and 12 for potential local and regional routes</i>				
<b>Goal:</b> Population Density 6.0 people/acre Employment Density 4.0 jobs/acre	\$	Identify associated facility needs (e.g., maintenance, administrative) required to implement new routes/services	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Desired Trend:</b>						

## Objective 3.2 Connect with all other modes as part of a comprehensive transportation system

Performance Measure	Strategies		Timeframe			
	Op/Admin	Cap/Pln	Near	Mid	Long	Ongoing
Number of bikes carried annually per total annual boardings		\$	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Baseline:</b> 2.5%		Develop design standards for transit stops and stations that address complete streets concepts and multimodal connections; provide features such as lighting, weather protection, security, pedestrian amenities, and similar improvements				
<b>Goal:</b> 3%		\$	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
<b>Desired Trend:</b>		Participate in development review to integrate transit design standards into new development				
		\$	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
		Work with other transportation departments and transit providers (streets, bikes, pedestrian), including cities, counties, MPO's, and the state, to promote inclusion of transit into transportation improvement projects				

## Objective 3.3 Increase regional connectivity (high priority)

MOBILITY

**KEY** Op/Admin = Operations/Administrative Cap/Pln = Capital/Planning \$ <\$200,000 \$ \$200,000-\$750,000 \$ >\$750,000 Near - 0-3 years (2017-2019) Mid - 3-10 years (2020-2026) Long - 10+ years (2027+)





**Performance Measure**

Number of regional services connecting with GET

**Baseline:** 0 regional routes

**Goal:** 2-3 regional routes

**Desired Trend:** 

Op/Admin	Strategies		Timeframe			
	Cap/Pln		Near	Mid	Long	Ongoing
		Host a meeting with regional partners to determine commitment to, and viability of, providing intraregional services	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		Participate in a regional feasibility study to identify routes, oversight options, and cost sharing strategies; implement regional connections as viable to Bustang, Transfort, COLT, Timnath, and Windsor	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		Work with Weld County, CDOT, and communities adjacent to US 85 to promote the development of comprehensive, effective, efficient, and attractive transit along this corridor	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
		Pursue funding sources to support implementation of regional service <i>*See pages 11 and 12 for potential local and regional routes/improvements</i>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**Objective 3.4** Provide service to major events/attractions



**Performance Measure**

Quantity of service provided to special events

**Baseline:** 1 special event service

**Goal:** 3 special event services

**Desired Trend:** 

Op/Admin	Strategies		Timeframe			
	Cap/Pln		Near	Mid	Long	Ongoing
		Explore opportunities to provide special event service and implement pilot projects to test viability	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		Evaluate pilot projects and implement permanent service consistent with service standards	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**Objective 3.5** Improve transportation services to promote independent living (high priority)




