

Transit Plan

INTRODUCTION

Following the analysis of the various alternatives, LSC prepared a set of preliminary recommendations. These recommendations were reviewed by the Advisory Committee and other concerned citizens in Technical Memorandum #2 and at a meeting of the TAC on July 18, 2000. After receiving comments on the preliminary recommendations, changes were made accordingly. The recommendations were modified further following public meetings and review by the TAC. The set of revised recommendations and an implementation plan is presented here as the Short-Range Transit Plan. Following the Short-Range Transit Plan is the Long-Range Transit Element to be incorporated into the Regional Transportation Plan.

2001 - 2007

SHORT-RANGE PLAN (6-Year Transit Plan)

This section presents the implementation plan for the Short-Range TDP. These are the actions to be implemented over the next six years. The actions are not presented in any particular order.

Institutional/Organizational Actions

1. Transit Coordination

There is a need for coordination of the existing services within Grand and Jackson Counties. There is currently no formal mechanism for this coordination. The TAC and the Existing Providers Subcommittee are the appropriate entities to provide coordination of these services. Local government and private entities must provide some staff time and financial support for some of the coordination activities. The community should establish a Transit Services Coordinator. This function could be provided by existing staff within one of the local governments, through a contract, or by creating a new position within one of the local governments. Currently there is no staff dedicated to public transportation or coordination of transit services. The Transit Services Coordinator would work closely with the existing transportation providers and would serve as staff to the TAC. The

Transit Plan

Transit Services Coordinator should function on a year-to-year basis until the Rural Transportation Authority (RTA) is established at which time this function will be part of the RTA.

The Transit Services Coordinator would provide assistance for coordination of services, prepare applications for grant funds, review transit funding recommendations made by other interested parties, analyze system performance and recommend changes in services, develop promotional and marketing materials, coordinate purchasing, coordinate any marketing and promotional activities, provide any required reports, schedule and record minutes for TAC and Existing Providers Subcommittee meetings, present reports to the TAC and the local governments, and respond to public comments and suggestions on service improvements.

Implementation Steps

- Local government officials and the TAC should obtain approval and local funding for the Transit Services Coordinator.
- Submit grant applications for funding of the Transit Services Coordinator.
- Determine the entity which will establish and be responsible for the Transit Services Coordinator.
- Decide whether the Transit Services Coordinator will be an existing staff person, a new position, or provided by contract.
- Coordinate the existing services between Grand Lake and the Fraser Valley.
- Prepare coordinated schedules and promotional materials for the existing services.
- Prepare grant applications to fund public transportation services including Access to Jobs, Federal Transit Administration Section 5311, and Federal Transit Administration Section 5310.
- Once the Rural Transportation Authority (RTA) is established, the responsibilities for coordination of services should be moved to be staff of the RTA.

Responsibilities

The TAC should take responsibility for coordinating the existing transportation services in the two counties.

2. Rural Transportation Authority

The recommended approach for long-term operation and funding of public transit is to establish a Rural Transportation Authority. The RTA has the potential to generate significant local funding for the operation of a viable public transit system in the two counties. The RTA also has the organizational and institutional capacity under state legislation to establish and operate a public transit system. The RTA would assume responsibility for



operating all services with continued funding from the ski areas to support the ski shuttles.

Implementation Steps

- Determine the potential boundaries for the RTA. The portions of each county and the incorporated municipalities, which would be included within the RTA, should be identified.
- Finalize the transportation services to be provided by the RTA.
- Develop budgets for the RTA and determine the revenue needed for funding the RTA.
- Develop local support for the RTA among residents of the areas to be included in the RTA.
- Obtain approval of the participating governmental entities to place the RTA measure on the ballot.
- Hold elections to establish and fund the RTA.

Responsibilities

The TAC and the Transit Coordinator will be responsible for implementing the RTA.

3. Coordination

This plan includes several recommendations for coordination activities among the existing providers. The first is to implement the service from Grand Lake to Winter Park as a consolidated effort of the resorts and the local governments. The existing employee shuttles should be integrated with public transit service. Initially the employee shuttles will be coordinated to provide service in this corridor. Employee shuttles will be open to the public for transportation.

The posted schedule for the shuttle service for the Winter 2000-2001 season is shown in Table XII-1. This schedule will provide coordinated service between Grand Lake and Winter Park.

The second area of coordination is the construction of a consolidated maintenance facility. A single maintenance facility with consolidated purchasing will provide needed maintenance capabilities and potential cost savings. Coordination of purchasing should begin immediately.

The third area of coordination is the marketing and promotional programs. A cooperative promotional effort will allow visitors and residents to have information on all available transit services. Information may be provided in such a way that users see an integrated public transit system rather than numerous individual, independent services.

Transit Plan

Implementation Steps

- The Lift and Silver Creek should implement the coordinated schedule beginning with the winter season in 2000.
- Coordinated schedules should be published regularly.
- Local governments and private entities should provide financial support for the shuttle operation and the Transit Services Coordinator.
- The Existing Providers Subcommittee should be formed into a Transit Coordinating Committee.
- Purchasing of parts should be consolidated into a cooperative effort.
- Develop design requirements for the consolidated maintenance facility.
- Obtain funding for the consolidated maintenance facility.
- Design and construct the consolidated maintenance facility.
- Develop coordinated marketing and promotional materials.

