



PLANNING & DEVELOPMENT MEMORANDUM
#39-2022

DATE: Nov. 28, 2022

TO: Honorable Mayor Meredith Leighty and City Council Members

THROUGH: Heather Geyer, City Manager 

FROM: Brook Svoboda, Director of Planning & Development 
Becky Smith, Planning Manager
Sara Dusenberry, Senior Planner

SUBJECT: Wagon Road/144th FlexRide: Funding Gap Request

PURPOSE

To provide Council with information related to the Wagon Road/144th FlexRide funding gap and receive consensus on providing the requested funding amount.

BACKGROUND

Smart Commute, in partnership with the Regional Transportation District (RTD) and neighboring jurisdictions, provides previously nonexistent transit between the Wagon Road Park 'N Ride and the 144th Avenue/Interstate 25 employment center through the Wagon Road/144th FlexRide (shuttle). Roughly 7,000 people work at the center. The service is funded through September 2023 using Transportation Improvement Program funds from the Denver Regional Council of Governments and local matches from RTD, Thornton, Westminster, and Broomfield. Due to increased fuel costs and expanding operations to seven days a week, the service faces a \$15,000 gap to make it to September 2023.

Smart Commute is requesting local jurisdictions that benefit from the service to financially assist with closing the gap. The funding request for each jurisdiction is based on the estimated number of residents who work by 144th Avenue and Interstate 25. Northglenn's estimate is 344, which translates into a request of \$1,214. Attachment 1 includes a more detailed memo from Smart Commute explaining the funding gap and request.

BUDGET/TIME IMPLICATIONS

This is a one-time funding request for \$1,214. This could be funded through the Council discretionary budget or the Planning & Development Department.

In the future, annual funding from local jurisdictions may be needed. A formal request has not yet been made, but staff expects a request of up to \$5,000 annually. Staff will bring more information and the specific financial contribution to Council if a formal request is made.

STAFF RECOMMENDATION

Staff requests City Council consensus on whether to provide \$1,214 to Smart Commute to assist with closing the funding gap for the Wagon Road/144th FlexRide Service.

STAFF REFERENCE

If Council members have any questions, please contact Brook Svoboda, Director of Planning & Development, at bsvoboda@northglenn.org or 303.450.8937.

ATTACHMENTS

1. Smart Commute memo
2. Two-year ridership report

ATTACHMENT 1

Re: Funding Gap Request for the Wagon Rd/144th FlexRide Shuttle

Background:

The [Wagon Road/144th FlexRide](#) (“shuttle”) provides previously nonexistent transit between the Wagon Road P&R and the large employment center employing ~7,000 employees at 144th & I-25. The shuttle is funded through the DRCOG’s TIP with local match contributions from RTD, Thornton, Westminster, and Broomfield. Post-COVID, the 7-day-per-week shuttle operates fixed route service with 20-minute headways during the AM and PM peak hours, along with on-demand service midday and at night.

The issue:

Operational expenses have increased due to fuel costs and the shuttle now running a full schedule 7-days per week. We worked with RTD to adjust the shuttle’s projected costs through the grant period ending September 2023 and are estimating a funding gap of \$15,000.

Smart Commute’s proposed solution:

RTD has already fulfilled their local match commitment, and so we are reaching out to jurisdictions that directly benefit from the shuttle to ask for assistance in covering the funding gap. We are defining direct benefit by the percentage of your residents that have one or no transfers in order to access the shuttle. We propose using a proportionate share arrangement based on each jurisdiction’s estimated residents that work at Amazon DEN3 (DEN3) and Saint Anthony North Hospital (SAN), the two primary employers at the 144th & I-25 employment center.

2018 DEN3 and 2022 SAN Jurisdictions with 20 or more Employees in Denver and NATA				SAN Employees in 2022	Combined DEN3 and SAN		Proportionate Share for NATA Jurisdictions and Denver	
Jurisdiction	DEN3 Associates in 2018	Proportionate Share in 2018	Derived 2022 DEN3 Employee Base using 2018 Percentages					
Denver Total	304	13%	464	128	592	14%	Denver	\$ 2,086
*Thornton	668	30%	1019	246	1265	30%	*Thornton	\$ 4,458
Westminster	286	13%	436	128	564	13%	Westminster	\$ 1,989
Northglenn	193	9%	294	50	344	8%	Northglenn	\$ 1,214
Brighton	190	8%	290	65	355	8%	Brighton	\$ 1,251
*Broomfield	185	8%	282	80	362	9%	*Broomfield	\$ 1,277
Unincorporated AdCo	114	5%	174		174	4%	Unincorporated AdCo	\$ 613
Commerce City	85	4%	130	31	161	4%	Commerce City	\$ 566
Longmont	72	3%	110	27	137	3%	Longmont	\$ 482
Erie	57	3%	87	38	125	3%	Erie	\$ 440
Frederick	39	2%	59	20	79	2%	Frederick	\$ 280
*Federal Heights	37	2%	56		56	1%	*Federal Heights	\$ 199
Dacono	27	1%	41		41	1%	Dacono	\$ 145
Totals	2257	100%	3442	813	4255	100%	Totals	\$ 15,000
			= jurisdiction directly benefits from the shuttle.					

* Smart Commute worked with RTD to provide better connections between the area’s FlexRides and the 144th & I-25 employment center. 1. Thornton FlexRide directly serves DEN3, 2. Federal Heights FlexRide service was restored to the Wagon Road P&R, and 3. Created a transfer point between the Wagon Rd/144th shuttle and the Broomfield Shuttle.

Should the funding gap not be resolved, Smart Commute will likely have to work with RTD to potentially reduce shuttle service.

