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Tuesday, October 21, 2025, 6:00 PM  
Council Chambers  
One DesCombes Drive  
Broomfield, CO 80020

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## **1. Concept Review**

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## **2. Study Session**

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- 2.A. Third Quarter Enterprise Update
- 2.B. Broomfield Transit Study Final Report

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*Date Posted: October 15, 2025*



**A. Third Quarter Enterprise Update**

| Meeting                                                                     | Agenda Group            |
|-----------------------------------------------------------------------------|-------------------------|
| Tuesday, October 21, 2025, 6:00 PM                                          | Study Session Item: 2A. |
| Presented By                                                                |                         |
| David Acevedo-Yates                                                         |                         |
| Community Goals                                                             |                         |
| <input checked="" type="checkbox"/> Financial Sustainability and Resilience |                         |

## Overview

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City Council has requested regular updates from Staff on the status of the Utility Enterprise Funds including revenues, expenses, fund balances, capital projects, maintenance of the system and future rate impacts. This memo covers updates on capital projects, ongoing maintenance operations programs, and consumption trends. It also speaks to new events and updates pertaining to the FLOW Advisory Committee.

**Attachments**

[Memo Oct 2025 Quarterly Enterprise Funds Status \(1\).pdf](#)

# Tab 1

# Summary

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## Third Quarterly Enterprise Update - 2025

This is the third and final Quarterly Enterprise Update for 2025. Quarterly updates will continue to occur in January, April, July and October in 2026. This update focuses on the following areas:

- Enterprise-related capital projects
- Ongoing maintenance and operations programs
- Water Supply, One Water Initiative, Water Systems Emergency Preparedness, Conservation
- Financial Leadership on Water (FLOW) Advisory Committee

Because the first reading of the 2026 Proposed Budget, including the recommended enterprise rate increases, has already been presented—and the second reading is scheduled for October 28, 2025—this quarterly update does not include new rate discussions.

Looking ahead, the next Quarterly Enterprise Update is tentatively scheduled for the January 20, 2026, Study Session. These updates were introduced in response to Council and community feedback, and staff will continue to evaluate and adapt their content to ensure they remain transparent, timely, and relevant to the City and County of Broomfield’s enterprise funds.

## Financial Considerations

N/A.

## Prior Council or Other Entity Actions

- [April 15, 2025](#): First quarterly Enterprise update
- [May 13, 2025](#) City Council approved Ordinance No. 2269, setting forth a strategic reorganization of Public Works and Water Utilities into two specialized departments
- [May 13, 2025](#), City Council approved Resolution No. 2025-85, creating the Fiscal Leadership on Water advisory committee (FLOW) and identified the purpose for the committee to make suggestions and recommendations related to utility enterprise utility fees, capital improvement project planning, and financial planning.
- [July 15, 2025](#): Second quarterly Enterprise update
- [August 19, 2025](#): Annual Economic & Fiscal Update

## Boards and Commissions Prior Actions and Recommendations

N/A

## Proposed Actions / Recommendations

N/A



# Section 1: Enterprise-Related Capital Projects Update

## Summary

Broomfield is actively advancing enterprise-related capital projects that enhance water supply, boost reliability, modernize aging infrastructure, and prepare the system for future expansion. Key initiatives include the continuing 12-year Water Meter Replacement Program, the successful completion of significant 2025 waterline replacements, the planning for \$3.4 million in 2026 waterline upgrades, the initial stages of the North Area Potable Water Tanks, and crucial investments in booster stations and long-range water supply infrastructure, such as the Chimney Hollow Reservoir. These efforts reflect Broomfield's commitment to fiscal responsibility, regulatory readiness, and long-term sustainability, while ensuring reliable service and water quality for residents and businesses.

## Section 1a: Water System Capital Improvements

### Water Meter Replacement Program

- **Scope:** Replace 22,443 meters over 12 years (~1,870 annually) to ensure accurate consumption measurement.
- **2025 Progress:** 1,568 meters replaced (March-August) at \$832,249.
- **2026 Plan:** 2,033 meters scheduled (March-October) at \$1,064,281.
- **Resident Communication:** Utility Billing will begin sending notification letters in March 2026, with reminders one week before scheduled work. Instructions will be provided for homes with inside meters.

### Waterline Replacement Projects

#### Completed 2025 Projects

- **Westlake Community:** \$2.07M project complete. Replaced 4,900 ft of original 1974 waterline with a new 12-inch line (S Princess Circle to Grove Way/W. 134th Place).
- **136th Avenue Corridor:** \$1.7M combined project underway.
  - \$1.4M slip-lining of 3,720 ft of 16-inch pipe (Aug-Nov 2025).
  - \$300K PRV replacement at Lowell Blvd & 136th Ave (rescheduled to mid-November due to material delays).

#### Planned 2026 Projects (*Pending Budget Approval*)

- **Budget:** \$3.4M (pricing TBD, subject to vendor selection/bids).
- **Westlake Community:** Replace 2,300 ft of 6" & 12" 1974 lines (W. 134th Ave to W. 136th Ave, including Hazel Ct).
- **W. 121st to W. 120th (via Perry & Bradburn):** Replace 3,400 ft of 12" line with a history of failures.
- **Cimarron Park:** Replace PRV to improve pressure reliability and meet standards.
- **Industrial Lane:** Rehab 780 ft of 20" waterline.
- **E. 14th Ave:** Upsize 250 ft of 8" to 12" main to serve Grove at Cottonwood Project.

## Reservoirs:

### Chimney Hollow Reservoir (Windy Gap Project)

- **Purpose:** Stores 90,000 acre-feet; Broomfield holds 29.4% share (26,464 acre-feet). Critical for meeting long-term potable and non-potable demand.
- **Uranium Issue:** Naturally occurring mineralized uranium present in quarried rock used in dams. Ongoing studies, monitoring, and mitigation planning are underway (treatment/dilution options).
- **Next Steps:** Initial fill of ~1,800 acre-feet to test leaching and delivery systems.
- **Financials:** Current testing funded; future costs possible for treatment or Broomfield process modifications.

### Siena Reservoir

- **Status:** Pump Station and Pipeline complete, with punchlist items remaining.
- **Purpose:** Provides supply reliability during peak summer demand by transferring raw water to Glasser Reservoir or the Water Treatment Facility.

## Tanks & Major Transmission Infrastructure

### North Area Potable Water Tanks

- **Scope:** Two 3-million-gallon tanks (6M gallons total) to improve storage, equalize peak demands, reduce pressure fluctuations, and increase firefighting reserves.
- **Timeline:** 30-36 months to completion, pending financing and weather/material availability.
- **Status:**
  - Early Work Package: \$4.4M construction agreement (Resolution 2025-131) with 10% contingency.
  - Engineering Services: \$700K agreement with Burns & McDonnell (Resolution 2025-137).
  - Late Work Package: Amendments expected March 2026; estimated completion/start-up January 2029.

### Highway 7 Waterline Project (CIP 02Z0291)

- **Funding:** \$5.7M in Long Range CIP.
- **Projects:**
  - Sheridan Parkway to Huron: Design on hold due to Baseline Development schedule; Council action expected 2026. Will add a third Highway 7 crossing.
  - Sheridan to 160th 36-inch Line: Developer-completed project; improves pressure north of 144th. Sections at 160th & Promenade are complete and operational.

## Baseline Water System Reimbursements

- **Agreement:** The Managed Growth and Development Agreement (MGDA) requires Broomfield to reimburse the developer for oversized transmission lines.
- **2025 Projection:** \$4.06M reimbursement for lines on 160th Ave and Promenade.

## Booster Stations

- **Mesa Booster Station (18M0044):** Completed and operating. Serves Walnut, Airport, and Mesa

zones, including the Airport, Detention Center, Skyestone, and Verve. Close-out underway.

- **Interlocken Booster Station (25U0034):** Built in 1984; rehabilitation deferred due to funding priorities. Design in 2027 (\$648K); construction in 2028 (\$4.32M). Upgrades include pumps, motors, controls, generator replacement, and SCADA modernization.

## Section 1b: Stormwater System Capital Improvements

### Stormwater Collection Line Rehabilitation

#### 2025 Program (*Schedule Change*)

- Budget: \$1,605,600 (approved April 22, 2025).
- Scope: Rehabilitating 2,936 linear feet of 1970s 18-40 inch corrugated metal storm pipes. Using trenchless UV Cured-in-Place Pipe (UV CIPP) liners, the project will extend pipe life up to 50 years, minimize disruption, and reduce costs.
- Work Areas & Schedule:
  - *Miromonte Park (Priority One)* - Rescheduled to late October (≈2 weeks).
  - *Lac Amora (Priority Two)* - Begins November after Miromonte; ≈2 weeks.
  - *Lac Amora Northmoor/E. 7th Ave. (Priority Three)* - Mid-November; ≈1 week.
  - *Broomfield Plaza/Sheridan Blvd. (Priority Four)* - December; ≈1 week.
- Contractor: C&L Water Solutions. Completion expected by December 31, 2025.

#### 2026 Program (*Pending Budget Approval*)

- Budget: \$1,217,970 (Council review scheduled for Dec. 9, 2025).
- Scope: Rehabilitating 6,062 linear feet of 1970s corrugated metal and concrete storm pipes (12-48 inches). UV CIPP liner installation will extend service life up to 50 years and prevent further corrosion.
- Work Areas:
  - *Broomfield Heights 1:* 730 ft (12"), 767 ft (18"), 533 ft (24").
  - *Broomfield Heights 2:* 2,832 ft (18"), 543 ft (36"), 657 ft (48").
- Contractor: C&L Water Solutions. Completion expected by December 31, 2026.

## Section 1c: Sewer Collection System Capital Improvements

### Sewer Collection & Wastewater Infrastructure

Broomfield continues to advance major investments in its sewer collection system and wastewater infrastructure, with a focus on rehabilitating aging 1970s clay and concrete pipes, upgrading manholes, ensuring lift station compliance with CDPHE regulations, and advancing long-term planning for the Wastewater Reclamation Facility. These projects are critical to extending the life of core assets, preventing costly failures and backups, and meeting state compliance standards.

#### Sewer Line Rehabilitation

- **2025 Program (*Project Code 0AZ004*)**
  - Budget: \$1,017,200 (final year of base + three annual agreements).

- Midway Park Project: Rehabilitating 4,540 linear feet of 15-inch sewer line using cured-in-place pipe (CIPP) technology.
  - Status: As of Oct. 9, 2025, 4,853 ft of 6,404 ft completed (~75%). Expected finish by end of October.
  - Benefit: Extends pipe life, prevents failures and backups.
- **2026 Program (*Pending Budget Approval*)**
  - Budget: \$4,304,144.
  - Scope: 20,932 linear feet of 1970s clay pipes (8-20 inch) identified through video inspections as corroded by hydrogen sulfide.
  - Method: UV CIPP liners extend lifespan by ~75 years, minimize disruption and costs.
  - Areas:
    - *Broomfield Industrial Park*: 9,871 ft (8"), 2,539 ft (10"), 2,314 ft (15"), 3,185 ft (20").
    - *Broomfield Garden Center*: 3,023 ft (8").

## Manhole Rehabilitation

- **2025 Program**
  - Budget: \$200,000.
  - Status: Completed Aug. 2025, ahead of schedule.
  - Results: 35 manholes rehabilitated along 120th Ave. + 9 additional added within budget.
  - Method: Spectrashield lining to prevent infiltration/corrosion and extend life.
- **2026 Program (*Pending Budget Approval*)**
  - Budget: \$200,000.
  - Scope: Replace 26 deteriorated manholes compromised by H<sub>2</sub>S gas.
  - Schedule: April-December 2026.

## Sewer Lift Station Compliance (*Project Code 21Q0038*)

- Budget: \$8,278,418 (2021-2025 allocations).
- Context: Broomfield operates 13 lift stations; 4 from the 1980s lack site application documentation and require upgrades to comply with CDPHE regulations.
- Partners: Burns & McDonnell (design), Moltz Construction (construction).
- Priority Stations:
  - *Interlocken (Industrial Lane)* - Completed.
  - *Lac Amora (Oak Circle)* - Completed.
  - *Sunridge* - Construction underway (Council-approved Nov. 2024). Excavation and base completed; walls in progress. 12-month timeline due to site constraints.
  - *Outlook* - Concept and preliminary design completed. Site application to CDPHE scheduled for submission Oct. 2025; further design work pending state review.

## Wastewater Treatment / Water Recovery

- Wastewater Reclamation Facility Expansion (*Project Code 23S0045*)
  - Funding: \$21,389,205 in the current 2025 CIP Long Range Plan; total of \$524,653,617 through 2041.

- Updated Estimate: \$548,305,000 as of March 2025.
- Council Action: Wastewater Utility Master Plan approved Oct. 10, 2023 (Resolution 2023-142).
- Purpose: Long-term expansion of wastewater treatment and reclamation capacity to support community growth, comply with evolving state/federal standards, and ensure sustainable operations.

The improvements and upgrades will need to be completed in 5 phases beginning in 2025. Key drivers in the costs are capacity, asset renewal, biosolids, reuse, and regulatory requirements.

## Water Recovery Facility - Phase 1

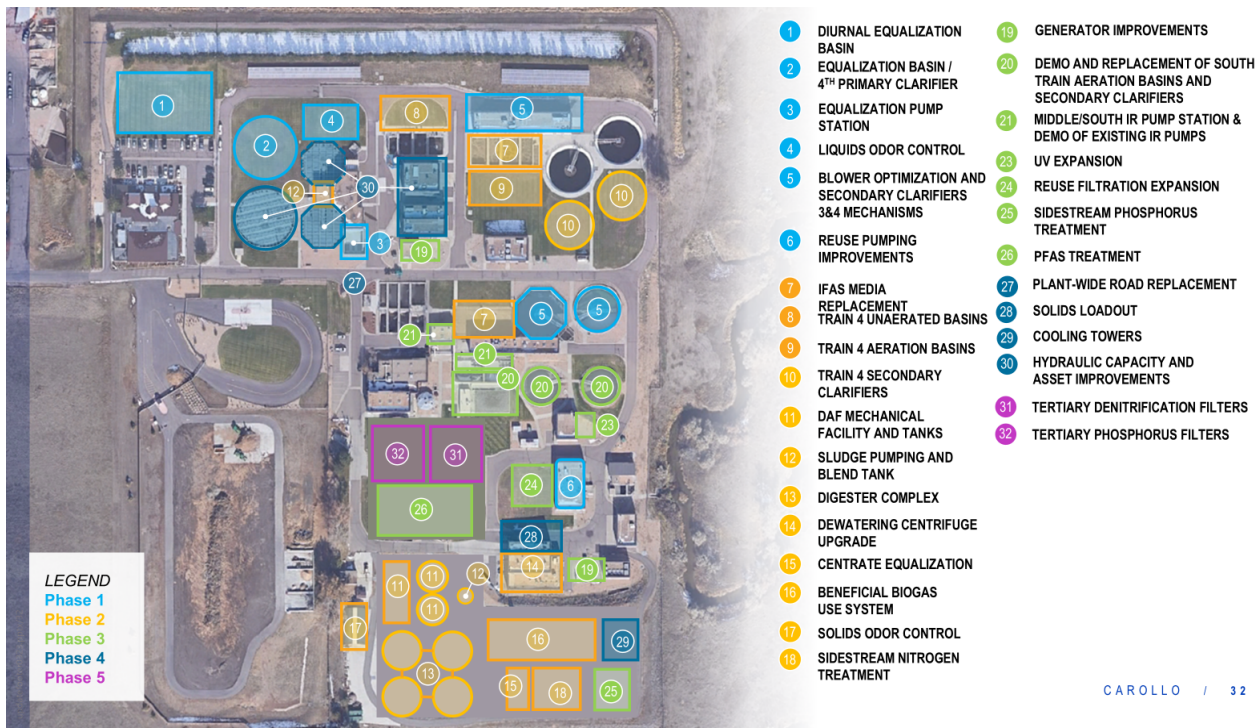
Phase 1 of the Broomfield Water Recovery Facility (BWRF) early construction work agreement is progressing, with Council-approved funding strategies ensuring continuity between budget cycles. The project is being delivered with Moltz Construction as the Construction Manager/General Contractor (CM/GC) under a guaranteed maximum price (GMP) structure.

- **Design & Approvals:**
  - Phase 1 design documents completed.
  - CDPHE issued the Process Design Report approval and has granted site approval which was needed to begin construction.
- **Costing & GMP:**
  - Moltz Construction developed the Phase 1 GMP based on the Permit Review set:
    - *Engineering Services:* \$6.61M (with 10% contingency).
    - *Construction:* \$67.22M (with 10% contingency).
- **Funding Strategy:**
  - *Early Work Package:* Approved July 22, 2025, using 2025 budget funds. Covers long-lead equipment procurement and initial site work until bonds are issued in early 2026.
  - *Late Work Package:* Scheduled for March 2026 following bond issuance. Will fund the balance of Phase 1 construction.
- **Construction Timeline:**
  - Mobilization began in August 2025 after resident notifications and permitting.
  - Construction duration: 30-36 months, contingent on weather and material availability.

## Phase 1b (Advanced Work from Phase 2)

- Scope: Biological treatment facilities advanced from Phase 2 to maintain compliance and the project schedule.
- Design & Funding: Design efforts began July 2025; construction must be completed within the 2026 bond funding window.
- Purpose: Ensures regulatory compliance while aligning long-term capacity and treatment requirements with Phase 1 operations.

The exhibit below provides an overview of each of the 5 phases, which are identified by the various colors.



## Section 2: Updates for Ongoing Maintenance Operations Programs

### Section 2a: Potable Water Distribution Operations and Maintenance Programs

#### Overview

Broomfield's potable water distribution system is a critical network of 483 miles of underground pipes, hydrants, valves, PRVs, backflow devices, tanks, and pumping stations that deliver high-quality treated water from the Water Treatment Facility to residents and businesses. Maintaining this system is essential to protecting public health, ensuring water quality, and supporting fire protection.

The City's preventative and predictive maintenance programs—integrated with a comprehensive asset management plan—are designed to proactively address issues, extend asset life, reduce costs, and prevent failures.

#### 2025 Maintenance Program Highlights

- Pipeline Flushing (483 miles)
  - Removes sediment, biofilms, and stagnant water to maintain taste and quality.
  - 2025: 100% of system flushed (up from 19% in 2022).
- Fire Hydrant Maintenance (4,478 hydrants)
  - Ensures functionality for firefighting and regulatory compliance.
  - 2025: 100% complete (up from 47% in 2021).
- Valve Maintenance (14,965 valves)
  - Cleaning, exercising, and repairing; goal to service 50% of the system annually.
  - 2025: 60% complete by September (4,489 of 7,482 scheduled); on track for 100% completion by year-end (vs. 5.8% in 2023).
- Pressure Regulating Valves (102 PRVs)



- Annual inspections and rebuilds (20/year) to ensure proper function and reduce service interruptions.
  - 2025: Program shifted from reactive (pre-2024) to proactive. As of October, 20% of inspections are complete, and 25% of rebuilds are done. Inspections are slightly behind schedule.
- Backflow & Cross Connection (2,737 devices)
  - Prevents contaminants from entering the system; CDPHE requires 90% compliance.
  - 2025: 97.17% compliance achieved—exceeding state standards.
- Water Storage Tanks (4 potable, 2 reuse)
  - Routine inspections and cleanings per AWWA best practices (at least once every 3 years).
  - 2025: Two tanks cleaned; all six tanks inspected monthly (100% completion). Prior years averaged only one tank cleaned annually (75% of best practices).
- Certified Operators & Training
  - All staff are current with the State of Colorado certification and continuing education requirements.

## Section 2b: Sewer Collection System Operations and Maintenance Programs

Broomfield’s sanitary sewer system is a vital component of public health and environmental protection, safely transporting wastewater from homes, businesses, and industries to the Water Recovery Facility for treatment. Unlike stormwater, which flows untreated to waterways, wastewater undergoes a rigorous treatment process to remove contaminants before release, protecting both community health and the environment.

Maintaining this system requires a proactive approach that combines inspections, cleaning, and rehabilitation to extend asset life, prevent failures, and minimize costly emergency responses.

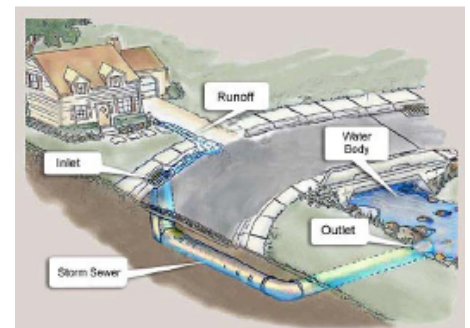
### 2025 Maintenance Program Highlights

- **System Scale:** 326 miles of pipe and 8,408 manholes.
- **Sewer Video Inspections**
  - Inspects 25% of the system annually (four-year cycle) to meet State/Federal regulations, reduce backups, assess pipe condition, and identify inflow/infiltration.
  - **2025:** 90% complete by September; 100% projected by year-end (up from 20% in 2023).
- **Sewer Cleaning**
  - Cleans the full system every two years to prevent blockages and maintain flow.
  - **Progress:** Completion rose from 40% in 2022 to 100% in 2024. As of September 2025, cleaning is 98% complete and on track for full completion by Dec. 31, 2025.

## Section 2c: Stormwater Operations and Maintenance Programs

Broomfield’s stormwater system is a separate collection system from sewers, designed to carry rainwater runoff directly into streams, lakes, and other natural water bodies without treatment. Because stormwater transports everything it contacts—including sediment, chemicals, and debris—proactive management is essential to protect water quality, prevent flooding, and safeguard public health.

The Stormwater Division oversees compliance with the Municipal Separate Storm Sewer System (MS4) permit, street sweeping, drainage and pond maintenance, storm sewer collection, and long-term planning. Its programs emphasize regulatory



compliance, pollution prevention, and infrastructure reliability.

## MS4 Permit Compliance & Public Education

Public Education & Outreach: Six events held in 2025 (e.g., Hazardous Household Waste Day, Stormwater Academy, Women's Night Out), plus RTD bus shelter ads and Broomfield Magazine campaigns promoting "Protect Our Water System."

- Construction Site Controls: 796 inspections completed as of Oct. 2025; 25 verbal warnings issued, all corrected. Seven new sites began construction.
- Permanent Water Quality Features: 129 inspections completed on basins, rain gardens, bio-swales, and ponds.
- Municipal Operations (Good Housekeeping): 40 inspections completed at yards, fueling stations, and storage facilities—100% in compliance.
- Illicit Discharge Response: 52 discharges remediated in 2025; no violations issued.

## Pond Management Program

- System: 511 private/public basins, with CCOB maintaining 47.
- 2025 Progress:
  - *Sediment Surveys*: SOLitude Lake Management surveying 32 ponds; completion by Dec. 2025.
  - *ICON Engineering*: Completed data collection for 8 ponds; developing maintenance recommendations, management plans, and GIS mapping.
  - *Algae Control*: Two ultrasonic algae control systems deployed at Trails at Westland Pond and Sagar Reservoir; monitoring water quality (chlorophyll, turbidity, dissolved oxygen, etc.).

## Stormwater Collection & Maintenance

- System Scale: 174 miles of pipe, 2,603 manholes, 3,553 inlets.
- Video Inspections: 87% complete by Oct. 2025; on track for 100% by year-end. Coverage improved from 9.6% in 2021 to 100% in 2025.
- Storm Cleaning: Annual target 31.5 miles; 100% completed by Sept. 2025 (vs. 0% in 2021).
- Street Sweeping: 3,381 miles swept to date in 2025; residential areas swept 3x, arterials 6x. Monthly coverage has increased 95% since 2023.
- Drainage Maintenance: Comprehensive inventory of all City-owned basin structures underway; completion expected Nov. 2025.

## Water Quality & Laboratory Support

- Labs: Environmental Lab and Water Recovery Lab certified under Safe Drinking Water Act; perform regulatory testing and stormwater analysis in-house.
- Upgrades:
  - Automated ammonia method reduces testing time from 6 hrs to 3 hrs for 20 samples.
  - Robojar unit reduced chemical testing time from 4 hrs to 50 minutes, improving turbidity (0.05 NTU ▫ 0.025 NTU).
  - LG Sonic buoys installed on Glasser (1) and Siena Reservoirs (2) to reduce algae blooms and chlorine dosage.

## Regulatory Compliance Updates

- Drinking Water (Regulation 11): PFAS Rule adopted Aug. 2025. Monitoring begins April 2027; quarterly



testing is required if trigger levels are exceeded. The revised Consumer Confidence Report (CCR) rule now requires electronic delivery.

- Wastewater/Stormwater Fees (Regulations 61 & 102): WQCD proposing state fee increases: +13% drinking water fees, +14% municipal storm sewer fees, +14% clean water fees. Rulemaking hearing scheduled Oct. 14, 2025.

## Section 3: Water Supply, One Water Initiative, Water Systems Emergency Preparedness, Conservation

### Water Supply

#### Long-Term Supply Planning

Broomfield has made significant investments to secure a long-term, reliable water supply that is projected to meet demand for a future population of approximately 120,000 residents. To achieve this, staff employ a multi-pronged approach:

- Diversifying water sources to balance reliability and cost.
- Expanding infrastructure such as reservoirs, pipelines, and treatment capacity.
- Promoting conservation to reduce per-capita demand.

#### Broomfield's Water Sources

- Northern Colorado Water Conservancy District (≈60%)
  - Includes Colorado-Big Thompson (C-BT) and Windy Gap projects.
  - The Chimney Hollow Reservoir project will firm Windy Gap supplies, enhancing reliability.
  - The Northern Water Board sets an annual quota for C-BT shares. In 2025, the quota was set at 0.75, resulting in approximately 10,450 acre-feet of water for Broomfield.
  - Staff evaluates quota allocations annually, accounting for daily and peak demands, system losses, and storage needs to ensure uninterrupted service.
- Denver Water (≈40%)
  - Delivered as treated water under a contract with specific obligations:
    - Minimum annual purchase: 4,700 acre-feet.
    - Maximum annual purchase: 6,500 acre-feet.
    - Weekly minimum delivery: 3.5 million gallons (0.5 MGD average).
    - Maximum 30-day delivery: 975 acre-feet (10.59 MGD average).
    - Instantaneous maximum flow rate: 9,028 GPM (13.0 MGD average).