Responsibilities

The TAC and Transit Coordinating Committee will have responsibility for implementing the coordination plan.



11/11/00-4/21/01

Table XII-1: Winter 2000-2001 Shuttle Service Schedule

PURPLE - DAY
7:30a-5:45p

WP Ski Base	:00 :30
Downtown WP	:04 :34
Alco	:07 :37
Safeway	:09 :39
MeadowRdgCt 6	:11 :41
MdwRdgeClbHse	:14 :44
MeadowRdgCt22	:15 :45
Summit	:20 :50
LkoutVil/IndPks	:22 :52
Lodge II	:25 :55
Safeway	:26 :56
Alco	:27 :57
Kings Xng Road	:30 :00
Cooper Creek Sq	:34 :04

Last run each route leaves
WP Ski Area Base at 5:45p (sweep)

BLACK - DAY
8:25a-5:45p

WPSki Base	:25 :55
Beavers Lodge	:28 :58
Park Place	:30 :00
Alco	:31 :01
Divide Condos	:32 :02
Amtrak Station	:34 :04
Ace Hardware	:34 :04
Sharkey's	:34 :04
KingsXng Rd	:37 :07
Sawmill Condos	:40 :10
CooperCreekSq	:44 :14

YELLOW - DAY
8:15a-5:45p

WP Ski Base	:15 :45
Beavers Lodge	:18 :48
Parking Garage	:20 :50
Snowblaze	:22 :52
Beavers Village	:23 :53
BvrsCondos10-11	:25 :55
BvrsCondos 5-9	:27 :57
BvrsCnds 15-20	:29 :59

SHUTTLE TO:
8:00a-5:45p

WP Ski Base	:00 :30
Iron HorseSkiShp	:03 :33
IronHorseFront	:04 :34
Vintage	:06 :36
Best Western	:10 :40

MARY JANE SHUTTLE
Leaves from The Village at Winter Park 7:45a-5:45p at :15 :45

RED - DAY
7:45a-5:45p

WP Ski Base	:15 :45
Downtown WP	:19 :49
Alco	:22 :52
Safeway	:24 :54
Pines Condos	:27 :57
SilverCrest	:29 :59
Sun Song	:30 :00
Upper Ptarmigan	:31 :01
Twin Rivers	:32 :02
Fraser	:34 :04
Alco	:35 :05
Kings Xng Rd	:39 :09
Cooper Creek Sq	:42 :12

For more info, or to arrange ADA pickup, call 726.4163



FRASER VALLEY DAY SHUTTLE ROUTES

ORANGE - DAY
8:00a-5:45p

WP Ski Base	:00 :30
CreeksideCondos	:06 :36
Vasquez Run	:07 :37
Timber Run	:10 :40
Silverado I	:11 :41
Silverado II	:12 :42
ForestTrail/Flag	:15 :45
Miller's Inn	:18 :48

BLUE - DAY
8:00a-5:45p

WP Ski Base	:00 :30
Beavers Lodge	:03 :33
Park Place	:05 :35
HiCntryHs25/6/14	:06 :36
HiCntryHs 19	:09 :39
CooperCreek Sq	:15 :45
Snowblaze	:18 :48
BeaverVillage	:18 :48

BROWN - DAY
8:15a-5:45p

WP Ski Base	:15 :45
KingsXgCondos	:20 :50
Tall Pines	:22 :52
ElkRun Condos	:26 :56
Woodspur	:30 :00
HideawayVillg	:32 :02
Millers Inn	:34 :04
<i>Route reverses after 2p - adjust times, e.g. Millers Inn at :19 :49</i>	

INTERURBAN: SOUTHBOUND

GRAND LAKE DOWNTOWN	7:30a	10:30a	1:00p	3:00p	4:30p	7:45p	9:45p
FLAG STOPS ON U.S.HIGHWAY 34 (WAVE AT DRIVER OF SILVERGRAY BUS)							
Soda Springs/Grand Lake Fire Station 2	7:40a	10:40a	1:08p	3:08p	4:38p	7:55p	9:55p
FLAG STOPS ON U.S.HIGHWAY 34 (WAVE AT DRIVER OF SILVERGRAY BUS)							
Granby Tennis Courts, Zero & Jasper	7:55a	10:55a	1:20p	3:20p	4:50p	8:05p	10:05p
Granby Schools, CR 61 & Diamond	7:56a	10:56a	1:21p	3:21p	4:51p	8:06p	10:06p
Granby, Grand Meadows, 6 th & Garnet	7:58a	10:58a	1:25p	3:25p	4:55p	8:08p	10:08p
Granby 7-11, 511 E. Agate	8:00a	11:00a	1:30p	3:30p	5:00p	8:10p	10:10p
FLAG STOPS ON U.S.HIGHWAY 40 (WAVE AT DRIVER OF SILVERGRAY BUS)							
Tabernash	8:15a	11:15a	1:44p	3:44p	5:14p	8:25p	10:25p
FLAG STOPS ON U.S.HIGHWAY 40 (WAVE AT DRIVER OF SILVERGRAY BUS)							
Fraser, Sharkey's, Eisenhower & U.S.40	8:25a	11:25a	1:50p	3:50p	5:20p	8:30p	10:30p
Winter Park, King's Crossing & U.S.40	8:27a	11:27a	1:52p	3:52p	5:22p	8:32p	10:32p
Winter Park, Crestview	8:30a	11:30a	1:55p	3:55p	5:25p	8:35p	10:35p
WINTER PARK SKI AREA BASE	8:42a	11:42a	2:00p	4:00p	5:30p	8:45p	10:45p

PUBLIC WELCOME ON ALL SHUTTLES REGARDLESS OF DESTINATION.