**Performance Measure**



Households within 1/4 mile of transit

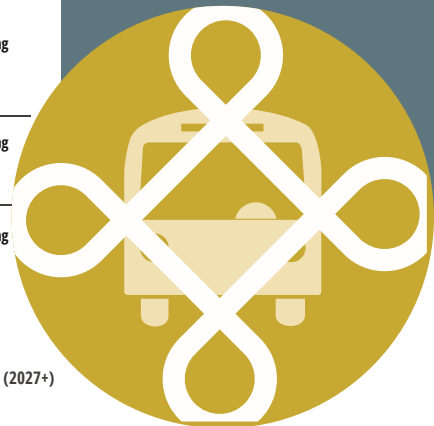
**Baseline:** 83% of households

**Goal:** 90% of households

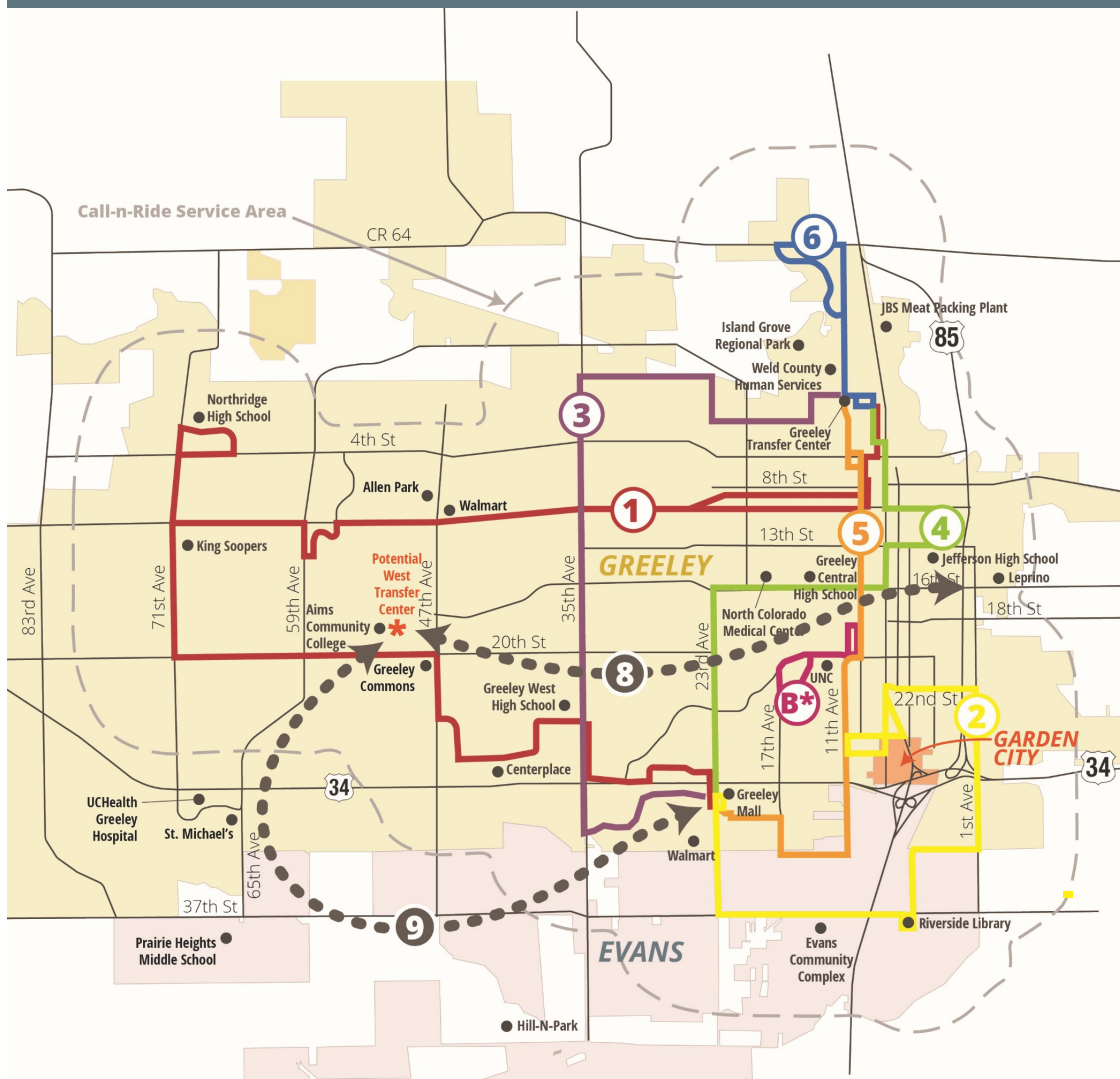
**Desired Trend:** 

Op/Admin	Strategies		Timeframe			
	Cap/Pln		Near	Mid	Long	Ongoing
		Improve existing service to eliminate spatial and temporal (evenings and weekends) service gaps <i>*See pages 11 and 12 for potential local and regional routes/improvements</i>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		Annually evaluate the system to assess accessibility of transit-dependent population and adjust routes as viable	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
		Coordinate with human services transportation providers and identify opportunities for increased efficiency (e.g., cost sharing, vehicle sharing, shared maintenance facilities)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

**KEY** Op/Admin = Operations/Administrative Cap/Pln = Capital/Planning  <\$200,000  \$200,000-\$750,000  >\$750,000 Near - 0-3 years (2017-2019) Mid - 3-10 years (2020-2026) Long - 10+ years (2027+)