Wagon Road/144th FlexRide Ridership

Celebrating 2 years of service

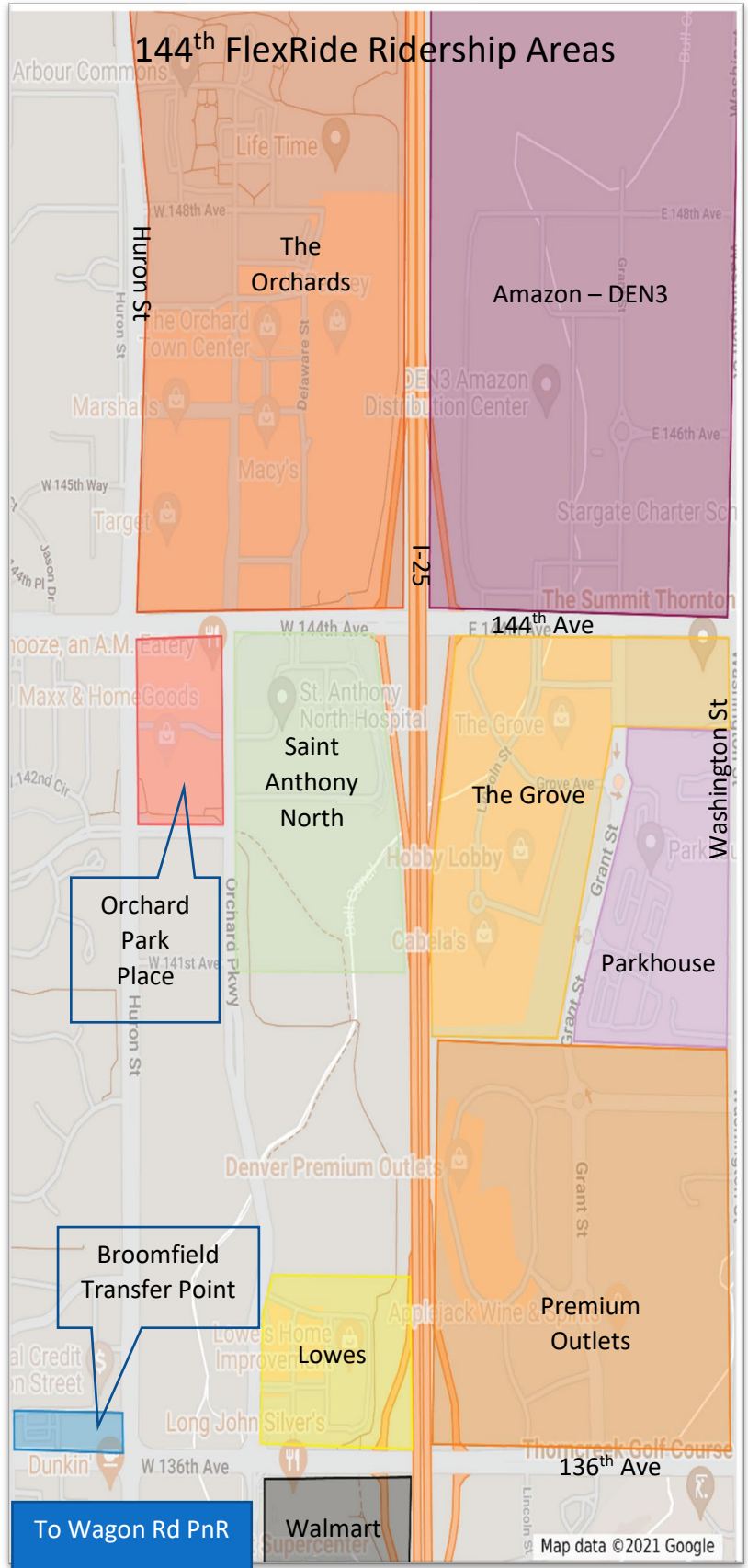
November 2019- November 2021 -- 29,836 Passengers

The 144th FlexRide offers daily shuttle service between the Wagon Rd PnR and the employment center at 144th & I-25. The shuttle operates between 4:50 am and 9:45 pm and offers 20-minute service every morning and evening for the first 7 locations listed below. Midday service is available through RTD's reservations-based FlexRide program, and where possible, Smart Commute develops tailored express shuttles based on one or more company's shiftwork schedules. Tailored express shuttles may be based on specific shiftwork patterns, but all shuttle runs are open to all riders.

Most Popular Stops

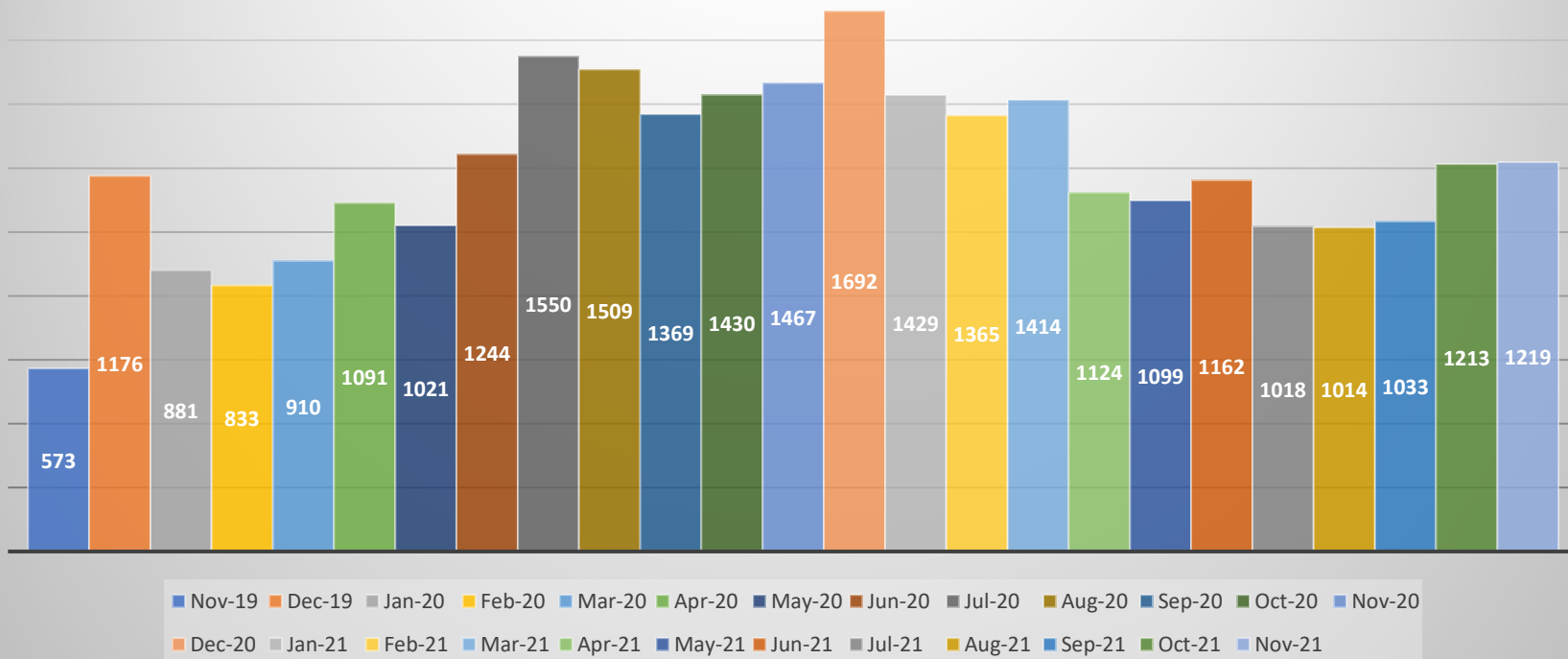
- #1. Wagon Road PnR
- #2. Amazon - DEN3
- #3. Saint Anthony North
- #4. Parkhouse Apartments
- #5. The Grove
- #6. Premium Outlets
- #7. The Orchards
- #8. Orchard Park Place
- #9. Lowes
- #10. Walmart
- #11. Broomfield Transfer Point

Note: Smart Commute uses geographic areas to track ridership. Some businesses may not be a part of the actual development it is tracked under.