Measurement: Water supplies are measured in acre-feet. One acre-foot equals the volume needed to cover one acre of land with one foot of water and provides a year's supply for approximately two to three households.

## Section 3b: Benchmarks and One Water Initiative

### Utility Benchmarking (AECOM Analysis)

AECOM conducted a benchmarking study comparing Broomfield's water and sewer operations against similar-sized communities using American Water Works Association data. The analysis highlights Broomfield's operational efficiency:

- Water Distribution (483 miles of pipeline)
  - Benchmark: 5.68 employees per 100 miles.
  - Broomfield: 2.35 employees per 100 miles.
- Water O&M Budget
  - Benchmark: \$3,359,736 per 100 miles.
  - Broomfield: \$2,626,557 per 100 miles.
- Sewer Collection (326 miles of pipeline)
  - Benchmark: 13.24 employees per 100 miles.
  - Broomfield: 3.31 employees per 100 miles.
- Sewer O&M Budget
  - Benchmark: \$2,295,380 per 100 miles.
  - Broomfield: \$1,363,486 per 100 miles.

Broomfield operates with substantially fewer employees and lower per-mile budgets than benchmark communities, demonstrating cost efficiency and lean operations.

### One Water Initiative

Broomfield is adopting the One Water framework, an integrated approach that unifies drinking water, wastewater, stormwater, reuse, and watershed management into a single strategy. The goal is to build long-term resilience, efficiency, and equity while enhancing decision-making and collaboration.

Core Principles include systems thinking, integrated planning, conservation and reuse, multi-benefit projects, and inclusive collaboration. The framework evaluates progress across nine elements, from organizational culture and stakeholder support to climate resilience, watershed health, and resource recovery.

The One Water mindset emphasizes valuing the entire water cycle, breaking down silos, fostering regional cooperation, and leveraging innovation for multi-benefit outcomes like resilience, equity, and climate adaptation.

Next Step: Broomfield is partnering with Carollo Engineers to apply the One Water self-assessment framework to guide integrated water management.

## Section 3c: Water Systems Emergency Preparedness

### Water Resilience, Risk Assessment, and Vulnerability Analysis

Water resilience is the ability of utilities to withstand and recover quickly from natural or human-made disasters, ensuring continued delivery of safe drinking water and effective wastewater treatment. Under the Safe Drinking Water Act (SDWA) Section 1433, as amended by the America's Water Infrastructure Act (AWIA) of 2018, community water systems serving over 3,300 people are required to complete a Risk and Resilience Assessment (RRA) and develop an Emergency Response Plan (ERP).

**Broomfield’s Emergency Response (ERP) Plan:** Broomfield updated its ERP in September 2025. The plan evaluates vulnerabilities and outlines strategies to reduce risks and strengthen system resilience.

Assessment areas include:

- Physical and Cybersecurity: Safeguarding facilities, conveyances, treatment systems, and automated technologies from malevolent acts and natural hazards.
- System Resilience: Evaluating pipes, barriers, intakes, pretreatment, treatment, storage, and distribution infrastructure.
- Emergency Preparedness: Plans, procedures, and equipment needed to sustain operations during incidents.
- Risk Mitigation: Strategies to reduce impacts, including alternative source water options, relocating intakes, and constructing flood protection.
- Detection and Monitoring: Practices to identify threats and vulnerabilities.
- Chemical Handling and Safety: Storage and use of treatment chemicals.
- Financial and Operational Continuity: Ensuring resources and infrastructure remain viable during emergencies.

The ERP documents Broomfield’s strategies, resources, and procedures for responding to both natural and man-made threats. It also informs capital and operational planning by identifying infrastructure and resource needs to maintain resilience and public safety.

## **Section 3d: Public Outreach - Public Works and Water Utilities Academy Sessions**

### **Public Works & Water Utilities Academy**

The 2025 Academy Sessions were a resounding success, engaging over 70 residents in learning about the critical operations that sustain Broomfield’s infrastructure and utilities. These sessions strengthened public understanding of how Public Works and Water Utilities safeguard quality of life, and they reinforced transparency and community trust. Building on this momentum, staff are preparing for 2026 sessions.

### **Colorado Water Rights Framework**

Colorado’s water allocation system is governed by the doctrine of prior appropriation—“first in time, first in right.” Senior rights take precedence during drought, regardless of use type, making early claims highly valuable. Key principles include:

- Public Resource: All water belongs to the people of Colorado.
- Right to Use: Rights grant the ability to use, not own, water.
- Easements for Infrastructure: Holders may construct diversion/transport facilities across lands.
- Transport & Storage: Natural streams and aquifers may be used to move or store water.

Water rights must be adjudicated by water courts, which establish appropriation date, diversion point, source, and type of use. To secure rights, appropriators must demonstrate beneficial use without injury to senior rights holders.

### **Water Planning Approach**

Broomfield’s water planning must account for the limitations of junior rights, the high cost of acquiring senior rights, and the complexity of moving and treating supplies. The City continuously updates its water use forecast and coordinates with Community Development to align growth projections with supply and

infrastructure capacity.

Planning Philosophy:

- Align methodology with industry practices and the Colorado State Water Plan.
- Apply conservative assumptions to ensure capacity stays ahead of growth without overbuilding.
- Forecast water use by customer type (single-family, multi-family, commercial/industrial).
- Enable quick updates as growth, water use behavior, or conservation outcomes change.
- Tie demand forecasts directly to timing and scale of needed capital improvement projects (CIPs).  
Per capita water use has declined ~16% since 2012, reflecting conservation progress.

Section 3e: Water Conservation Programs

To conserve existing water resources and maximize Broomfield’s future water supply, the Water Resources Division is committed to developing and maintaining a robust water efficiency program that aligns with the goals outlined in the city’s [2020 Water Efficiency Plan](#).

Consumption Trends

- Rainfall Impact: Five-year average rainfall = 11.76 inches. Average single-family annual consumption = 2.07M gallons.
  - In 2023, higher rainfall reduced consumption and revenues (\$10.4M vs. \$14.1M in 2024).
- Peak Usage:
  - 2024 recorded highest single-day demand (25.57M gallons, July 12) and highest annual usage (4.27B gallons).
  - Previous highs: 4.10B gallons in 2020; 24.94M peak day in 2022.
- 2025 Year-to-Date:
  - Q1 consumption higher than 2024; Q2-Q3 lower due to above-average precipitation and new water use restrictions. Through September, consumption is down ~11% compared to 2024.

The benefits of Waterwise Landscaping include:

- Reduce monthly water bills
  - Plants/gardens are more drought-tolerant than turf
  - Once established, native plants require less
- maintenance than turf grass
  - Reduce fertilizer, pesticide, and herbicide use
  - Flowers are attractive and pollinator friendly

| 2025 Water Conservation Programs Available to the Public - Update October 2025 |                                                                              |
|--------------------------------------------------------------------------------|------------------------------------------------------------------------------|
| Waterwise Yard Webinars                                                        | Two webinars sponsored with 340 total participants                           |
| Garden In A Box                                                                | 263 sold                                                                     |
| Lawn Replacement Program                                                       | 36 projects completed (including a large project at CCOB’s Anne Crouse Park) |
| Large Property Turf Replacement Rebate Program                                 | No projects yet; actively marketing to HOAs                                  |
| Slow the Flow Sprinkler                                                        | 89 completed, 15 irrigation rain sensors and 14 smart controllers            |

|                                        |                                                                                                      |
|----------------------------------------|------------------------------------------------------------------------------------------------------|
| Evaluations                            | provided                                                                                             |
| Rebates for Water Conservation Devices | July 2025 Update: 196 total rebates issued, including 58 toilets and 58 smart irrigation controllers |

| Factors that could make future water use <u>higher</u> than the forecast                     | Factors that could make future water use <u>lower</u> than the forecast                                                 |
|----------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------|
| Hotter, drier or longer summers increases outdoor irrigation compared to historical patterns | The new landscape ordinance reduces outdoor water use by a large margin in all new developments (we’re working on this) |
| Residential or commercial growth accelerates beyond Community Development projections        | Hotter, drier or longer summers leads to more turf replacement (people give up on turf)                                 |
| Future residential development occurs at lower densities than projected                      | Conservation accelerates substantially more than past trends                                                            |

**Non-potable Reclaimed (Reuse) Water**

Broomfield operates an extensive non-potable water system, distinct from its potable water supply, which serves the outdoor irrigation needs of parks, golf courses, commercial areas, and other landscaped regions within its service area boundaries. This system relies on a blend of advanced treated wastewater effluent (reclaimed wastewater) and raw surface water supplies.

The primary purposes of this non-potable water system are twofold: to enable more than a single use of the City’s water resources, and to mitigate the need for additional water acquisitions to meet demand.

Broomfield’s infrastructure for non-potable reclaimed water is substantial, including:

- Great Western Reservoir
- Two treatment facilities (one at the Water Recovery Facility and one at Great Western Reservoir)
- Two storage tanks (both located at the Airport)
- 43 miles of reuse distribution piping
- 22 pressure-reducing valves
- 509 operating valves

As of the end of September, the non-potable reclaimed water system has provided and utilized a total of 576,488,000 gallons of water.

# Section 4: Fiscal Leadership on Water Advisory Committee

The Fiscal Leadership on Water Advisory Committee (FLOW) was established by City Council [Resolution No. 2025-85](#) on May 13, 2025. Its primary purpose is to provide suggestions and recommendations to City Council and CCOB staff concerning utility enterprise fees, capital improvement project planning, and financial planning for water systems. The FLOW is authorized to undertake any necessary actions to fulfill its duties and will report to the Council during quarterly Enterprise updates, either in writing or verbally.

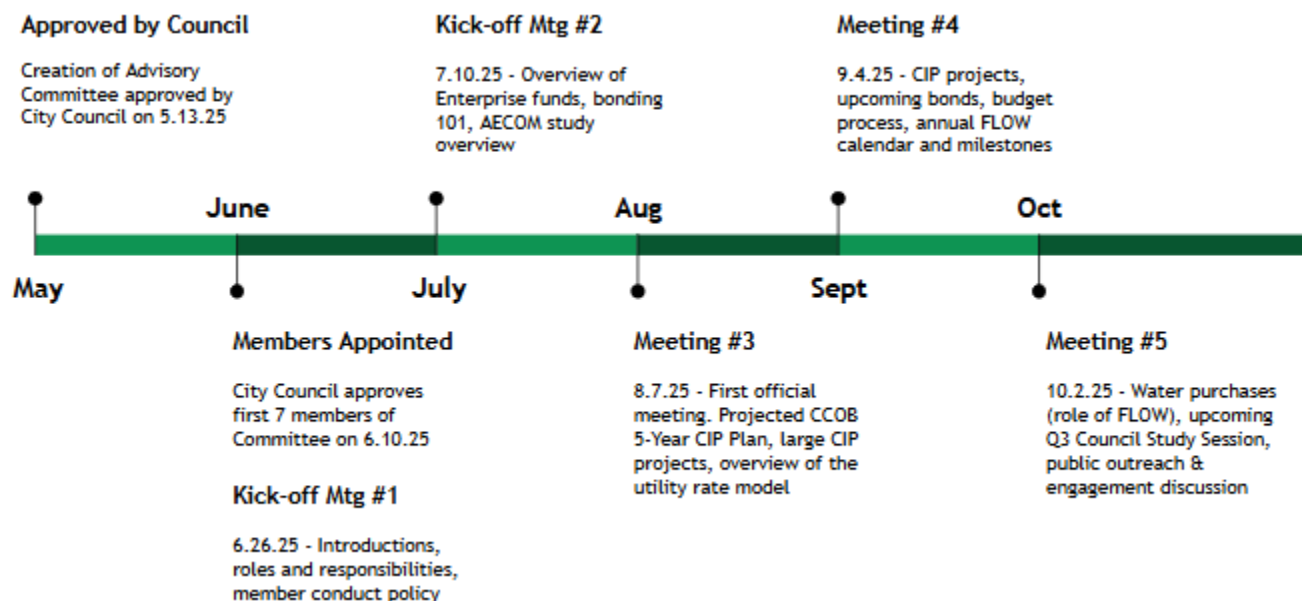
Composed of seven members with extensive experience in city government, water facilities, engineering, long-range planning, scheduling, and budgeting, the committee brings valuable expertise.

The FLOW has been meeting monthly on the first Thursday and has held five meetings focused on in-depth training regarding enterprise funds and the complex interconnected water, sewer, and stormwater systems. During this period, the committee established bylaws and elected a Chair and Vice-Chair

The FLOW has also reviewed detailed information about the five-year capital infrastructure plan. This thorough review of our water systems is essential for staff and the committee as they start preparing the 2027 budget. The committee's early involvement and recommendations are critical to addressing water system infrastructure maintenance, as it plays a vital role in this area.. This collaborative effort will culminate in a board recommendation to the Council for the 5-Year Capital Improvement Plan (CIP) and rate adjustments for the 2027 budget.

Below is a snapshot of the progression and focus of the FLOW Committee up to this point:

### FLOW Advisory Committee Ramp





### B. Broomfield Transit Study Final Report

| Meeting                                                                                                                          | Agenda Group            |
|----------------------------------------------------------------------------------------------------------------------------------|-------------------------|
| Tuesday, October 21, 2025, 6:00 PM                                                                                               | Study Session Item: 2B. |
| Presented By                                                                                                                     |                         |
| Allison Baxter, Sr. Transportation Planner                                                                                       |                         |
| Community Goals                                                                                                                  |                         |
| <input checked="" type="checkbox"/> Mobility <input checked="" type="checkbox"/> Thriving, Diverse, Safe and Welcoming Community |                         |

## Overview

[View Correspondence](#)

[View Presentation](#)

The Final Report provides a foundation for addressing Broomfield's transit needs over the next 3–5 years. It combines technical analysis with community input to propose a balanced strategy: a new Community Connector route, enhancements to FlexRide and EasyRide, policy and program investments and continued advocacy. Together, these strategies create a pathway to a more connected and equitable transit system.

### Attachments

[Memo for Broomfield Transit Study.pdf](#)

[Draft Final Report for Broomfield Transit Study.pdf](#)

## Summary

[View Correspondence](#)

[View Presentation](#)

This memo provides an update on the Broomfield Transit Study, following the interim briefing delivered in May. At the May Study Session, Council reviewed draft findings and preliminary recommendations. Since then, staff and the consultant team have completed the technical analysis, conducted a second round of community engagement and developed the Final Report. This memo summarizes the results of the analysis, outlines the finalized recommendations and describes funding and implementation strategies for future Council consideration.

The Final Report provides a foundation for addressing Broomfield's transit needs over the next three to five years. It combines technical analysis with community input to propose a balanced strategy: enhancements to FlexRide and EasyRide, a new Community Connector route, policy and program investments and continued advocacy. Together, these strategies create a pathway to a more connected transit system that allows people of all ages, abilities and income level to move through the community with dignity.

As a part of this study session, staff is seeking Council support and general concurrence with the recommendations in Broomfield Transit Study Draft Final Report before finalizing the document and concluding the study. Staff is also seeking Council feedback on how to allocate the remaining pilot funds, totaling approximately \$400,000. No funding commitment is being requested at this time. Acceptance of the report will enable staff to utilize the document as a guiding framework for future grant applications, partnership discussions with RTD and continued work on pilot service options. Staff will return to Council with updates on funding opportunities and partnership options.

## Financial Considerations

As shown in the sources and uses of funds summary below, the project can be completed within the budgeted amount.

| Sources and Uses of Funds                                                                                | Amount     |
|----------------------------------------------------------------------------------------------------------|------------|
| Transportation Capital Improvement Budget 20-70090-55200<br>Transit Needs Assessment and Pilot (20Q0030) |            |
| 80% Federal DRCOG TIP Grant Award - Transit Needs Assessment & Pilot                                     | \$640,000  |
| 20% Local Match                                                                                          | \$160,000  |
|                                                                                                          |            |
| Phase 1: Vendor Consulting Agreement - Transit Needs Assessment                                          | -\$399,961 |
| Phase 2: Funding available to eligible transit operations pilot                                          | -\$400,039 |
| Projected Balance                                                                                        | \$0        |



## Prior Council or Other Entity Actions

September 12, 2023 - [Resolution 2023-62](#) 2023-62 Authorizing and Approving an Intergovernmental Agreement between the City and County of Broomfield and the Regional Transportation District for Transit Needs Assessment and Pilot, FY 2020-2023 (Revised to FY 2021-2024)

March 26, 2024 - [Resolution 2024-33](#) A Resolution Approving an Agreement with Transportation Management & Design, Inc. for the Broomfield Transit Needs Assessment

## Boards and Commissions Prior Actions and Recommendations

March 22, 2019 - Broomfield Transportation Forum reviewed and approved the submission of the Transit Needs Assessment to the DRCOG Board for the 2020-2023 Transportation Improvement Program.

November 8, 2024 - Broomfield Transportation Forum received an update on the project. No action taken.

# Broomfield Transit Study

## Background and Key Findings

The Broomfield Transportation Forum initiated the Transit Study by proposing the project and supporting funding for it in the 2019 DRCOG Transportation Improvement Program. The study aims to assess current and future mobility needs and develop a pilot project responsive to Broomfield's unique travel patterns. The analysis combined multiple data sources, including travel behavior, demographic and land-use trends, equity indicators and community feedback to evaluate existing services and test potential improvements. The study placed particular emphasis on identifying transit gaps, evaluating mobility needs for priority populations and assessing demand for proposed services.

The findings confirm that Broomfield continues to face significant service gaps, with roughly 80 percent of the city's land area outside a half-mile of fixed-route transit. South-Central Broomfield, where a higher share of residents are lower-income, older adults, people with disabilities or live in zero-vehicle or vehicle-deficit households, remains the area with the highest need.

The RTD FlexRide service also faces growing strain. In the main Broomfield FlexRide zone, one trip denial occurs for every three to four completed trips, underscoring both unmet demand and the need to expand or redesign the service. These challenges are coupled by the lack of evening and weekend service, even though travel demand during these times remains steady.

Looking ahead, growth pressures will further shape Broomfield's mobility needs. North Broomfield continues to experience rapid residential development, including age-restricted communities, income-aligned housing opportunities and family-oriented neighborhoods, but with limited access to transit. At the same time, multi-unit and commercial development in the US 36/Interlocken corridor is intensifying, creating a major hub with regional commuting demand. These trends underscore the importance of both local neighborhood connections and regional transit access, emphasizing the need for flexible mobility options and investments that anticipate where future demand will be strongest.

## Public Engagement

Public engagement was a central component of the Transit Study, with more than 4,000 residents and stakeholders participating across two phases. Engagement activities included:

- 25 pop-up events at community gathering places and events;
- Five surveys that collectively gathered feedback from over 1,100 respondents; and
- Four focus groups with service providers and advocates representing older adults, youth, veterans, low-income families and individuals with disabilities.

The Broomfield Voice project website drew more than 3,800 visits and generated 56 feedback pins on an interactive transit map.

Survey results aligned closely with the analysis: more than two-thirds of respondents had used transit in the past year, yet households without reliable vehicle access reported major challenges reaching jobs, shopping, and medical services. Overall, 72 percent said new or expanded public transit options are important, and 90 percent rated having high-quality transit in Broomfield as “very” or “somewhat” important. Residents voiced strong support for a local connector bus route linking neighborhoods north of 120th Avenue with the US 36 & Broomfield Station, as well as nearby schools, shopping areas, and employment centers.

Feedback across surveys, focus groups and events emphasized the importance of reliable, affordable and accessible transit, particularly for residents without regular access to a vehicle. Participants consistently prioritized expanded local bus service, improved FlexRide coverage and hours and stronger connections to key destinations both inside and outside Broomfield. These results directly informed the final recommendations, ensuring they reflected the needs and priorities of the community.

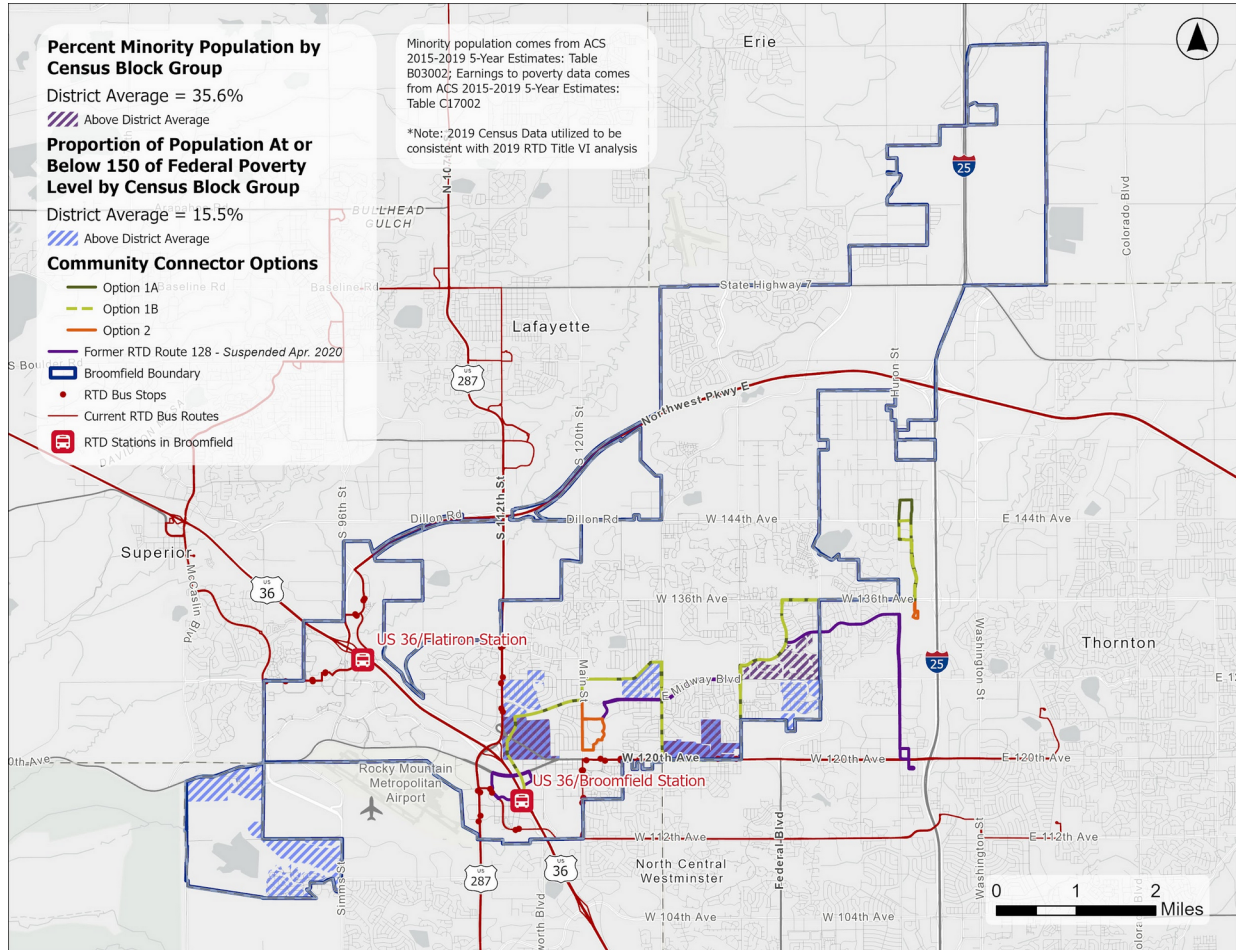
## Recommendations

The Final Report recommends a layered strategy for improving mobility in Broomfield and outlines a set of recommendations to improve mobility. These include creating a new Community Connector bus route, expanding microtransit service through FlexRide or a locally operated option and strengthening the EasyRide program. The report also recommends policies to better coordinate transit with new development and strategies to raise awareness and increase use of public mobility services. Each recommendation includes cost and implementation considerations.