# RECOMMENDED SERVICE IMPROVEMENT CONCEPTS



Routes	Near	Mid	Long
1	Extend service hours Split into two routes Identify west side transfer center (e.g., AIMS Community College or other west side location)*	Extend route to 83rd Avenue on 20th Street	Study potential of transitioning route to rapid bus service
2	Simplify routing and/or determine viability of route extension(s) Improve peak headways to 30 minutes	Improve headways to 30 minutes	Improve peak headways to 15 minutes
3	Improve peak headways to 30 minutes	Improve headways to 30 minutes	Improve peak headways to 15 minutes
4	Improve headways to 30 minutes	Improve peak headways to 15 minutes	Modify route to serve UNC
5	Extend service hours	Study potential of transitioning route to rapid bus service Improve peak headways to 15 minutes	Implement rapid bus service
6	N/A	N/A	N/A
B*	N/A	N/A	N/A
8	Study feasibility of new fixed-route service connecting the new west side transfer center with east Greeley	Implement new route	N/A
9	Determine viability of implementing Call-N-Ride service in Evans/Hill-N-Park	Implement Call-N-Ride service in Evans Study feasibility of new fixed-route service connecting Evans to Greeley Mall and/or southwest Greeley potential transfer center	Implement new route

# PLANNING FOR THE FUTURE

Near-, mid-, and long-term service enhancement recommendations for GET were developed through a comprehensive data collection and analysis process supported by public input. Data that was collected and evaluated to inform the future service recommendations included existing land uses, projected population and employment densities, current travel patterns, existing transit ridership, and demographic characteristics of key populations. The identified service enhancement concepts below provide a framework for GET to grow into the future. Implementation of the enhancements will depend on funding, community desires, and policy preferences.

## NEAR-TERM PLANNING CONCEPTS

- Improve service frequencies within the existing system
- Extend weekday service hours
- Implement regional service

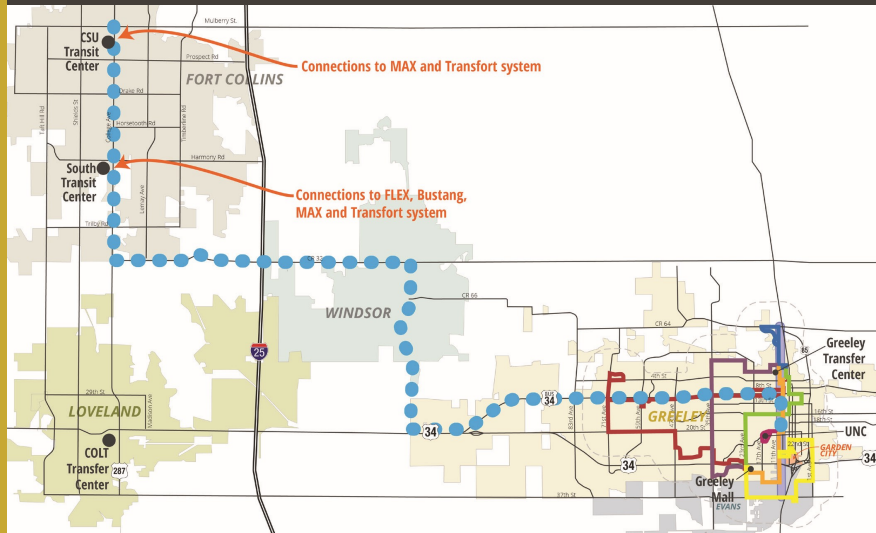
## MID-TERM PLANNING CONCEPTS

- Improve service frequencies within the existing system
- Implement Sunday service
- Augment existing system with new routes
- Implement additional regional service and improve frequencies

## LONG-TERM PLANNING CONCEPTS

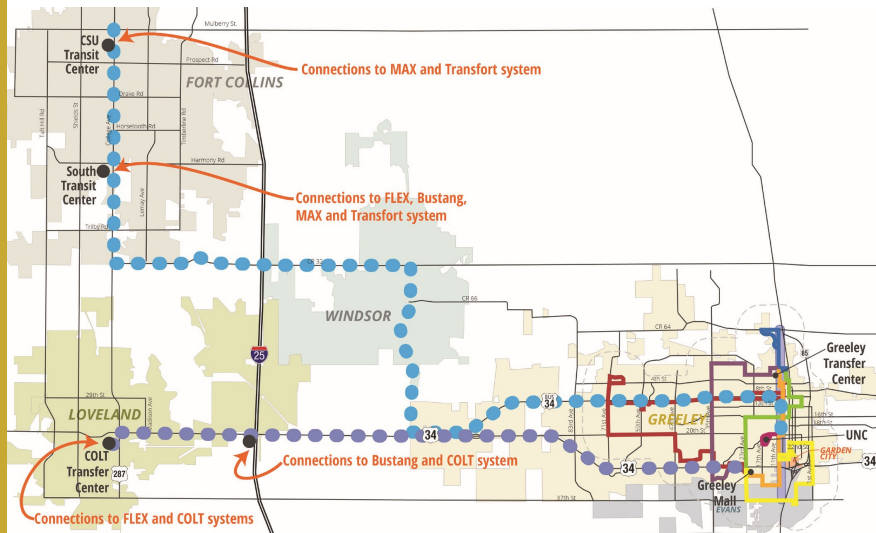
- Improve service frequencies within the existing system
- Provide regular service frequencies all day for regional routes
- Implement rapid bus service