Times are minutes past the hour. Times subject to change due to weather and road conditions.

FREE TO RIDER

Shuttles traveling US40 and US34 between towns of Winter Park, Fraser, Tabernash, Granby & Grand Lake

INTERURBAN: NORTHBOUND

WINTER PARK SKI AREA BASE	9:30a	12:00n	2:00p	4:15p	4:45p	5:45p	6:45p	8:45p	10:45p
Winter Park, Valley Hi	9:38a	12:08p	2:08p	4:23p	4:53p	5:53p	6:53p	8:53p	10:53p
Fraser, Alpine Physical Therapy	9:44a	12:14p	2:14p	4:29p	4:59p	5:59p	6:59p	8:59p	10:59p
FLAG STOPS ON U.S.HIGHWAY 40 (WAVE AT DRIVER OF SILVERGRAY BUS)									
Tabernash	9:50a	12:20p	2:20p	4:35p	5:05p	6:05p	7:05p	9:05p	11:05p
FLAG STOPS ON U.S.HIGHWAY 40 (WAVE AT DRIVER OF SILVERGRAY BUS)									
Granby 7-11, 511 E. Agate	10:03a	12:33p	2:33p	4:48p	5:18p	6:18p	7:18p	9:18p	11:18p
Granby, Grand Meadows, 6 th & Garnet	10:05a	12:35p	2:35p	4:50p	5:21p	6:21p	7:21p	9:21p	11:21p
Granby Schools, CR61 & Diamond	10:06a	12:36p	2:36p	4:51p	5:22p	6:22p	7:22p	9:22p	11:22p
Granby Tennis Courts, Zero & Jasper	10:07a	12:37p	2:37p	4:52p	5:23p	6:23p	7:23p	9:23p	11:23p
FLAG STOPS ON U.S.HIGHWAY 34 (WAVE AT DRIVER OF SILVERGRAY BUS)									
Soda Springs/Grand Lake Fire Station 2	10:16a	12:48p	2:48p	5:03p	5:33p	6:33p	7:33p	9:33p	11:33p
FLAG STOPS ON U.S.HIGHWAY 34 (WAVE AT DRIVER OF SILVERGRAY BUS)									
GRAND LAKE DOWNTOWN	10:30a	1:00p	3:00p	5:15p	5:45p	6:45p	7:45p	9:45p	11:45p

GREEN - NIGHT
5:30p-11p

CooperCreek Sq	:00 :30
OldTown(Slope)	:02 :32
*ZephyrMtn.Ldg	:04 :34
Iron Horse	:05 :35
Vintage	:06 :36
Best Western	:08 :38
Beavers Lodge	:10 :40
Park Plaza	:11 :41
Park Place	:15 :45

PURPLE - NIGHT
5:45p - 11p

Safeway	:15 :45
Lodge II	:17 :47
NeedlesEye/Ct.9	:19 :49
Summit	:23 :53
LkoutVil/Ind.Pks	:24 :54
MdwRdgeClubHse	:25 :55
Pines/BavarianVil	:26 :56
SilverCrest	:28 :58
Ptarmigan Hill	:30 :00
Twin Rivers	:31 :01
*Ace Hardware	:33 :03
FraserTubingHill	:36 :06

FRASER VALLEY NIGHT SHUTTLE ROUTES

Last shuttle leaves from * serving ONLY requested stops

ORANGE-NIGHT
5:30p - 11p

*CooperCreekSq	:00 :30
Miller's Inn	:01 :31
Woodspur	:04 :34
Hideaway Villg.	:05 :35
Creekside	:09 :39
Timber Run	:10 :40
Tall Pines	:11 :41
Silverado II	:14 :44
KingsXngTwnhm	:16 :46
HiCntry/ParkPl	:18 :48
Downtown WP	:22 :52

BLACK - NIGHT
5:30p - 10:45p

Cooper Creek Sq	:00 :30
Sundowner	:03 :33
Park Plaza	:04 :34
Park Pl/HiCntry	:05 :35
Cozens Ranch	:08 :38
FraserTubingHill	:11 :41
Alco	:14 :44
*Safeway	:15 :45
Kings Xng Cntr	:19 :49
WP Post Office	:20 :50
Viking	:22 :52
Beavers Condos	:23 :53

4. Specific Recommendations

The LSC Team recommends that Ryder continue to serve as the public transportation provider until the RTA is established. Ryder would also serve as the primary countywide provider for the new service to be implemented, under contract with Grand County. Grand County Transit Advisory Committee would continue to serve as the primary Advisory Board for the countywide system.

