



MPACT64

APRIL 23, 2014 MEETING

DENVER REGIONAL COUNCIL OF GOVERNMENTS

MEETING RECORD



MPACT64 — Transportation

April 23, 2014 Meeting — 11:00 AM to 1:00 PM

Denver Regional Council of Governments — Wolf Creek Pass Conference Room

Agenda:

11:00 AM Welcome and Introductions

11:05 AM Discussion of Strategies for Moving Forward

- Transportation Symposium/Summit(s)
 - One statewide or several regional
- Economic Impact Analysis
 - University of Colorado LEED School REMI System
- Focus Groups
 - Funding
 - Locations
 - Issues
- Grass Tops/Grass Roots Outreach & Education
 - Meeting in a Box
 - Statewide Series
 - Database Collection
- Maintain the Statewide Coalition
 - Schedule
 - Topics for meetings

12:55 PM Next Steps & Upcoming Meetings

1:00 PM Adjourn



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Notes:

Strategies for Moving Forward

- Attendance
 - Cathy Garcia
 - David Foy
 - Terri Binder
 - Jim Gunning
 - Bob Murphy
 - Anthony Graves
 - Catherine Marinelli
 - Peter Kenney
 - Ken Conyers
 - Bonnie Peterson
 - Don Hunt
 - Maria Garcia Berry
 - Tony Milo
- Transportation symposium(a)/summit(s)
 - CDOT working with C3, Move CCA, ACEC, and Chamber for a summit in mid November
 - Purpose
 - Renew CDOT practice of having a transportation discussion every year
 - Connect Transportation and economic development
 - Speakers from other states where they have increased funding
 - SLC speaker from Railvolution Lane Beattie
 - Hire a conference planner
 - Feedback
 - Very good idea to keep the topic forward
 - Draw parallels between our competitor states and Colorado
 - Business leaders from these other states about why business supports transportation funding
 - Colo Springs chamber taking a city visit to Salt Lake City for this purpose

- Need to have motor carriers at the table
- Grass tops/grass roots outreach and education
 - Can we have an impact
 - Media campaign very expensive
 - We could run a grass roots campaign if we organized a number of meetings around the state and bring community leaders together then follow up with materials, powerpoints, videos, etc.
 - What about telephone town halls
 - Worked very well on C-470 — 5000-7000 participants
 - CDOT is getting 3000 per call
 - Herman's example of monthly expenditures in the Transportation Matters PPT is very successful
 - How can you use Tactical Urbanism to engage people around this issue (<https://www.cnu.org/cnu-news/2012/03/tactical-urbanism-20>)
 - Maria will come to us to talk about telephone town halls
 - We will talk about tactical urbanism
 - We need a standardized message
- Maintain our statewide coalition
 - Next Meeting on July 23.
 - Transportation symposium
 - REMI
 - Local outreach options