# REGIONAL CONCEPTS



## NEAR-TERM

- Peak and midday service to Windsor/Fort Collins



## MID-TERM

- Increase service frequencies to Windsor/Fort Collins
- Introduce service to Loveland

## LONG-TERM

- Provide all day service to Windsor/Fort Collins and Loveland with regular frequencies

KEY Near - 0-3 years (2017-2019) Mid - 3-10 years (2020-2026) Long - 10+ years (2027+)



MOBILITY

# GOAL 4: A transit system that encourages and supports economic vitality and prosperity

## Objective 4.1 Support economic vitality in the community

### Performance Measure

Housing + Transportation Affordability Index

**Baseline:** 45% Combined Housing + Transportation Costs

**Goal:** ≤ 45% Combined Housing + Transportation Costs

Desired Trend:

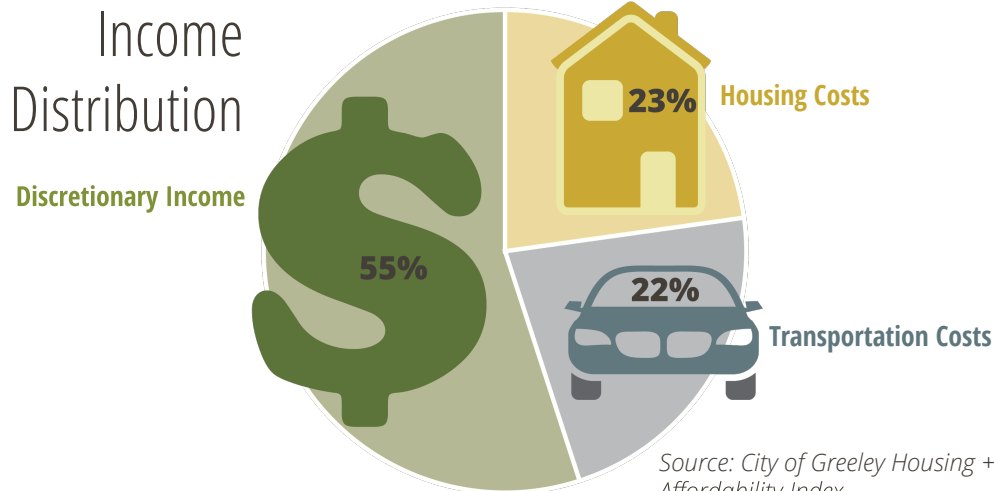


Op/Admin	Cap/Pln	Strategies	Timeframe			
		Work with other city departments to develop guidance for transit supportive development and identify incentives to encourage this type of development	Near <input checked="" type="checkbox"/>	Mid <input type="checkbox"/>	Long <input type="checkbox"/>	Ongoing <input type="checkbox"/>
		Identify transit priority corridors and promote transit supportive development along them; alert developers and landowners to the desired intensity of development in these areas and work with other city departments to provide incentives to developers to do so	Near <input type="checkbox"/>	Mid <input checked="" type="checkbox"/>	Long <input type="checkbox"/>	Ongoing <input type="checkbox"/>
		Integrate transit stops, stations, and hubs that align with service standards into existing and new neighborhoods, business districts, and redevelopment to add to the convenience of using transit	Near <input type="checkbox"/>	Mid <input checked="" type="checkbox"/>	Long <input type="checkbox"/>	Ongoing <input type="checkbox"/>
		Maintain attractive and clean bus stops and stations throughout the system	Near <input checked="" type="checkbox"/>	Mid <input type="checkbox"/>	Long <input type="checkbox"/>	Ongoing <input type="checkbox"/>