144th FlexRide Monthly Ridership

November 2019 - November 2021

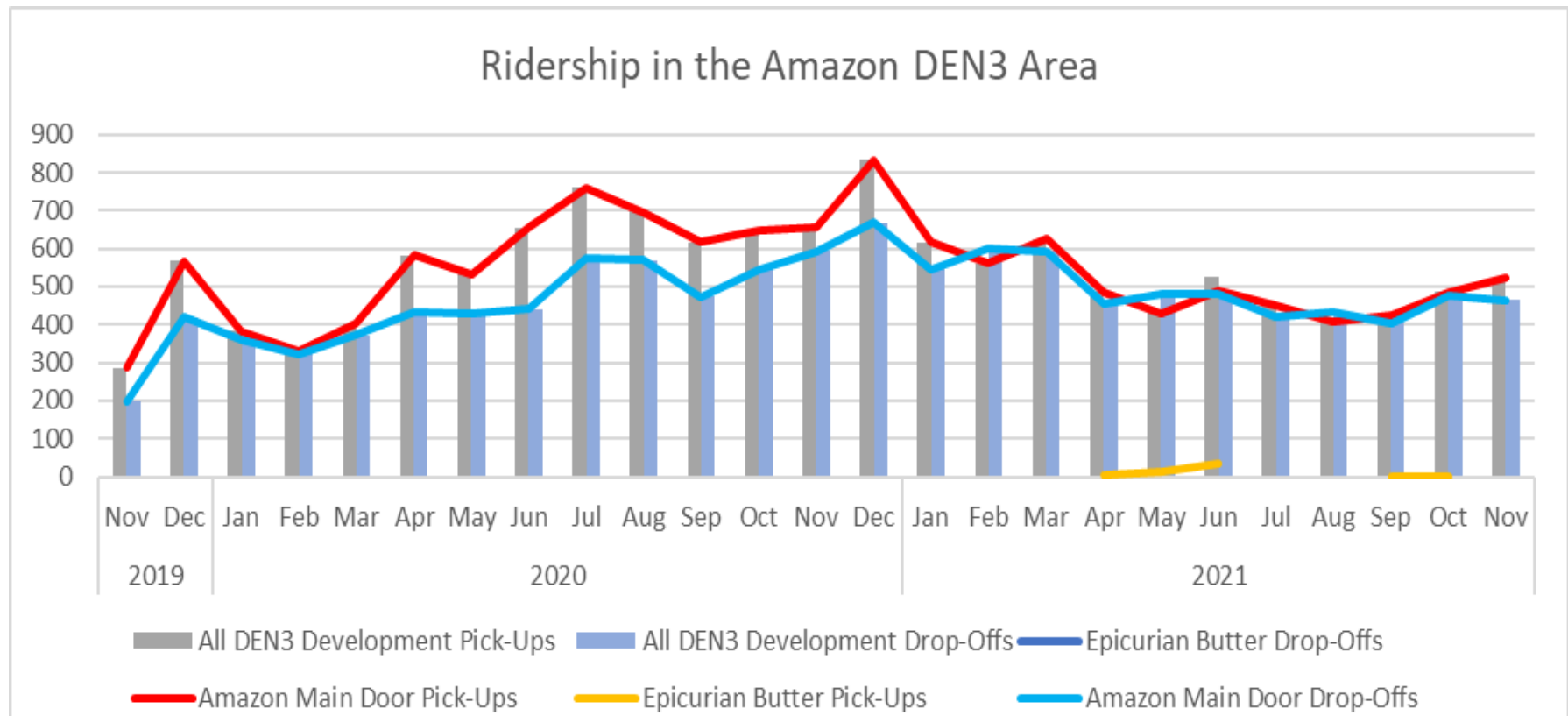


Service to Amazon DEN3 and Surrounding Development

Area represents 82% of ridership at 144th & I-25 service area.

Businesses Served and Ranked by Popularity:

- #1 -- Amazon DEN3 Facility
- #2 -- Epicurean Butter



144th FlexRide currently offers two daily express shuttle runs. A midday express shuttle run from the PnR to DEN3 to accommodate half-day shift changes, and a 5:20 pm express run between DEN3 to the PnR for Associates getting off the 5pm and 5:15 pm shifts. **NOTE: Any rider can use any tailored express shuttle runs! Just go to the bus shelter at DEN3 to use the express service!**

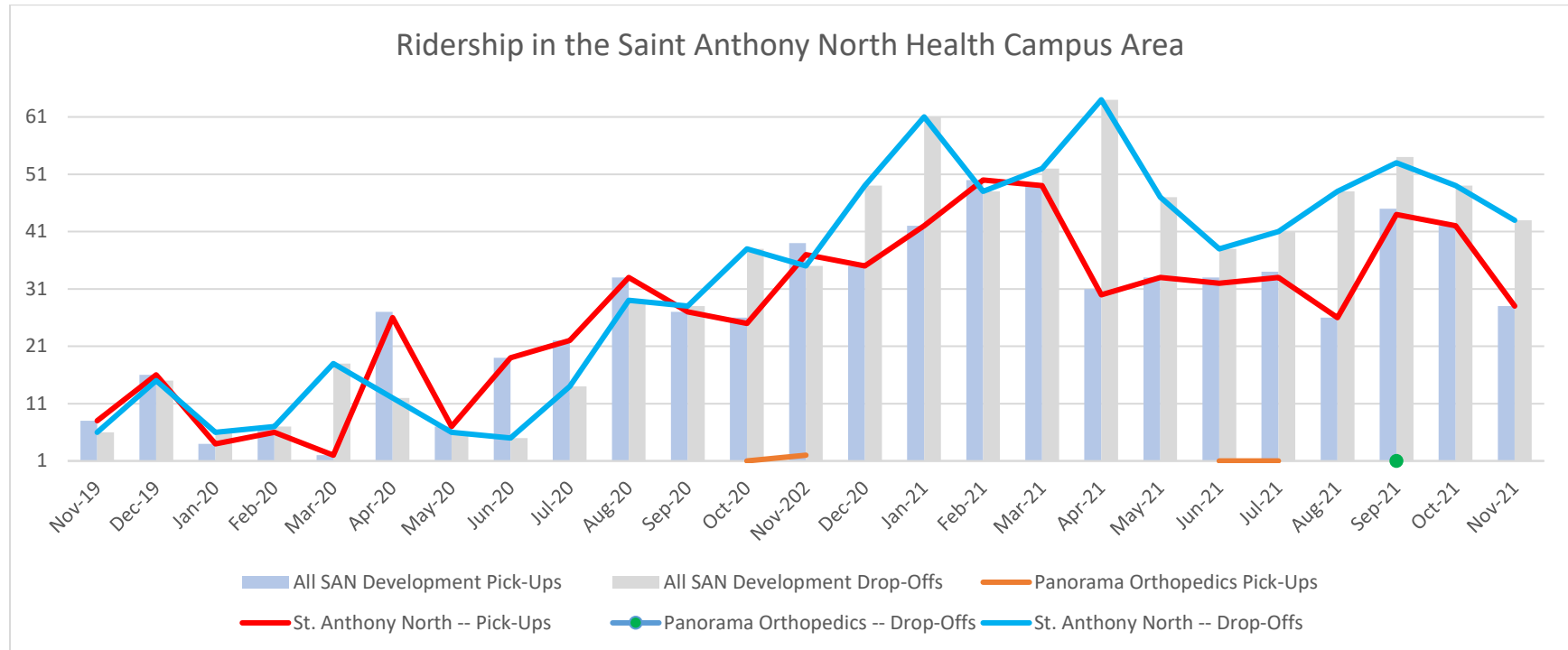
Additional ridership characteristics available for TMO members.

