



# CHAPTER I

## Introduction

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The City of Loveland Transit (COLT) contracted with LSC to prepare a Transit Business Plan. This Final Report is a compilation of LSC Technical Memoranda #1 and #2. Information in this report includes a description of the communities, a review of the COLT service, a transit needs assessment of the area, issues to be addressed in the study, preliminary survey data, community input, service alternatives, institutional and management alternatives, and the recommended service plan..



The study focuses on transportation issues within Loveland including transportation for the general public, elderly and disabled population, and for school children. General public transportation service in Loveland is currently provided by the city. However, the existing service has low ridership, and this study focuses on changing service to fit the community. For some residents of the area, this service is their only link to work, shopping, health care facilities, and other necessary services.

### STUDY APPROACH

As in many regions, the City of Loveland is taking a close look at public transit services and is seeking to find the most effective means of providing those services. Currently, public transportation is provided by COLT and the local taxi cab company. A key element in the plan will be to review the unmet needs of local residents and businesses. One important step toward providing a community-wide reliable service is involving key players around the community, such as the Metropolitan Planning Organization, the school district, major employers, local social service agencies, and residents of Loveland and the surrounding areas.

## **Project Team**

An initial kick-off meeting was held in Loveland on December 18, 2003. The meeting was attended by the project team, consisting of the LSC Team, COLT staff, and representatives from local organizations with transportation concerns for the community. The Project Team met to discuss project goals, priorities, and a time line for completion of the final study. This team also identified a group of local stakeholders who would be critical in completing the transit study for the area.

## **Stakeholders**

The group of local stakeholders identified by the project team included various types of organizations within the Loveland area. These stakeholders included organizations such as the following:

- Transportation Advisory Board
- Senior Advisory Board
- The local school district
- Disability Advisory Commission
- Other social service groups

These groups represent both organizations that provide transportation services to clients or individuals participating in specific programs offered by the agency, and those that may have a specific transportation need. As part of the study, these stakeholders will be contacted to provide feedback about transit services in the Loveland area.

## **Opportunities for Public Involvement**

Throughout the planning process, public involvement will be a key to the success in the transit plan for the community. At key points during the process, public meetings will be announced and held where citizen participation is openly welcome and appreciated.

The first round of public meetings was held on Tuesday, January 13, 2003. The LSC Team and COLT staff were on hand for citizens to give feedback about the existing service and to give suggestions for future improvements. Two meetings were held:

- Loveland Library - 9:00 a.m. - 1:00 p.m.
- King Soopers S.W. - 4:00 - 7:00 p.m.

Comments were received at the open houses and are discussed in more detail in Chapter VI.

## ORGANIZATION OF THIS REPORT

This Final Report represents the combined contributions of two interim reports which have been submitted for review and comment prior to submittal of this final product. The product of this final report is the recommended plan for transit service in Loveland composed from technical study and community input.



Chapter II discusses local issues and goals of the study including the identification and survey of local stakeholders. Chapter III includes a description of the study area and the communities within the area. The locations of major activity and employment centers are identified and related to the travel patterns within Loveland and the surrounding area. Chapter IV provides a summary of the existing COLT service.

Chapter V describes the needs assessment for the area including the demand estimation. Chapter VI presents the survey analysis from the onboard survey, boarding and alighting information, and the public comment survey from non-riders. Chapter VII presents the service alternatives that were arrived at through study of the previous chapters information. Chapter VIII discusses institutional and management alternatives, and Chapter IX is the recommended plan.