**THE ACCESS AND CONNECTIVITY MADE POSSIBLE BY TRANSPORTATION INFRASTRUCTURE (SUCH AS TRANSIT CORRIDORS) UNDERPINS ECONOMIC VITALITY. TRANSIT CAN HELP DRIVE COMMUNITY GROWTH.**

Transportation services and infrastructure are key components of a thriving community as they provide access and connectivity to housing, jobs, education, recreation, social services, medical, and much more. Education about the benefits of providing high-quality transit service ensuring that future development supports all modes, including transit. GET will work to educate landowners and developers about transit-supportive development and advocate for development that appropriately supports transit.



Source: City of Greeley Housing + Transportation Affordability Index

**KEY** Op/Admin = Operations/Administrative Cap/Pln = Capital/Planning <\$200,000 \$200,000-\$750,000 >\$750,000 Near - 0-3 years (2017-2019) Mid - 3-10 years (2020-2026) Long - 10+ years (2027+)

## Objective 4.2 Increase access to educational opportunities

### Performance Measure

Percent of schools (middle school, high school, and higher education) with a bus stop within a 1/4 mile

Baseline: 64%

Goal: 70%

Desired Trend:



Op/Admin	Cap/Pln	Strategies	Timeframe			
\$		Link high schools with colleges for dual enrollment and with employers for internships as opportunities arise; consider using peak vehicles in off-peak periods to connect schools midday	Near <input type="checkbox"/>	Mid <input type="checkbox"/>	Long <input type="checkbox"/>	Ongoing <input checked="" type="checkbox"/>
	\$	Continue participation in City internship program and the Ride Free with ID program for K-12, UNC & AIMS	Near <input type="checkbox"/>	Mid <input type="checkbox"/>	Long <input type="checkbox"/>	Ongoing <input checked="" type="checkbox"/>

## Objective 4.3 Improve employment transportation and access (high priority)

### Performance Measure

Percentage of jobs within 1/4 mile of transit and associated service frequency

Baseline: 87% of jobs

Goal: 90% of jobs

Desired Trend:



Op/Admin	Cap/Pln	Strategies	Timeframe			
\$		Align services/hours and work with employee schedules to allow access to jobs for both beginning and end of shifts in accordance with service standards	Near <input checked="" type="checkbox"/>	Mid <input type="checkbox"/>	Long <input type="checkbox"/>	Ongoing <input type="checkbox"/>
\$		Provide service to connect with regional transit providers and large regional employers	Near <input type="checkbox"/>	Mid <input checked="" type="checkbox"/>	Long <input type="checkbox"/>	Ongoing <input type="checkbox"/>
	\$	Develop partnerships with employers to implement travel demand management programs (e.g., flexible spending accounts for transit passes, incentives to use the bus, reduced rate passes, travel training, guaranteed ride home programs, discounted or free passes to employees, etc.)	Near <input type="checkbox"/>	Mid <input checked="" type="checkbox"/>	Long <input type="checkbox"/>	Ongoing <input type="checkbox"/>





# GOAL 5: A transit system that capitalizes on partnerships to increase efficiency and expand local and regional mobility



**PUBLIC MOBILITY IS NO LONGER NEATLY CONTAINED WITHIN A SINGLE NETWORK OR JURISDICTION. THIS IS WHY PARTNERSHIPS FORMED ACROSS THE PUBLIC-TO-PRIVATE SPECTRUM WILL BE WHAT SPARKS REGIONAL TRANSIT SOLUTIONS.**

A successful transportation network comes from public, private, and nonprofit entities working together to achieve mutually beneficial goals. GET will be strategic in developing partnerships with landowners and developers and shall seek to increase regional cooperation by integrating transit projects, and developing creative funding options to increase the use of transit in the region. To meet the growing demands for regional travel, GET will work collaboratively with other public and private transportation providers and other city departments to support a robust, multimodal system.