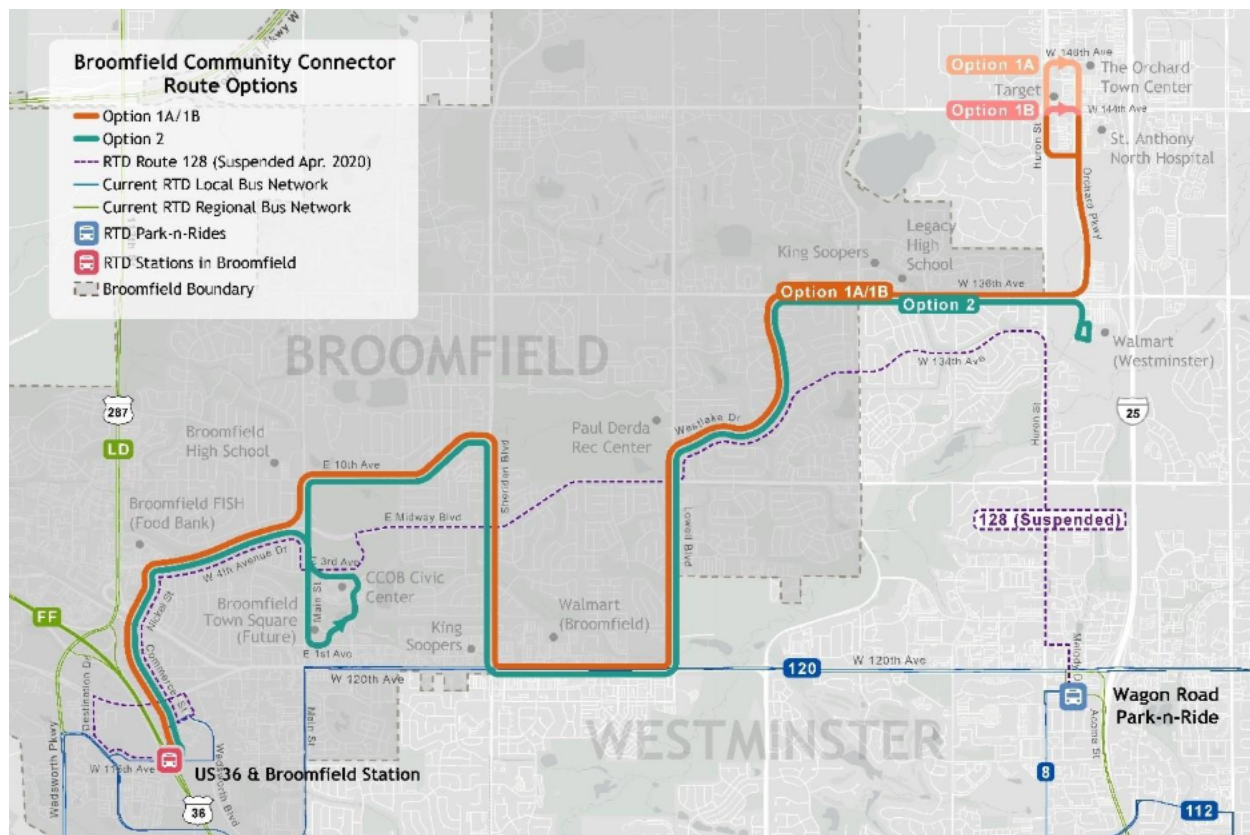
Fixed-route bus service is generally the most cost-efficient option on a per-passenger basis but requires higher population density and consistent demand. Microtransit services, such as RTD FlexRide, offer greater flexibility by providing on-demand, point-to-point trips, but at a higher cost per passenger. Dial-a-ride programs, such as Broomfield EasyRide or RTD Access-a-Ride, are the most resource-intensive yet play a critical role in serving older adults and individuals with disabilities who may have limited transportation options. Together, these options demonstrate the trade-offs between efficiency, flexibility, and equity in designing a comprehensive mobility system.

## Community Connector Bus Route

The centerpiece recommendation is a redesigned Community Connector route building on the former RTD Route 128. Two alignments were evaluated, both beginning at the US 36 & Broomfield Station and ending either at Orchard Town Center or Walmart at 136th Avenue in Westminster. Both alignments were designed to pass through block groups with higher concentrations of lower-income residents while also connecting schools, jobs, and commercial destinations.



The Community Connector would operate every 30 minutes using three cutaway-style buses, with annual cost estimates ranging from \$1.3 to \$2 million. When presented during engagement, no clear preference emerged between the Orchard and Walmart alignments. Residents supported the overall concept but were undecided on which alignment would best meet their needs. For this reason, the Final Report presents both options, allowing Broomfield to remain flexible and responsive to funding, partnerships, and future demand.



## On-Demand Microtransit

### RTD FlexRide

FlexRide improvements are another key recommendation. The report recommends extending weekday and weekend hours, increasing capacity in high-demand zones to reduce denials, and exploring the consolidation of service zones to simplify the system and enhance access across Broomfield. The recommendations also include expanding service to include the Skystone neighborhood and allowing point deviations to the Wagon Road Park-n-Ride to strengthen regional connections in eastern Broomfield. These changes would make FlexRide more reliable and responsive to residents' needs, particularly in South-Central Broomfield, where demand is highest.

| RTD FlexRide - Service Span Recommendations |          |                    |                 |                 |
|---------------------------------------------|----------|--------------------|-----------------|-----------------|
| FlexRide Zone                               |          | Weekday Hours      | Saturday Hours  | Sunday Hours    |
| Broomfield                                  | Existing | 5:30 a.m. - 7 p.m. | 9 a.m. - 6 p.m. | --              |
|                                             | Proposed | 5:30 a.m. - 9 p.m. | 8 a.m. - 9 p.m. | 9 a.m. - 6 p.m. |
| Broomfield North                            | Existing | 9 a.m. - 4 p.m.    | --              |                 |
|                                             | Proposed | 9 a.m. - 4 p.m.    |                 |                 |
| Interlocken/<br>Westmoor                    | Existing | 5:30 a.m. - 7 p.m. | --              |                 |
|                                             | Proposed | 5:30 a.m. - 9 p.m. |                 |                 |

## **CCOB Microtransit Service**

The study also examined the potential for a city-operated microtransit program. Such a service would function as an on-demand, app-based system similar to RTD's FlexRide but with smaller vehicles and operated by a contracted transportation provider with CCOB oversight. This model could offer greater flexibility in service design, allowing CCOB to set service zones, hours and policies that directly respond to local demand and equity priorities. This approach could also extend the reach of transit beyond the FlexRide and EasyRide boundaries and destinations. However, a new microtransit service would require sustained local investment and administrative capacity to oversee service contracts and performance monitoring. For this reason, the Final Report positions this option as a potential longer-term strategy, contingent on Council direction and the identification of stable funding sources.

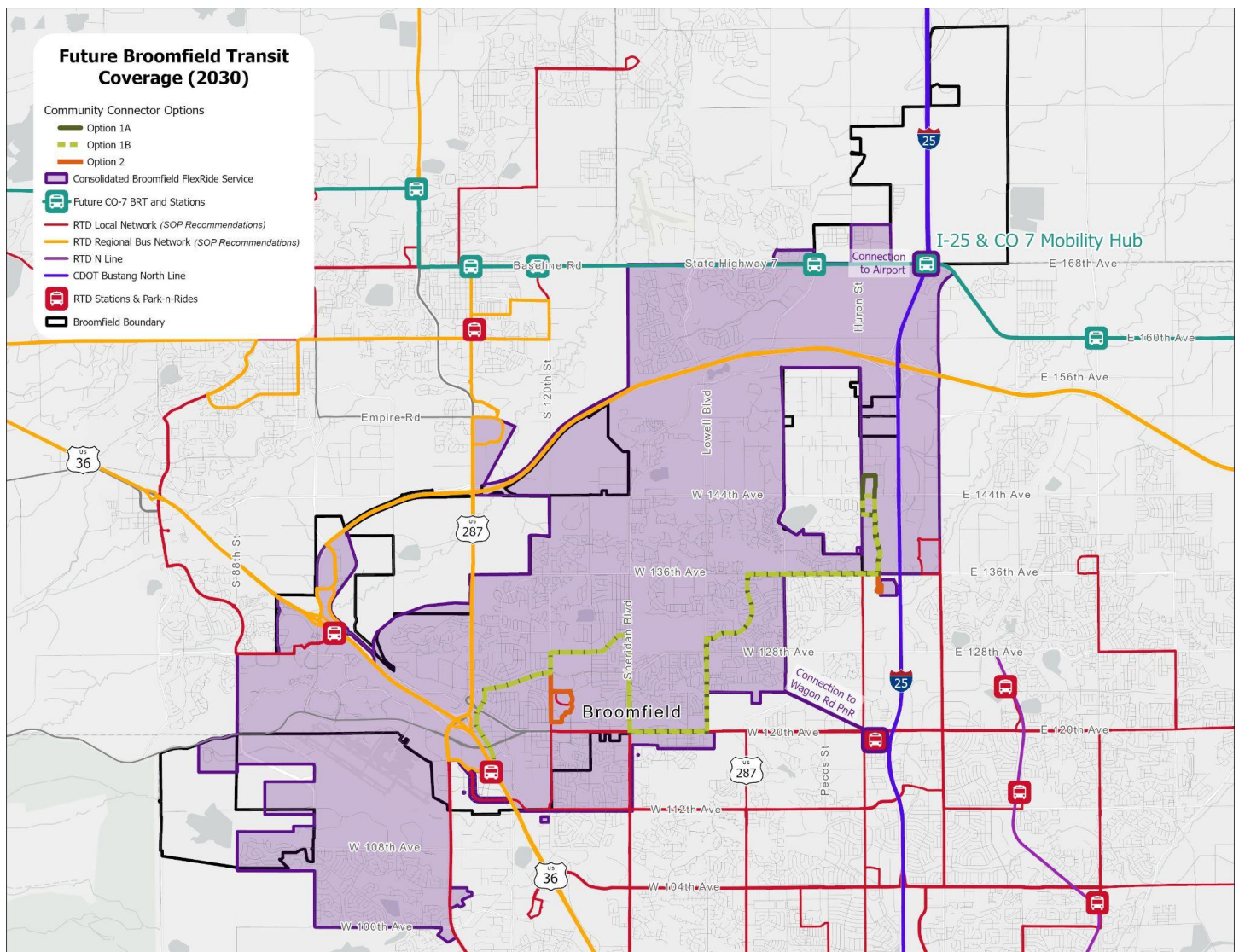
## **Broomfield EasyRide**

The EasyRide program also requires targeted investments. Demand for EasyRide is expected to grow as Broomfield's older adult population continues to increase, particularly in age-restricted communities and neighborhoods with limited access to fixed-route transit. Recommendations include upgrading trip scheduling and dispatch technology, expanding operating capacity to meet the needs of older adults and adults with disabilities and exploring contracted services to cover longer regional medical trips. Feedback from community engagement confirmed strong support for maintaining and expanding EasyRide, with many residents emphasizing its importance in helping older adults remain independent and connected to essential services. With these improvements, EasyRide could serve more residents, increase efficiency and broaden the range of trip types it can support. Community engagement confirmed strong support for maintaining and expanding EasyRide, making this a viable option for demonstrating immediate benefits to residents while also strengthening a locally controlled program. Improvements to RTD FlexRide, combined with the introduction of a Community Connector route, would also help reduce demand pressures on Broomfield's EasyRide program.

## **Policies and Programs**

Service improvements must be paired with policies that improve access and awareness. Recommendations include continuing to upgrade ADA accessibility at stops, enhancing pedestrian and bicycle connections, ensuring that new developments support transit, and exploring first- and last-mile connections, such as e-bikeshare pilots. Engagement also showed that many residents are unfamiliar with existing services. Expanded outreach through schools, community events, and online platforms, along with promoting travel training programs offered by RTD and DRMAC, would help increase awareness and ridership.





The map illustrates Broomfield’s five-year transit vision, highlighting how the recommended Community Connector route, expanded FlexRide coverage and future regional transit investments will work together to create a more connected network. The vision includes potential Community Connector alignments linking neighborhoods to US 36, expanded FlexRide service consolidated into larger zones, and new regional connections such as the planned CO 7 Bus Rapid Transit corridor and the I-25 & CO 7 Mobility Hub. Together, these improvements establish a framework for linking Broomfield’s residential growth areas in the north and east, while strengthening access to RTD’s regional system.

## Implementation and Regional Coordination

Regional coordination remains essential. Staff are sensitive to the fact that Broomfield residents contribute to the RTD system through a dedicated sales tax, yet continue to face significant service gaps. RTD has indicated that no new fixed-route services will be implemented until after adoption of the Comprehensive Operational Analysis (COA) study, which is planned to begin in 2026 and will serve as a five-year update to the 2022 System Optimization Plan (SOP). Staff will continue to advocate for Broomfield’s priorities as RTD prepares its COA. This study provides the data, analysis and community input needed to make a strong case for improvements and ensure Broomfield’s mobility needs are clearly represented.

## Cost and Funding

Funding will play a central role in determining the pace of implementation. Approximately \$400,000 in remaining grant funds from the original TIP award are available; however, this amount is insufficient to launch or sustain new services on its own. For context, the estimated annual operating cost of a Community Connector route ranges between \$1.3 million and \$2 million, depending on the service design and operating model. FlexRide enhancements would require additional investment by RTD, with costs tied to the number of vehicles and expanded hours of operation. EasyRide improvements, such as upgraded scheduling technology and contracted regional trips, would also require new funding sources to be sustainable. Implementation of the recommendations will depend on identifying and securing new funding sources to support both initial and ongoing costs.

As Broomfield continues to maintain economic and fiscal stability, our strategic approach includes a prudent and pragmatic fiscal approach to anticipate and withstand future economic or financial disruptions in the short and long term. New services and their associated costs must be strategically timed for review and consideration when budget flexibility improves. With this in mind, there are currently no additional local revenues to support new programs in the near term. For this reason, staff cautions against using pilot funding to expand or initiate programs that currently lack identified funding sources for continuation. Staff's recommendation below takes this into consideration.

| Broomfield Transit Study Recommendations - Cost Snapshot |                                                                      |                                                             |                                                   |             |
|----------------------------------------------------------|----------------------------------------------------------------------|-------------------------------------------------------------|---------------------------------------------------|-------------|
| Recommendation                                           | Est. Annual Cost                                                     | Potential Funding Source                                    | Lead Agency                                       | Time Frame  |
| Trip Support Pilot (NEMT Voucher/TNC Subsidy Model)      | TBD                                                                  | Pilot funding + Local revenues to continue beyond the pilot | CCOB                                              | Short-Term  |
| RTD FlexRide Enhancements                                | \$400,000                                                            | Pilot funding + RTD                                         | RTD                                               | Short-Term  |
| RTD FlexRide Zone Consolidation                          | \$1M                                                                 | RTD                                                         | RTD                                               | Medium-Term |
| EasyRide Technology Upgrades (Dispatch software)         | Initial Cost: \$80,000 - \$150,000<br>Annual Cost: \$30,000-\$80,000 | Local                                                       | CCOB                                              | Medium-Term |
| EasyRide Staffing Resources                              | \$150,000-\$160,000 (Includes cost of benefits)                      | Local                                                       | CCOB                                              | Medium-Term |
| Community Connector Bus Route                            | \$1.3-\$2M                                                           | RTD Base System                                             | RTD<br>CCOB to advocate for inclusion in 2026 COA | Long-Term   |
| CCOB-Managed Microtransit Service                        | \$1.3-\$1.6M                                                         | Local + RTD Partnership Program + Other Grants (CTE, TIP)   | CCOB                                              | Long-Term   |

The Final Report outlines three options for how Broomfield could allocate the remaining pilot funds:

**1. Recommended: FlexRide Enhancements**

The funds could be directed to RTD FlexRide improvements in Broomfield. RTD has expressed support for expanding FlexRide, and staff are hopeful the agency would accept outside funding to support additional vehicles, longer hours, or zone consolidation as recommended in the Final Report. This option could deliver more immediate benefits and help address the high levels of unmet demand in the Broomfield FlexRide zone, however RTD has not confirmed that they can accept the funds or operationalize them in Broomfield.

**2. Consider with Caution: Trip Support Pilot**

This could include subsidizing select trips through partnerships with non-emergency medical transport companies such as MedRide and USURV and transportation network companies (TNCs) such as zTrip, Uber, or HopSkipDrive. The program would expand transportation access for priority populations, including older adults, adults with disabilities, Veterans, youth with disabilities and low-income residents. Staff from Health and Human Services, EasyRide, and Transportation would need to determine how best to structure the pilot, including developing eligibility criteria, setting voucher amounts, and establishing policies for distributing subsidies. Staff's concern with this proposal is that once pilot funding is expended, CCOB would need to identify ongoing annual allocations to sustain the program beyond the initial pilot period and this would be challenging given current fiscal constraints.

**3. Not Recommended: Local Match for Grant Opportunities**

The funds could be used as a local match toward competitive grants such as the RTD Partnership Program. While this approach would help stretch local dollars and potentially position a service for long-term adoption into the RTD system, it would also federalize the project. Federal funding brings added administrative requirements, including NEPA review, Buy America procurement rules, Title VI equity analysis, labor protections and ongoing reporting. These requirements add cost and complexity, limit flexibility, and could delay implementation. Furthermore, RTD has not yet established a precedent of taking over a locally initiated pilot service, leaving uncertainty about long-term operations.

Staff would caution against expanding a program or beginning a new service that does not have identified funding for long-term implementation. Considering these constraints, staff would recommend Council consider FlexRide Enhancements. This option would provide near-term benefits while also minimizing long-term financial impact. If the pilot is deemed successful, funding of the FlexRide service expansion would likely be sustained by RTD.

Staff welcome Council input and direction on these options. Outside of the pilot options, staff will continue to pursue external funding. Promising opportunities include the RTD Partnership Program, DRCOG's Transportation Improvement Program and clean transit funding through CDOT. Beginning in 2025, Senate Bill 24-230 will provide a new long-term statewide funding source for transit through both formula-based and competitive grants. While CCOB is not eligible for the formula-based funding, staff are hopeful that the competitive grants under SB24-230 could provide additional transit funding, though specific funding levels are not yet known. Staff will monitor these programs closely and position CCOB to apply for funding.



## Next Steps

Next steps will include incorporating or addressing any comments received during this study session in the final report. Staff will return with updates on funding opportunities, potential partnerships as external grant programs arise and RTD planning processes advance.

## City Council Request for Direction

Staff is requesting Council's feedback as this will impact the final drafting of the report. Additionally, staff is requesting specific feedback on the following:

1. Does Council support staff pursuing FlexRide Enhancements with the available pilot funds:

*If Council supports this action, staff will work with RTD to receive confirmation regarding their willingness to accept the funds and operationalize them in Broomfield as outlined in the report. If agreement can be reached, an intergovernmental agreement will be brought back to City Council for future consideration to specify how the funds can support additional vehicles, longer hours, or zone consolidation as recommended in the Transit Study.*

2. Which mobility improvements should be prioritized in the longer term?



# *Final Report* 2025



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## EXECUTIVE SUMMARY .....

### INTRODUCTION .....

The Broomfield Transit Study was an important opportunity for the City and County of Broomfield to lay the groundwork for future public mobility improvements in the city and align future investments with the community's expressed priorities, values and the unmet needs identified in this study.

Transit, including buses, trains, shuttles and vans that are available to the public, is a key component of inclusive and sustainable communities. CCOB conducted this study to identify ways to improve transit access and availability for all ages, abilities and income levels, aligned with the goals and values in the 2016 Transportation Plan. The plan was built around community involvement, with extensive input and feedback from the public and stakeholders incorporated throughout the project.

### BROOMFIELD'S MOBILITY NEEDS .....

The existing conditions analyses and public outreach in the first phase of the project identified three key unmet public mobility needs in Broomfield, which guided the development of the plan's recommendations. These include:

- Local Circulation
- Mobility for Older Adults and People with Disabilities
- Weekend and Evening Transit Service

### PLAN RECOMMENDATIONS .....

The study recommendations focus on three key areas for improving public mobility in Broomfield. These include:

- Introduction of a new fixed-route community connector bus route (as a contracted-service funded by CCOB or future RTD local route)
- Expansion of microtransit service in Broomfield (whether through RTD FlexRide improvements and/or new services)
- Enhancements to Broomfield EasyRide

Broomfield will work with RTD and other partners in the coming years to implement these recommendations in line with available funding resources. The study also presents several policy and programmatic recommendations to promote transit use and ensure future mobility improvements align with active transportation and land use planning efforts.

### PLANNING PROCESS .....



**Data Collection and Existing Conditions Review:** The study began with a market conditions assessment and transit service analysis to understand the current public mobility landscape in Broomfield and identify what is and is not working and where there are gaps. The study also assessed where people live and work, how they travel, the community's key destinations and where there are the greatest concentrations of vulnerable residents or those with unique mobility needs.



**Phase One Public Engagement:** Through multiple surveys, in-person popup events and virtual stakeholder meetings, the project team collected input from the community to better understand residents' mobility needs and their preferences for transit improvements.



**Unmet Needs Assessment and Recommendations Development:** Using the public input and analysis findings, the project team identified the community's most pressing unmet needs. These needs guided the plan's recommendations, in an effort to target transit investments where they are most needed.



**Phase Two Public Engagement:** We asked community members what they thought of the draft recommendations, through in-person pop-up events, virtual meetings and online engagement tools. This feedback helped to inform the final recommendations presented in this document.

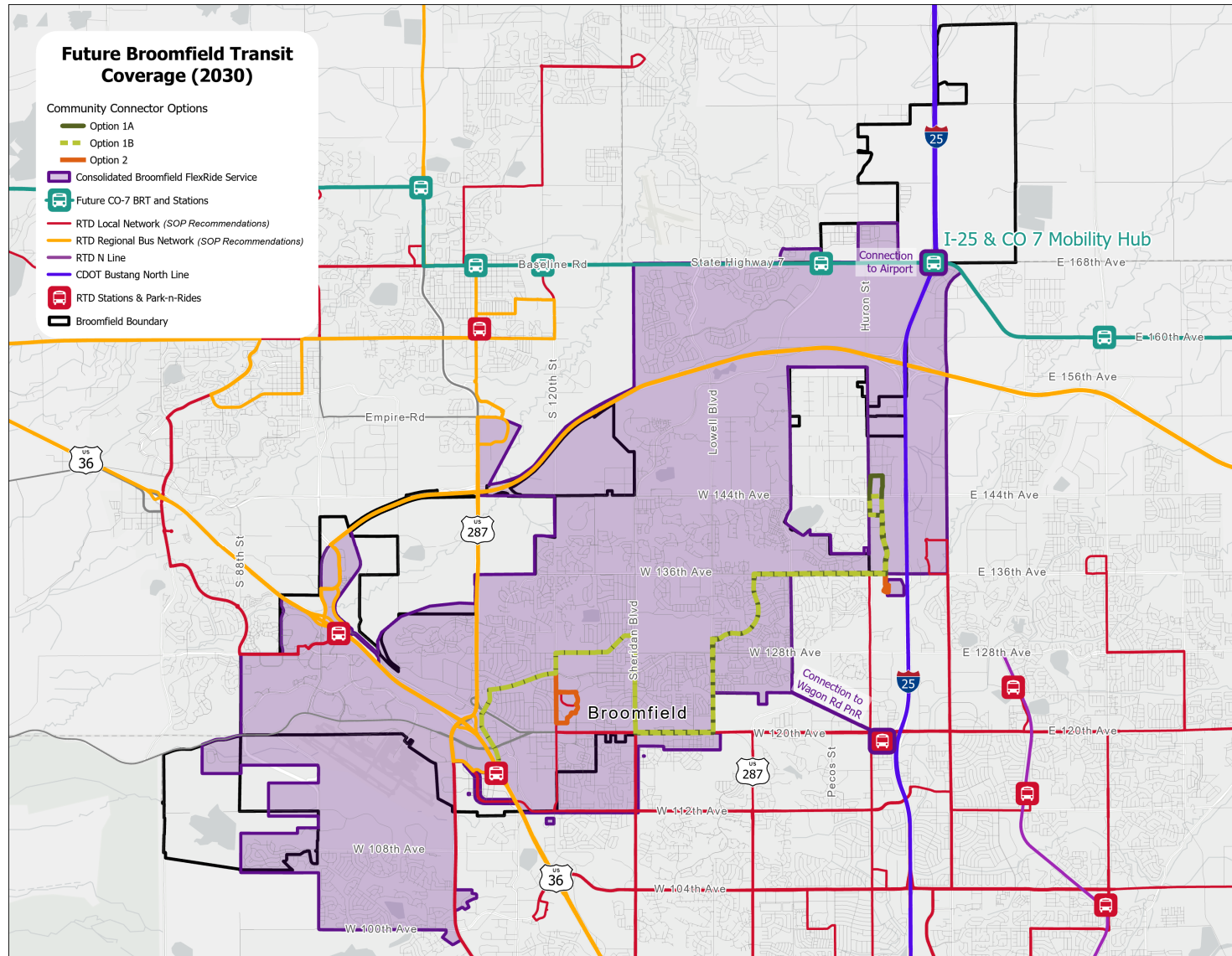


**Final Plan:** This document is the culmination of a year-and-a-half long effort to develop a roadmap for future transit investments in Broomfield. As Broomfield continues to grow and new residential, shopping or employment centers develop, CCOB will continue to assess the city's mobility needs and advance strategies that will ensure Broomfield remains an attractive community well into the future.

## FUTURE TRANSIT VISION .....

This map presents a “transit vision” for future coverage in Broomfield by 2030. This would include RTD fixed-route bus, consolidated FlexRide service, one of the community connector alignment options described in this document, as well as the future BRT service on CO-7. While RTD’s planned

local and regional bus network from the 2022 System Optimization Plan (SOP) is shown, additional improvements for Broomfield as part of RTD’s upcoming comprehensive operational analysis (COA) study are possible.



# 1 PROJECT INTRODUCTION .....

Welcome to the Broomfield Transit Study Final Report! This document is the culmination of an 18-month study conducted by the Transportation Division of the City and County of Broomfield's (CCOB) Community Development Department, in collaboration with its consultant team, other city departments and local and regional stakeholders.

Transit, including buses, trains, shuttles and vans that are available to the public, is a key component of inclusive and sustainable communities. CCOB conducted this study to identify ways to improve transit access and availability for all ages, abilities and income levels, aligned with the goals and values in the 2016 Transportation Plan. The plan was built around community involvement, with extensive input and feedback from the public and stakeholders incorporated throughout the project.

Broomfield continues to grow and change and so do the mobility needs of its residents. This study considered where people live, work, shop and partake in life's daily activities, now and into the future. Today's travel patterns, and the corresponding unmet public transit needs, may change in the future with new developments, shifts in work and commuting behavior or other factors. While this study incorporated recent changes and anticipated future growth, it will be important for CCOB to continue to analyze and monitor community conditions and travel patterns and seek public input as it looks to implement the plan's recommendations. Longer-term and aspirational mobility objectives should be reviewed and updated as part of transportation planning efforts in future years.

The remainder of the section provides an overview of the study, its key findings and recommendations.



## 1.1 PROJECT GOALS .....

The Broomfield Transit Study was an important opportunity for the CCOB to lay the groundwork for future public mobility improvements in the city and align future investments with the community's expressed priorities, values and the unmet needs identified in this study. The project's three goals included:

- **Engaging** with the community to better understand their travel behavior and mobility needs.
- **Identifying** unmet transit needs and mobility gaps in Broomfield.
- **Developing** practical, community-supported strategies to improve public mobility for all ages, abilities and incomes.

