

I-70 Coalition Work Plan 2009

At a Board of Director's retreat in July, 2009, the Board of Directors for the I-70 Coalition identified five Focus Areas for 2009. These Focus Areas reflect the evolution of the I-70 Coalition's involvement in the I-70 Corridor as well as the increasing standing, visibility and credibility that has accrued to the Coalition over the last two years. The 2009 Work Plan is intended to capture and capitalize on the collective efforts and success of the Coalition in 2007 and 2008. The 2009 Work Plan will help guide the day-to-day activities of the Coalition staff as well as provide a foundation document by which the Coalition should be able to gauge its relevance, effectiveness and direction for 2009.

The Five Focus Areas are:

1. Travel Demand Management

The I-70 Coalition places significant value on how transportation management can impact congestion on I-70.

2. Involvement in Relevant Plans and Processes affecting I-70

The I-70 Coalition has actively participated in several plans relevant to the I-70 Corridor, most importantly, the PEIS, and will continue to participate through the study phases and push for adoption and implementation.

3. Securing Transportation Financing for the I-70 Corridor

With substantial state-wide and federal level funding discussions about transportation financing, the I-70 Coalition acknowledges the need to be involved and active in those discussions.

4. Support for Statewide Transit Planning and Organizational Structure

Acknowledging transit is a component of the long-term solution, the I-70 Coalition needs to participate in determining the appropriate mechanism to design, build, and run a transit system in the I-70 Corridor.

5. Education and Outreach to underscore significance of I-70 and the I-70 Coalition

The I-70 Coalition will continue to educate people in the state of the importance, condition and demand of the corridor, as well as maintaining the internal health of the I-70 Coalition.

Focus Area #1: Implement Travel Demand Management Strategies

The I-70 Coalition places significant value on how transportation management can impact congestion on I-70. In July, 2008, the Coalition was the recipient of a \$125,000 grant from CDOT (renewable for one additional year) to launch a Travel Demand Management strategy for the I-70 Corridor. These funds will help accomplish objectives listed below for this work plan element. It is anticipated that the oversight responsibility will require 5% of the Coalition's Executive Director's time.

	Description	Target	Outputs
	Oversight of TDM Program Manager	On-going	TDM Program Manager
	Increase enforcement activities	December 2009	Meetings with CSP, TDM committee
	Explore Intelligent Transportation System enhancements	August 2009	Meetings with CDOT, ski areas, private sector interests
	Explore viability of establishing I-70 Travel Management Organization (TMO)	ongoing	Meetings with TDM committee, BOD, private sector, chambers

Focus Area #2: Stay Actively Involved in Relevant Plans and Processes

CDOT awarded a \$500,000 Transit Planning Grant to NWCCOG on behalf of the Coalition. The purpose of that grant is to organize an effort to work with local governments on the I-70 corridor to examine, and change where necessary, their existing land use planning and development codes to accommodate transit centers, networks and infrastructure. This specific project is expected conclude in February 2009, but will have on-going relevance, especially as the RMRA project moves toward closure and require 15% of the Executive Director's time and attention in 2009.

	Description	Target	Outputs
	Oversee Coordination with CDOT, PEIS, CSS team, CE, Coalition and RMRA beyond conclusion of study	On-going	Electronic updates for BOD/Coalition, attendance at meetings, participation in coordination efforts, Technical Memos, Final Report
	Direct oversight of contractor activities, plan and schedule	February 28, 2009	
	Monitor Contract Progress, Compliance with Scope of Work and Timeline	February 28, 2009	
	Completion of Final Report and submittal to CDOT	February 28, 2009	
	Attend all meetings	On-going	
	RMRA	July 2009	e-mails, calls, meetings

The I-70 Coalition has actively participated in several plans relevant to the I-70 Corridor, most importantly the PEIS, and will continue to participate through the study phases and push for adoption and implementation. Evaluating the role of the Coalition in regional planning efforts is a new element which the Board wishes to

explore for 2009. This work element is expected to require 35% of the Executive Director's time.

	Description	Target	Outputs
	CSS project oversight	on-going	Meetings, e-mails, coordination of public input
	MOVE Colorado Board	On-going	Monthly meetings, white papers, forums
	PEIS Project Leadership Team	On-going	meetings
	Evaluate Role of Coalition in Regional Planning	On-going	Meetings, forums, white papers
	Legislative Activity	Track/help draft legislation on transportation issues	Visits to state capitol, briefings for key legislators, meetings with strategic interests/partners
	SAFETEA-LU TAC	Encourage integration of programs at federal level	Meetings, white papers, possible DC activities
	SB 1 10% for Transit Task Force	Try to guide conversation to include statewide strategic plan for transit	Meetings, conference calls, grant applications
	VMT potential Pilot	Follow up from BRP/TAC	Meetings, conference calls, white papers, reports
	Blue Ribbon Panel TAC	Monitor and participate	Meetings , conference calls, papers
	Policy communications tools	Monthly e-mails outlining key issues/activities	Presentations & e-mails to Board of Directors & members
	Other policy activities	As need arises	pending

Focus Area #3: Secure Transportation Financing for the I-70 Corridor

This represents an entirely new focus area for 2009, but recent developments at the state and federal levels indicate that this is a critical arena that the I-70 Coalition should be involved with in 2009. It is readily acknowledged that the Coalition has a critical role to play in the future of transportation improvement and policy decisions on the I-70 corridor. That role now must extend into the discussion of how the PEIS and other efforts will be financed for the I-70 Mountain Corridor. The Coalition expects its Executive Director to maintain an active role in those multiple policy and fiscal conversations and issues. This effort will have significant overlap with Focus Area #2 – Staying Actively Involved in Relevant Plans and Processes, especially with respect to policy discussions involving legislative activity, federal transportation re-authorization and transit planning. This Focus Area will consume 15% of the Coalition's Executive Director's time.

	Description	Target	Outputs
	Maintain involvement with CDOT and Governor's Blue Ribbon Panel	On-going	Meetings, calls,
	Develop legislative policies to influence legislation and political action	On-going	Meetings
	Actively track and comment on legislative initiatives	On-going	RFP, list of potential consultants, meetings, briefings
	Identify and pursue strategic partnerships	On-going	Meetings

Focus Area #4 Development of Statewide Transit Plan and Organizational Structure to Implement Transportation Plan

This Focus Area reflects the Coalition's growing interest in influencing how Colorado proceeds with respect to planning, development, implementation and management of transit on a state-wide basis. This is anticipated to use 15% of the Executive Director's time.

	Description	Target	Outputs
	Review Rail Governance Study	TBD	Presentation to Board
	Participate in discussions regarding state-wide transit	On-going	Meetings
	Determine organizational options and roles for Coalition for moving forward with transit on I-70 Corridor	On-going	Meetings, briefings, presentations, possible RFP for specific consultant expertise
	Identify and pursue strategic partnerships	On-going	Meetings

Focus Area #5: Education and Outreach

The Coalition has consistently indicated a need for making efforts to educate the public about the needs, challenges and complexities of addressing the transportation demand and congestion on the I-70 Corridor. That includes coordinating with the PR committee, the TDM Committee and Program Manager and developing a coordinated marketing campaign to bring a higher level of awareness of the I-70 Corridor to the public. This focus area will likely require 15% of the Executive Director's time.

	Description	Target	Outputs
	Public Education and Information Dissemination	May 2009	RFP, Interview, PIE materials
	Meeting value	On-going	Research and presentations
	Member outreach	On-going	Meetings, Presentations
	Website development/update	On-going	New website features
	PR Committee involvement in education and outreach	On-going	Materials development