## Objective 5.1 Collaborate with private providers to improve mobility

### Performance Measure

Number of private providers with formal or informal service agreements with GET

Baseline: 0

Goal: 1

Desired Trend:

Op/Admin	Cap/Pln	Strategies	Timeframe
		Identify opportunities to capitalize on shared use mobility (e.g., taxi, Lyft, Uber) to close morning, evening, weekend, and first/last mile service gaps; partner with providers to implement cost-effective shared use mobility programs as appropriate	Near <input checked="" type="checkbox"/> Mid <input type="checkbox"/> Long <input type="checkbox"/> Ongoing <input type="checkbox"/>

## Objective 5.2 Capitalize on cost sharing opportunities

### Performance Measure

Number of cost sharing agreements in place

Baseline: 2

Goal: 4

Desired Trend:

Op/Admin	Cap/Pln	Strategies	Timeframe
		Meet with large regional employers to identify transportation needs and opportunities for cost sharing and implement as appropriate	Near <input type="checkbox"/> Mid <input checked="" type="checkbox"/> Long <input type="checkbox"/> Ongoing <input type="checkbox"/>
		Continue partnership with UNC for shared cost service provision and pursue opportunities with other educational institutions including public schools	Near <input type="checkbox"/> Mid <input type="checkbox"/> Long <input type="checkbox"/> Ongoing <input checked="" type="checkbox"/>

## Objective 5.3 Increase riders of choice using system

### Performance Measure

Percent of riders of choice using GET  
Baseline: Data to be collected through annual rider survey

Goal: TBD

Desired Trend:

Op/Admin	Cap/Pln	Strategies	Timeframe
		Work with businesses/employers and educational institutions to identify opportunities to attract riders of choice, including modifying service hours, subsidizing bus pass programs, and marketing transit benefits	Near <input type="checkbox"/> Mid <input checked="" type="checkbox"/> Long <input type="checkbox"/> Ongoing <input type="checkbox"/>

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# GOAL 6: A transit system that protects and enhances the built and natural environment



**TRANSIT SERVICE, IN BOTH OPERATION AND RIDERSHIP, YIELDS DEMONSTRABLE ENVIRONMENTAL BENEFITS.**

Consideration of environmental impacts is an integral part of GET operations, spanning from administration, service provision to maintenance practices. Transit systems can reduce their environmental footprint by transitioning vehicle fleets to alternative fuels and using technology to ensure efficiency. Transit riders reduce greenhouse gas emissions by leaving their single-occupant vehicles behind while enhancing their physical health and well-being.

## Objective 6.1 Improve environmental quality

**Performance Measure**  
Non-SOV mode split

**Baseline:** 22.8%

**Goal:** 25%

**Desired Trend:**

Op/Admin	Cap/Pln	Strategies	Timeframe			
	\$	Implement use of alternative fuel vehicles and more efficient facilities	Near <input type="checkbox"/>	Mid <input type="checkbox"/>	Long <input type="checkbox"/>	Ongoing <input checked="" type="checkbox"/>
	\$	Participate in city and county-based travel demand management programs that provide incentives to encourage alternatives to single-occupant vehicle trips	Near <input type="checkbox"/>	Mid <input checked="" type="checkbox"/>	Long <input type="checkbox"/>	Ongoing <input type="checkbox"/>

## Objective 6.2 Educate community about benefits of transit

**Performance Measure**  
Percent of surveyed residents that identify transit benefits

**Baseline:** Data to be collected through annual rider survey

**Goal:** TBD

**Desired Trend:**

Op/Admin	Cap/Pln	Strategies	Timeframe			
	\$	Market the environmental benefits of transit to riders of choice	Near <input checked="" type="checkbox"/>	Mid <input type="checkbox"/>	Long <input type="checkbox"/>	Ongoing <input type="checkbox"/>
	\$	Market information concerning Greeley's status relative to air quality and emissions by encouraging prudent use of vehicle trips	Near <input checked="" type="checkbox"/>	Mid <input type="checkbox"/>	Long <input type="checkbox"/>	Ongoing <input type="checkbox"/>
	\$	Survey residents annually to measure knowledge of transit benefits	Near <input type="checkbox"/>	Mid <input type="checkbox"/>	Long <input type="checkbox"/>	Ongoing <input checked="" type="checkbox"/>

“Public transit users take 30% more steps per day than people who rely on cars.” – U.S. Department of Transportation

# GOAL 7: A reliable and responsive transit agency that provides great service to all customers



**A TRANSIT SYSTEM IS FOREMOST ABOUT MOBILITY. THIS REQUIRES UNWAVERING COMMITMENT TO ALIGNING QUALITY GET STAFF, OPERATIONS, AND INFORMATION WITH RIDERS' NEEDS.**

Customer service and community relations are essential pieces of attracting and maintaining ridership, as well as retaining community support for existing and future system investments.