## 1.2 PROJECT OVERVIEW AND PROCESS .....

This study was a grant-funded project conducted in partnership with the Denver Regional Transportation District (RTD). The project team worked closely with RTD throughout the study, as well as with stakeholders from neighboring jurisdictions, other regional government bodies and human services organizations in and around Broomfield. This study was an important project for Broomfield, both in terms of understanding the impacts of RTD service reductions this decade and identifying gaps in transit access through a collaborative, community-driven process.

The project was organized into two phases:

- **Phase One** of the project focused on an analysis of current community conditions and the current public transit services offered within Broomfield and the collection of public and stakeholder input. The latter effort included multiple surveys, pop-up outreach engagements at key community events and destinations and listening sessions with stakeholders and advocates for vulnerable demographic groups.
- **Phase Two** included the development of plan recommendations and a second round of public engagement. The project team utilized the results of the Phase One public outreach process, in concert with the existing conditions analyses, to develop the draft recommendations. These recommendations were presented to the public and stakeholders in the second round of outreach to build community buy-in and support for the recommendations and solicit feedback to ensure the final recommendations align with residents' mobility needs and priorities. The project team then incorporated this input into the Final Plan, which is presented here.

Why Does this Project Matter?

- **Transit gaps are growing:** RTD service cuts over the past seven years and changing travel patterns and growth have resulted in mobility gaps in the community.
- **The community wants more options:** 90% of surveyed residents said high-quality transit is important. There is strong public support for new local connections, better access to regional transit and essential services.
- **Inclusivity and access are paramount:** vulnerable residents without reliable transportation options would benefit from improved transit access. Transit helps promote inclusive and sustainable communities and allows for everyone to participate in new opportunities and community amenities.
- **Funding presents a rare opportunity:** CCOB staff secured a grant through DRCOG in 2019. A portion was used for this study and the remainder is reserved for a pilot mobility project.

1.3 PROJECT TIMELINE .....

The Broomfield Transit Study began in Spring 2024 and concluded in Fall 2025. The first phase of the project, from Spring 2024 through the fall of that year, included the first phase community engagement and outreach and the community conditions analysis. The project team then developed the draft recommendations over the remainder of 2024 and the beginning of 2025. The second round of outreach occurred in Summer 2025 and the Final Plan was completed in Fall 2025. See Figure 1 for an overview of the project timeline.

1.4 STUDY AREA AND DATA SOURCES .....

The project team defined the study area as Broomfield’s current city-county boundaries and divided it into five study zones. These zones were designated based on geographical barriers, development patterns and population density. Designating separate zones provided a more nuanced analysis of community character and mobility patterns and ensured that distinguishing features of areas within Broomfield were considered.

Figure 1: Broomfield Transit Study Timeline

| Apr 2024      | May 2024                          | Jun 2024        | Jul 2024 | Aug 2024 | Sep 2024 | Oct 2024 | Nov 2024 | Dec 2024 | Jan 2025              | Feb 2025 | Mar 2025 | Apr 2025        | May 2025     | Jun 2025   | Jul 2025 | Aug 2025    | Sep 2025 | Oct 2025     |
|---------------|-----------------------------------|-----------------|----------|----------|----------|----------|----------|----------|-----------------------|----------|----------|-----------------|--------------|------------|----------|-------------|----------|--------------|
|               |                                   |                 |          |          |          |          |          |          |                       |          |          |                 | <div>✓</div> |            |          |             |          | <div>✓</div> |
| Project Start | Existing Conditions & Unmet Needs |                 |          |          |          |          |          |          |                       |          |          |                 |              |            |          |             |          |              |
|               |                                   |                 |          |          |          |          |          |          | Draft Recommendations |          |          |                 |              |            |          |             |          |              |
|               |                                   | Public Outreach |          |          |          |          |          |          |                       |          |          | Public Outreach |              |            |          |             |          |              |
|               |                                   |                 |          |          |          |          |          |          |                       |          |          |                 |              | Final Plan |          | Project End |          |              |

☑ CCOB City Council Study Session



The five zones conform with U.S. Census Bureau block group boundaries to allow for more consistent analysis across datasets. The zones are outlined below and shown in Figure 2.

- **Zone 1:** Interlocken/US 36 Corridor
- **Zone 2:** South-Central Broomfield
- **Zone 3:** Central Broomfield
- **Zone 4:** North-Central Broomfield
- **Zone 5:** North Broomfield

Data sources for this project included:

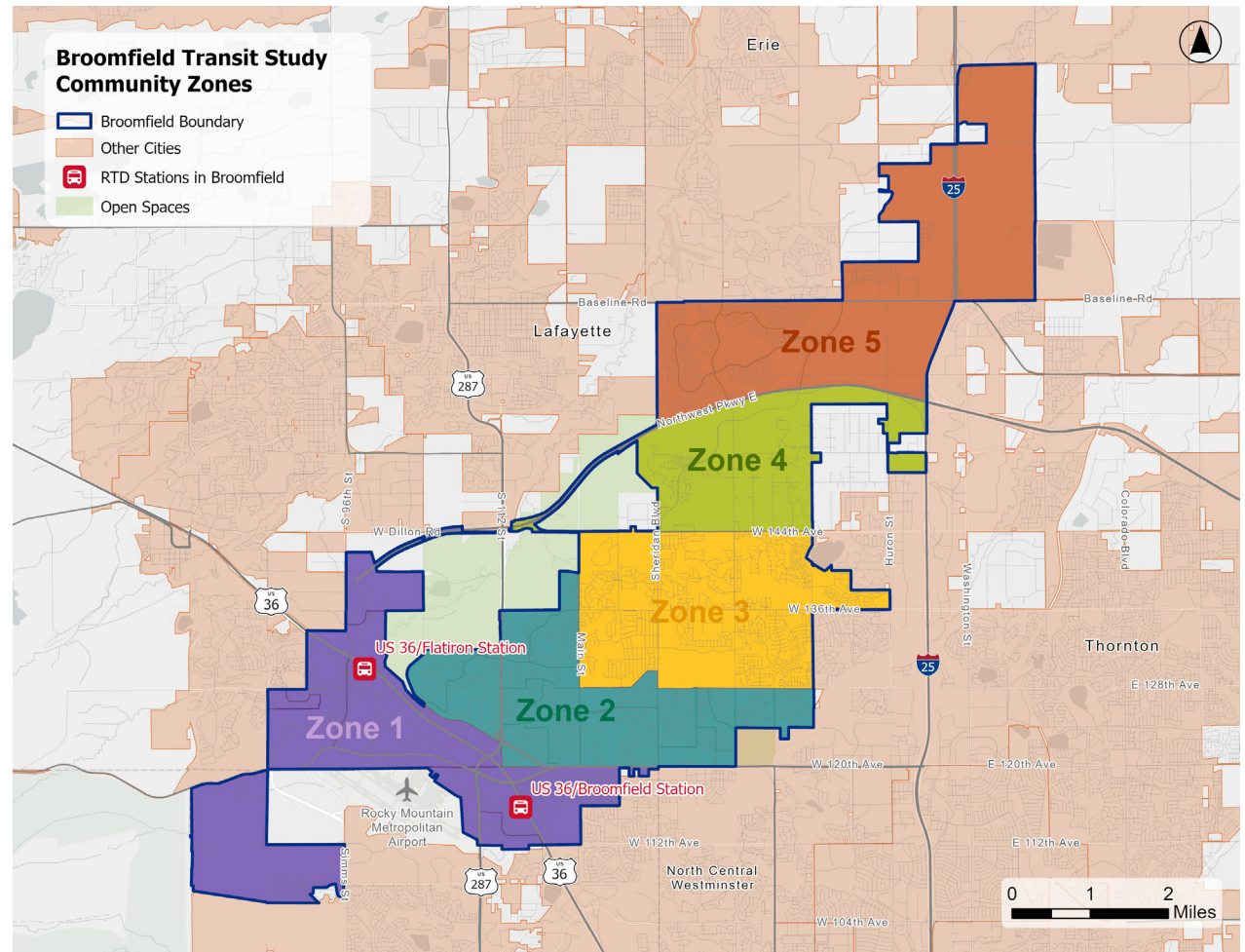
- U.S. Census Bureau Data (2010 and 2020 Decennial Census, 2022 American Community Survey (ACS) 5-year estimates and 2021 Longitudinal Employer-Household Dynamics (LEHD) data)<sup>1</sup>
- Replica travel demand modeling platform (Fall 2023 data)<sup>2</sup>
- Existing local and regional planning documents (See the full Community Conditions Analysis report in Appendix A for a list of the reports)
- Ridership and performance data for RTD fixed route and FlexRide services in Broomfield and Broomfield's EasyRide program (Fall 2023)<sup>3</sup>
- Interviews and fieldwork with CCOB and RTD staff

<sup>1</sup> 2022 was the most recent ACS 5-Year Estimates dataset available at the time of this study. ACS 5-Year Estimates products are more precise than 1-year estimates and are available at smaller geography levels.

<sup>2</sup> Replica is an online platform that utilizes anonymized location-based data from mobile devices, credit card transaction data, U.S. Census data and other sources to provide comprehensive and representative models of regional and local travel patterns.

<sup>3</sup> See Section 3 of this report for more information about these services.

**Figure 2: Broomfield Transit Study Community Zones**



## 1.5 PUBLIC ENGAGEMENT SNAPSHOT .....

Public outreach was a critical component of the Broomfield Transit Study. By engaging with the community and asking residents about how and where they currently travel, why they do or not use transit and what they would prioritize for future mobility investments, the project team was able to build community support for the project and ensure the identified unmet needs and plan recommendations aligned with resident's most pressing needs.

The project team conducted two rounds of outreach during the project:

- The first phase of outreach occurred between June and October 2024, with a combined virtual and in-person approach. This engagement effort reached over 3,000 people through pop-up events, surveys, website updates, one-on-one interviews and focus group meetings. The purpose of this phase of engagement was to spread awareness of the project and collect input from Broomfield residents on the types of improvements they would like to see and how CCOB should prioritize investments.
- The project team conducted the second phase of outreach between June and August 2025, with a combined virtual and in-person approach. This engagement effort included seven pop-up events, virtual stakeholder focus group meetings and an online survey. The purpose of this phase of engagement was to gather feedback on the draft recommendations ahead of finalizing the plan.

Key findings from the first outreach phase, along with the existing conditions analyses, informed the unmet mobility needs and guided the plan's recommendations. These included:

- Broomfield residents want more transit.
- Local circulation and improved connectivity is most important.
- The mobility needs of certain demographics are not being met.

More information on the public engagement process and findings can be found in Section 4 of this report.

## 1.6 KEY UNMET NEEDS FINDINGS .....

The existing conditions analyses and public outreach in the first phase of the project identified three key unmet public mobility needs in Broomfield, which guided the development of the plan's recommendations. By focusing on the community's most pressing transit needs and matching them with available mobility options, the project team was able to ensure the Final Plan recommendations are equitable and align with the community's preferences. A discussion of these unmet needs can be found in Section 5 of this report.

The three key unmet needs identified in the study include:

- Local Circulation
- Mobility for Older Adults and People with Disabilities
- Weekend and Evening Transit Service

## 1.7 RECOMMENDATIONS OVERVIEW .....

Bringing together the findings of the existing conditions analyses and input from the public, current transit riders and stakeholders (including representatives from diverse social and human services organizations, local businesses, staff from local and regional government agencies and Broomfield City Council members), the project team developed a set of recommendations to guide future public mobility investments and transportation planning in Broomfield.

These recommendations, which are discussed in more detail in Section 6 of this document, include:

- Introduction of a new fixed-route community connector bus route (as a contracted-service funded by CCOB or future RTD local route)
- Expansion of microtransit service in Broomfield (whether through RTD FlexRide improvements and/or new services)
- Enhancements to Broomfield EasyRide
- Additional policy and programmatic recommendations



## 1.8 KEY IMPLEMENTATION & COST CONSIDERATIONS .....

Next steps for implementation of a grant-funded pilot project are discussed in Section 7 of this document. The recommendations developed in this study are a mix of actionable items that could be funded and implemented by CCOB and recommendations for improvements to RTD's services in Broomfield.

The remaining grant funding available to Broomfield that was not utilized for this study is intended for a future mobility pilot project. However, it is most likely not sufficient to fully support the cost of a new mobility service in Broomfield. CCOB will need to identify additional funding source(s) and pursue additional grant awards if it is not feasible for it to be funded from the City and County's annual operating budget. It will also be important for CCOB to secure a sustainable long-term funding source or have the service be incorporated into RTD's service plan if the service proves successful and is continued beyond the pilot period.

## 2 MARKET ASSESSMENT .....

### 2.1 OVERVIEW .....

This Community Conditions Analysis focuses on the land use, demographic makeup and travel patterns within Broomfield and the surrounding area to gather insights on **where people live, where they work and how they choose to travel**. Ultimately, this chapter will explain Broomfield's mobility needs, its market for transit and will inform future recommendations for offering more convenient and accessible transit options. The full report, which can be found in Section 8.1 (Appendix A), begins with a review of the "origin" side of travel - the people who make up the community and where they live. This is followed by the "destination" side - key community destinations and employment. These two then come together to shape our understanding of how people are traveling and the built environment that influences their mobility choices. A discussion of the report's key findings are below, followed by several key sections.

### Key Findings

This chapter provides an overview of current community conditions, as they relate to the population, jobs, destinations and general public travel patterns. The analysis of these factors and consideration of the built environment and development patterns helped to inform the Broomfield Transit Study's recommendations.

Key findings from the Community Conditions Analysis include:

- **Higher-density residential and mixed-use development is occurring in southwestern Broomfield (Interlocken/US 36 Corridor), along West 120th Avenue and in North Broomfield.** There is an emerging trend of mixed-use development in southwestern Broomfield, along West 120th Avenue and in North Broomfield. Currently, the more northern portions of the city are primarily residential and generate fewer trips, but mixed-use projects have been built and are proposed in North Broomfield. In general, areas around US 36 and Interlocken or along West 120th Avenue are dominated by commercial and retail uses that generate significant travel demand. Trips to and from south-central and southwestern Broomfield account for the majority of internal travel.
- In terms of community demographics, many areas of the community are relatively affluent with near universal private vehicle ownership or access. **However, there are locations with greater concentrations of demographic groups who are traditionally more likely to use public transit, such as low-income populations, zero-vehicle households and people with disabilities.** It is especially important to consider this latter group closely and the needs of other vulnerable populations such as older adults.
- **Most travel is local or to neighboring cities.** Among all general public travel in Fall 2023, 52% of weekday trips and 54% of weekend trips that start or end in Broomfield are either internal to Broomfield or go to or from nearby Westminster or Thornton. Broomfield residents travel longer distances for daily or weekly destinations and connectivity to neighboring cities is key.
- **Broomfield's land use and development patterns influence transit's potential.** With strong separation of uses in most parts of the county and single-unit home subdivisions dominating the housing stock, there are limited corridors and neighborhoods where fixed route bus transit can effectively serve residents in a cost-effective manner. However, more mixed-use in newer developments is occurring especially along transit corridors. Those parts of Broomfield that can support sustainable public mobility will require a transit network that balances neighborhood, community and regional travel needs.

## 2.2 POPULATION

### Population Trends

With the rapid growth of Broomfield and the surrounding Denver Metropolitan area, capturing the changes in population is an important part of evaluating current and potential future transit services. Further, it helps ensure equitable allocation of services and access to transit.

Broomfield is home to 74,112 people according to the U.S. Census Bureau's 2020 Decennial Census, increasing by 33% since 2010. The vast majority of this population growth has occurred in the Interlocken/US 36 Corridor and North Broomfield study zones. These two zones account for 83% of Broomfield's population growth between the two censuses, comprising some 15,000 out of the 18,200 new residents. (See Table 1.)

*Table 1: Broomfield Population, 2010 vs. 2020*

| Broomfield Population - 2010 vs. 2020 |               |               |            |
|---------------------------------------|---------------|---------------|------------|
| Study Zone                            | 2010 Census   | 2020 Census   | Change     |
| Zone 1: Interlocken/US 36 Corridor    | 4,638         | 13,425        | 189%       |
| Zone 2: South-Central Broomfield      | 24,282        | 25,021        | 3%         |
| Zone 3: Central Broomfield            | 22,738        | 24,256        | 7%         |
| Zone 4: North-Central Broomfield      | 1,648         | 2,578         | 56%        |
| Zone 5: North Broomfield              | 2,583         | 8,832         | 242%       |
| <b>Total</b>                          | <b>55,889</b> | <b>74,112</b> | <b>33%</b> |

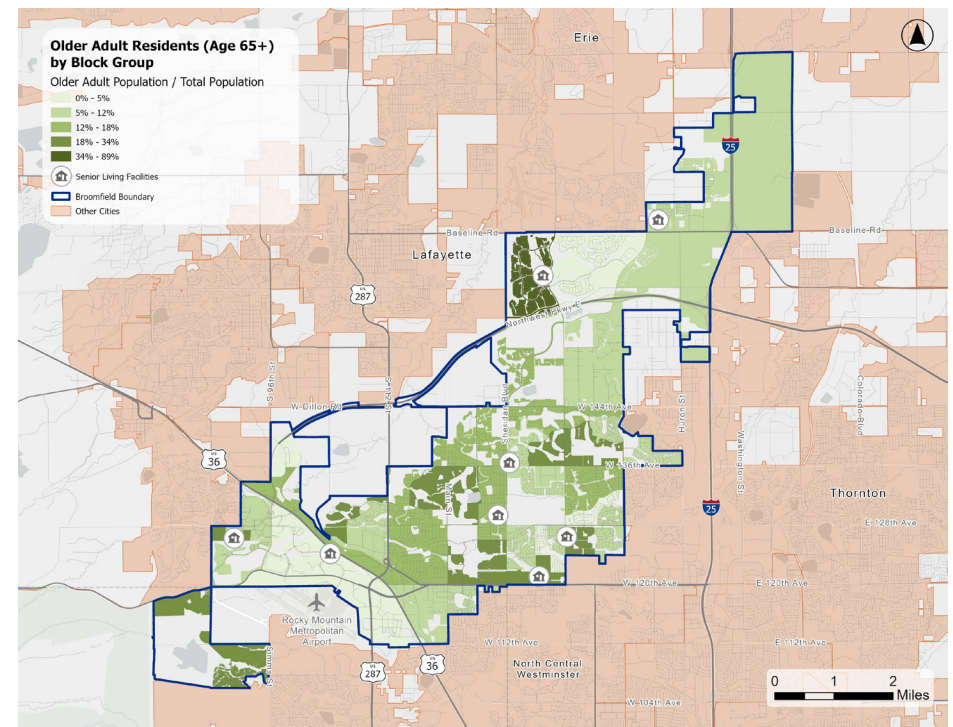
### Older Adults

Older adults currently comprise around 15% of Broomfield's overall population. On a study zone level, this ranges from 10.7% in the Interlocken/US 36 Corridor zone to as high as 19.8% in the North Broomfield zone. While the latter zone's overall population numbers are smaller than most of the other study zones at 12% of the city total, it is home to 16% of the city's old adults. As development of North Broomfield continues and older adult populations grow, future transportation planning efforts should reexamine this portion of Broomfield and identify any unmet mobility needs that have emerged or grown since this study.

According to recent data from the Colorado State Demographers Office, the older adult population in Broomfield, Colorado is projected to significantly increase, with the "65+" age group experiencing the fastest growth rate compared to other age brackets within the county; this trend aligns with Colorado's overall aging population, where a large portion of population growth is expected to be among older adults. The 65+ cohort accounts for 16% of the total state population and is expected to increase to 20% by 2035. Many older adults may no longer be able to drive or choose not to, making them more reliant on public transit or other mobility services to meet their travel needs.

As shown in Figure 3, the block groups with the highest share of older adult residents are those containing age-restricted 55+ housing, such as the Anthem Ranch community in North Broomfield and the Gate-N-Green community near Main Street and West 136th Avenue in South-Central Broomfield. The suburban character and auto-oriented development patterns in Broomfield may make it challenging for some older adults to "age in place" and remain mobile.

*Figure 3: Older Adult Population*



## Population Density

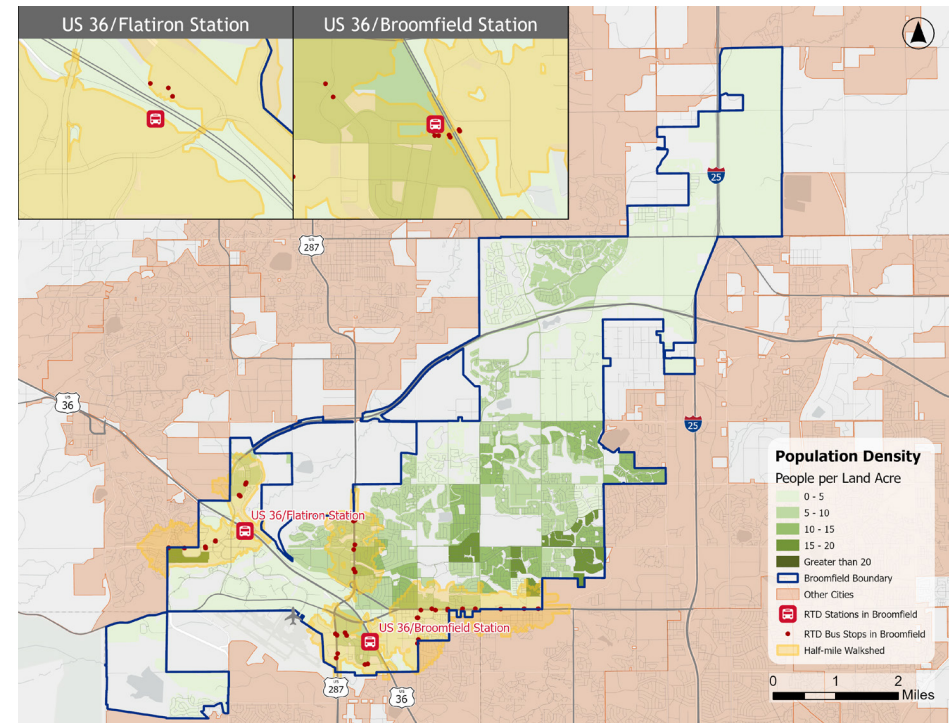
Broomfield has an average population density of **4.8 people per acre** (3,098 people per square mile).<sup>4</sup> The population density calculation excluded water, parks/designated open space, and the three Census block groups encompassing the Northwest Parkway right-of-way with zero population. Undeveloped parcels were, however, included in the total land area.

As shown in Figure 4, population densities are highest in the southern and central areas of Broomfield (Zones 2 and 3), which are primarily residential and have had more established and stable populations this century. On a study zone basis, population density varies widely. The South Central (Zone 2) and Central (Zone 3) zones have the highest densities, at 9.6 and 8.9 people per acre, respectively. The North Central Broomfield and North Broomfield zones (Zones 4 and 5), encompassing all of Broomfield north of 144th Avenue, are the most sparsely populated and both average just 1.8 residents per acre. The Interlocken/US 36 Corridor is about twice as dense, at 3.6 people per acre.

While population density alone does not dictate transit's viability or success, it is an important factor in considering where transit can cost effectively meet residents' mobility needs and the type of service to provide (e.g., fixed route local bus, commuter/express bus, community circulator, on-demand microtransit, etc.). A population density of around 15.6 people per acre (10,000 people per square mile) is generally considered the ideal density to effectively support a robust public transit system.

Greater population densities mean more people are concentrated together and create a larger potential rider base for transit services in the region. Denser areas are ideal for transit as they are generally more walkable and provide a closer connection between housing and key destinations. Moreover, transit in dense areas can serve a greater number of people in a shorter distance, increasing its competitiveness with car travel and cost effectiveness in delivering mobility.

Figure 4: Broomfield Population Density (2022)



## Future Trends

The Denver Metropolitan area has seen a 17% increase in population while Colorado has had a 15% increase from 2010 to 2020. According to Broomfield's 2016 Comprehensive Plan, the city's population is expected to be among the fastest-growing areas until 2030, with growth rates significantly declining afterwards due to geographic buildout limitations. By 2040, the plan estimates that Broomfield will have a population of over 95,000.

<sup>4</sup> Land area denominator in density calculation excludes water, parks/designated open space, and the three Census block groups encompassing the Northwest Parkway right-of-way with zero population.



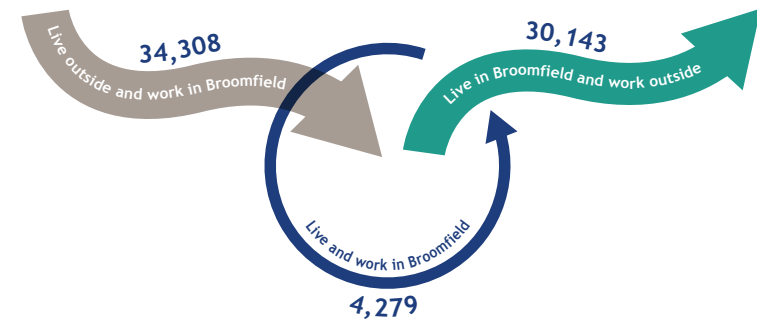
In contrast to the 2016 projections, Broomfield’s 2021 Long Range Financial Plan expects a much larger increase in population. Compared to the City’s 2020 population of 72,990, the plan suggests that population will increase 47% to 107,376 in 2035.<sup>5</sup> It further states that the projected population at buildout is 114,504. Notably, the 2024 Open Space, Parks, Recreation and Trails Plan lists an expected growth to 124,000 residents by 2050. As Broomfield reaches these upper population limits, transit’s role in providing sustainable public mobility in the community will need further consideration.

