



Public Transit in the Upper Fraser Valley

COLORADO ASSOCIATION OF SKI TOWNS

AUGUST 26, 2016

PUBLIC TRANSIT IN THE UPPER FRASER VALLEY

Where We've Been...



PUBLIC TRANSIT IN THE UPPER FRASER VALLEY

- Transit was operated seasonally as a private system by Winter Park Resort – approximately \$1.2M annual cost
- Town of Winter Park contributed \$400,000 annually
- Town of Fraser contributed \$60,000 annually
- Additional contributions from HOAs and charter services
- Resort threatened to cut service in 2010 to area of unincorporated Grand County adjacent to Fraser – created significant public discussion on the need for service to be public...

PUBLIC TRANSIT IN THE UPPER FRASER VALLEY

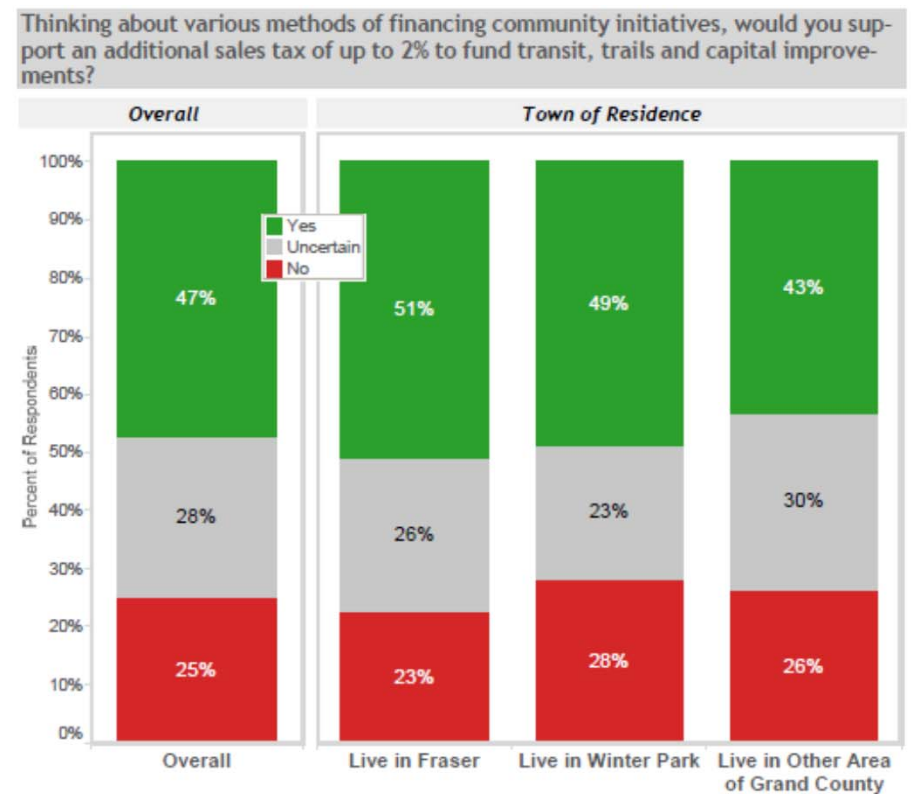
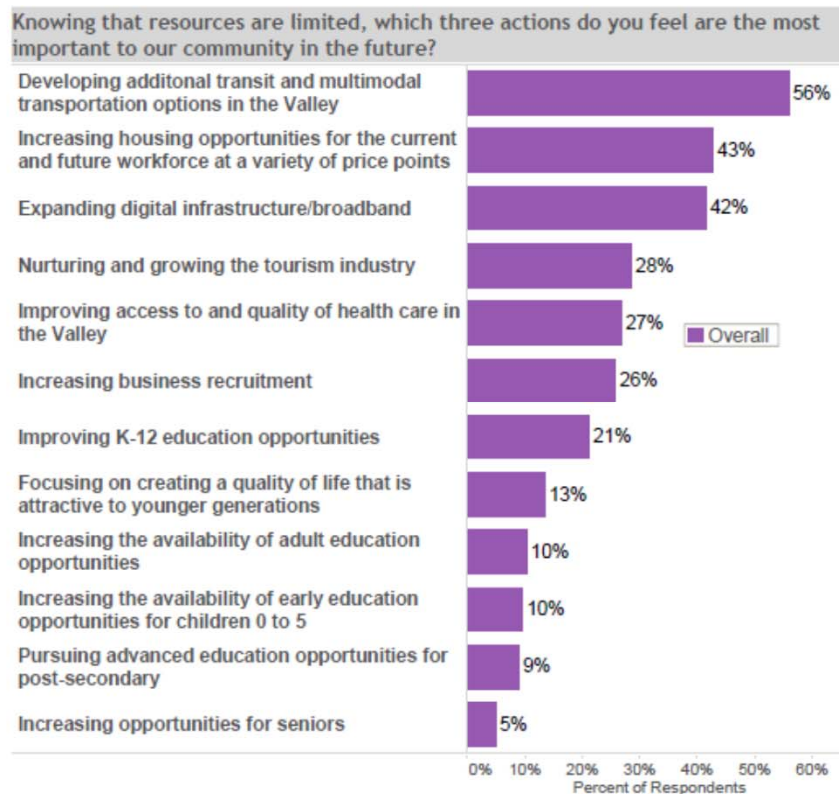
- Engagement with Winter Park Resort (August 2014)
- Result – Development of Memorandum of Understanding to transition service from private to public
- MOU approved in May of 2015
- MOU required:
 - Transfer of existing service contract from the Resort to the Town
 - Town would consider placing a ballot measure in front of voters for sustainable revenue stream
 - Resort would contribute \$300,000 annually for 10 years for capital