Achieving a satisfied customer base includes:

- Providing high-quality, connected services that meet users' needs
- Providing on-time and reliable service
- Providing timely and accurate information about services
- Responding quickly to commendations and complaints with a well-trained staff

**Objective 7.1** To be perceived as a valuable community resource by residents and guests of Greeley, Evans, and Garden City

**Performance Measure**

Percent of surveyed residents that identify GET as a valuable community resource

**Baseline:** Data to be collected through annual rider survey

**Goal:** TBD

**Desired Trend:**

Op/Admin	Cap/Pln	Strategies	Timeframe			
			Near	Mid	Long	Ongoing
		Develop and conduct a marketing campaign educating residents about the benefits of transit (e.g., economic, environment, social )	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		Develop and implement a "bring a buddy" program to encourage current users to attract new users to the system	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		Provide detailed, correct, and timely transit information to users	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
		Consistently provide clean, well-maintained, and reliable transit service	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
		Continue to provide travel training	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
		Improve connectivity with other modes (e.g., bike parking at bus stops, continuous sidewalks)	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		Create a multiagency transit advisory board that represents all stakeholders in the transit system	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		Recognize and promote top business and partners and those with high employee utilization of GET	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		Develop a protocol for informing the public of bus stop changes, relocations, and delays due to construction or route modifications	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

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**Objective 7.2** Provide high-quality customer service

**Performance Measure**

Number of valid complaints per 100,000 boardings

**Baseline:** 6.3 complaints per 100,000 boardings

**Goal:** 6.0 complaints per 100,000 boardings

**Desired Trend:**



	Op/Admin	Cap/Pln	Strategies	Timeframe
		\$	Invest in employee training to ensure correct and consistent service with a positive attitude (problem solving, public relations, complaint response)	Near <input type="checkbox"/> Mid <input type="checkbox"/> Long <input type="checkbox"/> Ongoing <input checked="" type="checkbox"/>
		\$	Hire and train the right people and retain them through competitive wages, quality health benefits, and a positive work environment	Near <input type="checkbox"/> Mid <input type="checkbox"/> Long <input type="checkbox"/> Ongoing <input checked="" type="checkbox"/>

Community relations includes marketing and outreach campaigns that inform the community about services provided by GET. It also includes educational campaigns that describe the wide range of benefits to the community afforded by transit socially, economically, and environmentally.



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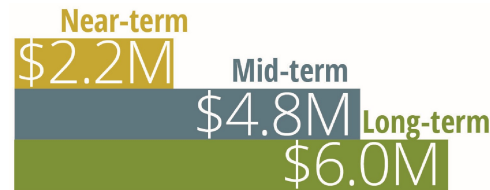
SIMPLY PUT, FUNDING DETERMINES HOW AND WHEN RUBBER CAN MEET THE ROAD. TO STRENGTHEN THE FINANCIAL FOOTING NEEDED TO FULLY SUPPORT THE STRATEGIC PLAN, GET WILL LOOK BEYOND ITS TRADITIONAL FUNDING SOURCES.

Today GET has several funding sources including general funds from the cities of Greeley, Evans and Garden City, Federal Transit Administration (FTA), the Colorado Department of Transportation (CDOT), and fares. While many aspects of this Strategic Plan will be woven into the existing system, implementation of the Plan to its fullest extent will require additional funding.

Funding the near-term strategies identified in this Strategic Plan would require an additional \$2.4 million annually (on average), and to fund near-term and mid-term strategies would require an additional \$5.5 million annually (on average) over GET's existing budget. Full implementation of the Plan would require an additional \$7.6 million annually (on average). All three funding scenarios cover all aspects of the identified strategies, including planning, administration, operations, maintenance, and capital.

Funding this Strategic Plan is likely to involve several additional funding sources. The funding sources that are most realistic and have the most promise are described below.

### Additional Annual Funds Required to Implement Strategic Plan



*\*See Appendix C for the detailed 5-10 year capital and service plan*

**FTA** Today, FTA funds approximately 54 percent of the GET system and covers a portion of both operating and capital expenses. Given the current regulations, FTA is expected to continue to fund both operating and capital expenses for the duration of this 10-year Strategic Plan.