## 2.3 EMPLOYMENT .....

With the development of new medical facilities and mixed-use commercial centers within Broomfield, there is an expected increase in not only the number of jobs, but the amount of travel to these job centers from within and outside of Broomfield. Documenting these changes and identifying trends will help the City and County of Broomfield and its stakeholders better match transit services with the evolving mobility needs of commuters.

US Census data indicates high levels of remote work in Colorado. Colorado was ranked second highest in the nation for remote workforce percentages (38.6%), with 56.4% of those who worked from home at all reporting that they spent five or more days at home.<sup>6</sup> While many companies and organizations are encouraging employees to return to the office, remote work and hybrid schedules are still prominent in Colorado, especially in Denver and Boulder, and must be considered with future mobility recommendations.

According to the most recently available 2021 data from the U.S. Census Bureau’s Longitudinal Employer-Household Dynamics (LEHD) Origin-Destination Employment Statistics, the inflow and outflow of commuters is fairly balanced, with a small share of people who live and work within Broomfield. There are 38,587 who are employed by their primary job in Broomfield. Among these, 4,279 or 11% also live in Broomfield. Conversely, there are 34,422 employed Broomfield residents and 88% (all but the 4,279) commute to jobs outside Broomfield. The top employment cities for Broomfield residents and the top home cities of Broomfield workers are shown in Table 2 and Table 3. Broomfield’s 2016 Comprehensive plan is shown for comparison. Broomfield residents’ employment locations are concentrated in cities that are nearer to Broomfield, while externally-residing Broomfield workers are coming from more cities that are further away.



**Table 2: Top Employment Cities for Broomfield Residents**

| Top Employment Cities for Broomfield Residents |                           |       |
|------------------------------------------------|---------------------------|-------|
| City                                           | 2016 (Comprehensive Plan) | 2021  |
| Denver                                         | 19.5%                     | 19.0% |
| Boulder                                        | 14.2%                     | 11.4% |
| Broomfield                                     | 14.1%                     | 12.4% |
| Westminster                                    | 6.6%                      | 7.1%  |
| Lakewood                                       | 3.5%                      | 3.5%  |
| Louisville                                     | 3.3%                      | 3.5%  |
| Thornton                                       | 2.1%                      | 3.1%  |

**Table 3: Top Home Cities for Broomfield Workers**

| Top Home Cities for Broomfield Workers |                           |       |
|----------------------------------------|---------------------------|-------|
| City                                   | 2016 (Comprehensive Plan) | 2021  |
| Broomfield                             | 11.7%                     | 11.1% |
| Westminster                            | 10.6%                     | 8.6%  |
| Denver                                 | 9.8%                      | 10.9% |
| Thornton                               | 8.1%                      | 7.6%  |
| Arvada                                 | 5.4%                      | 5.2%  |
| Aurora                                 | 3.4%                      | 3.2%  |
| Longmont                               | 2.9%                      | 3.1%  |

<sup>5</sup> Note: Broomfield’s 2021 update to its Long Range Financial Plan reported a 2020 actual population of 72,990. The 2020 Decennial Census recorded 74,112 residents.

<sup>6</sup> Source: U.S. Census Bureau Household Pulse Survey, January 9 - February 5, 2024.

The top 15 employers in the service area, shown in Table 4, provide jobs for between an estimated 300 and 1,650 employees and account for around a quarter of the total jobs in the City. The vast majority of these employers are located in the Interlocken/US 36 Corridor. The top employment sectors are shown in Table 5, with professional/technical services, management, information and retail accounting for around half the jobs in Broomfield.<sup>7</sup>

**Table 4: Top Broomfield Employers (2023)**

| Top Broomfield Employers (2023)                         |                                   |                        |
|---------------------------------------------------------|-----------------------------------|------------------------|
| Employment Centers                                      | Industry                          | Total Jobs (Estimated) |
| Oracle America                                          | Technology-Software               | 1,650                  |
| Intermountain Health                                    | Healthcare Mgt/Finance            | 1,550                  |
| BAE Systems                                             | Aerospace, Containers             | 1,100                  |
| Hunter Douglas                                          | Manufacturing                     | 950                    |
| City and County of Broomfield                           | Government                        | 900                    |
| Vail Resorts                                            | International Ski Area Operations | 750                    |
| Danone Foods (formerly WhiteWave)                       | Food Products                     | 600                    |
| Crocs                                                   | Lifestyle Shoes/Products          | 600                    |
| Broadcom Inc.                                           | Technology-Hardware               | 500                    |
| VMware                                                  | Technology-Software               | 450                    |
| Children's Hospital Colorado (North Campus, Broomfield) | Healthcare                        | 350-400                |
| Opentext (former Webroot)                               | Technology-Software               | 350                    |
| Omni Interlocken Resort                                 | Hospitality                       | 325                    |
| GoGo Technology                                         | Technology - Aviation             | 300                    |
| Carefree of Colorado                                    | Manufacturing                     | 300                    |

**Table 5: Top Broomfield Employment Sectors**

| Top Broomfield Employment Sectors                          |               |
|------------------------------------------------------------|---------------|
| Industry/Sector                                            | Share of Jobs |
| Professional, Scientific, and Technical Services           | 15%           |
| Management of Companies and Enterprises                    | 14%           |
| Information                                                | 13%           |
| Retail Trade                                               | 9%            |
| Manufacturing                                              | 8%            |
| Health Care and Social Assistance                          | 8%            |
| Accommodation and Food Services                            | 6%            |
| Construction                                               | 5%            |
| Finance and Insurance                                      | 5%            |
| Wholesale Trade                                            | 4%            |
| Administration & Support, Waste Management and Remediation | 4%            |
| Public Administration                                      | 3%            |

## Jobs Density

Broomfield has an average job density of around 2.6 jobs per acre (1,664/ square mile). However, as shown in Figure 5, jobs are not evenly distributed throughout the community. Around two-thirds of jobs, at a density of 7.5 per acre, are concentrated west of US 36 in the Interlocken and Flatiron Crossing area.<sup>8</sup> Lower-wage jobs (paying less than \$3,333/month, or \$19.23/ hour for full-time workers) are also concentrated in this area but are also found in higher concentrations east of US 36 than higher paying jobs. Many of Broomfield's service, retail and healthcare jobs are outside the Interlocken area. Identifying hot spots of low-wage jobs is important as these employees are more likely to commute to work using transit than those with higher paying jobs. See Table 6 for a breakdown of job counts, densities and the share of jobs among the five study zones for all jobs, lower-wage jobs and higher-wage jobs.<sup>9</sup>

<sup>7</sup> The U.S. Census Bureau defines the "Information" sector as including the production and distribution of information and cultural products, such as sound and film production, publishing, software publishing, broadcasting, telecom and web hosting, computing infrastructure, and other similar fields.

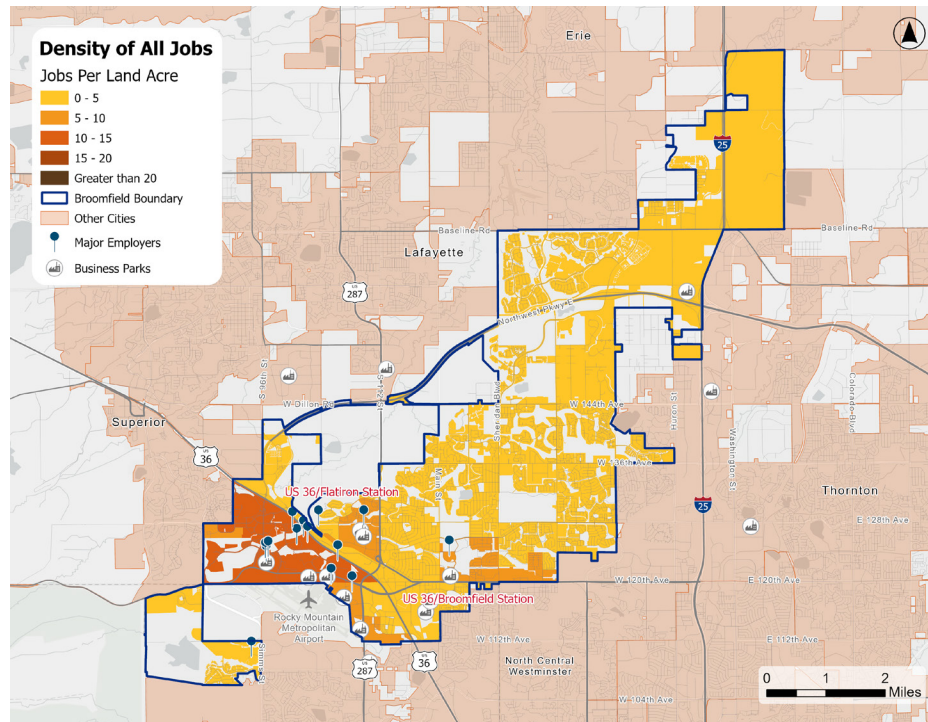
<sup>8</sup> The second-most job dense study zone after the Interlocken/US 36 Corridor zone is the South-Central Broomfield zone (Zone 2) at 3.7 jobs per acre. The other three zones all contain fewer than one job per acre.

<sup>9</sup> The U.S. Census Bureau's LEHD Origin-Destination Employment Statistics (LODES) data only separates worker wages into three groups. For this analysis, the "lower-wage" jobs are those in the two lowest groups, earning less than \$3,333 per month. The "higher-wage" category includes those earning more than \$3,333 per month (or \$39,996 annually for a full-time worker).

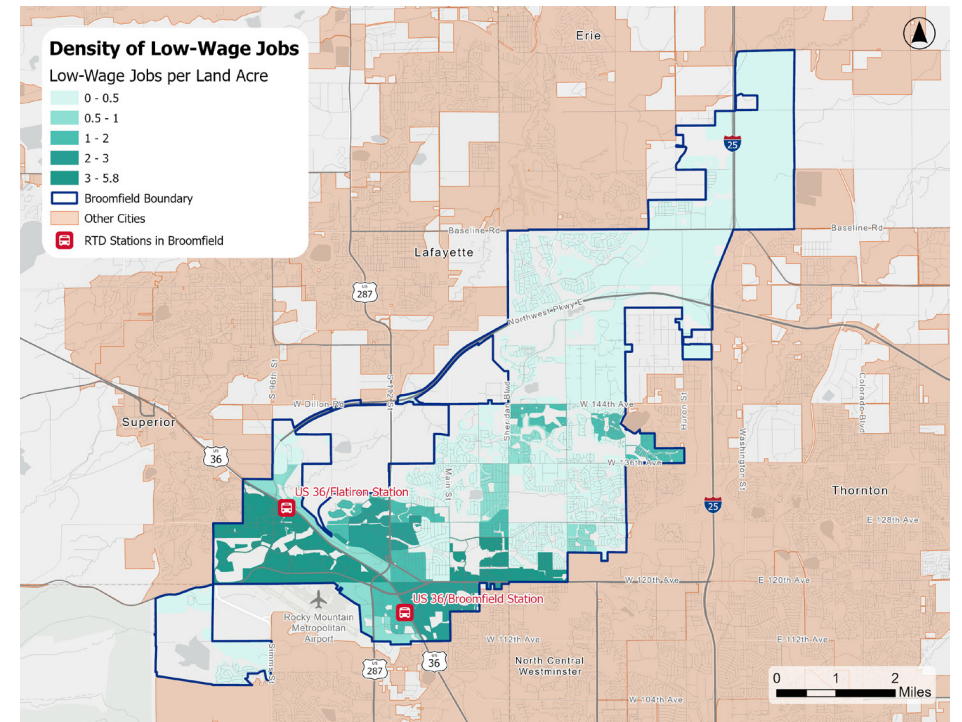
**Table 6: Job Counts, Densities and Percent by Study Zone (2021)**

|                            | Job Count     |               |               | Density    |            |             | Percent  |            |             |
|----------------------------|---------------|---------------|---------------|------------|------------|-------------|----------|------------|-------------|
|                            | All Jobs      | Lower-Wage    | Higher-Wage   | All Jobs   | Lower-Wage | Higher-Wage | All Jobs | Lower-Wage | Higher-Wage |
| Interlocken/US 36 Corridor | 26,764        | 7,989         | 18,775        | 7.5        | 2.2        | 5.3         | 65.8%    | 54.5%      | 72.1%       |
| South-Central Broomfield   | 10,102        | 4,964         | 5,138         | 3.6        | 1.8        | 1.8         | 24.8%    | 33.9%      | 19.7%       |
| Central Broomfield         | 2,227         | 1,167         | 1,060         | 0.8        | 0.4        | 0.4         | 5.5%     | 8.0%       | 4.1%        |
| North-Central Broomfield   | 357           | 171           | 186           | 0.2        | 0.1        | 0.1         | 0.9%     | 1.2%       | 0.7%        |
| North Broomfield           | 1,246         | 359           | 887           | 0.3        | 0.1        | 0.2         | 3.1%     | 2.5%       | 3.4%        |
| <b>All of Broomfield</b>   | <b>40,696</b> | <b>14,650</b> | <b>26,046</b> | <b>2.6</b> | <b>0.9</b> | <b>1.7</b>  |          |            |             |

**Figure 5: Broomfield Job Density**



**Figure 6: Broomfield Low-Wage Job Density**





## 2.4 CURRENT TRAVEL PATTERNS .....

Advancements in data collection and technology have made it possible to better understand and document the nuances of travel behavior more than ever before. Replica, an online software program, utilizes anonymized location-based data from mobile devices, credit card transaction data, U.S. Census data and other sources to provide comprehensive and representative databases of regional and local travel patterns.

Replica produces datasets that highlight **when** people travel, **where** they begin and end their trip, their **trip purpose** and **how far** they travel. These data records, numbered in the hundreds of thousands, provide insights on whether existing transit services within and outside of Broomfield align with the mobility needs of current and potential riders. With **more than 400,000 weekday trips** taken during the Fall of 2023, matching public mobility service design with predominant travel patterns is a key ingredient for creating an equitable and sustainable community. This Community Conditions Analysis reviews Replica travel pattern data (trips that begin or end within the boundaries of Broomfield) from average weekdays and weekends in Fall 2023.

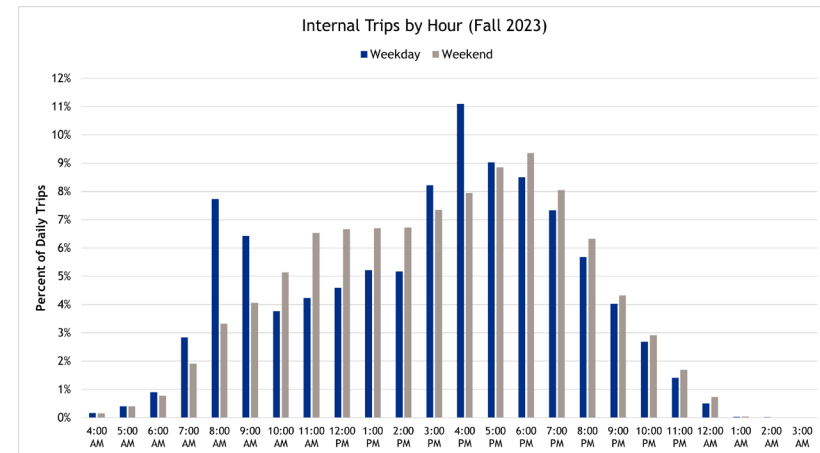
To accurately capture all travel flows to and from Broomfield, this travel pattern analysis covers **internal trips** (trips that begin and end within Broomfield) and **external trips** (which start or end in Broomfield but touch another community). For some of the analyses, external travel is further divided into outbound trips leaving Broomfield and inbound trips ending in Broomfield. The data was filtered to exclude trips that could not be met by transit, such as trips under a half mile or those with a commercial/trucking/delivery purpose.

### Travel by Hour

**Internal Trips:** The volume of **weekday** trips is peak-oriented, with the greatest hourly share of travel occurring in the a.m. and p.m. peak periods. (See Figure 7.) The high share of travel in the 3 a.m. and 4 p.m. hours indicates trips to or from K-12 schools are a major component of internal weekday travel in Broomfield.

**Weekend** travel is more consistent across the day and builds through the afternoon, which is typical of metro areas. Most people do not work on weekends and typically travel later in the day.

Figure 7: Internal Travel by Hour



**External Trips:** Weekday trips have a more constant volume of trips but still peak in the 7 to 10 a.m. and 3 to 6 p.m. periods. Compared to internal trips, there is a larger volume earlier in the morning and later into the evening - likely reflecting a longer commute. Hourly trip distribution is similar between travel entering Broomfield and leaving the community. (See Figure 8 and Figure 9.) As noted later in the employment section, Broomfield's job inflow/outflow is fairly balanced between residents commuting to jobs elsewhere and residents of other cities commuting to work in Broomfield. Similarly to internal trips, weekend travel is more constant and with a greater share of midday and evening trips than on weekdays.

Figure 8: External Trips Leaving Broomfield by Hour

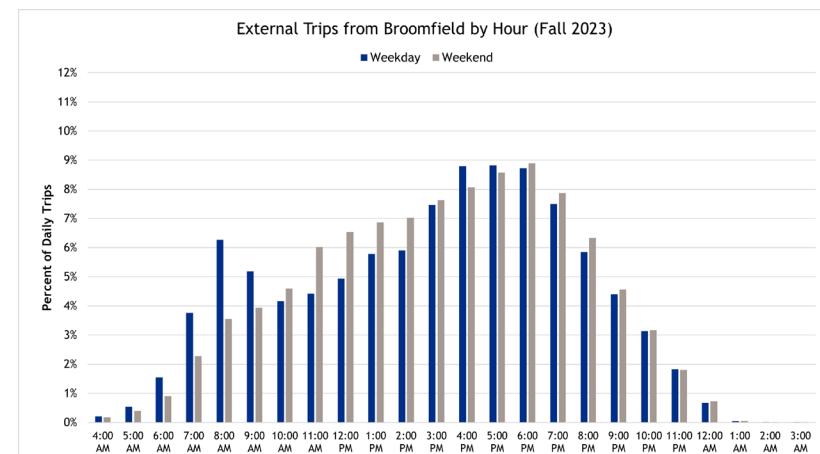
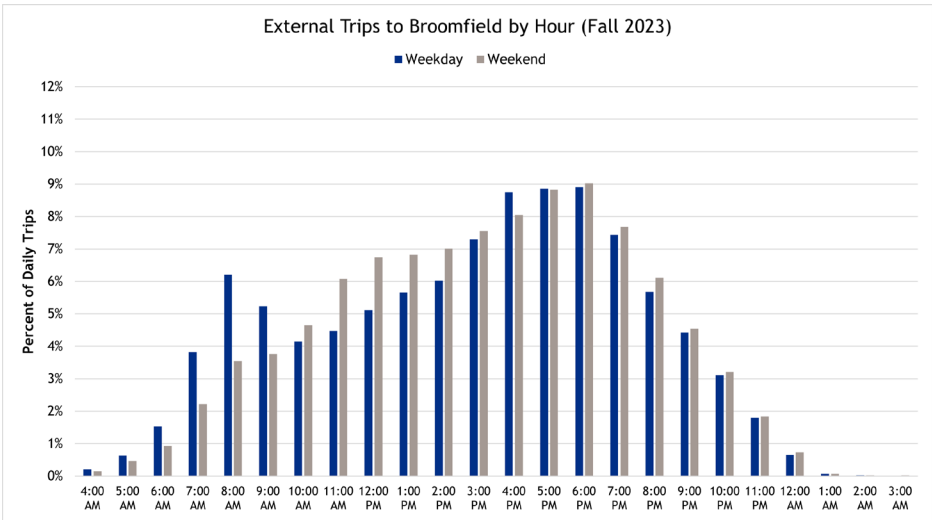


Figure 9: External Trips to Broomfield by Hour



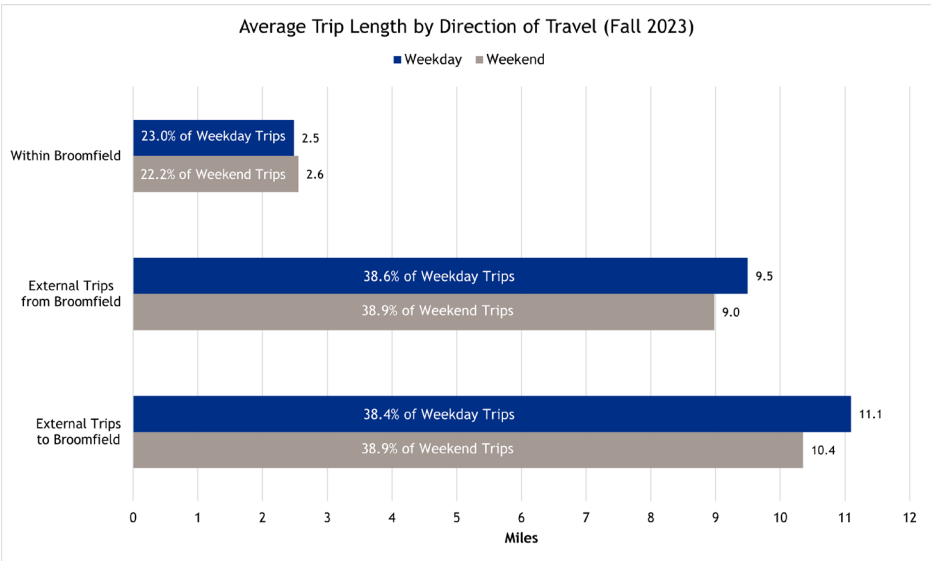
### Trip Length

**Internal Trips:** Trips starting and ending within Broomfield average 2.5 miles on weekdays and 2.6 miles on weekends. (See Figure 10.) Average trip length varies among the five community study zones and correlates with housing and destination densities - trips in the southern parts of Broomfield are shorter than in North Broomfield. Weekend trip lengths are fairly similar to weekdays, but residents do travel slightly longer distances on weekends - suggesting that social, shopping and recreational destinations are further from homes as compared to where their work, school or other weekday destinations are located. This is especially true in North Broomfield, where the difference is most pronounced and weekend trips average nearly one mile longer than weekday trips.

**External Trips:** Unsurprisingly, trips to or from Broomfield are significantly longer than internal travel and average nine or more miles. Conversely, to internal trips, external trips average slightly longer on weekdays than weekends, possibly due to residents’ work being further than their preferred social, shopping or recreational destinations. Trip lengths are longest, at around 12 miles in both directions, for weekday trips coming to or going from the southern parts of Broomfield with the greatest job and destination densities.

Notably, inbound trips to Broomfield average around a mile and a half longer than outbound trips leaving Broomfield. This aligns with the commuting patterns noted elsewhere in the employment section’s list of top employment cities for Broomfield residents and top residence cities for Broomfield workers. Broomfield residents’ employment locations are concentrated in fewer cities that are nearer to Broomfield than externally-residing Broomfield workers who are coming from more cities that are further away. Additionally, commercial destinations like Flatiron Crossing are a regional draw for shoppers across the north metro area. Despite these differences, the quantity of external trips is very balanced in both directions, with an almost equal number of trips entering Broomfield as leaving it on both weekdays and weekends.

Figure 10: Average Trip Length



### Trip Purpose

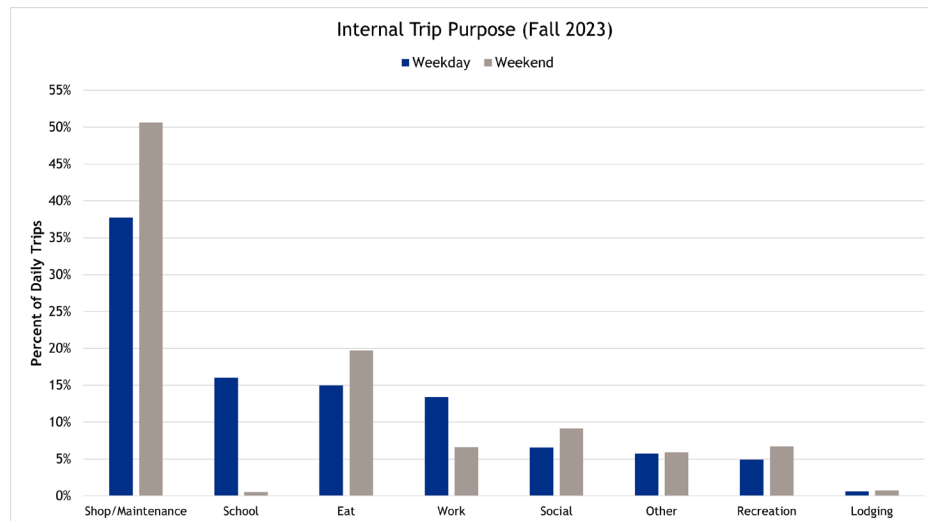
Along with other trip characteristics, Replica models the purpose of trips among several categories. For this portion of the travel demand analysis, trips with the purpose of returning home have been recategorized as the trip purpose of their preceding trip in order to better understand why people are traveling. (E.g., trips home from work or shopping were counted as those purposes rather than the uninformative “home” purpose.) Understanding why people are traveling can help cities and transit agencies better match local and regional mobility services to customers’ needs.

