

FIX NORTH I-25 BUSINESS ALLIANCE

MEMO

TO: Board of Directors
Northern Colorado Legislative Alliance

FROM: David May, Convener
Fix North I-25 Business Alliance

COPY: Steering Committee: Barb Koelzer, Pete Gazlay, Carl Maxey, Mindy McCloughan, Sarah MacQuiddy, Bill Becker, Tambor Williams, Ann Hutchison, Steve Tool

DATE: January 20, 2015

SUBJ: Update on I-25 Alliance

Following is an update on some of our recent activities.

Lobbying. Recent meetings with and communications to decision-makers include: Representatives of the NCLA Board met with Northern Colorado's state legislators in the Capitol building in Denver on January 15. They briefed the delegation on issues relative to I-25 and asked for their support to address them.

Previously reported lobbying includes:

- Region 4 Director Johnny Olson (Jan 7 2015) – Spoke to Fort Collins Envision Young Professionals class. Afterwards David May met with him about funding for our portion of I-25.
- Testimony to HPTE Board (Dec 17). Steve Tool and David May testified to the HPTE Board in support of using the RAMP funding for the Crossroads interchange. (see attached)
- Letter to area legislators (Dec 15). We drafted a letter from NCLA Chair Steve Tool to area legislators about the importance of funding transportation and gave specific recommendations. (see attached)
- North Front Range MPO Meeting (Dec 4). The MPO held their meeting in Loveland. Alliance reps in attendance included Bill Becker and David May. Attended as observers only but the meeting was noteworthy in that the MPO Board officially voted to spend \$5M of the STP dollars on I-25.
- Regional Issues Summit (Dec 3). CDOT Region 4 Director Johnny Olson and David May did a joint presentation on north I-25.
- I-25 Coalition meeting (Dec 3). Alliance reps included Barb Koelzer and David May. They advocated to the government reps in attendance that it is time to pull together a long-term, comprehensive plan to secure the funding that identifies viable funding sources from federal, state

and local governments. Regarding the latter, for the second meeting in a row of this group we mentioned a Regional Transportation Authority.

- North Front Range MPO Meeting (Nov 6). The MPO held their meeting at the Greely Family Fun Plex. Alliance reps included Steve Tool, Barb Koelzer, and David May. Attended as observers only.
- I-25 Coalition meeting (Nov 5). Alliance reps included Steve Tool, Barb Koelzer, David May.
- NCLA Chair Steve Tool sent a letter to the HPTE Board in support of RAMP money being used for the Crossroads bridge (Oct 22)
- CDOT Public Open House re: Record of Decision 2 for the segment from 120th Avenue to SH 7 (Oct 9). Alliance reps included Pete Gazlay, Bill Becker, David May. Key insight: the North I-25 EIS expires December 2016.
- NFRMPO Executive Director Terri Blackmore (Oct 6). Barb Koelzer and David May met with her for the purpose of gaining insights into the MPO and the opaque world of transportation funding.
- North Front Range MPO Meeting (Oct 2). The MPO held their meeting at the town hall building in Timnath. Alliance reps included Carl Maxey, Sarah MacQuiddy, Steve Tool, Barb Koelzer, David May. All were prepared to present but due to an odd room configuration, David spoke on group's behalf to introduce the Alliance to the MPO. A last minute resolution was added by a Weld County Commissioner calling for the use of STP Metro dollars for I-25. While the resolution passed, it may not stand because it was not on the published agenda and the impact on the transportation budgets of the various towns, cities and counties is unclear and uneven.
- I-25 Coalition meeting (Oct 1). Alliance reps included Steve Tool, Barb Koelzer, David May. Key insight: our pressure on electeds is bearing fruit - they didn't cancel the meeting, and the agenda was focused and solution-oriented
- HPTE (High Performance Transportation Enterprise) Board meeting (Sept 17). Held at CDOT headquarters in Denver. David May spoke during public comment part of agenda to introduce the Alliance to HPTE board. Key insight: we still have a lot to learn about the various transportation bodies.
- NCLA set short-term goals relative to I-25 (Aug 28). At its annual retreat, the NCLA board set short-term goals to guide the I-25 lobbying effort.
- Governor John Hickenlooper (Aug 28). Spoke at NCLA board retreat at Odell Brewing Company in Fort Collins. Key insights: don't count on federal funding and he supports widening I-25 to 3 lanes between Highway 14 and Highway 66.
- CDOT Director Don Hunt (Aug 28). Spoke at NCLA board retreat at Odells. Key insights: Colorado needs to raise its own money, can't count on feds; state highway projects for the purpose of reducing congestion must be tolled; protect SB 228 money next legislative session; CDOT Region 4 on verge of losing \$35M of RAMP funding if specific project not identified by Dec
- Coloradoan Editorial Board (Aug 27). David May there to brief them on Chamber's *Moving Fort Collins Forward!* campaign but conversation ended up focusing on Fix North I-25 Initiative
- Alliance branding and website (Aug 12). Branding / marketing firm hired to develop logo, messages, website for Alliance. Held 'MindJam' brainstorming session with Steering Committee on Aug 20.
- Secured pledge of support from State Senate Candidate John Cooke (Aug 12). During Board of Realtor candidate interviews Barb Koelzer got a commitment from Senate District 13 candidate John Cooke.

