

**PLANNING AND DEVELOPMENT MEMORANDUM**  
**#11-18**

June 16, 2011

**TO:** Honorable Mayor Joyce Downing and City Council Members

**FROM:** William Simmons, City Manager *MSO*  
James Hayes, Director of Planning and Development *JH*

**SUBJECT:** CR 63 - Letter of Support for North Area Transportation Management Organization

The Department of Planning and Development prepared this memorandum to provide background information on a Transportation Management Organization (TMO) for the north area. This information was also presented as part of the quarterly transportation planning update on April 28, 2011. Attached to this memorandum is a resolution, which if adopted, will authorize the Mayor to execute a letter of support for the TMO application to the Denver Regional Council of Governments (DRCOG).

**Transportation Management Organization (TMO)**

Last September, the City of Northglenn along with other NATA member cities, approved a resolution pledging support for a new Transportation Management Organization (TMO). An example of a TMO in the north metro area is US 36 Commuting Solutions, which is a non-profit organization focused on managing transportation demand along the US 36 corridor. It is a collection of local governments and businesses along the corridor. Unfortunately, last year's application did not meet the minimum threshold for scoring with DRCOG and to federal matching funds were awarded. NATA has directed the staff to continue discussions and prepare a new application for DRCOG.

Staff from Northglenn, Thornton, and Adams County attended a meeting on April 14, 2011 with the DRCOG staff to discuss the new TMO submittal for NATA. DRCOG staff stated the application for the TMO that was submitted for the TIP last year was very good and sufficient detail. However, the application was measured against strong competition including Regional Air Quality Council (RAQC) and road improvement applications. There were also some flaws in the DRCOG measurement and scoring methodology, which has been communicated to the DRCOG by several jurisdictions over the last few months. There is a separate pool of funds available for Transportation Demand Management (TDM) projects, and a new TMO is an eligible request.

The NATA staff from the various municipalities met again on June 1 and with the entire NATA membership on June 7, 2011. At the meetings, a draft application was reviewed and comments were provided. The City of Thornton is taking the lead on the submittal, but the entire NATA membership will be participating in the initial management of the TMO. The formal application deadline is June 20, 2011 and all of the NATA membership is considering a letter of support to be included in the application. The DRCOG board will be considering the applications and take testimony at their meeting in July, with a formal decision expected in August. If approved,

funding would become available October 1, 2011. The funding levels for the 2012-2015 are increasing slightly with a minimum funding request of \$50,000 and a maximum of \$150,000 per year with an 80% federal and 20% local match the first year and 50/50 match the second year. The exact amount of the contribution required by the City of Northglenn has not been established, but the proportionate share (percentages) will be comparable to the NATA annual dues paid by each jurisdiction. The City of Northglenn currently pays \$1,200 per year in annual dues to NATA. There are currently 16 members of NATA, which pay varying levels of dues, but there may be more members of the TMO, reducing the City of Northglenn proportionate share. It is important to note that the local share in the first year is estimated at \$30,000 and NATA currently has approximately \$50,000 in funds set aside for the first year funding. More information will be available in the next few months.

**STAFF REFERENCE:**

If Council members have any questions they may contact James Hayes, Director of Planning and Development at 303-450-8937 or by e-mail at [jhayes@northglenn.org](mailto:jhayes@northglenn.org).

SPONSORED BY: MAYOR DOWNING

COUNCILMAN'S RESOLUTION

RESOLUTION NO.

No. CR-63  
Series of 2011

\_\_\_\_\_  
Series of 2011

A RESOLUTION AUTHORIZING THE MAYOR TO SIGN A LETTER OF SUPPORT FOR A TRANSPORTATION MANAGEMENT ORGANIZATION APPLICATION FOR THE NORTH AREA TRANSPORTATION ALLIANCE

WHEREAS, the North Area Transportation Alliance (“NATA”) has determined that the creation of a Transportation Management Organization (“TMO”) would be beneficial to the North Metro area in achieving transportation planning objectives; and

WHEREAS, an application for funding for the creation of a TMO is required to be submitted to the Denver Regional Council of Governments for approval; and

WHEREAS, the City of Northglenn is a member of NATA and is supportive of the goals and objectives of the organization as a leader and advocate for transportation planning in the North Metro area; and

WHEREAS, the Northglenn City Council believes that the creation of a TMO would benefit NATA and the North Metro area, and wishes to express support of the application for funding of a new TMO.

NOW, THEREFORE, BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF NORTHGLENN, COLORADO, THAT:

Section 1. The letter of support, attached hereto as Exhibit A, is hereby approved and the Mayor is authorized to sign and deliver the same.

DATED at Northglenn, Colorado, this \_\_\_\_ day of \_\_\_\_\_, 2011.

\_\_\_\_\_  
JOYCE DOWNING  
Mayor

ATTEST:

APPROVED AS TO FORM:

\_\_\_\_\_  
JOHANNA SMALL, CMC  
City Clerk

\_\_\_\_\_  
COREY Y. HOFFMANN  
City Attorney



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June 16, 2011

Steven D. Rudy, P.E.  
Director of Transportation Services  
Denver Regional Council of Governments  
1290 Broadway Blvd., Suite 700  
Denver, CO 80203

Re: North Area Transportation Management Organization

Dear Mr. Rudy;

The City of Northglenn is a member of the North Area Transportation Alliance (NATA) and is working with other members of the Alliance to make transportation and mobility improvements for the citizens and businesses in the North Metro Area. During the application phase of the 2012-2017 Transportation Improvement Program the NATA Board endorsed the City of Thornton's submittal of an application for funding of a Transportation Management Organization. The application did not fare well in the application review process at the Denver Regional Council of Governments and was not funded.

The reason that we supported the City of Thornton's request on behalf of the NATA was that the north and northeast side of the Denver Metro Area needs a group that supports multi-modal transportation and with an eye on reducing the single occupancy vehicles that drive many of our congested highways in our area. We need a group that helps us provide information to the public and our businesses on ways to improve transportation by use of the RTD (buses and rail), RideArrangers (car pooling), bicycles, and walking.

The NATA group is committed to starting a Transportation Management Association as part of our group efforts. We understand that DRCOG has potential funding in the Transportation Demand Management pool that could be used to assist us in our outreach efforts. We understand that there will be a request for applications for possible funding through the TDM pool for the 2011-2012 time period.

This letter is to state our support and commitment for the application being submitted to DRCOG for funding from the TDM pool for and by the North Area Transportation Alliance and its members.

If you have any suggestions, questions, or guidance on the startup and working of our Transportation Management Association we would enjoy hearing from you. Please contact me concerning our support for the TMO for NATA.

Sincerely,

Mayor Joyce Downing  
City of Northglenn

Cc: Mayor Nancy McNally, Chair of NATA  
Gene Putman, Transportation Manager, NATA Technical Lead