Saint Anthony North (SAN) Health Campus and Surrounding Development

Area represents 5% of ridership at 144th & I-25 service area.

Businesses Served and Ranked by Popularity:

- #1 --Saint Anthony North Health Campus
- #2 -- Panorama Orthopedics



Time point for peak hour fixed route service is at the employee entrance on the north side of hospital.

144th FlexRide currently offers two daily express shuttle runs. An 11:30 am midday express shuttle is available from the PnR to SAN to accommodate half-day shift changes, and a SAN 5:05 pm express run that stops at DEN3 at 5:20 pm to arrive at the PnR at 5:35 pm.

NOTE: Any rider can use any tailored express shuttle run! Just go to the employee entrance on the north side of SAN, or the bus shelter at DEN3 to use the express service!

Service to Parkhouse Apartments

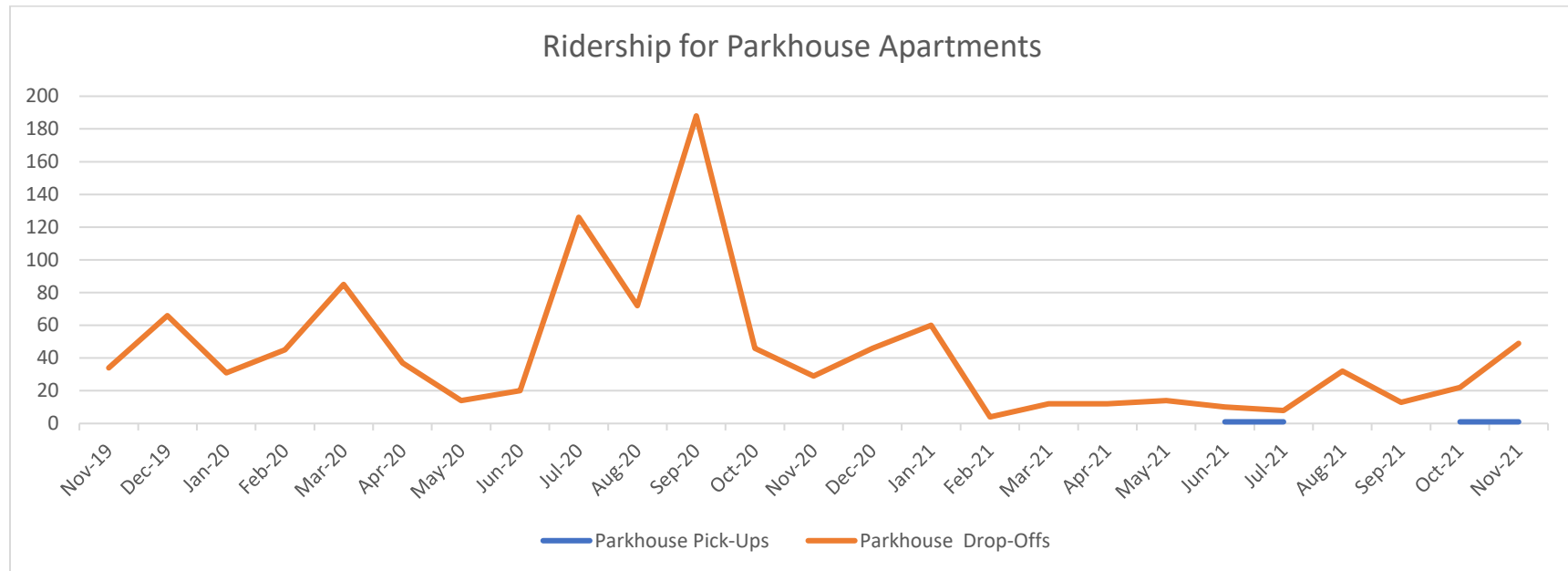
Area represents 4% of ridership at 144th & I-25 service area.

Most Parkhouse trips are coming from Wagon Rd PnR or Amazon DEN3.

Other places in rank order Parkhouse riders use the shuttle from:

- #1. Denver Premium Outlets
- #2. The Grove
- #3. Saint Anthony North

- #4. The Orchards
- #5. Lowes
- #6. Orchard Park Place



Time point for peak hour fixed route service is ~ south of 141st PL.