- U.S. Senator Michael Bennet (Aug 7). Alliance representatives Barb Koelzer, Mindy McCloughan and David May attended. Meeting at Loveland Chamber.
- U.S. Congressman Cory Gardner (Aug 6). Alliance representative David May.
- CDOT Region 4: Alliance representatives Barb Koelzer and David May met with Transportation Commissioner Kathy Gilliland and Region 4 Director Johnny Olson (July 31). The briefing was at their request to test ideas of how to patch funding together for the most congested parts of I-25 between Hwys 14 & 66. Key insight: Olson gets it and will be creative / aggressive in identifying non-traditional funding sources.
- Gubernatorial Candidate Bob Beauprez (July 17). Candidate Beauprez met with the entire NCLA board at its regular monthly meeting.
- U.S. Congressman Bill Shuster, Chair of House Transportation and Infrastructure Committee (July 1). Alliance representatives included Sarah MacQuiddy, Barb Koelzer, Sandra Solin, Mindy McCloughan and David May. David made comments on behalf of the Alliance. Key insight: Shuster is the right guy to be in front of, he's a powerful guy, he seems particularly interested in the freight issue.
- Former CDOT Director Tom Norton (June 11). Alliance representatives Barb Koelzer and David May met with Mayor Norton in Greeley. Purpose was to get feedback on funding sources document and overall transportation funding.
- Coloradoan Editorial Board (June 9). We saw that Fort Collins City Council Member Gerry Horak was to speak about I-25 Coalition so David May attended and spoke about the Alliance and problems with I-25.
- Washington DC Realtors trip (May 14-15). Barb Koelzer lobbied U.S. Senators Bennet and Udall about I-25 during the realtors' trip to DC. She also lobbied the staffs of U.S. Reps Gardner and Polis since the House was not in session.
- U.S. Congressman Jared Polis (spring). At Loveland Chamber. Alliance representatives included Barb Koelzer, Mindy McCloughan, David May. The Congressman declared that widening of I-25 is now the top transportation project in his district though it is reported that he was indifferent to the idea during the candidate endorsement meeting with the Editorial Board of the *Coloradoan*.
- I-25 Coalition monthly meetings. This is a group of 13 county and local governments that touch North I-25 between Fort Collins and north Denver. Alliance representatives that have attended meetings include Mindy McCloughan, Sarah MacQuiddy, Steve Tool, Kermit Allard, Pete Gazlay, Carl Maxey, David May, and Sandra Solin. In addition to the Oct. 1 meeting noted above, other meetings have been held on March 5 and May 7. The rest of the 'monthly' meetings were cancelled. Key insight: this group is Weld County-driven with an emphasis on the section of I-25 south of Highway 66 (i.e., the part already widened to 3 lanes).

Public Relations, Elevating Profile of the Alliance. Launch of the website has been slower than I wanted and that's primarily on me. I have writing to do that I just haven't gotten to. Here's the overview of content and assignments:

Website design and photography:

- o Largely done. Not able to get photos of Weld / Greeley subject yet. Show Your Support page - David to send first draft of copy, Toolbox to edit. Call-

to-action: Sign up to received updates (via MyEmma), social links, send postcard.