The LSC Team recommends that Ryder and the new countywide system develop a marketing program for residents and visitors. Marketing in the broadest context should be viewed as a management philosophy focusing on identifying and satisfying customers' wants and needs. The basic premises of successful marketing are providing the right product (or service), offering it at the right price, and adequately promoting or communicating the existence and appropriateness of the product or service to potential customers. Unfortunately, for too many persons the word "marketing" is associated only with advertising and promotional efforts that accompany "selling" the product or service to a customer. Instead, such promotional efforts are only a part of an overall marketing process. Without a properly designed and developed product or service offered at the right price, the expenditure of promotional monies is often ill-advised.

Obviously, the marketing program must fit within budgetary limitations of any organization. According to the American Public Transit Association, transit providers typically budget between 0.75 and 3.0 percent of their gross budget on marketing promotions (excluding salaries). Although this is less than most private sector businesses, public sector organizations can rely more heavily on media support for their public relations programs.

The LSC Team recommends continuous efforts to improve service quality for The Lift. A key precept of marketing is to provide a quality "product." In the case of public transit, a reputation of providing quality service both encourages increased ridership and increases public support for transit. Both tax-based funding and fares become more acceptable when service quality is high. A key marketing effort, therefore, is to begin other measures to improve on-time performance, improve passenger amenities, and improve peak load capacities. This effort is undoubtedly the most important marketing strategy available to The Lift and to the new countywide service.



The most essential, and most often overlooked, element of a marketing plan is an evaluation effort. Evaluation should be performed in terms of the stated marketing objectives. This process should provide the data and procedures by which the success of the marketing program can be determined. In addition to statistical data (such as ridership) collected over the year, this should include a survey of the general public establishing the level of public awareness and image regarding the service. This evaluation process is crucial, as it allows future objectives, strategies, and tactics to be refined.

The Lift and the new countywide service should create a transit marketing strategy which includes:

- Distribution of schedules and posters at major facilities, retail outlets, doctor's offices, social service agencies, lodging facilities, and restaurants.
- Regular radio advertisements that emphasize any current promotions that are underway.
- Newspaper advertisements that emphasize the same promotions as the radio announcements.
- Presentations at key community organizations.
- An ongoing program to promote communications between passengers and drivers.
- A clean bus program, where the interior and exterior of each vehicle is cleaned every morning. During the course of the day, drivers clean up litter in the aisle and under the seats.

Recent research has cataloged marketing efforts that have helped transit systems around the country increase their public exposure and their ridership, and some of these successful initiatives may be useful for The Lift and for the new countywide service to pursue. Many systems have found print advertising (e.g., newspapers, flyers, and direct mail) to be the most effective use of advertising dollars. Examples of successful marketing strategies are listed below.

- *Volunteers to Assist Potential Riders.* Under this program, a volunteer is used to explain the working of the transit system to the potential patron, and to accompany the person on a round-trip ride. Such programs have resulted in a newfound independence for residents, particularly elderly persons and persons with disabilities, who are now able to travel throughout the community without relying on friends and family to provide them with mobility.
- *Publish The Lift and the new countywide schedules in the newspaper.* Publication of the transit schedule and basic information about the system in the *Middle Park Times* twice a year for the different seasonal schedules would be a cost-effective way to ensure that the residents of

the communities are familiar with the transit service. The newspaper may agree to print the schedule as a public service; alternatively, some systems have covered the cost of such an initiative through a reciprocal agreement to carry advertising for the newspaper on their buses.

- *Direct Mail Program.* If new neighborhoods are added to the transit system service area, it may be advantageous to institute a direct mail campaign to households in the new areas. Such a campaign will ensure that residents of the neighborhoods know about the service. It would be useful to include coupons in the mailing to encourage residents to make their first transit trip.
- *Cooperation with Utility Company.* A good way for The Lift and the new countywide service to keep abreast of new residents is to pursue an arrangement with utility companies to be notified of requests for new utility service. The new residents can then be targeted for direct mailing.
- *Shopping Center Underwriting.* Some transit systems have developed arrangements with shopping centers that provide coupons for riders. These coupons would provide an incentive for riders and would be beneficial to the transit system and the shopping center.

Service Plan – Short-Range Plan

1. Winter Park/Grand Lake Service

The first recommendation is to implement the **Route Deviation Service between Winter Park and Grand Lake**. The service should be provided year-round with higher service levels during the winter months. This service should be consolidated with the current employee shuttles operated by The Lift and Silver Creek.

Initially, The Lift and Silver Creek will provide this service. Employee shuttles will be open to the general public. As demand increases and additional funding is available, this service should be expanded to provide additional hours of operation. Table XII-1, shown previously, shows a possible schedule to be implemented during the Winter 2000 season to provide this service. This schedule does not provide route-deviation service to Hot Sulphur Springs.

After the RTA is established, vehicles should be purchased to increase the frequency of service and provide service to Hot Sulphur Springs.



2. After School Transportation

The second service recommendation is for **the Demand-Response Youth Shuttle/After School Transportation**. This service should be coordinated with the East Grand School District. The coordinated efforts will keep the costs of the transportation lower. Service should be provided on “as-needed” basis with advance reservations required. The plan calls for a single vehicle to be used for this service. The greatest demand will be from the schools in Granby to the Fraser Valley and to Grand Lake. This service should be a pilot program for the West Grand School District to monitor. If successful, West Grand School District should look at this type of service for their after-school transportation needs. This service should be set up to be paid fully by user fares.