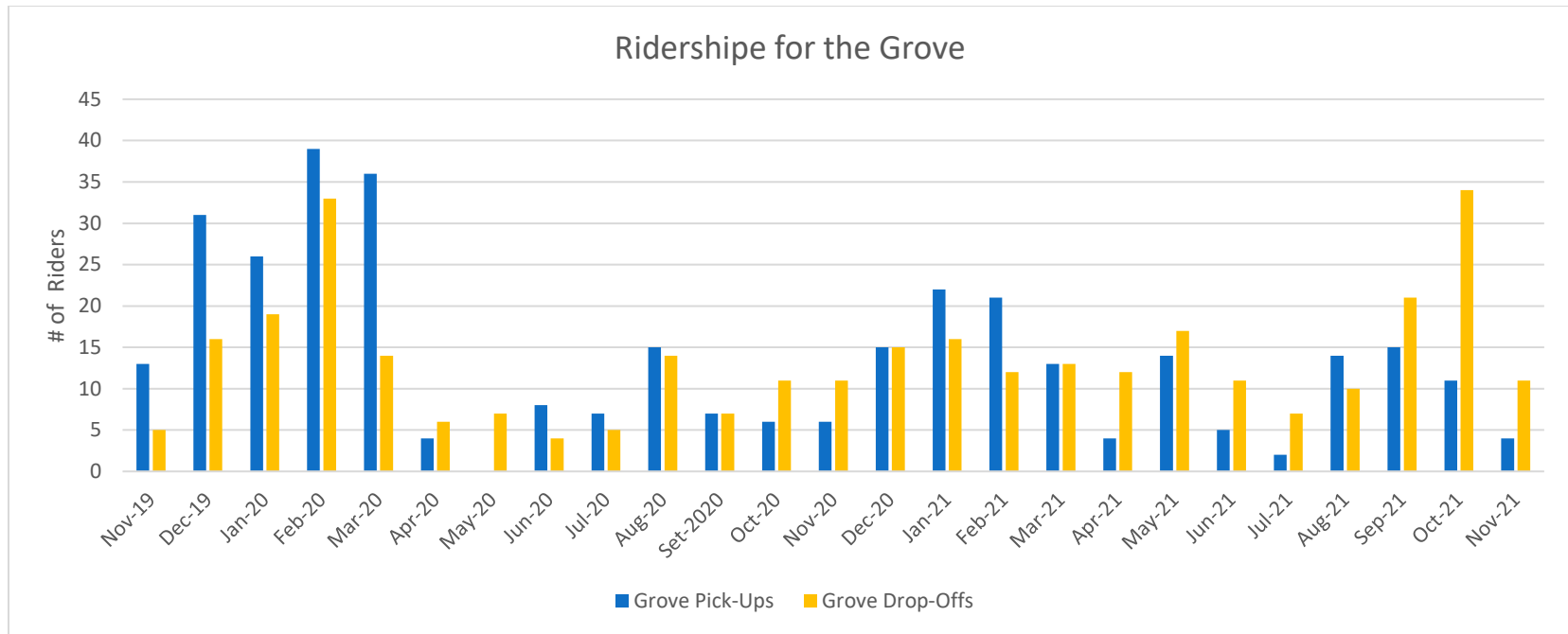
Additional ridership characteristics are provided in a separate report to DEN3 as a member benefit.

Service to The Grove and Surrounding Development

Area represents 2% of ridership at 144th & I-25 service area

Ranked Businesses Served between Nov 2019 and Nov 2021:

- | | | |
|------------------------------|-------------------------------|-------------------------------------|
| #1. Burlington | #7. Cabela's | #13. Freddy's Frozen Custard |
| #2. Murphy Express | #8. Hobby Lobby | #14. Urban Eatery |
| #3. *Cuba Cuba | #9. Five Guys | #15. Massage Heights |
| #4. Wendy's | #10. *5.11 Tactical | #16. The Summit |
| #5. Candlewood Suites | #11. Blackjack Pizza | |
| #6. Arby's | #12. Hilton Garden Inn | |



Time point for fixed-route schedule is located on the eastbound side of the road between Cuba Cuba (now Potbelly) and 5.11 Tactical. Additional ridership characteristics available for TMO members.

Service to Premium Outlets and Surrounding Development

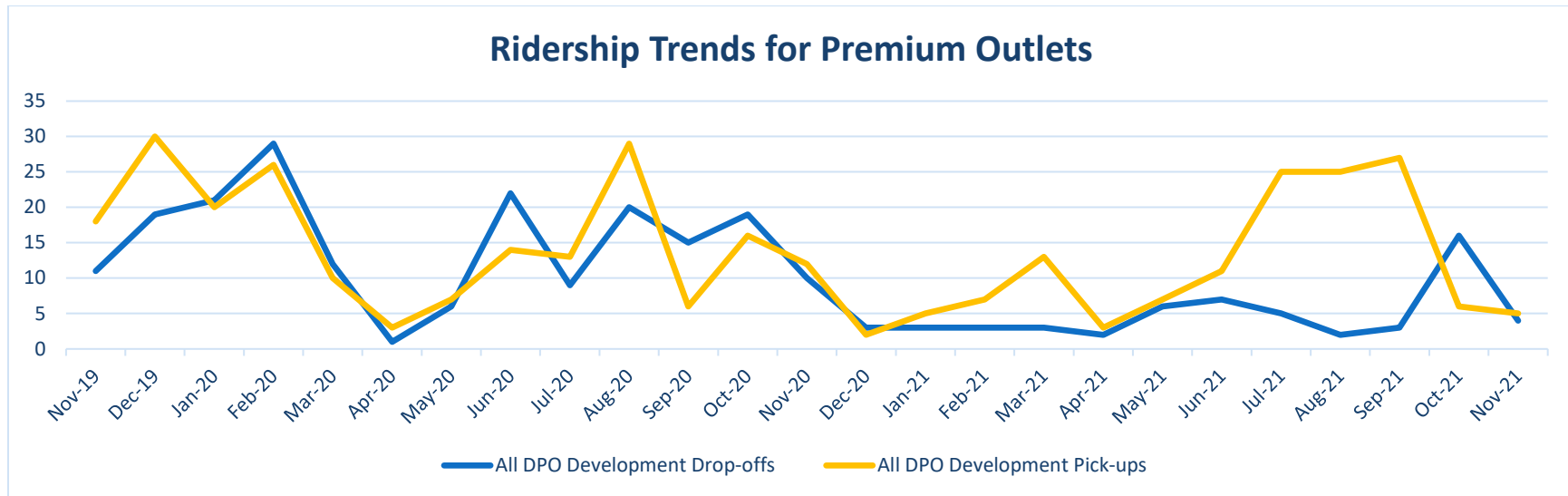
Area represents 2% of ridership at 144th & I-25 service area.

Businesses served in between Nov 2019 and Nov 2021:

#1. Premium Outlets

#2. Staybridge Suites

#3. Applejacks



Time point for fixed route schedule is the bus plaza at Denver Premium Outlets.

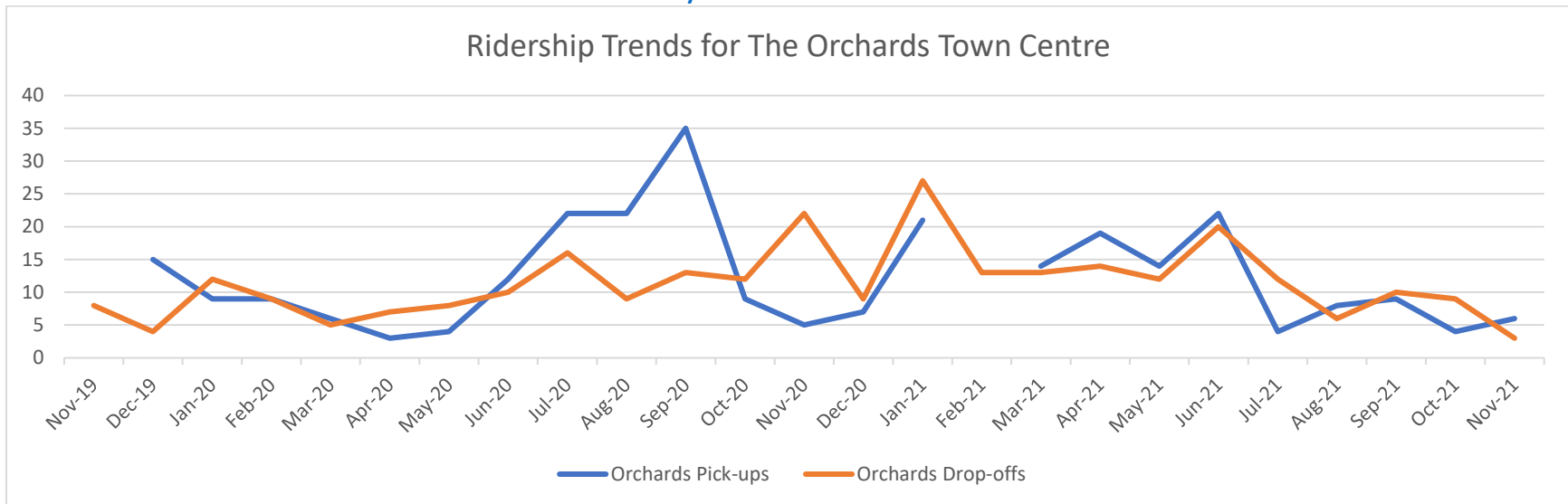
Additional ridership characteristics available for TMO members.