PUBLIC TRANSIT IN THE UPPER FRASER VALLEY

- Engagement with Town of Fraser (March 2015)
- Result – Development of an Economic Development Strategic Plan
 - Early identification of improving transit as top priority
- Towns engaged transit and financial consultants to evaluate budgets as well as potential ballot measures
- Towns agreed to measures requesting sales tax increases for transit and trails
 - Winter Park – 2%
 - Fraser – 1%


PUBLIC TRANSIT IN THE UPPER FRASER VALLEY

Survey Results (September 2015)



PUBLIC TRANSIT IN THE UPPER FRASER VALLEY

Election campaign kicks off...



BETTER
TRANSIT &
TRANSPORTATION

ITS TIME FOR AN UPGRADE
VOTE YES ON 2A & 2C!

YEAR ROUND SERVICE
EXTENDED HOURS
EXTENDED ROUTES
NEW BUSSES
IMPROVED TRAIL SYSTEM
MOVEWINTERPARKFRASER.COM

PUBLIC TRANSIT IN THE UPPER FRASER VALLEY

Election Results are in! November 3, 2015:

- Fraser Measure 2A: 207 – 98 (67.8% approval)
- Winter Park Measure 2C: 187 – 132 (58.6% approval)
- Public transit operations commenced on November 11, 2015

PUBLIC TRANSIT IN THE UPPER FRASER VALLEY

The Fraser Experience...



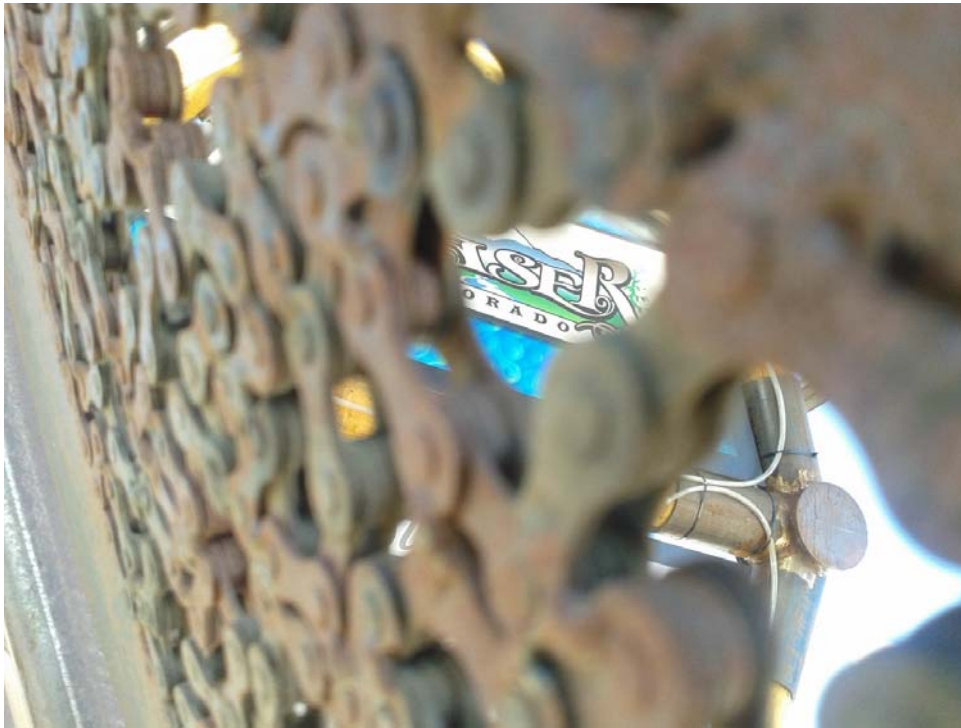
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The Fraser Experience...