3. Walden Commuter Service

The third service recommendation is to implement the **Commuter Service from Walden to Winter Park and Grand Lake**. The service provides transportation alternatives for employees to find work and also provides access to jobs during the winter season in the Fraser Valley and the summer season in Grand Lake.

This service should be implemented initially as a cooperative effort of Sage Brush Tours and The Lift. Funding for this service may be available through the Access to Jobs programs, although the level and continuation of funding are uncertain.

4. Fraser Valley Service

The Lift will continue to operate essentially as is. The employee shuttle service should be integrated with general public service between Grand Lake and Winter Park. Other routes should be continuously monitored closely for costs and performance. These costs should be presented to Winter Park Recreation Area for any changes. Winter Park Recreation Area should continue to assess the type of vehicles and image for the future.

5. Senior Transportation Services

The Grand County Council on Aging and the Jackson County Council on Aging should also continue to operate as is for the short-term. Senior transportation services should be provided in the Grand Lake area by the Grand County COA.

Capital Recommendations – Short-Range Plan

A new maintenance and storage facility should be built within the next six years. The facility should be a coordinated effort among the Winter Park Resort Area, Ryder, YMCA, Silver Creek, Grand County, and the East Grand School District. The facility site on the YMCA property should be the first choice.

The communities within Grand County should continue to purchase bus shelters and benches for high activity areas. Once the new service is implemented, new shelters and benches will be needed at key locations along the route. Bus stop signs should also show the bus schedules for eligible riders who are not familiar with the transit system. These schedules can be printed and attached to the existing signs.

Vehicles should be replaced on a regular basis. The Grand County and Jackson County Councils on Aging will require replacement vehicles during the term of this TDP.

Financial Plan – Short-Range Plan

Table XII-2 and Table XII-3 present the Grand and Jackson Counties transit plan and short-range timeline for the next six years. Table XII-4 summarizes the various funding sources, the entities which may receive those funds, and the proposed use of those funds in the short-range transit plan. The financial plan assumes a three percent annual inflation rate for projected costs. Operating and capital costs are included as part of the financial plan. The plan assumes that the RTA will be formed in the third year of the plan and revenue will be generated in the fourth year to fund additional services. Revenue from the RTA is assumed to be from a sales tax in both Grand and Jackson Counties. The area to be included in Grand County would be the communities of Hot Sulphur Springs, Granby, Grand Lake, Fraser, Winter Park, and the surrounding rural areas of the county.



Table XII-2
Short-Range Transit Plan, 2001-2007 (assumed 3% inflation)

	2001	2002	2003	2004	2005	2006	2007
EXPENSES							
OPERATING							
The Lift - Existing Routes	\$ 1,431,700	\$ 1,474,651	\$ 1,518,891	\$ 1,564,457	\$ 1,611,391	\$ 1,659,733	\$ 1,709,525
Grand Co. - COA - Existing Service	\$ 56,300	\$ 57,989	\$ 59,729	\$ 61,521	\$ 63,366	\$ 65,267	\$ 67,225
Jackson Co. - COA - Existing Service	\$ 12,500	\$ 12,875	\$ 13,261	\$ 13,659	\$ 14,069	\$ 14,491	\$ 14,926
RTA Staff					\$ 200,000	\$ 206,000	\$ 212,180
Regional Bus Service					\$ 350,000	\$ 360,500	\$ 371,315
After-School Transportation			\$ 17,000	\$ 17,510	\$ 18,035	\$ 18,576	\$ 19,134
Walden Commuter Service		\$ 58,400	\$ 60,152	\$ 61,957	\$ 63,815	\$ 65,730	\$ 67,702
Transit Services Coordinator	\$ 60,000	\$ 61,800	\$ 63,654	\$ 65,564			
<i>Subtotal</i>	\$ 1,560,500	\$ 1,665,715	\$ 1,732,686	\$ 1,784,667	\$ 2,320,677	\$ 2,390,297	\$ 2,462,006
CAPITAL							
Grand Co. COA vehicles		\$ 50,000					
Jackson Co. COA vehicles			\$ 50,000				
Regional Bus Service - 2 vehicles					\$500,000		
After-School Transportation - 1 vehicle			\$ 50,000				
Walden Commuter Service - 1 vehicle		\$ 50,000				\$ 35,000	
Transit Facility - Grand County			\$ 1,500,000				
Bus Shelters - Grand County		\$ 32,000	\$ 70,000	\$ 40,000	\$ 50,000	\$ 50,000	\$ 40,000
<i>Subtotal</i>		\$ 132,000	\$ 1,670,000	\$ 40,000	\$ 550,000	\$ 85,000	\$ 40,000
TOTAL EXPENSES	\$ 1,560,500	\$ 1,797,715	\$ 3,402,686	\$ 1,824,667	\$ 2,870,677	\$ 2,475,297	\$ 2,502,006
REVENUES							
<i>Carryover</i>		\$ 190	\$ 0	\$ 46	\$ 7	\$ 134	\$ 19,981
WPRA	\$ 1,063,346	\$ 1,095,246	\$ 1,309,213	\$ 1,192,926	\$ 1,196,805	\$ 1,232,710	\$ 1,237,514
Winter Park Contribution	\$ 308,354	\$ 317,605	\$ 327,133	\$ 336,947	\$ 347,055	\$	\$ -
Fraser Contribution	\$ 60,000	\$ 61,800	\$ 63,654	\$ 65,564	\$ 67,531	\$	\$ -
Local Governments	\$ 58,000	\$ 103,413	\$ 199,640	\$ 26,220	\$ 32,000		
APTA Grant	\$ 2,950						
FTA Planning Grant	\$ 13,000						
Advertising		\$ 5,000	\$ 5,150	\$ 5,305	\$ 5,464	\$ 5,628	\$ 5,796
FTA Access to Jobs (50%)		\$ 29,200	\$ 30,076	\$ 30,978			
FTA 5309 Capital Assistance (80%)		\$ 25,600	\$ 1,240,000				
FTA 5310 Vehicle Capital Assistance (80%)			\$ 40,000				
FTA 5311 Operating (50%)/Capital (80%)		\$ 70,000	\$ 70,000	\$ 50,000	\$ 50,000	\$ 50,000	\$ 50,000
Rural Enterprise Community Grant		\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000
Human Services Funding	\$ 55,040	\$ 56,691	\$ 58,392	\$ 60,144	\$ 61,948	\$ 63,806	\$ 65,721
Other Local Sources		\$ 23,160	\$ 49,475	\$ 46,592			
Sales Tax					\$ 1,100,000	\$ 1,133,000	\$ 1,166,990
TOTAL REVENUES	\$ 1,560,690	\$ 1,797,715	\$ 3,402,733	\$ 1,824,674	\$ 2,870,810	\$ 2,495,277	\$ 2,556,002
Reserve	\$ 190	\$ 0	\$ 46	\$ 7	\$ 134	\$ 19,981	\$ 53,996