Service to The Orchards and Surrounding Development

Area represents 2% of ridership at 144th & I-25 service area.

Ranked Businesses Served between Nov 2019 and Nov 2021:

- | | | |
|------------------------|------------------------|---------------------------|
| #1. *Dollar Tree | #10. Staples | #19. HuHot Mongolian |
| #2. Little Monkey Bus. | #11. Arbor Square Apts | #20. Grand Rabbit's Toys |
| #3. *Mimi's Café | #12. Hot Topic | #21. America's Best |
| #4. Target | #13. ALOFT Hotel | #22. AT&T |
| #5. Starbucks | #14. Chipotle | #23. Orchard Dental Group |
| #6. Macy's | #15. Xfinity | #24. JC Penney |
| #7. Panera | #16. Nordstroms | #25. Forever 21 |
| #8. T-Mobile | #17. AMC Theaters | #26. REI |
| #9. Ross | #18. Key Bank | |



Mimi's was the original time point for the fixed route schedule until 2020. This was replaced by the current stop at the Dollar Tree.

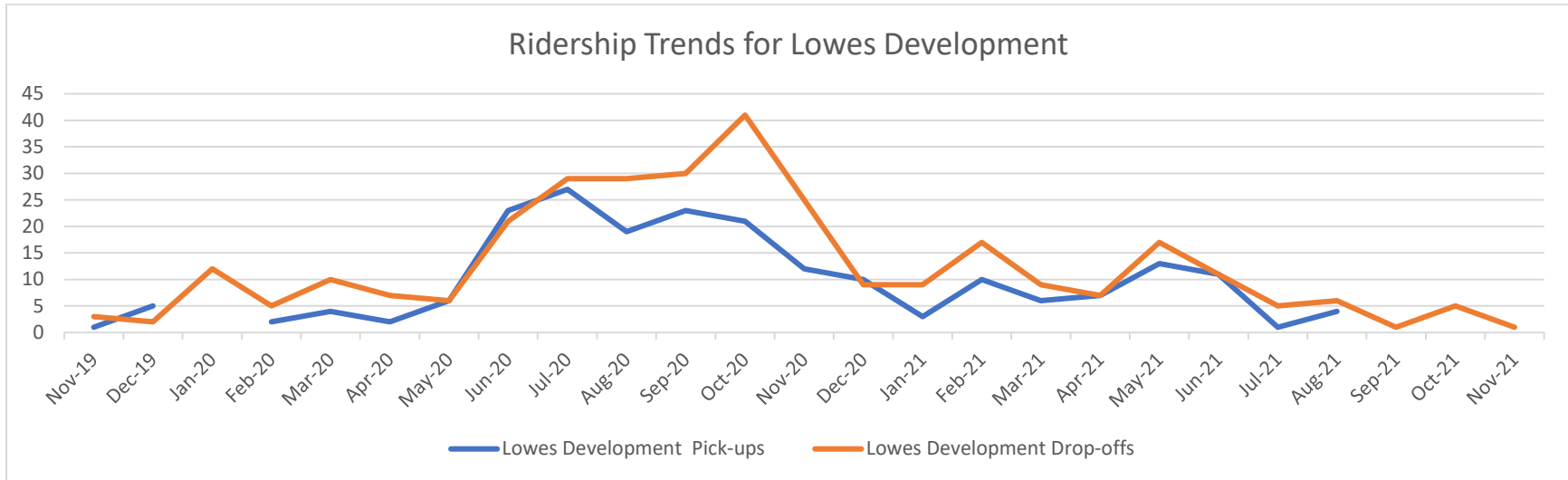
Additional ridership characteristics available for TMO members.

Service to Lowes and Surrounding Development

Area represents 2% of ridership at 144th & I-25 service area.

Ranked Businesses Served between Nov 2019 and Nov 2021:

- | | |
|----------------|-------------------------|
| #1. Lowes | #5. Subway |
| #2. Carl's Jr | #6. Fine Wine & Spirits |
| #3. Chase Bank | #7. HQ Salon |
| #4. Starbucks | |



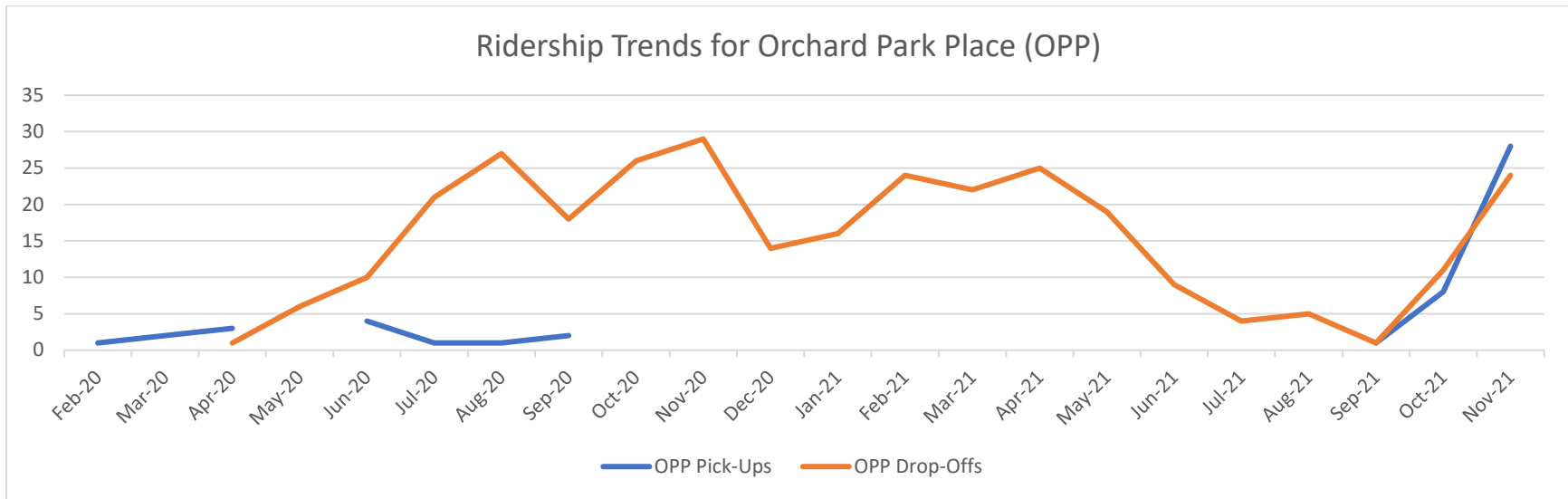
Additional ridership characteristics available for TMO members.