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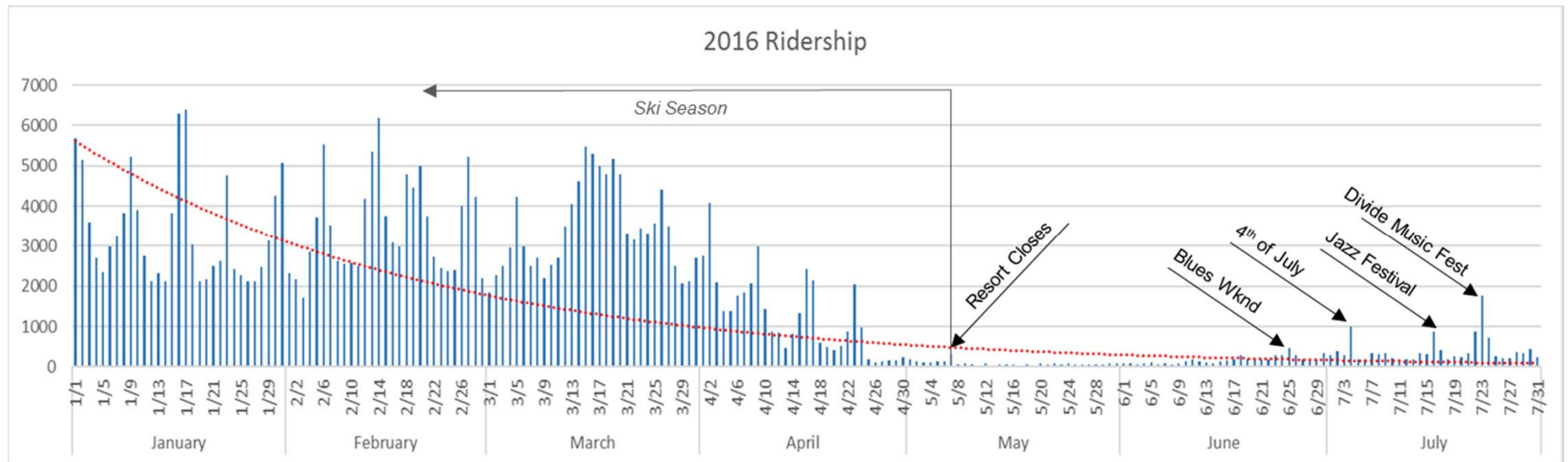
Where We Are Now...

- Total ridership since November 11, 2015: 486,357
- Total contract cost: \$1,748,018.43
- Cost per rider: \$3.59

- Summer ridership: 20,337
- Total summer cost: \$143,984.55
- Cost per rider: \$7.08