Trip purposes used for this analysis, as defined by Replica, include:

- **Eat:** Trips to/from restaurants
- **Lodging:** Trips to/from hotels
- **Recreation:** Trips to/from recreational destinations such as parks, open space, community recreation centers and swimming pools
- **School:** Trips to/from schools, including community colleges and universities
- **Shop/Maintenance:** Trips to/from stores (including grocery), commercial centers and errand locations (hairdressers, auto shops, banks, etc.)
- **Social:** Trips to/from social activities
- **Work:** Trips to/from a person's workplace
- **Other:** Trips to/from purposes not otherwise defined

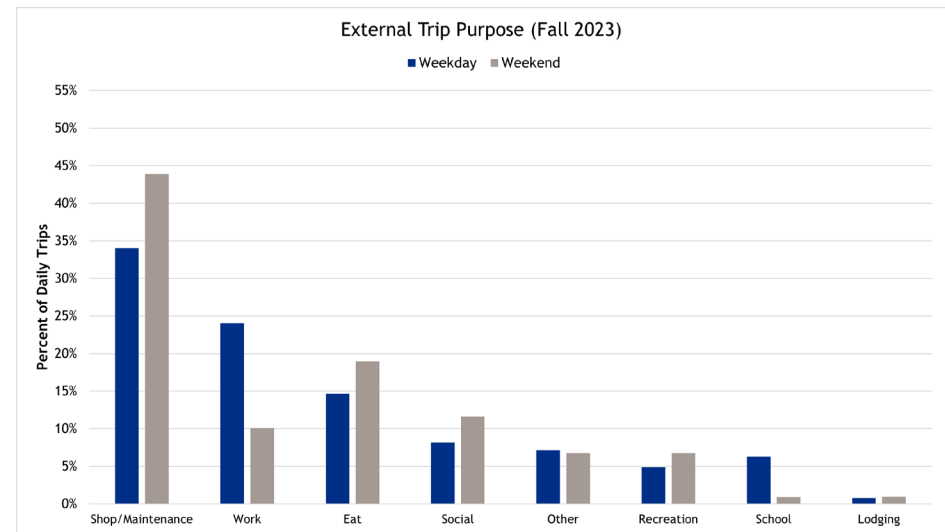
**Internal Trips:** For weekday travel within Broomfield, around 38% of general public trips were to or from shopping or personal errands destinations. The next highest categories are school trips at 16%, restaurants at 15% and work at 13%. (See Figure 11.) Notably, shopping and personal errands trips jump to 51% of all internal travel on weekends and dining at restaurants increases to nearly 20%.

**Figure 11: Internal Trip Purpose**



**External Trips:** With external trips entering or leaving Broomfield, shopping and errands are also the largest category, at 34% of weekday travel and 44% of weekend trips. Weekday travel is followed by work at 24% and restaurants at 15%. (See Figure 12.) Work trips represent a much smaller share of internal travel as the vast majority of employed Broomfield residents commute outside the city for work. Weekday versus weekend differences in trip purpose are fairly similar for internal and external travel.

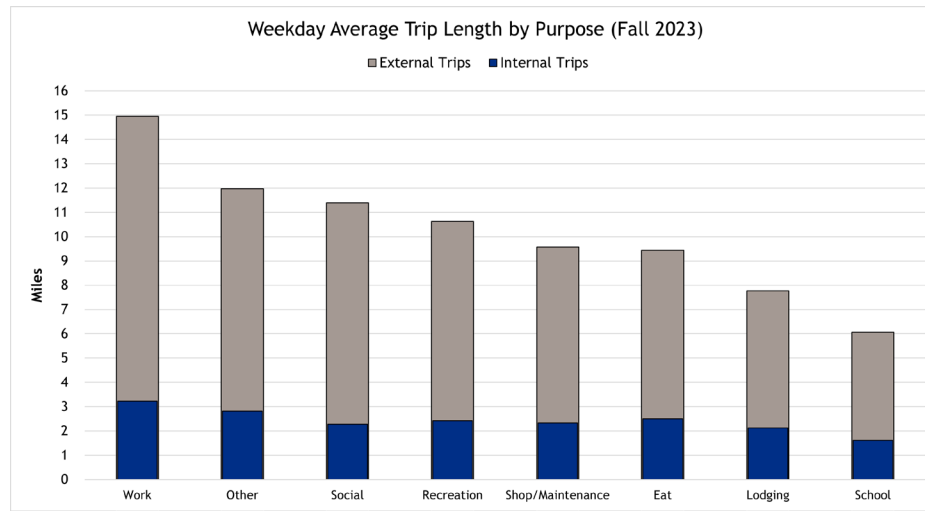
**Figure 12: External Trip Purpose**



### Trip Purpose By Length

Average trip distance varies widely with purpose and whether trips are internal or external to Broomfield, as shown in Figure 13. Among internal trips, average distance ranges from 1.7 (for school) to 3.3 miles (for work) across all categories, indicating that common destinations are well distributed throughout Broomfield and residents do not have to travel significantly farther for one activity over another. As expected, trip lengths are significantly longer for external weekday trips, with distances 3.5 to 4.5 times as long across all categories. External weekday work trips have the highest average at 15.1 miles.

**Figure 13: Weekday Trip Length by Purpose**



## Travel Flows

Identifying predominant travel flows is an important factor for determining whether current transit service adequately meets public mobility needs and identifying potential geographic gaps. It can also help to identify where travel demand may be concentrated around key destinations or areas and where it is more widely dispersed, informing decisions around the type and intensity of public mobility service to offer. Maps of internal and external travel patterns to and from the five study zones can be found in the Community Profiles section at the end of the full report in the Appendix.

### Internal Trips

The majority of local weekday travel within Broomfield (59%) takes place within the same community study zone. In fact, almost 27% of all internal travel in Broomfield takes place within just the South-Central Broomfield community, followed by trips internal to the Central Broomfield zone and then the Interlocken/US 36 Corridor zone.

The one exception to this predominance of inter-zone travel is the North-Central Broomfield zone (between East 144th Avenue and Northwest Parkway), where 84% of internal Broomfield trips beginning in the zone end in another zone. This zone is overwhelmingly residential and contains few key destinations and no grocery stores, which requires residents to travel outside the study zone for most trip purposes.

For trips occurring between zones, Central Broomfield to/from South-Central Broomfield and Interlocken/US 36 Corridor to/from South-Central Broomfield account for almost 29% of all weekday trips in Broomfield. The South-Central zone has a high concentration of commercial and community destinations along the West 120th Avenue and US 287 corridors and is clearly an important driver of local travel demand in Broomfield.

On weekends, the share of internal trips touching another community zone increases for most of Broomfield. Most notably, North Broomfield (north of Northwest Parkway) has the highest percentage of internal trips on weekdays at 65%, but this drops to 52% on weekends with a significant increase in trips leaving the zone. The North Broomfield zone is home to the Children's Hospital Colorado North Campus and several other job centers whose employees may live locally and commute within the same study zone on weekdays. The higher share of internal weekday trips in North Broomfield can also be attributed to higher percentages of older adults who may travel more locally within the zone as well as trips for local school pick-up and drop-off. Moreover, the zone does contain some retail destinations but residents may find themselves needing to travel elsewhere in Broomfield for shopping or other activities on weekends.

**Table 7: Weekday Internal Travel by Zone**

| Broomfield Internal Travel by Zone - Weekdays |                  |                   |
|-----------------------------------------------|------------------|-------------------|
| Destination Zone                              | Same Zone Origin | Other Zone Origin |
| South-Central Broomfield                      | 62.32%           | 37.68%            |
| Central Broomfield                            | 55.68%           | 44.32%            |
| Interlocken/US 36 Corridor                    | 59.17%           | 40.83%            |
| North Broomfield                              | 64.57%           | 35.43%            |
| North-Central Broomfield                      | 16.43%           | 83.57%            |

**Table 8: Weekend Internal Travel by Zone**

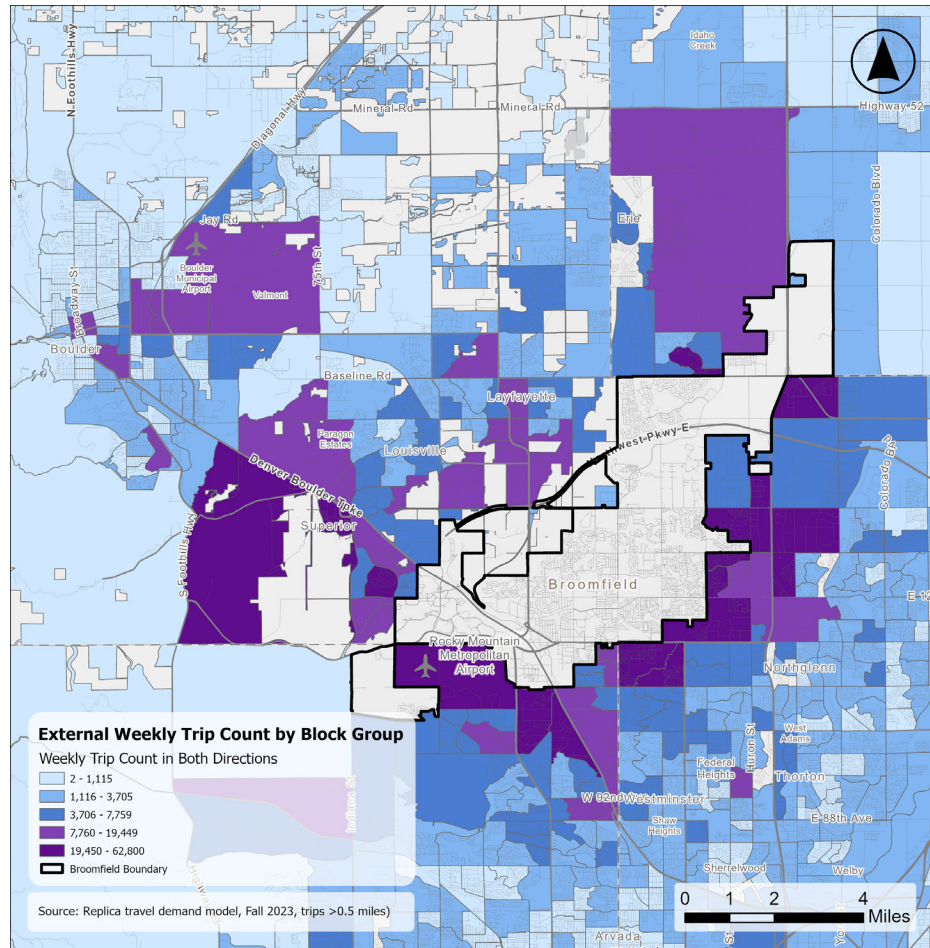
| Broomfield Internal Travel by Zone - Weekends |                  |                   |
|-----------------------------------------------|------------------|-------------------|
| Destination                                   | Same Zone Origin | Other Zone Origin |
| South-Central Broomfield                      | 63.49%           | 36.51%            |
| Central Broomfield                            | 51.32%           | 48.68%            |
| Interlocken/US 36 Corridor                    | 57.27%           | 42.73%            |
| North Broomfield                              | 51.93%           | 48.07%            |
| North-Central Broomfield                      | 14.48%           | 85.52%            |



## External Trips

For all external trips, the southern and eastern neighbor of Westminster has a strong connection to Broomfield, with 26% of external weekday trips and 28% of external weekend trips taking place between the two cities. After Westminster, Thornton is the next most common origin or destination for external trips at 12% on weekdays and 13% on weekends. This is followed by Denver and Boulder, which account for 7-8% each of external weekday travel and 6% of external weekend travel. The top 10 cities (as origin or destination combined) for external travel are shown in Table 9. External trip counts for block groups near Broomfield are shown in Figure 14.

**Figure 14: External Trips by Block Group**



Similarly to internal trips, the South-Central Broomfield study zone is a major generator of travel demand, with 34% of external weekday or weekend trips starting or ending in that zone. The Interlocken/US 36 zone is equally as important for external trips, being the origin or destination of 35% of external weekday trips and 34% of external weekend trips. Given that only 31% of internal weekday trips start or end the Interlocken/US 36 zone and there are nearly four times as many external weekday trips as internal trips touching the zone, this suggests that Flatiron Crossing, other nearby retail, and the Interlocken office parks are a major regional draw that attracts more shoppers or commuters from other cities than from Broomfield.

**Table 9: Top Cities for External Trips to/from Broomfield**

| Broomfield External Travel by City |                              |                              |
|------------------------------------|------------------------------|------------------------------|
| Destination                        | % of External Weekday Travel | % of External Weekend Travel |
| Westminster                        | 26.1%                        | 27.9%                        |
| Thornton                           | 11.5%                        | 12.7%                        |
| Denver                             | 7.8%                         | 6.3%                         |
| Boulder                            | 7.2%                         | 6.4%                         |
| Arvada                             | 5.8%                         | 5.9%                         |
| Lafayette                          | 4.7%                         | 4.9%                         |
| Superior                           | 4.4%                         | 4.8%                         |
| Erie                               | 3.7%                         | 4.1%                         |
| Northglenn                         | 3.3%                         | 3.6%                         |
| Louisville                         | 3.0%                         | 2.9%                         |



## Key Travel Pattern Findings

- As Broomfield continues to grow, the number of general public trips taken has **increased 22%** between Fall 2019 and Fall 2023 across the entire week.
- People beginning their trip in Broomfield **travel shorter distances** than the average trip length in Colorado.
- Most internal Broomfield travel starts and ends within the same portion of the community, or study zone, but this varies with the northern neighborhoods that currently have fewer internal destinations or amenities nearby.
- South-Central Broomfield, Central Broomfield and the Interlocken/US 36 Corridor zones dominate the share of trip origin and destinations in Broomfield.
- Southern Broomfield, especially the Interlocken/US 36 Corridor zone, is important for local travel and is a significant regional demand generator.
- External travel is focused to/from the south and east directions, with Westminster and Thornton being the top external origins or destinations.
  - Trip purposes for travel to/from Westminster and Thornton are fairly similar to those of other cities, but in comparison, they show a greater share of shopping, errands, restaurant and school trips and less work travel. On weekdays, shopping, errands and restaurant dining account for 55% of trips to/from these two cities, versus 49% for all other cities. On weekends, that increases to 69% of trips to/from the two cities versus 59% of trips to/from all other cities.
  - See Table 10 below for the share of all external trips between these two cities and all others. Planning for any future transit connections between Broomfield and Westminster or Thornton should closely consider this all-week demand outside of work commute hours.

Table 10: External Travel to Westminster and Thornton vs. Other Cities

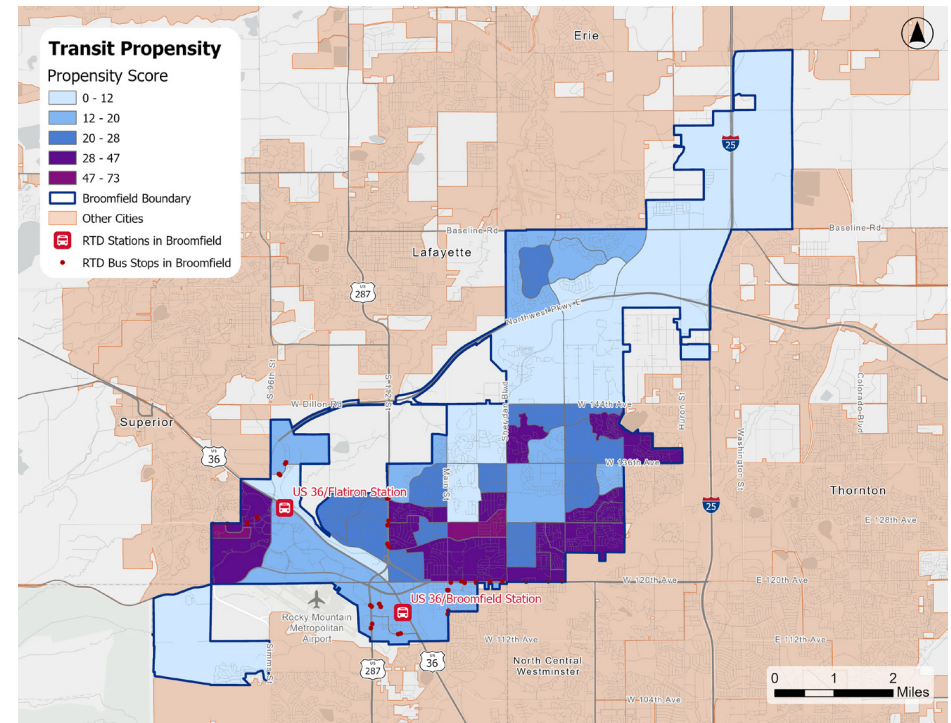
| Share of External Travel - Westminster & Thornton vs. Other Cities |                                  |                                   |                  |
|--------------------------------------------------------------------|----------------------------------|-----------------------------------|------------------|
| Day Type                                                           | Trip Type                        | Westminster and Thornton Combined | All Other Cities |
| Weekday                                                            | All External Travel              | 38%                               | 62%              |
|                                                                    | Shopping/Maintenance/Restaurants | 42%                               | 58%              |
|                                                                    | Work                             | 26%                               | 74%              |
|                                                                    | School                           | 57%                               | 43%              |
| Weekend                                                            | All External Travel              | 41%                               | 59%              |
|                                                                    | Shopping/Maintenance/Restaurants | 44%                               | 56%              |
|                                                                    | Work                             | 30%                               | 70%              |
|                                                                    | School                           | 49%                               | 51%              |

## 2.5 TRANSIT PROPENSITY .....

The transit propensity analysis generates a comprehensive community demographic profile highlighting which of Broomfield's block groups and zones are most likely to use transit. The profile synthesizes the density of demographic groups most likely to use transit, overall population, jobs and general public travel from the Replica platform, along with walkability to determine a propensity score, which is on a scale of 1-100, with higher scores indicating higher transit propensity. While the transit propensity score does not compare Broomfield's block groups to a fixed national scale or ideal transit market characteristics, it does help to highlight where transit may generate more ridership relative to the rest of the community.

On a census block group level, there are 49 block groups with a transit propensity score between one and 73 points. In general, the highest-scoring block groups are located in the southern portions of the zones, east of US 36 and the western Interlocken/Flatiron Crossing area. While the built environment and densities of particular demographics and jobs vary among the highest-scoring block groups, these areas should be considered key targets for public mobility improvements to ensure resources are used effectively to maximize actual community benefit (more people using public transit).

Figure 15: Transit Propensity Analysis



## 3 EXISTING SERVICE EVALUATION . . . . .

### 3.1 OVERVIEW .....

As part of the existing conditions analysis in Phase One of the study, the project team conducted an analysis of the current public transit services provided in Broomfield. This primarily includes Broomfield’s EasyRide service for older adults and adults with disabilities, RTD’s FlexRide on demand service, and the RTD fixed route bus lines that service Broomfield. The Service Evaluation focused on **how the services operate, how many people use them and where there are gaps in transit service** relative to where people live, work and travel (generally and with regard to vulnerable populations and those demographic groups who are most likely to utilize public transit services).

The full report can be found in Section 8.2 (Appendix B) of this document. A discussion of the report’s key findings is below, followed by several key sections.

#### Key Findings

Key findings from the Community Conditions Analysis include:

##### Overall Transit Service Performance

Broomfield and RTD services together carry more than 1,400 average daily public transit boardings on weekdays through a combination of fixed-route, demand response and paratransit services. RTD’s fixed-route service accounts for most of the ridership with 1,241 daily boardings, while the demand response services (EasyRide, FlexRide and Access-a-Ride) each serve between 70-90 daily trips.

The services show distinct usage patterns, with fixed-route services experiencing traditional commute peaks while demand response services see more distributed ridership throughout the day. Weekend service is more limited, with total boardings dropping to 731 on Saturdays and 581 on Sundays, due to lower service availability.

Transit activity is concentrated along several key corridors and locations:

- The US 36/Broomfield Station and US 36/Flatiron Station serve as major transit hubs
- West 120th Avenue emerges as a primary transit corridor across all services
- The Broomfield Community Center functions as a key destination for EasyRide service

#### EasyRide Service Assessment

The City-operated **EasyRide** service for seniors demonstrates strong performance in several areas but faces operational challenges. The service averages 78.7 daily boardings and serves 131 unique monthly users, primarily providing short trips, averaging 2.6 miles and seven minutes in duration. Key findings include:

- EasyRide is well used by residents and continues to grow as service availability is expanded.
- Booking EasyRide does not utilize any modern technology that may improve access effectiveness and efficiency.
- EasyRide prioritizes trips for life’s necessities - senior community lunch/activities, healthcare, and basic shopping.

#### RTD Service Performance

RTD’s services in Broomfield show varying levels of effectiveness. The **Flatiron Flyer**, with high frequency and availability of service, demonstrates strong performance with 544 average weekday boardings, indicating robust demand for regional transit connections. **Local bus routes**, with less frequent and shorter spans of service, show moderate utilization, with routes like the 120 serving 175 daily boardings. Key fixed-route findings are:

- RTD fixed route bus service that is competitive and convenient for Broomfield residents and visitors attracts significant ridership - the frequent Flatiron Flyer (FF) BRT and the SkyRide (AB) direct service to DEN Airport.
- RTD local community fixed route bus service is neither convenient nor direct in connecting neighborhoods likely to ride with key community destinations. Further, the best frequency of 30 minutes barely reaches the “useful for mobility” level and is certainly not attractive to existing and potential customers. A frequency of 15 minutes or better is needed to encourage spontaneous use for mobility use by all but the most abject dependent persons.
- The RTD fixed route service is a “top-down” design to provide continuous travel over longer distances as part of a comprehensive network. Community travel within Broomfield and connections to the regional transit network will require a “bottom-up” design approach to Broomfield mobility. A balance of the two will result in the best outcome for Broomfield public mobility.

**FlexRide** averages 87 daily general public trips (116 daily boardings) but experiences capacity constraints, particularly on Saturdays, resulting in trip denials. The service shows clear commuter orientation with peaks in the morning and evening hours. Key FlexRide findings are:

- In October 2023, the three Broomfield FlexRide zones completed nearly 2,000 trips, averaging 87 trips per weekday.
- There were 210 unique FlexRide customers in October 2023, with the top 35 customers making 53% of all trips.
- The most frequent origins and destinations include the US 36 & Broomfield station, retail locations, schools and residential complexes.
- Saturday denial rates in the Broomfield zone indicate one vehicle is not sufficient to meet current demand. The highest time for trip denials was on Saturdays during the 12:00 p.m. and 5:00 p.m. hours due to limited vehicle availability.
- The current three-zone structure and boundaries of the Broomfield FlexRide zones limit connectivity to key destinations for certain areas of Broomfield and intra-Broomfield travel.

**Access-a-Ride** provides regional connectivity for persons with disabilities, with 90% of its 71 daily trips crossing city boundaries.<sup>10</sup> This indicates significant demand for regional paratransit service among Broomfield residents and social service providers. Key Access-a-Ride findings are:

- RTD Access-a-Ride service is predominantly used by external travelers destined for Broomfield followed by Broomfield residents headed to destinations outside of Broomfield.
- Travel within Broomfield was quite low.
- No significant demand connecting to the accessible Flatiron Flyer BRT or DEN direct service was identified.
- Demand is focused on centers serving people with disabilities both within and external to Broomfield.

### Transit Service Gaps

There are neighborhoods with equity populations that are not currently served with fixed-route bus service. These neighborhoods are primarily

located along Midway Boulevard and near the Great Western Reservoir.

**An analysis of current travel demand and transit service shows inadequate levels of transit service in South-Central and Central Broomfield, both within and between these neighborhoods.**

An analysis of projected growth in population, employment and travel activity in Broomfield shows modest growth in both the near and long terms. Both population and employment growth will be focused along the Interlocken / US 36 corridor and along the CO 7 corridor in Broomfield. Trip activity will also grow in the areas, with near-term growth occurring along CO 7 and long-term growth occurring in the Interlocken / US 36 area.

## 3.2 ANALYSIS OF ALL SERVICES .....

In October 2023, there was an average of 1,441 daily weekday public transit boardings within Broomfield across the four service types. Ridership on RTD fixed route buses made up the bulk of boardings, accounting for 86% of all transit or paratransit boardings in Broomfield each weekday. FlexRide, EasyRide and Access-a-Ride received comparatively similar average boardings.

*Table 11: Average Boardings by Day Type and Service in Broomfield (Oct 2023)*

| Average Boardings by Day Type and Service in Broomfield |                               |              |              |
|---------------------------------------------------------|-------------------------------|--------------|--------------|
| Service                                                 | Average Boardings by Day Type |              |              |
|                                                         | Weekday                       | Saturday     | Sunday       |
| RTD Fixed Route                                         | 1,241.5                       | 694.9        | 571.0        |
| RTD FlexRide                                            | 87.4                          | 17.5         | -            |
| Broomfield EasyRide                                     | 72.2                          | -            | -            |
| RTD Access-a-Ride <sup>11</sup>                         | 39.4                          | 10.5         | 4.8          |
| <b>Total</b>                                            | <b>1,440.5</b>                | <b>722.9</b> | <b>575.8</b> |

Table 12 summarizes the unique users and trip length for the different services. (Fixed route data is not available.) EasyRide and Access-a-Ride have a similar number of weekday boardings in Broomfield. The EasyRide and FlexRide services have similar trip lengths in both miles and minutes, as they mostly remain within Broomfield. As discussed in the Access-a-Ride section above, the high number of external trips to or from Broomfield and other

<sup>10</sup> The October 2023 Access-a-Ride data provided by RTD showed that there were 108 customers that month whose trips touched Broomfield, representing 3.7% of all RTD Access-a-Ride customers that month. The top 25 of these 108 customers made around 50% of the trips touching Broomfield.

<sup>11</sup> Only boardings within Broomfield shown.