Service to Orchard Park Place Development

Area represents 1% of ridership at 144th & I-25 service area.

Ranked Businesses Served between Feb 2020 and Nov 2021:

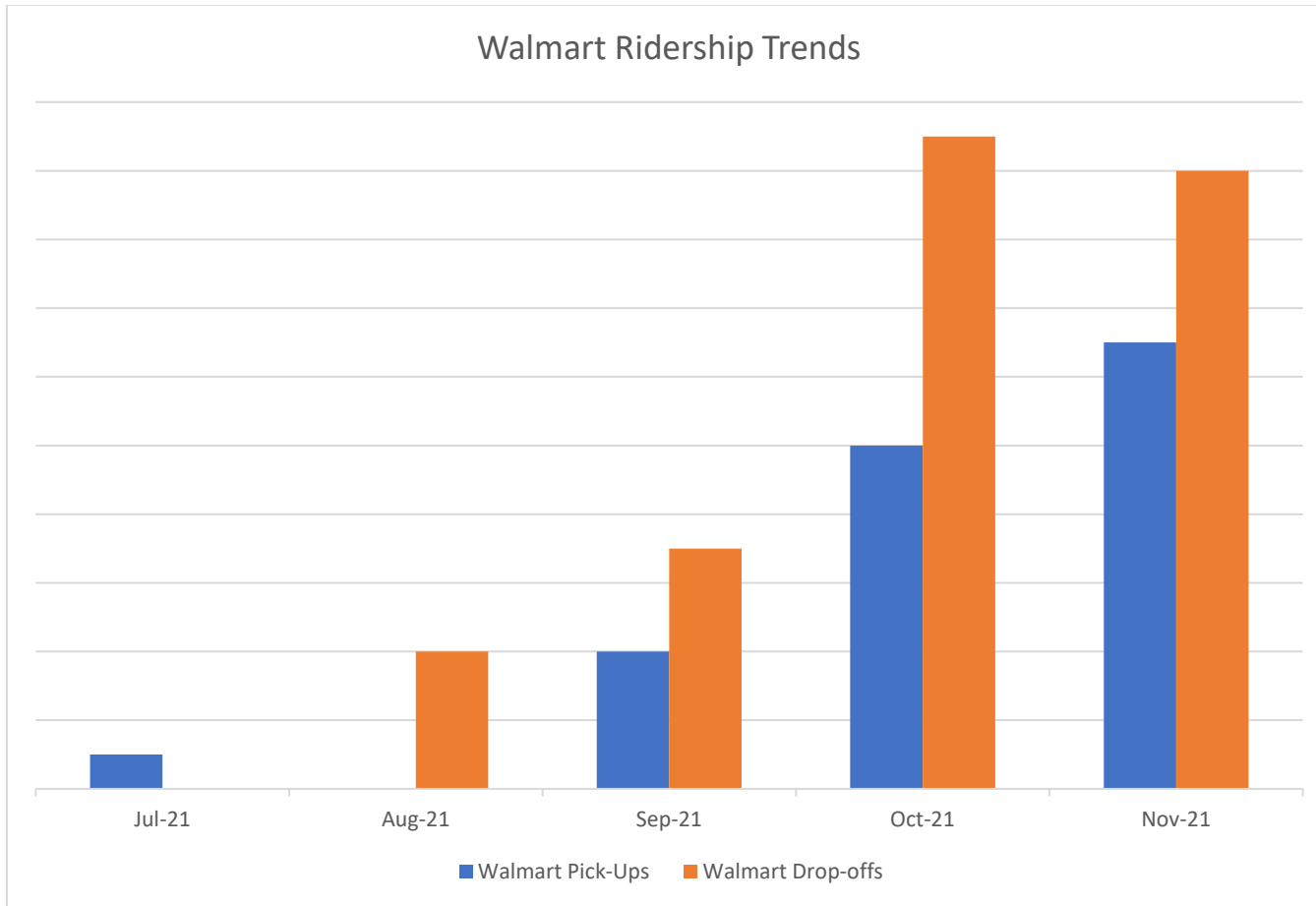
- | | |
|---------------------------|---------------------------|
| #1. Courtyard by Marriott | #5. Costa Vida |
| #2. PetSmart | #6. Smashburger |
| #3. Sierra | #7. Sugar Fire Smokehouse |
| #4. Chick Fil-A | #8. T.J. Maxx |



Additional ridership characteristics available for TMO members.

Service to Walmart (southeast corner of 136th & Orchard Parkway)