Website content:

- Show Your Support page - David to send first draft of copy, Toolbox to edit. Call-to-action: Sign up to received updates (via MyEmma), social links, send postcard.
- Send a Letter to Your Representative Page: David to write first draft with top-level content for consumers.
- Let Official Know You Support Fix North I-25 Page: David to write first draft of detailed letter to officials. Toolbox to edit. Potentially more than one version for each group of officials.
- Send A Letter Action Page: **RECEIVED** List of Northern Colorado Legislators.
- Tools and Resources Page: Chamber to provide resource documents: PPTs; testimonies; letters to Transportation Commission and US House; list of contacts; activity and actions update monthly document.
- Growth Along I-25 Page: Chamber to send content from Terry Blackmore
- Media Page: **RECEIVED** Ann sent articles she has collected, with links.
- Sponsors and Supporters Page: **RECEIVED**
- What People Are Saying Page: Chamber to send list of collected quotes from articles. Ann will reach out to supporters for additional quotes.
- Your Fix North I-25 Champions Page(s): Chamber to send content - #1 Leadership; #2 Steering Committee; #3 Donors **RECEIVED**; #4 Allies document Phase 2).
- Contact Us: Potentially include a list of all steering committee members and a generic email for all (like City Council group email). Ann and David to confirm how much contact info to include on this page.

Map revisions:

- Send content from Terry Blackmore focusing on stats (number of vehicles, accidents, number of residents served).

Next Steps:

- Attend I-25 Coalition meeting on January 7
- Attend NFRMPO meeting on January 8

- Send a follow-up letter to the NFRMPO board from the Alliance reintroducing ourselves (since our planned presentation got disrupted); make clear the distinction between our group and the I-25 Coalition
- Send letter or email to our reps on the Statewide Transportation Advisory Committee (STAC) – Barb Kirkmeyer (Commission, Weld County) is rep for Upper Front Range and Jan Dowker (Mayor Pro Tem, Berthoud) is rep for North Front Range asking for data about CDOT Region 4: How many highway and interstate miles are there in Region 4 and what percent of the state total? What is the breakdown of money to each of the CDOT Regions and what percent of the total? What percent of total RAMP dollars came to Region 4?
- Based on what we find out from our STAC reps, write a letter to the CDOT director, top CDOT executive staff, Transportation Commission
- Roll-out allies recruitment plan
- Send update to Leadership Council (George Hall, Troy McWhinney, Tom Gendron, Curt Richardson)
- Steve Tool and David May recruit others to Leadership Council
- Send update report and plan of action to all financial investors
- Finish website writing assignments and launch site



FIX NORTH I-25

I-25 is the backbone of commerce, recreation and transportation in Northern Colorado

Join the Movement to Expand North I-25 by 2025

Fast Facts
The Future of North I-25 Growth in Northern Colorado

[Get the Facts](#)

I DRIVE the FUTURE
Take the Pledge
Keep Northern Colorado Moving

Make it Happen

[Forward a Digital Postcard](#)

[Get a Bomber Sticker](#)

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Show Your Support

What People are Saying

Tools & Resources

Media

Sponsors & Supporters

About Us



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Fix North I-25 Business Alliance

2014-15 Plan of Action

DRAFT

11/26/14

Alliance Mission: Secure adequate funding (estimated in 2014 at ~\$965M) to widen the entire stretch of North I-25 between U.S. Highway 14 and Colorado 66 (CDOT-designated Segments 5, 6, 7, and 8) to 3 lanes each way by 2025.

2014-15 Plan of Action

Lobby for funding:

- Get local governments (I-25 Coalition) and state transportation officials to agree on a plan that keeps \$35M of RAMP funding in Northern Colorado on the portion of the interstate that is not now widened ✓
- Protect SB-228 transportation funding during 2015 of the Colorado General Assembly and get some of those monies designated for Segments 5-8
- Lobby CDOT for a specific plan to address the bottleneck caused by southbound traffic on the Berthoud / AT&T hill
- Determine viability of federal freight corridor and high priority corridor designations as funding options and implement a specific lobbying strategy accordingly
- Undertake a study of local funding options to determine their feasibility. This examination would include but not limited to local municipal bonding, regional transportation authorities, etc.
- Support CDOT request for Presidential Challenge Grant and Resilience and Recovery Grant

Public relations:

- Launch the new website
- Secure at least 24 allies (i.e., government, nonprofit, businesses, military entities willing to declare public support of our mission)
- Implement a public relations campaign
- Conduct a regional public opinion poll to determine public awareness of I-25 issues and level of support for various funding options

Alliance operations:

- Raise the money necessary carry out the plan of action
- Leaders Council in place