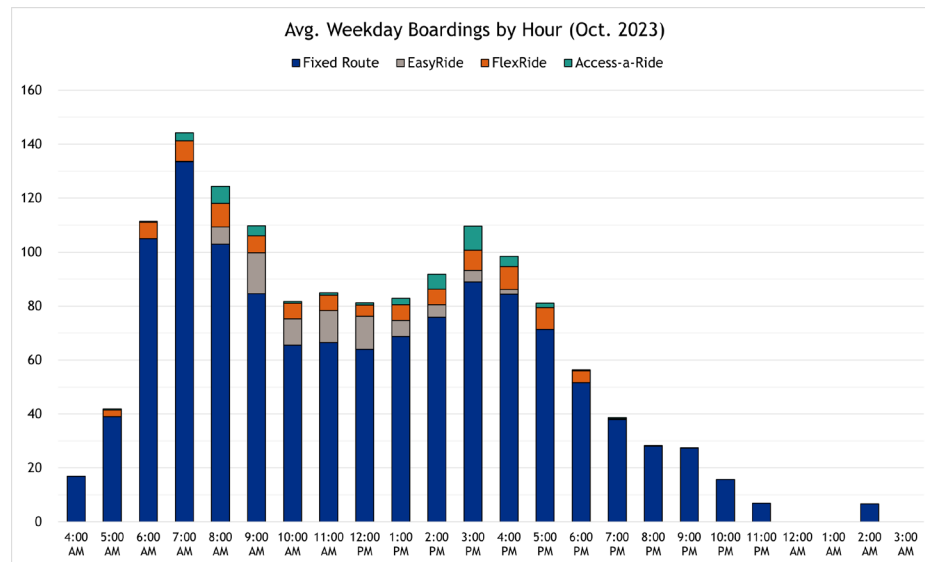
cities contributes to an average trip distance that is 3.4 times longer than FlexRide and nearly five times longer than the average EasyRide trip.

**Table 12: Average Users and Trip Length by Service Type**

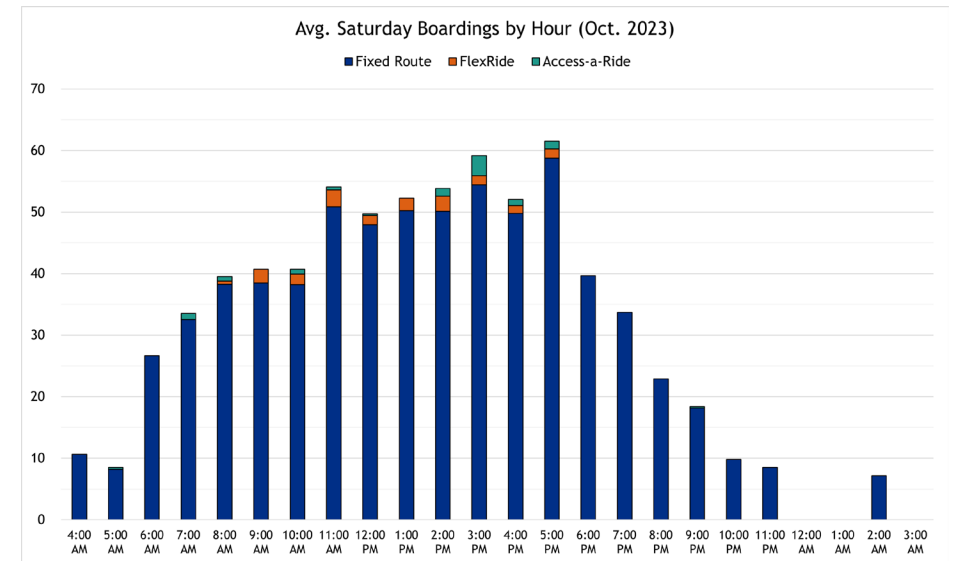
| Average Users and Trip Length by Service Type |                      |                            |                             |
|-----------------------------------------------|----------------------|----------------------------|-----------------------------|
| Service                                       | Unique Monthly Users | Average Trip Distance (mi) | Average Trip Duration (min) |
| RTD Fixed Route                               | N/A                  | N/A                        | N/A                         |
| RTD FlexRide                                  | 210                  | 3.8                        | 13.3                        |
| Broomfield EasyRide                           | 131                  | 2.7                        | 7                           |
| RTD Access-a-Ride                             | 108                  | 13.1                       | 32.8                        |

Average transit boardings by hour and service type are shown in Figure 16, Figure 17 and Figure 18 for weekdays, Saturdays and Sundays. As discussed in the preceding sections, weekday fixed route boardings are peak-oriented while ridership on services for older adults or people with disabilities is mostly concentrated in the mornings. Weekend ridership is flatter through the middle of the day with a greater proportion of evening ridership than on weekdays.

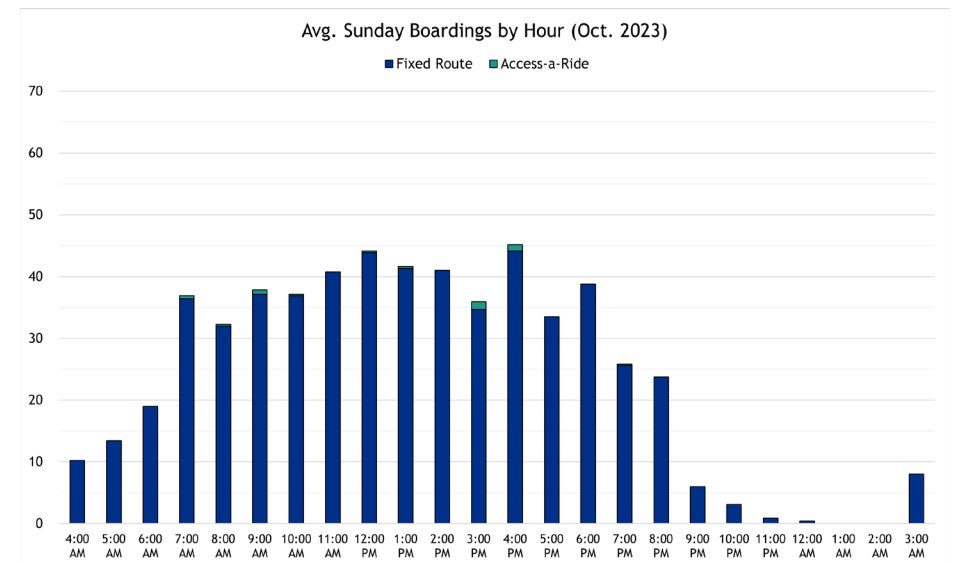
**Figure 16: Avg. Weekday Boarding by Hour for Transit Services in Broomfield (Oct 2023)**



**Figure 17: Avg. Saturday Boarding by Hour for Services in Broomfield (Oct 2023)**



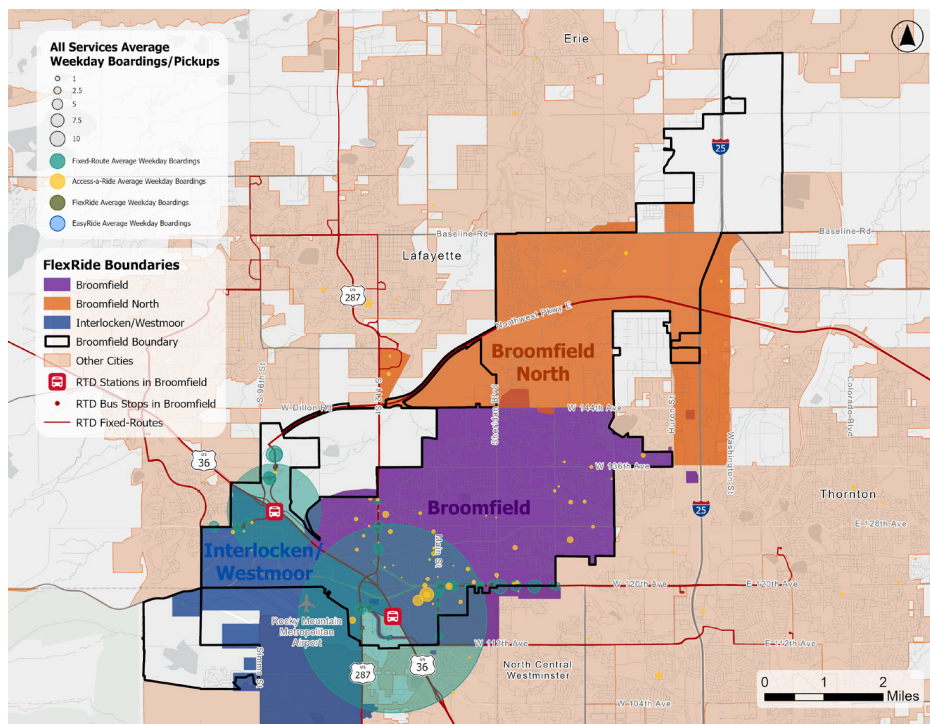
**Figure 18: Avg. Sunday Boarding by Hour for Services in Broomfield (Oct 2023)**





The map in Figure 19 shows the boarding locations for the combined RTD and Broomfield EasyRide services on Weekdays in October 2023. Weekday ridership is strongest at the US 36 stations, Broomfield Community Center and at locations along West 120th Avenue.

**Figure 19: Weekday Transit Boardings - All Services (Oct 2023)**



### 3.3 EQUITY FRAMEWORK

#### RTD Title VI Program

Title VI of the Civil Rights Act of 1964 and environmental justice principles must be considered when planning for equitable transit service in the Denver region. These federal requirements ensure that public transportation services are distributed fairly across communities, regardless of race, color, national origin or income level. RTD must balance this when planning adjustments to their regional network, which includes Broomfield.

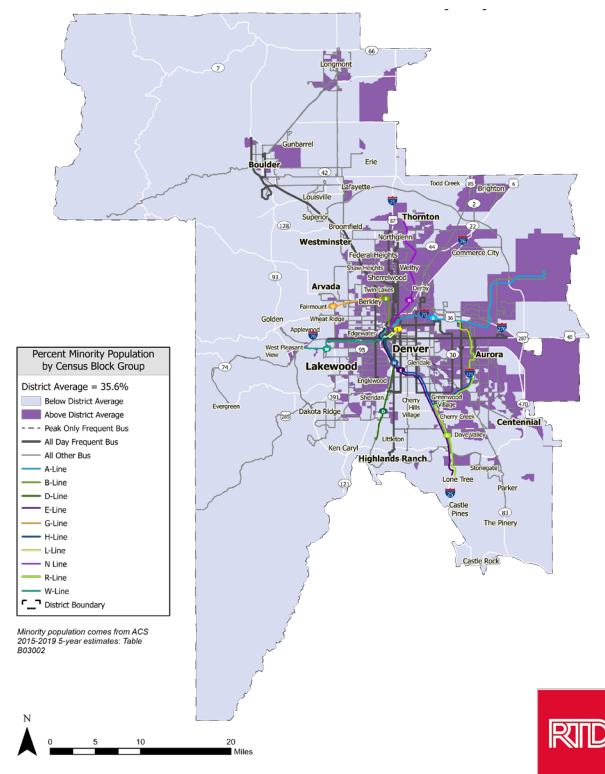
Knowing which areas are identified as low-income and/or minority by RTD will help inform where transit services are crucial in Broomfield for providing

access to jobs, education, healthcare and other essential services. The most-recent Title VI Program Update was approved by the RTD Board in 2022 and needs to be updated every three years.

#### RTD Service Area Minority Populations

Transit agencies use demographic analysis based on U.S. Census data to identify minority and low-income populations within their service area. For minority populations, agencies examine Census block group level data to determine the percentage of residents who identify as non-white or Hispanic/Latino. A block group is considered a minority area when its percentage of minority residents exceeds the service area's average minority percentage. For the analysis in their 2022 update, RTD used the Census ACS 2015-2019 5-year estimate data. This data showed that the RTD service area averaged 35.6% minority and block groups with a higher percentage were determined to be minority areas. Figure 20 is the map from the RTD program showing minority areas, represented by the dark purple color.

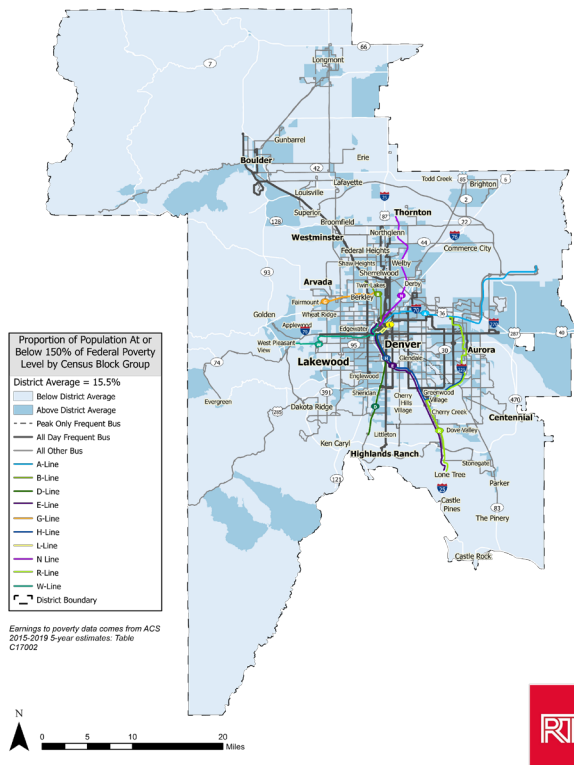
**Figure 20: RTD 2022 Title VI Update: Minority Population Map**



## RTD Service Area Low-Income Populations

For low-income designations, agencies analyze household income data, typically focusing on households below the federal poverty level or a percentage of the area median income. Many agencies, including RTD, set their low-income threshold at 150% of the federal poverty level to account for higher costs of living in urban areas. Like the minority area definition, if a block group's percentage of low-income households exceeds the service area average, it is designated as a low-income area. For this analysis, RTD also used the Census ACS 2015-2019 5-year estimate data. This data showed that the RTD service area averaged 15.5% low-income, and block groups with a higher percentage were determined to be minority areas. Figure 21 is the map from the RTD program showing low-income areas, represented by the darker blue color.

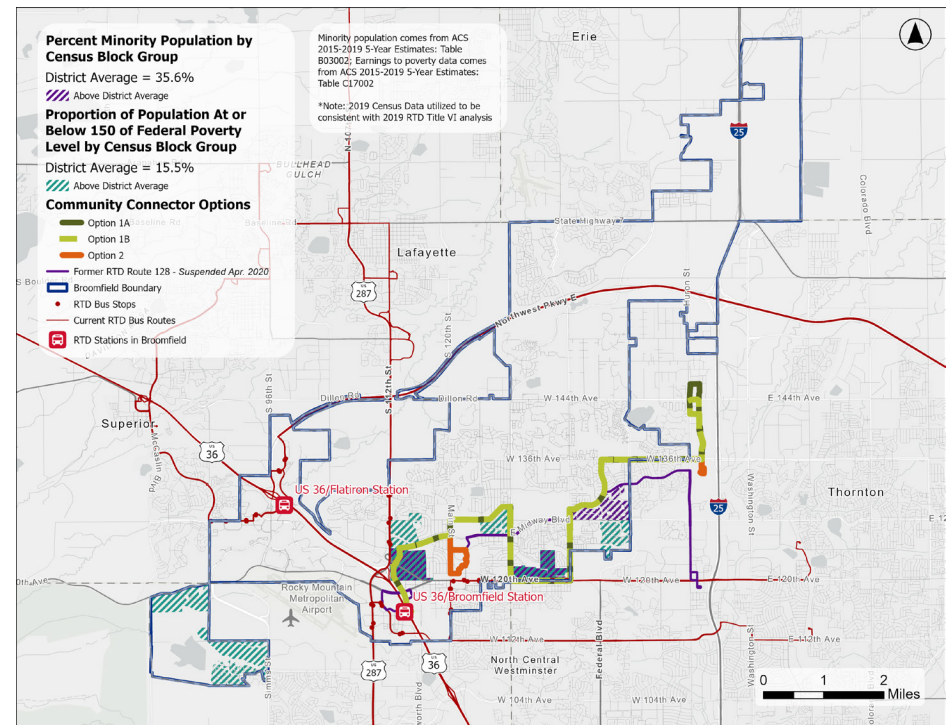
**Figure 21: RTD 2022 Title VI Update: Low-Income Population Map**



## Broomfield Minority And Low-Income Areas

For easier legibility, the project team developed a Broomfield-oriented map showing the minority and low-income census block groups in Broomfield (Figure 22). The minority block groups are hatched in dark purple, and the low-income blocks are hatched in dark blue. This map shows two areas that are both minority and low-income: Broomfield Heights and Cimarron/Brandywine. Areas that are either minority or low-income include block groups along Midway Boulevard and near the Great Western Reservoir. It is important to note that most of the minority and low-income areas are not served by fixed-route transit. Most of the areas are served by microtransit service, with the exception of the area around Great Western Reservoir.

**Figure 22: RTD Minority and Low-Income Areas in Broomfield**

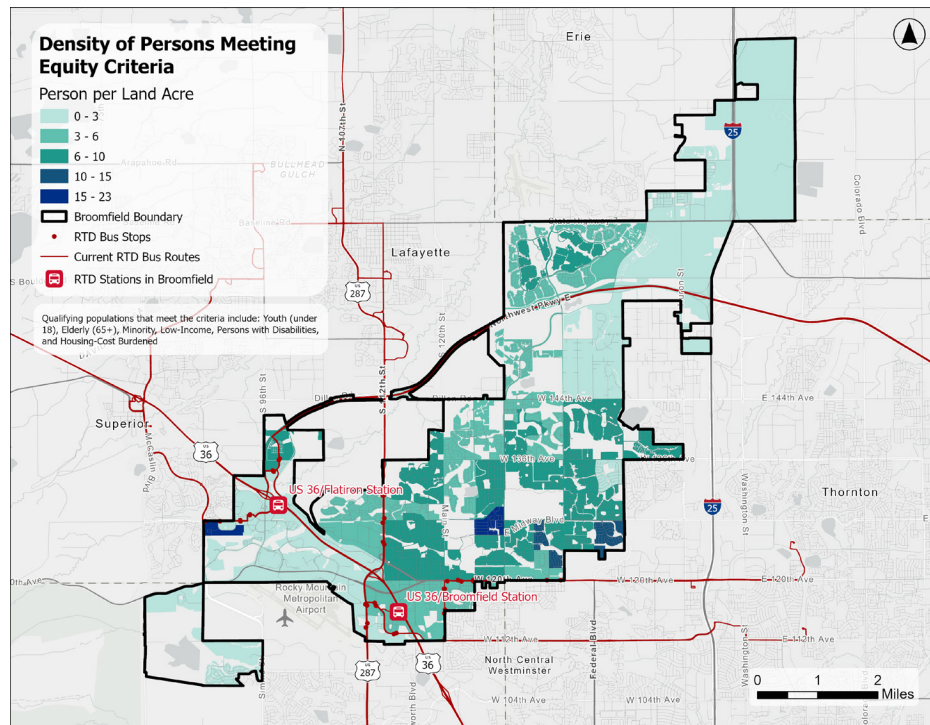


## Broomfield Equity Populations

It is important to go beyond minority and low-income populations and identify pockets of vulnerable populations which exist in Broomfield and could benefit from improved or expanded public transportation services. Figure 23 shows the density of “equity” populations which include youth (under 18), older adults (65+), minority, low-income (< 150% of poverty level), disabled and housing-cost-burdened.

The neighborhoods with the highest equity populations are Main Street at Flatiron, the Ten 30 & 49 Apartments (9th Avenue & Sheridan Boulevard), Brandywine and Willow Run. Similar to the RTD “protected populations,” some of the areas with a higher density of equity populations are not served by fixed-route bus service but do have limited microtransit service.

**Figure 23: Broomfield Equity Population Density**





### 3.4 TRAVEL DEMAND - TRANSIT SERVICE GAP ANALYSIS.....

For this analysis, the project team looked at the current travel demand and transit service levels between the study zones developed as part of the Community Conditions Analysis. The goal is to identify where transit service levels are inadequate when compared to how much total travel activity is occurring. Table 13 shows the weekday travel activity from Replica and current transit service levels within each zone and between zone pairs. Transit service capacity was determined based on the number of fixed-route trips and microtransit trips between zones with fixed-route trips having more capacity. The “Transit Capacity Ratio” is the transit capacity divided by the total Replica trips, so that a lower percentage means a lower relative amount of transit service compared to trip activity. The trip demand and transit capacity ratio were categorized into “High,” “Medium” and “Low” ranges based on how the values were clustered.

Table 13: Broomfield Travel Demand and Transit Service Levels by Zone

| Travel Demand and Transit Service Level |                                    |                              |                          |                                 |                               |                              |
|-----------------------------------------|------------------------------------|------------------------------|--------------------------|---------------------------------|-------------------------------|------------------------------|
| <i>Broomfield Origin Zone</i>           | <i>Broomfield Destination Zone</i> | <i>Weekday Replica Trips</i> | <i>Trip Demand Level</i> | <i>Weekday Transit Capacity</i> | <i>Transit Capacity Ratio</i> | <i>Transit Service Level</i> |
| South-Central                           | South-Central                      | 25,096                       | High                     | 3,540                           | 14%                           | Low                          |
| Central                                 | Central                            | 13,860                       | High                     | 540                             | 4%                            | Low                          |
| Interlocken/US36                        | Interlocken/US36                   | 12,021                       | High                     | 15,760                          | 131%                          | High                         |
| Central                                 | South-Central                      | 7,891                        | High                     | 540                             | 7%                            | Low                          |
| South-Central                           | Central                            | 7,312                        | High                     | 540                             | 7%                            | Low                          |
| Interlocken/US36                        | South-Central                      | 6,171                        | High                     | 3,540                           | 57%                           | Medium                       |
| South-Central                           | Interlocken/US36                   | 5,719                        | High                     | 3,540                           | 62%                           | Medium                       |
| North                                   | North                              | 3,838                        | Medium                   | 280                             | 7%                            | Low                          |
| Central                                 | Interlocken/US36                   | 1,817                        | Medium                   | 540                             | 30%                           | Low                          |
| Interlocken/US36                        | Central                            | 1,691                        | Medium                   | 540                             | 32%                           | Low                          |
| North-Central                           | Central                            | 1,173                        | Medium                   | 820                             | 70%                           | Medium                       |
| Central                                 | North-Central                      | 954                          | Medium                   | 820                             | 86%                           | Medium                       |
| North                                   | Central                            | 857                          | Low                      | 280                             | 33%                           | Medium                       |
| Central                                 | North                              | 761                          | Low                      | 280                             | 37%                           | Medium                       |
| South-Central                           | North-Central                      | 566                          | Low                      | 540                             | 95%                           | Medium                       |
| North                                   | South-Central                      | 547                          | Low                      | -                               | 0%                            | Low                          |
| North-Central                           | South-Central                      | 565                          | Low                      | 540                             | 96%                           | Medium                       |
| North                                   | Interlocken/US36                   | 569                          | Low                      | -                               | 0%                            | Low                          |
| Interlocken/US 36                       | North                              | 562                          | Low                      | -                               | 0%                            | Low                          |
| South-Central                           | North                              | 501                          | Low                      | -                               | 0%                            | Low                          |
| North-Central                           | North-Central                      | 390                          | Low                      | 820                             | 210%                          | High                         |
| North-Central                           | North                              | 282                          | Low                      | 280                             | 99%                           | Medium                       |
| North                                   | North-Central                      | 284                          | Low                      | 280                             | 99%                           | Medium                       |
| North-Central                           | Interlocken/US36                   | 190                          | Low                      | 540                             | 284%                          | High                         |
| Interlocken/US 36                       | North-Central                      | 179                          | Low                      | 540                             | 302%                          | High                         |

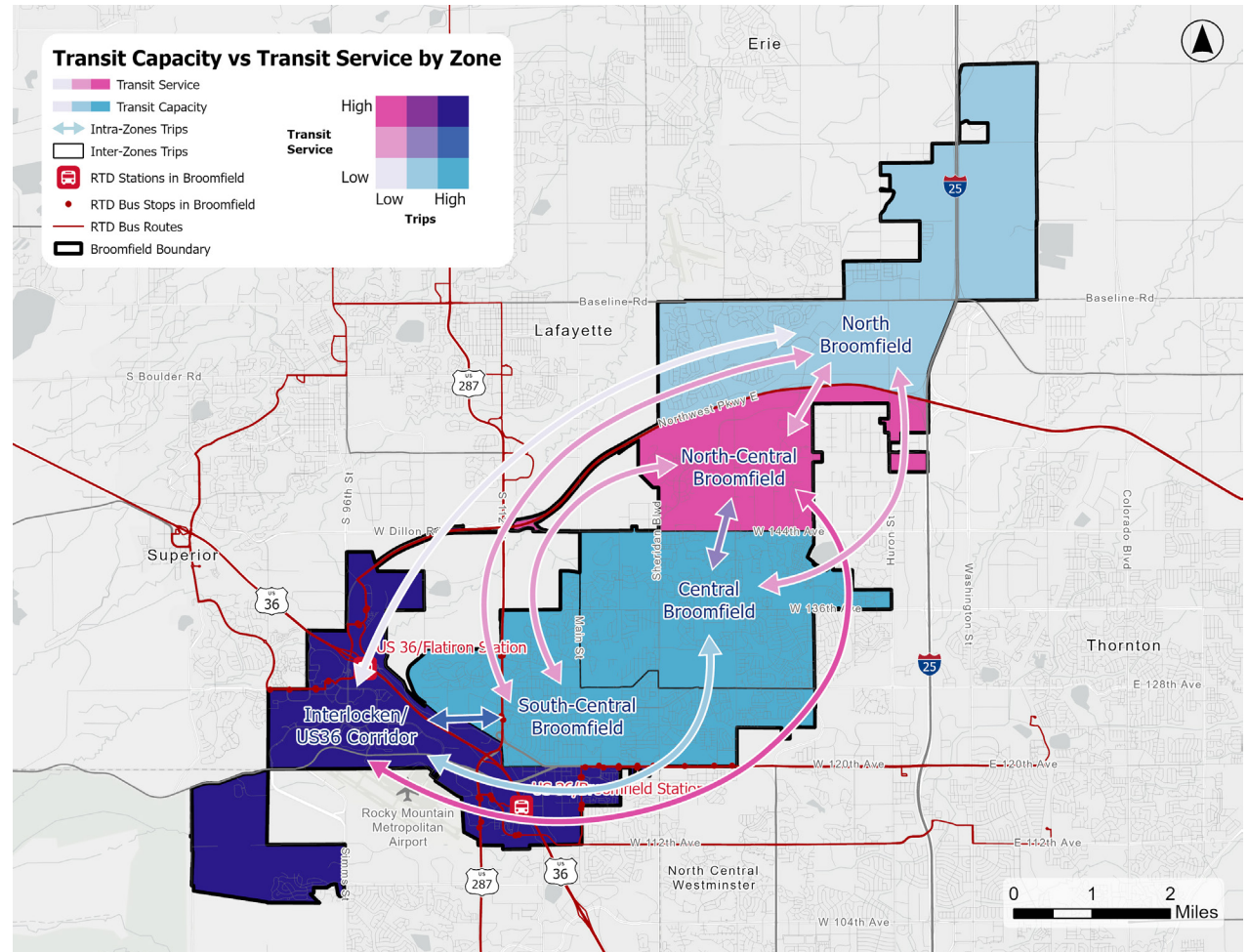
Figure 24 depicts the relative level of trip demand and transit service internal to each zone and between them. The colors of the zones and arrows indicate the following:

- **Light Blue:** High level of trip demand with low level of transit service
- **Pink:** Low levels of trip demand with high level of transit service
- **Gray:** Low level of both trip demand and transit service
- **Dark Blue:** High level of both trip demand and transit service

For this study, focus should be placed on improving transit within light blue zones and between zones with light-blue arrows. Based on this, transit improvements should be prioritized in the following zones:

- Within South Central Broomfield
- Within Central Broomfield
- Between Interlocken/US 36 Corridor and South-Central Broomfield
- Between South-Central Broomfield and Central Broomfield

**Figure 24: Trip Demand vs. Transit Service by Study Zone4**







## 4 PUBLIC OUTREACH & ENGAGEMENT . . . . .

Public outreach was a critical component of the Broomfield Transit Study and effective engagement with the community to better understand their mobility needs was a key study goal. The project team conducted two rounds of outreach during the project. The following section outlines the methods and findings from these efforts. More detailed information on the outreach and engagement efforts can be found in the Appendix in Section 8.3.