**CDOT** CDOT collects Funding Advancement for Surface Transportation and Economic Recovery (FASTER) funds primarily through a vehicle registration fee. A portion of these funds are dedicated to transit service. Today, funds available to local transit providers are largely limited to capital investments. However, CDOT uses a portion of the FASTER transit funds to operate regional transit services (Bustang and FLEX) connecting major transit providers throughout the state. Use of these funds should be explored as the community moves forward with implementation of regional services connecting the Greeley/Evans/Garden City area to Fort Collins, Loveland and/or the Denver metropolitan area.

**Urbanized Area** Per the 2010 U.S. Census, the Greeley/Evans area is designated as an "Urbanized Area". For urbanized areas such as Greeley with populations falling in the 50,000 to 199,999 range, Federal Transit Administration (FTA) funding is based on a formula accounting for the area's population and population density. In 2016, GET's 5307 and 5340 apportionment was approximately \$2.1 million, which is fully allocated to service operations.

While it is not anticipated that the Greeley/Evans Urbanized Area will become a part of the larger Fort Collins-Loveland Transportation Management Area (TMA) in 2020 (based on the urban area delineation process used by the U.S. Census Bureau), it is important to consider the implications of this possibility as it could occur in 2020 or 2030. Should the Greeley/Evans area become a part of the larger TMA, they would be considered an Urbanized Area with a population between 200,000 and 1 million, changing GET's federal bus assistance allocation formula to include a combination of population, population density, and bus revenue mile factors with only 75 percent of allocated funding being used for operating assistance. For comparison purposes, using the 2016 apportionment formula for Urbanized Areas over 200,000, GET would receive a federal allocation of approximately \$1 million in operating assistance. Based on GET's current allocation of \$2.1 million, an additional \$1.1 million would be needed to maintain current operations.

# ADDITIONAL FUNDING OPTIONS

## Sales Tax

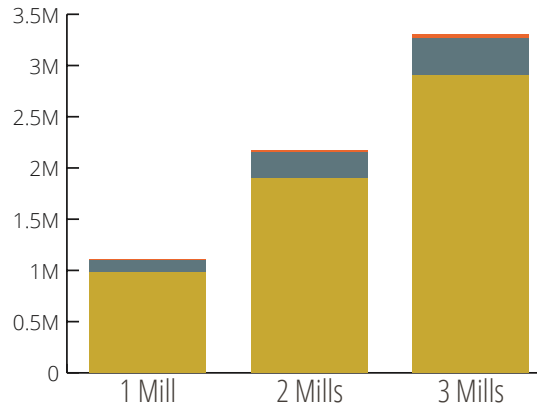
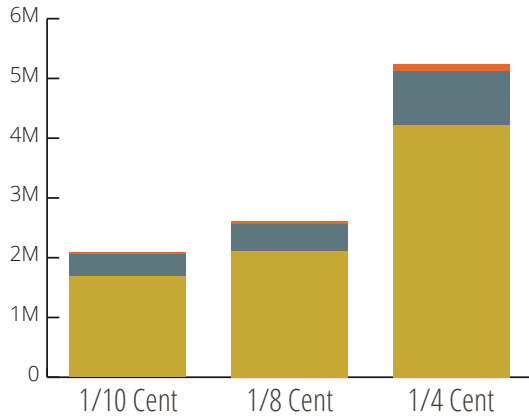
A dedicated transit sales tax is a way to raise funds. Increasing the sales tax would require a vote within each community. If the communities opt to pursue this type of funding, they could choose to fund just the Strategic Plan initiatives or the identified initiatives plus the existing services. The chart below provides an estimate of the funding potential for several scenarios.

## Property Tax

A dedicated transit property tax is a way to raise funds. Increasing this tax would also require a vote within each community. If the communities opt to pursue this type of funding, they could choose to fund just the Strategic Plan initiatives or the identified initiatives plus the existing services. The chart below provides an estimate of the funding potential by community.

## Private Partnerships

Today, GET works closely with UNC to fund specific services. Partnerships with major employers, the Downtown Development Authority, public schools, senior centers, and others can be expanded in the future to help implement the Strategic Plan. Funding opportunities will be highly variable depending on the partnership and service provided.



Potential Annual Revenue Generated by Sales Tax Rate

Potential Annual Property Tax Revenue

KEY ■ Greeley ■ Evans ■ Garden City