Table XII-3
2001 - 2007 Short-Range Transit Plan
New Services and Funding Sources

Year		Cost	Source of (\$)
2001	Continue COA/OATS and resort shuttles Transit Services Coordinator Coordinated general public transit service	\$ 60,000	Grants, Private, Local Governments
2002	Continue COA/OATS and resort shuttles Continue coordinated general public transit Continue Transit Services Coordinator Begin Walden Commuter Service Walden Commuter Service vehicle (1) Grand County COA vehicle (1) Bus Shelters	\$ 29,200 \$ 29,200 \$ 40,000 \$ 10,000 \$ 50,000 \$ 25,600 \$ 6,400	FTA ATJ - 50%; Other sources - grants/local FTA 5311 - 80%; Local sources - 20% DHS (or 5310 80-20 grant with 20% from local sources) FTA 5309 - 80%; Local sources - 20%
2003	Continue COA/OATS and resort shuttles Continue coordinated general public transit Continue Walden Commuter Service Continue Transit Services Coordinator Begin After-school Transportation Transit Facility (maintenance and storage) Jackson County COA vehicle (1) After-school vehicle (1) Bus Shelters	\$ 17,000 \$ 1,200,000 \$ 300,000 \$ 40,000 \$ 10,000 \$ 40,000 \$ 10,000 \$ 56,000 \$ 14,000	Local sources FTA 5309 - 80%; Other sources - grants/local 20% FTA 5310 - 80%; Local sources - 20% FTA 5309 - 80%; Local sources - 20% FTA 5311 - 80% or 5309; Local sources - 20%
2004	Continue COA/OATS and resort shuttles Continue coordinated general public transit Continue Walden Commuter Service Continue Transit Services Coordinator Continue after-school transportation Bus Shelters	\$ 32,000 \$ 8,000	FTA 5311 - 80% or 5309; Local sources - 20%
2005	Continue COA/OATS and resort shuttles Continue coordinated general public transit Continue Walden Commuter Service DIS continue Transit Services Coordinator Continue after-school transportation Begin Regional Bus Service - operating/admin. Regional Bus Service (2 vehicles) Bus Shelters Begin RTA Staff	\$ 300,000 \$ 50,000 \$ 400,000 \$ 100,000 \$ 50,000 \$ 200,000	RTA - dedicated tax; FTA 5311 FTA 5309 - 80%; Other sources - grants/local 20% RTA - dedicated tax RTA - dedicated tax
2006	Continue COA/OATS and resort shuttles Continue coordinated general public transit Continue Walden Commuter Service Continue after-school transportation Continue Regional Bus Service - op.admin. Continue RTA Staff Walden Commuter Service vehicle (1) Bus Shelters	\$ 35,000 \$ 50,000	Annual FTA 5311 application + RTA - dedicated tax RTA - dedicated tax/5309 - 80%; 20% local sources RTA - dedicated tax
2007	Continue COA/OATS and resort shuttles Continue coordinated general public transit Continue Walden Commuter Service Continue after-school transportation Continue Regional Bus Service Continue RTA Staff Bus Shelters	\$ 40,000	Annual FTA 5311 application RTA - dedicated tax