Area represents <1% of ridership

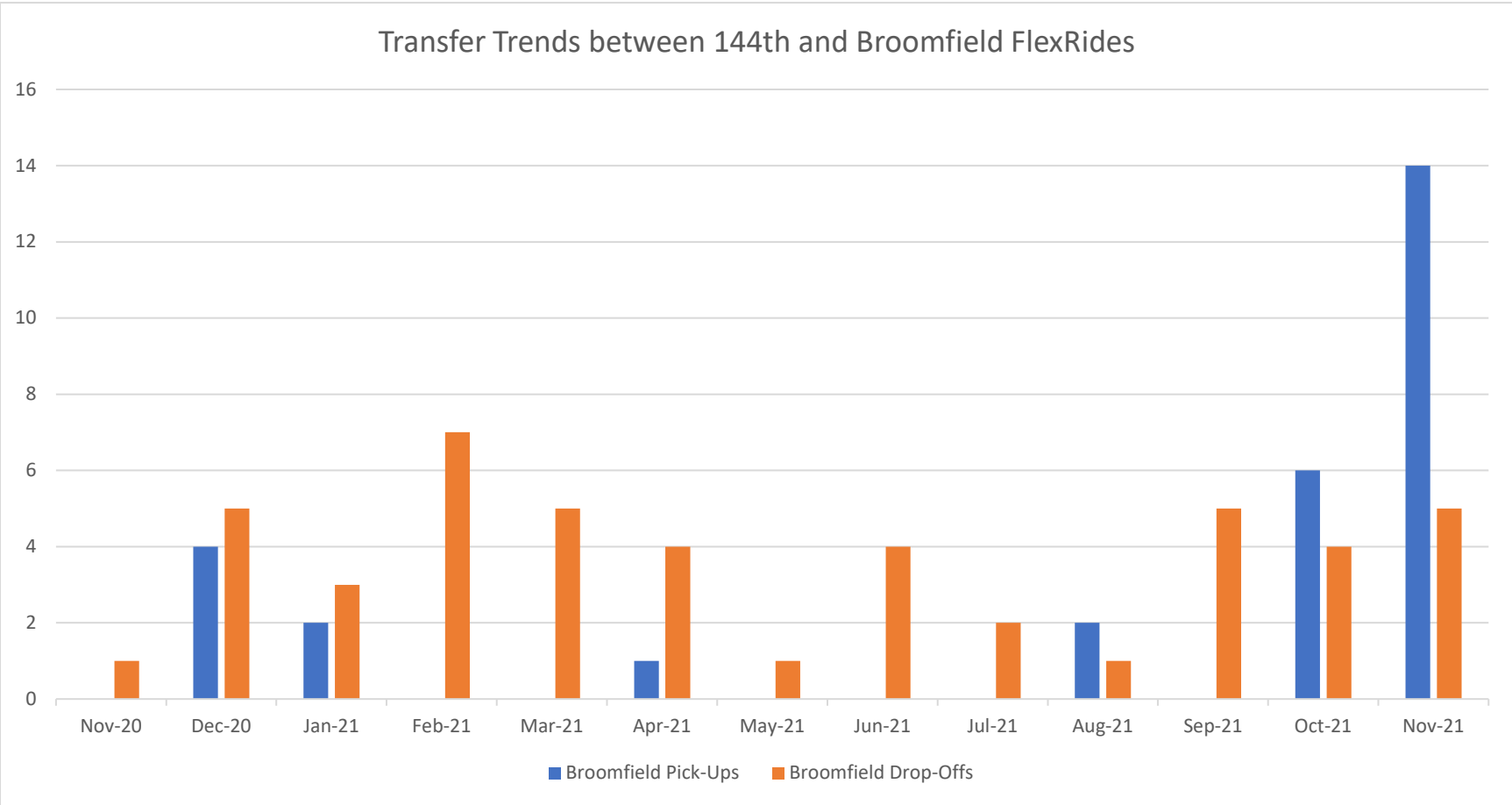


Note: Walmart is not a part of the official service area for the 144th FlexRide shuttle. Service to Walmart is provided at the discretion of the bus drivers and cannot be guaranteed. Acceptance into the shuttle's service area may be considered. Please contact Smart Commute for more information.

Connections to the Broomfield FlexRide

Transfers represent <1% of ridership

Most trips are to/from the Wagon Rd. PnR followed by a small ridership using the connection to get to/from Amazon – DEN3.

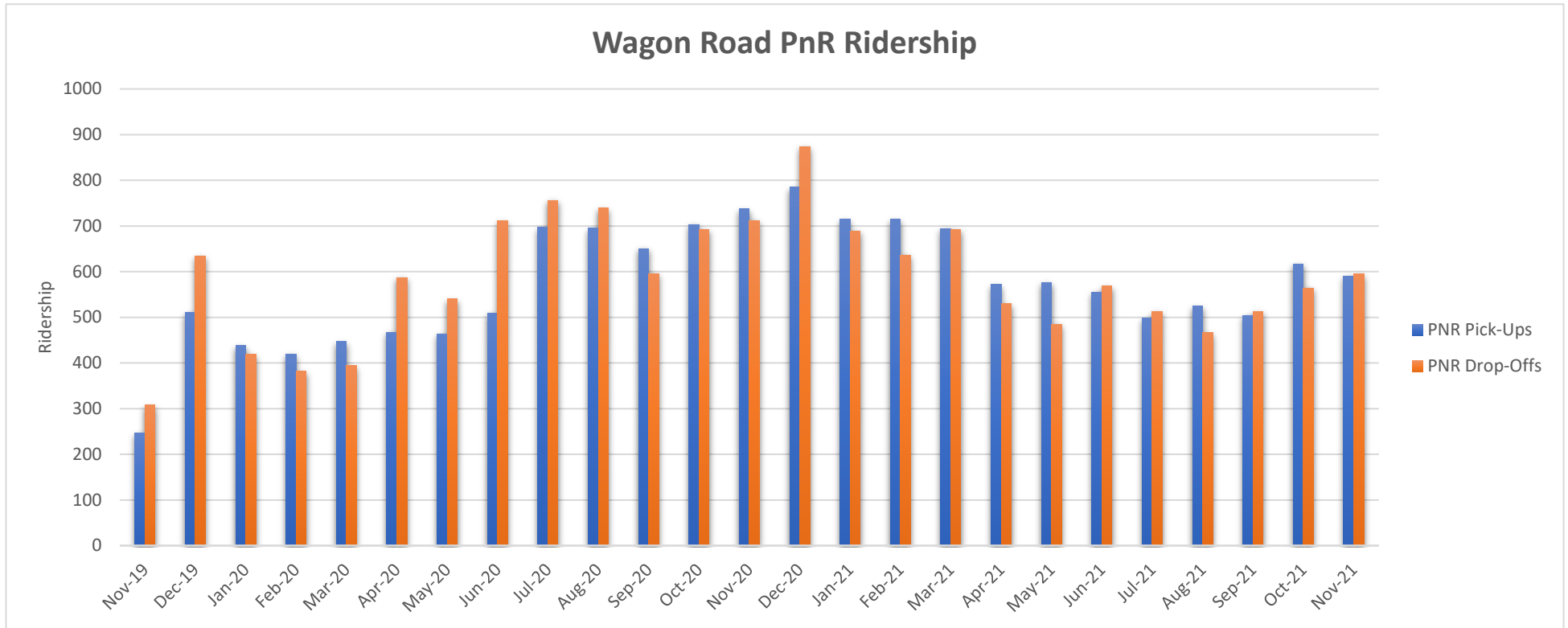


Transfers between the 144th FlexRide and Broomfield FlexRide occur at the Circle K on the northwest corner of 136th Avenue and Huron Street.

Service to/from the Wagon Road PnR

Wagon Road PnR is the anchor to the 144th FlexRide shuttle service. Ridership is tracked for the PnR and adjacent businesses.

The majority of trips to/from the PnR serve Amazon-DEN3, followed by Saint Anthony North.



RIDERSHIP FOR BUSINESSES ADJACENT TO THE WAGON ROAD PNR

■ Dairy Queen Pick-Ups
 ■ Dairy Queen Drop-Offs
 ■ The Vapor Shop Pick Ups
 ■ The Vapor Shop Drop-Offs