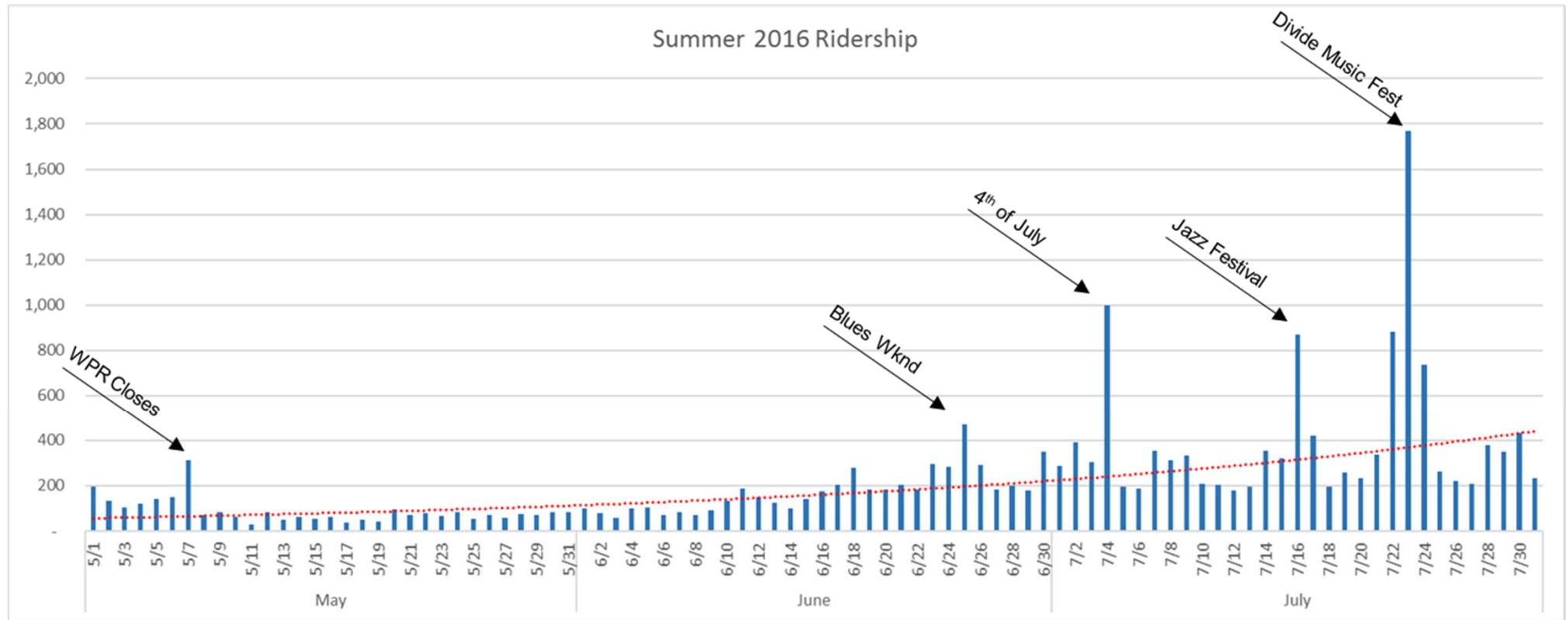
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Where We Are Now...



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Where We Are Now...



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Where We Are Now...

- Overview of costs and revenues:

Costs		
	To-Date	Estimated
Service	\$ 1,810,760.37	\$ 2,056,134.35
Capital	\$ 64,420.24	\$ 97,920.24
Personnel	\$ 29,617.28	\$ 98,440.44
Equip, Supplies, Utilities	\$ 11,509.25	\$ 20,000.00
Community Grants/Donations	\$ 10,857.50	\$ 12,000.00
Technical Services	\$ 64,262.35	\$ 141,721.00
<u>TOTAL COST</u>	<u>\$ 1,991,426.99</u>	<u>\$ 2,426,216.03</u>
Revenue		
Taxes	\$ 1,430,434.00	\$ 1,888,100.00
County	\$ 14,000.00	\$ 14,000.00
Operating Grants	\$ -	\$ 100,000.00
Fraser	\$ -	???
HOA's & Resort	\$ 206,901.00	\$ 206,834.00
<u>TOTAL REVENUE</u>	<u>\$ 1,651,335.00</u>	<u>\$ 2,208,934.00</u>

PUBLIC TRANSIT IN THE UPPER FRASER VALLEY

Where We Are Going...

- Bus Procurement
 - Acquired 15 transit-style busses from RTD and Steamboat Springs
 - Awarded grants for 3 new busses (2 transit, 1 cutaway) in 2016
- Grant Awards
 - \$1M in operating/capital for 2016, \$150,000 in operating for 2017
- RideHop smartphone app
 - Late September deployment
- Marketing and branding of transit system
 - Kickoff in August, new logo/color scheme/maps to be implemented prior to ski season
- Facilities Master Plan

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Where We Are Going...



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QUESTIONS?