**Table XII-4
Grand/Jackson County Funding Program**

Funding Options		Institutional Eligibility				Financial Plan	
Source	Purpose	Local Government	Rural Transportation Authority	Public/Private Partnership	Private, for profit Corporation	Year	Purpose
Federal Funding Options							
Section 5309	Capital	X	X	X		2003	Maintenance Facility
Section 5310	Capital for Elderly and Disabled	X	X	X		2003	COA Vehicle
Section 5311	Rural General Public Capital, Administration And Operating	X	X	X		2002 2003 2004 2005 2006 2007	Operating/Administration
Section 5312	Research, development, demonstration, and training projects	X	X	X			
Section 5313(b)	Planning	X	X	X			
Section 5319	Bicycle Facilities	X	X	X			
Older Americans Act Title IIIB	Senior Transportation	X	X	X		2001 2002 2003 2004 2005 2006 2007	COA Transportation
Access to Jobs	Transportation for Welfare recipients and low income persons	X	X	X		2002 2003 2004	Walden Commuter Service
System Preservation	Promote livable neighborhoods	X	X				
Local Funding Options							
General Fund	Unrestricted	X	X	X		2001 2002 2003 2004 2005	Grant Writing Promotion The Lift
Sales Tax	Unrestricted, may be dedicated to transit	X	X	X		2005 2006 2007	Regional Service
Property Tax	Unrestricted, may be dedicated to transit	X		X			
Lift Ticket Tax	Unrestricted	X		X			
Vehicle Fees	Transportation	X	X			2005 2006 2007	Regional Service
Voluntary Assessment	Unrestricted	X	X	X	X	2001 2002 2003 2004 2005 2006 2007	WPRA
Impact Fee	Related to impacts	X					
Advertising	Unrestricted	X	X	X	X	2002 2003 2004 2005 2006 2007	Regional Service
Grants	Restrictions by grant	X	X	X	X	2002 2003 2004 2005 2006 2007	COA Service Regional Service
Lodging Tax	Related to tourism	X					
User Fees							
Fares	Transportation	X	X	X	X		
Parking Fees	Unrestricted	X					

Federal Transit Funding Sources. Through the Transportation Equity Act for the 21st Century (TEA-21), the federal government has substantially increased transit funding levels for small urban and rural areas. In addition, changes in program requirements have provided increased flexibility in the use of federal funds. Following are discussions of federal transit funding programs available for which Grand and Jackson Counties are eligible.

- *FTA Section 5309 Capital Improvement Grants.* These grants are split into three categories: New Starts, Fixed Guideway Modernization, and Bus and Bus Facilities. These funds were formerly apportioned directly by the FTA; however, Congress has earmarked these funds directly now for several years. There is no indication that this trend toward earmarking these funds will change. Grand County is eligible for this program, and, in recent fiscal years, smaller urban and rural areas have received a greater share of these funds than in previous years.
- *FTA Section 5310 Capital for Elderly and Disabled Transportation.* In addition to the Section 5311 program, FTA funds are also potentially available through the Section 5310 Program. These funds are largely for vehicles and may be used to replace the vehicles used by the Councils on Aging.
- *FTA Section 5311 Public Transportation for Rural Areas.* Federal transit funding for rural areas is currently provided through the Public Transportation for Rural Areas program for non-urbanized areas. A 20 percent local match is required for capital programs and a 50 percent match for operating expenditures. These funds are segmented into “apportioned” and “discretionary” programs. The bulk of the funds are apportioned directly to rural counties based upon population levels. This program has historically been the source of FTA funds for many rural areas in Colorado.

Job Access and Reverse Commute Program. This program, funded through TEA-21, has an emphasis on using funds to provide transportation in rural areas currently having little or no transit service. The list of eligible applicants includes states, metropolitan planning organizations, counties, and public transit agencies, among others. Of the \$75.0 million available for the program in fiscal year 1999, 20 percent is set aside for small-urban areas. A 50 percent non-Department of Transportation match is required; however, other federal funds may be used as part of the match. FTA gives a high priority to applications that address the transportation needs of areas that are unserved or underserved by public transportation.

- *Transportation and Community System Preservation Program.* This program is funded by the Federal Highway Administration to provide discretionary grants to develop strategic transportation plans for local governments and communities. The goal of the program is to promote

livable neighborhoods. Grants may be used to improve the safety and efficiency of the transportation system; reduce adverse environmental impacts caused by transportation; and encourage economic development through access to jobs, services, and centers of trade.

Local Transit Funding Sources.

- *Advertising.* One modest but important source of funding for many transit services is on-vehicle advertising. The largest portion of this potential is for exterior advertising, rather than interior “bus card” advertising. The potential funds generated by advertising placed within the vehicles is comparatively low.
- *Private Support.* The largest financial support for transportation services is currently provided by WPRA. Financial support from private industry, particularly the ski areas, is essential to provide adequate transportation services in Grand County. This financial support should continue after the RTA is established to ensure that adequate service is provided.
- *Local Government Contributions.* The most likely short-term source of funding is from local governments. Additional funding to initiate the service between Grand Lake and Winter Park may have to come from county and local community budgets. Although not a stable source of funding, it may well have the greatest potential in these two counties to generate any new funding for transit.
- *Sales Tax.* A sales tax could be held with funds to go to transit services. Sales tax is the financial base for many transit services in Colorado and in the western United States. The required level of sales tax would depend upon the service alternatives chosen. One advantage is that sales tax revenues are relatively stable and can be forecast with a high degree of confidence. In addition, sales tax can be collected efficiently, and it allows the community to generate revenues from visitors in the area. This source, of course, would require a vote of the people to implement. In addition, a sales tax increase could be seen as inequitable to residents not served by transit. This disadvantage could be offset by the fact that sales taxes could be rebated to incorporated areas not served by transit. Transit services, moreover, would face competition from other service which may seek to gain financial support through sales taxes.





LONG-RANGE TRANSIT PLAN

The Long-Range Transit Plan element must become part of the Regional Transportation Plan for implementation. The TAC must ensure that the service components identified in this plan are into the Regional Transportation Plan as part of the Preferred Transportation Plan. As funding is identified to implement the long-range transit elements, the recommendations should become part of the Financially Constrained Transportation Plan for the Northwest Transportation Planning Region.

Service Plan – Long-Range Plan

The long-range transit plan includes continuation of all services identified in the short-range TDP. The long-range plan also includes replacement of vehicles to maintain these services during the 19 years of the long-range plan. The costs for each of the new services for the Long-Range Plan are presented in Chapter VIII and Table XII-2.

1. Continuation of Existing Services from Short-Range Plan

The first Long-Range Plan element is to continue the existing services identified in the Short-Range Plan. This includes the operating and capital costs for each of the alternatives.

2. Regional Bus Service

The second Long-Range plan element is to provide **regional bus service between Grand Lake, Kremmling, and Winter Park** with stops at all of the communities in between. The frequency of service should vary depending on the season and the time of day.

3. Winter Park Gondola

The third recommendation is to implement the **gondola in Winter Park** between the Town of Winter Park and the base village.

4. Grand Lake Circulator

The fourth recommendation is to implement a **circulator service in Grand Lake** that will connect with transit service implemented by RMNP. This service should be implemented at the same time that RMNP starts their transit service on the west side of the park.

5. Passenger Rail Service to Kremmling

Passenger rail service should be established in Kremmling. There is a station located in Kremmling that is not currently served. Service in Kremmling would support passenger rail service to Summit County and Steamboat Springs with Kremmling as an intermodal center.

6. Bus Service to I-70

The long-range plan should also incorporate a connection to **transit service in the I-70 corridor**. Plans for the I-70 corridor call for some type of fixed-guideway transit system. The specific technology has not been defined. The Regional Transportation Plan should include a connection to this system near Empire with access into Grand County.

Table XII-5 provides the Long-Range Transit Plan for Phase 1 and Phase 2 of the long-range time period. The table provides the totals costs for the time period for each alternative. Chapter VIII presents the details regarding each long-range alternative.



**Table XII-5
Long-Range Cost Estimates, 2008-2021**

	2008-2013	2014-2021
	Phase 1	Phase 2
EXPENSES		
OPERATING		
The Lift - Existing Routes	\$ 11,389,643	\$ 18,696,134
Grand Co. - COA - Existing Service	\$ 447,885	\$ 735,205
Jackson Co. - COA - Existing Service	\$ 99,442	\$ 163,234
Regional Bus Service	\$ 2,473,872	\$ 4,060,869
After-School Transportation	\$ 127,477	\$ 209,254
Walden Commuter Service	\$ 451,059	\$ 740,415
Kremmling Service Expansion	\$ 750,000	\$ 1,000,000
Grand Lake Circulator	\$ 288,000	\$ 384,000
Increase Regional Service frequency	\$ 600,000	\$ 800,000
Winter Park Gondola	\$ 9,000,000	\$ 12,000,000
Passenger Rail Service to Kremmling		\$ 25,000,000
Regional Bus Service to I-70		\$ 1,600,000
<i>Subtotal</i>	\$ 25,627,379	\$ 65,389,110
CAPITAL		
Grand Co. COA vehicles	\$ 100,000	\$ 100,000
Jackson Co. COA vehicles	\$ 50,000	\$ 50,000
Transit Facility - Grand County		\$ 25,000
Bus Shelters - Grand County	\$ 240,000	\$ 320,000
Office Computer Equipment	\$ 25,000	\$ 30,000
Website/Marketing Program	\$ 100,000	\$ 150,000
Winter Park Gondola	\$ 25,000,000	
Passenger Rail to Kremmling		\$ 100,000,000
Regional Bus Service to I-70 - vehicles		\$ 750,000
<i>Subtotal</i>	\$ 25,515,000	\$ 101,425,000
TOTAL EXPENSES	\$ 51,142,379	\$ 166,814,110
REVENUES		
Local Governments	\$ -	\$ -
Advertising	\$ 38,618	\$ 63,392
FTA Access to Jobs (50%)		
FTA 5309 Capital Assistance (80%)	\$ 20,272,000	\$ 80,876,000
FTA 5310 Vehicle Capital Assistance (80%)	\$ 120,000	\$ 120,000
FTA 5311 Operating (50%)/Capital (80%)	\$ 300,000	\$ 400,000
Rural Transit Assistance Program (RTAP)		
Rural Enterprise Community Grant		
Human Services Funding	\$ 437,861	\$ 718,751
Other Local Sources	\$ 21,639,247	\$ 68,955,643
RTA / Sales Tax	\$ 8,334,652	\$ 15,680,325
TOTAL REVENUES	\$ 51,142,379	\$ 166,814,111