### 4.1 PHASE I OUTREACH .....

The project team conducted the first phase of outreach between June and October 2024, with a combined virtual and in-person approach. This engagement effort reached over 3,000 people through pop-up events, surveys, website updates, one-on-one interviews and focus group meetings. The purpose of this phase of engagement was to spread awareness of the project and collect input from Broomfield residents on the types of improvements they would like to see and how CCOB should prioritize investments.

### Snapshot

With a combined virtual and in-person approach, phase one engagement for the Broomfield Transit Study reached over 3,000 people through 18 pop-up events, four surveys, website updates, one-on-one interviews and focus group meetings.



Over 2,500 people visited the project website during the phase one engagement period and 56 feedback pins were added to the Transit Input Map. Regular project updates were posted on the project website.



18 pop-up events were held across the community at locations and events in Broomfield. Over 450 people engaged with the project team at these events and shared their thoughts about current transit service and ways that the system could better meet their needs.



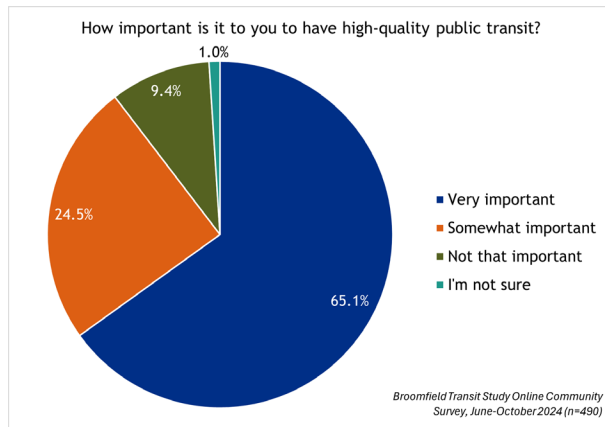
Four surveys were conducted. Two were community surveys: one publicly available online survey on the Broomfield Voice and one targeted, statistically valid household survey. Over 900 people participated in the community surveys. Two were customer surveys: an RTD FlexRide customer survey and an EasyRide customer survey. 138 people participated in the customer surveys.



Three focus groups with representatives from community organizations or advocates serving older adults, veterans, individuals with disabilities, youth and lower-income families were attended by 34 representatives who provided insights into the needs of their clients.

## Key Findings

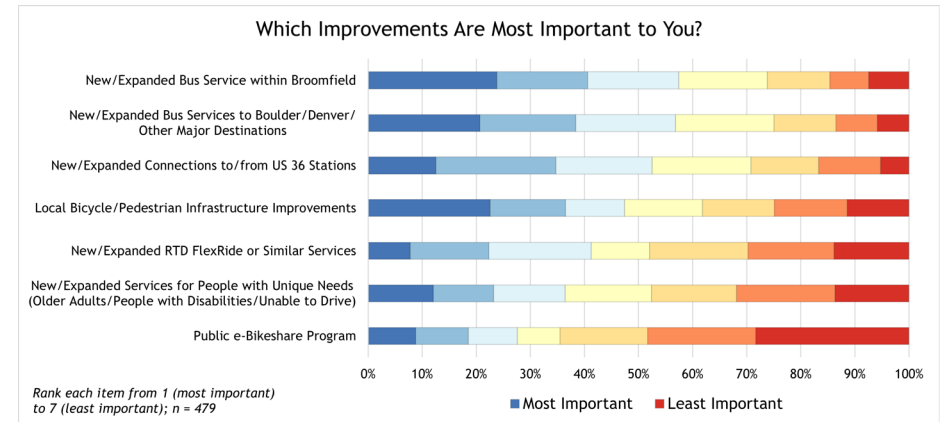
- **Broomfield residents want more transit.** A strong majority of residents believe improved public transit is important to the community. This included 72% of respondents to the study’s statistically-valid household survey and 90% of respondents to the open online survey. Among non-riders, most said (in both the surveys and during outreach events) that a lack of transit near their home or destinations is a major reason they do not use transit.



- **Local circulation and improved connectivity is most important.** Across the survey efforts, most respondents prioritized local bus service in Broomfield or connections to regional destinations as the most important improvement to them. Pop-up event and focus group attendees shared similar feelings. While some people who engaged with the study were most interested in airport transit connections or specialty services, most recognized the importance of reliable all-week transit connections within the community. Many participants also called for the restoration of RTD’s Route 128, which served as a fixed-route connection to US 36 Broomfield Station and the I-25 Wagon Road Park-n-Ride at 120th Avenue along Midway Boulevard and Westlake Drive in Broomfield.

- **The mobility needs of certain demographics are not being met.** Residents, advocates and organization leaders who attended the first round of stakeholder focus groups and pop-up events, or who shared their experiences in one-on-one listening sessions, identified limitations or gaps in the current transit network for some members of the community with special mobility needs. This includes older adults, veterans, people, and especially children, with disabilities and lower-income households. While some of these groups’ unmet needs relate to gaps in RTD’s Access-a-Ride paratransit coverage in Broomfield or travel patterns that go beyond the current scope of Broomfield’s EasyRide program, it became clear that many members of these demographics struggle with reliable mobility and would benefit greatly from service improvements.

Figure 25: Phase One Online Survey - Improvements Prioritization





## 4.2 PHASE II OUTREACH.....

The project team conducted the second phase of outreach between June and August 2025, with a combined virtual and in-person approach. This engagement effort included 7 pop-up events, virtual stakeholder focus group meetings and an online draft plan survey. The purpose of this phase of engagement was to gather feedback on the draft recommendations ahead of finalizing the plan.

### Snapshot



Over 650 people visited the project website during the Phase Two engagement period and 80 people participated in the draft plan survey. Regular project updates were posted on the project website.



7 pop-up events were held across the community at locations and events in Broomfield. Nearly 200 people engaged with the project team at these events and shared their feedback about the draft plan.



A focus group meeting with representatives from community organizations or advocates serving older adults, veterans, individuals with disabilities, youth and lower-income families were attended by more than a dozen representatives who provided feedback on the draft recommendations.

## Key Findings

- Most people preferred Option 1 between the two Community Circulator route options, but both options have support. 47% of Phase Two survey respondents preferred Option 1, as compared to 29% favoring Option 2.<sup>12</sup> (24% voted that neither option would best serve the community.) Pop-up and focus group attendees were also split between the option that would connect with The Orchard Town Center and the option that would serve the Broomfield Civic Center area. Given the operating and resource constraints forcing the trade off between two options, the divided opinions were not surprising. (See section 6.1 for more discussion of this.)
- Option 1 was chosen mainly for its Orchard Town Center access, along with hospital connectivity and broader coverage extending north and to future regional transit hubs. Respondents saw it as more comprehensive, supporting daily needs and economic vitality.
- Option 2 was chosen primarily for Civic Center access highlighting the importance of government services, the library, rec center, and future Town Square. Respondents valued its focus on community-serving, free, or low-cost resources, often framing it as more equitable than a commercial destination.
- Survey respondents and engagement participants support the proposed FlexRide and EasyRide improvements. 75% of survey respondents said they support investment in EasyRide to increase capacity and offer more trips to more clients. Within the FlexRide improvements, the expanded service hours and capacity recommendations were ranked highly, along with strong support for the North Broomfield and main Broomfield zone consolidations.
- Residents are eager to see transit improvements implemented. The interest in and support for public transit investments observed in Phase One was also apparent in Phase Two. Residents are hopeful for improved transit connectivity and mobility options and will be watching for updates. Some were skeptical of RTD's ability to allocate additional local bus resources to Broomfield or deliver additional service levels in the Northwest Metro Area.

<sup>12</sup> See Section 6.1 for a description of the two proposed community connector route alignment options.



# 5 UNMET TRANSIT NEEDS AND PLAN DEVELOPMENT .....

## 5.1 UNMET TRANSIT NEEDS .....

The existing conditions analyses and public outreach in the first phase of the project identified three key unmet public mobility needs in Broomfield, which guided the development of the plan’s recommendations. By focusing on the community’s most pressing transit needs and matching them with available mobility options, the project team was able to ensure the Final Plan recommendations are equitable and align with the community’s preferences. The following section discusses these three needs, as well other unmet needs expected in the future.

### Local Circulation

While Broomfield is served by RTD’s regional bus network, including the Flatiron Flyer BRT on US 36, the AB1/AB2 SkyRide bus, and connections to Route 120X at the Wagon Road Park-n-Ride in Westminster, local transit options are more limited.

There is no fixed route transit north of West 120th Avenue in Broomfield and RTD FlexRide service capacity and hours are limited in Broomfield. Moreover, FlexRide is not practical or convenient for every potential rider or trip purpose.

As identified in the existing conditions analysis phase of the project, there are gaps in coverage in areas with the highest propensity for transit ridership. Key destinations north of West 120th Avenue are not served and vulnerable residents, such as low-income populations and zero-vehicle or vehicle-deficit households, do not have access to affordable and dependable transit options.

### Mobility for Older Adults and People with Disabilities

There are currently mobility options in place for Broomfield’s older adults and residents with disabilities, but these services have limitations. RTD’s Access-a-Ride, the ADA complementary paratransit service, does not serve all of Broomfield due to the lack of fixed route coverage.<sup>13</sup> During conversations in the first phase of outreach, advocates and family members of people with disabilities shared that Access-a-Ride coverage gaps in and around Broomfield create mobility limitations for paratransit clients that can significantly limit their opportunities for travel. 42% of Broomfield’s usable land area, or around 10 square miles, are outside of the current Access-a-Ride boundaries. Additionally, Broomfield’s EasyRide service has limited resources that prevent CCOB from serving more of the older adult community’s mobility needs or advertising the service to a wider clientele base.

With Broomfield’s older adult population expected to grow in the future, it will become more difficult to meet the mobility needs of this demographic without further investment in services for them.

### Weekend & Evening Transit Service

For all members of the community and trip purposes, there is a need for more weekend and evening transit service. The travel demand analysis in the first phase of the project found that general public travel in Broomfield on weekends is similar to weekdays, but transit service levels are lower. Additionally, trip-making continues later into the evening than the spans of service of current transit options in Broomfield. The findings for sustained weekend travel demand were also supported by the RTD FlexRide service analysis, which found that trip denials rise significantly on Saturdays in the main Broomfield zone when RTD provides less capacity than on weekdays.

The lack of weekend and evening transit service in Broomfield limits mobility options for people without access to a private vehicle or who cannot drive and forces others to drive, be it for non-traditional work hour commutes, discretionary social or entertainment trips, or other purposes.

<sup>13</sup> Complementary ADA paratransit service must be provided within ¾ of fixed local transit routes and stations for regional rapid or express transit during the same hours of service.

## Other Unmet Needs/Expected Future Needs

### Demographic-Based

As part of the stakeholder focus groups and community outreach events in the first phase of public outreach, the project team identified several demographic-based unmet needs. These should be considered as part of future transportation planning efforts in Broomfield and implementation of this study's recommendations and/or plan updates. These include:

- **Wheelchair Accessible Transportation for Veterans to VA Facilities:** This demographic's travel patterns and mobility needs often overlap with the general public and working-age population. However, there are also many veterans with disabilities as well as older veterans, both of whom align with the travel needs generally of all older adults or people with disabilities. For older veterans or those with disabilities who live in Broomfield, EasyRide has limited capacity for medical trips outside Broomfield and does not serve the nearest VA Clinics in Denver or Golden. Additionally, sometimes the services needed are not available at the nearest VA clinic and require veterans to travel further, to Aurora, Loveland and sometimes as far as Fort Collins or Cheyenne.
- **Mobility for People with Disabilities:** There are gaps in Broomfield for the RTD Access-a-Ride paratransit service area, which limits mobility for people with disabilities not within three-quarters of a mile of a current (or recently suspended) RTD bus route. Not every adult resident with disabilities in Broomfield may be aware of the EasyRide service, nor could that service accommodate all eligible customers in the city with current resources.
- **Mobility for Youth with Disabilities:** Along with the previously mentioned RTD Access-a-Ride coverage gaps in Broomfield, the EasyRide program only accepts adults with disabilities. This severely limits public mobility options for Broomfield's minors with physical or cognitive disabilities if their home or destinations are outside the Access-a-Ride boundaries.

### Other Geographic Gaps

Along with gaps in local circulation, the study also identified geographic gaps in Broomfield's access to parts of RTD's regional bus and rail network. This includes:

- **Wagon Road Park-n-Ride:** While this important transit hub in Westminster is accessible from Broomfield via local Route 120, residents of central and northern Broomfield do not have direct access to Wagon Road via fixed route transit. Additionally, the Broomfield FlexRide zones do not serve the Park-n-Ride. As discussed in Section 6.2, this study recommends that RTD consider adding the Wagon Road Park-n-Ride as a point deviation within the main Broomfield FlexRide zone.
- **Eastlake & 124th Station (N Line):** Broomfield does not currently have any transit access to the Eastlake & 124th Station on RTD's N Line commuter rail service. This station, located approximately three miles from Broomfield's eastern limits, provides an important transit link to Downtown Denver and the regional rail network. Opportunities to connect Broomfield with the N Line should be closely considered with future transit planning efforts. However, it is also important to note that for connections to Downtown Denver, the Wagon Road Park-n-Ride is closer to Broomfield and is served by Route 120X. Scheduled weekday travel times to Denver Union Station are actually six to 10 minutes faster on Route 120X from Wagon Road than from Eastlake & 124th on the N Line.<sup>14</sup>

### Future Growth

As Broomfield continues to grow and new residential and commercial developments are completed, additional unmet mobility needs may arise. In particular, this is likely to include the North Broomfield area and the CO-7 (Baseline Road) corridor. While this study's existing conditions analysis found that population density, general travel demand and FlexRide ridership are lower in the northern parts of Broomfield, new housing developments are planned or under construction and will lead to additional travel demand to and from this area.

CCOB should continue to promote compact and transit-oriented development in these areas and identify opportunities to ensure walkable connections between commercial destinations and future transit hubs. As the I-25 & CO-7 mobility hub is completed and bus service begins on CO-7 between Brighton and Boulder, CCOB should ensure that any future local mobility services in North Broomfield interface with regional transit and offer a convenient transfer opportunity. CCOB should also continue to monitor new development and transit demand in the Interlocken area and anticipate potential mobility gaps for new residential developments or increased demand for first-/last-mile services for commuters with any increase in employment density.

<sup>14</sup> However Route 120X only operates hourly after the evening p.m. peak. N line is 30 minutes all day until the end of service.



## 5.2 MATCHING MOBILITY TOOLBOX TO MARKET .....

### Mobility Toolbox

After identifying and prioritizing Broomfield’s greatest unmet public mobility needs, the project team considered which options in the broader “Mobility Toolbox” are available to Broomfield. Key factors in this process include:

- The **local market context** - what types of services align with Broomfield’s character and built environment, and how many people are expected to use them.
- Ease of **implementation** and **cost** - what type of services could CCOB implement as a pilot project within reasonable funding envelopes.
- **Regional governance and RTD** - how can CCOB advocate for RTD service improvements in Broomfield and which mobility options are worth CCOB pursuing vs. leaving the decisions to RTD.

Three categories of mobility improvements were identified and are described in Table 14 below. These include fixed-route bus service, microtransit or on-demand service, and Dial-a-Ride-type services.

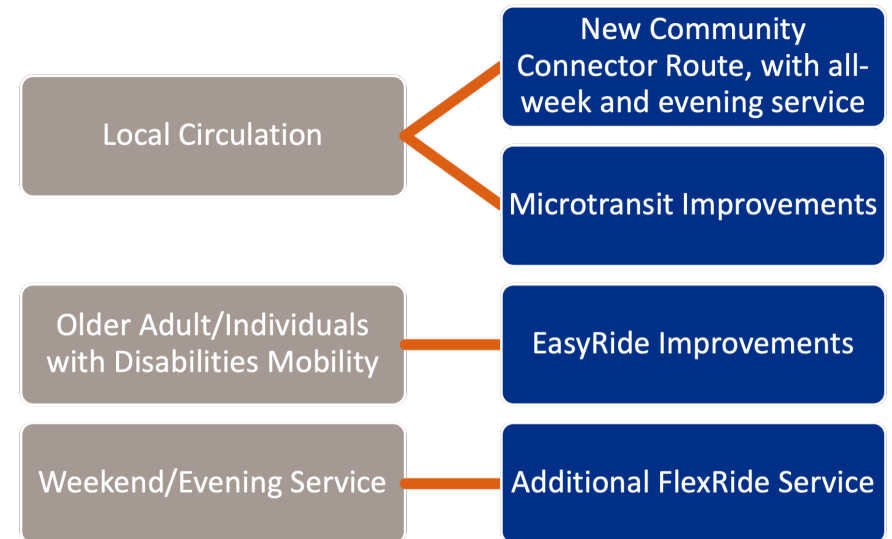
*Table 14: Mobility Toolbox Options for Broomfield*

| Mobility Toolbox Options for Broomfield |                                                                                                                                                                                                                                                              |                                                                                                                                                                              |
|-----------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Mobility Option                         | Description                                                                                                                                                                                                                                                  | Cost per Passenger <sup>15</sup>                                                                                                                                             |
| Fixed-Route Bus Service                 | <ul style="list-style-type: none"> <li>■ A local or regional bus that operates on a fixed schedule and alignment</li> <li>■ Example: RTD Route 120 or Flatiron Flyer</li> </ul>                                                                              | <ul style="list-style-type: none"> <li>■ \$9.89 (RTD Bus Systemwide)</li> <li>■ \$7.53 (National Peer Average)</li> </ul>                                                    |
| Microtransit                            | <ul style="list-style-type: none"> <li>■ An on-demand service that can be requested by app/call and offers point-to-point service (many-to-many or many-to-one)</li> <li>■ Example: RTD FlexRide</li> </ul>                                                  | <ul style="list-style-type: none"> <li>■ \$46.85 (RTD FlexRide)</li> </ul>                                                                                                   |
| Dial-a-Ride                             | <ul style="list-style-type: none"> <li>■ Advanced-reservation service, typically for older adults (or can be general public); similar to ADA paratransit but may differ in policies or service parameters</li> <li>■ Example: Broomfield EasyRide</li> </ul> | <ul style="list-style-type: none"> <li>■ \$43.00 (EasyRide)</li> <li>■ \$86.78 (RTD Access-a-Ride)</li> <li>■ \$50.87 (National Peer Average for Demand Response)</li> </ul> |

<sup>15</sup> RTD bus and Access-a-Ride costs and peer averages are from 2023 NTD data. RTD FlexRide cost per boarding is from 2023 Service Standards report. Fixed-route peer average is the cost for top 25 systems by bus ridership in 2023 (RTD was number 15). Peer average for demand response service is based on 2023 costs for RTD plus 14 other systems within +/-25% of RTD Access-a-Ride’s 2023 boardings.)

### Applying Mobility Options to Broomfield’s Needs

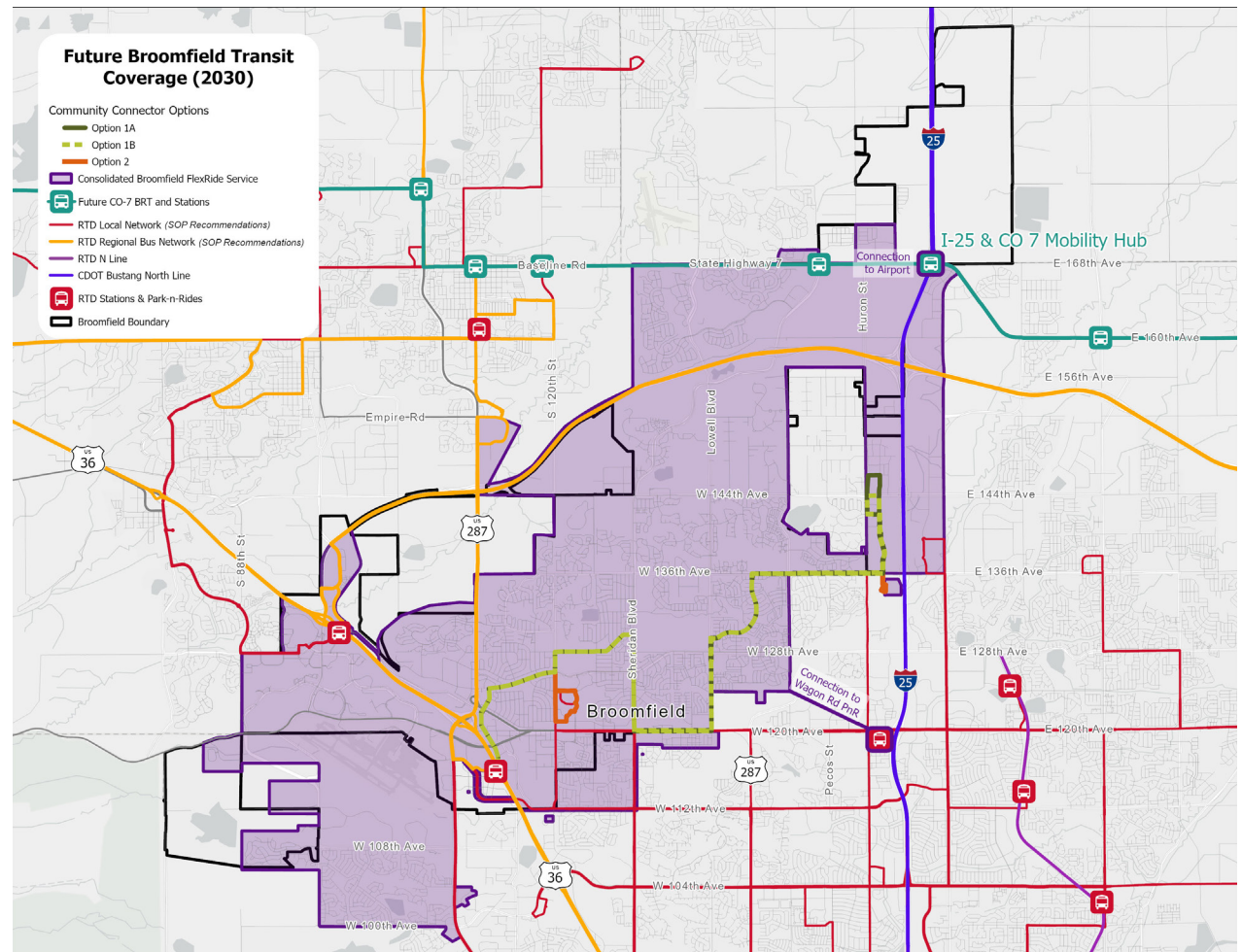
The last step in the recommendation development process was applying the mobility options to the previously identified unmet needs.



## 6 PLAN RECOMMENDATIONS . .

The following section describes the Broomfield Transit Study's final recommendations. These include the introduction of a new fixed-route community connector bus route, expansion of microtransit service in Broomfield (through RTD FlexRide improvements and/or new services), enhancements to Broomfield EasyRide, and additional policy and programmatic recommendations. These measures focus on coordinating future services and connections around new development and advancing strategies to increase awareness and patronage of public mobility services. Along with an overview of each recommendation and its parameters, the section also outlines key implementation and cost considerations to guide future planning and new funding or competitive grant pursuits. Section 7 of the report provides a plan-wide overview of costs and next steps for implementation. Figure 26 presents a “transit vision” for future coverage in Broomfield by 2030. This would include RTD fixed-route bus, consolidated FlexRide service, one of the community connector options described in the following section, as well as the future BRT service on CO-7. While RTD’s planned local and regional bus network from the SOP is shown, additional improvements for Broomfield as part of RTD’s upcoming comprehensive operational analysis (COA) study are possible.

Figure 26: “Transit Vision” for Future Broomfield Coverage (2030)



## 6.1 COMMUNITY CONNECTOR ROUTE .....

### Overview

The primary recommendation of the Broomfield Transit Study is the introduction of a new community connector bus route. The following section describes the proposed operating characteristics and alignment options for this fixed-route concept and highlights key considerations for Broomfield as it pursues implementation.

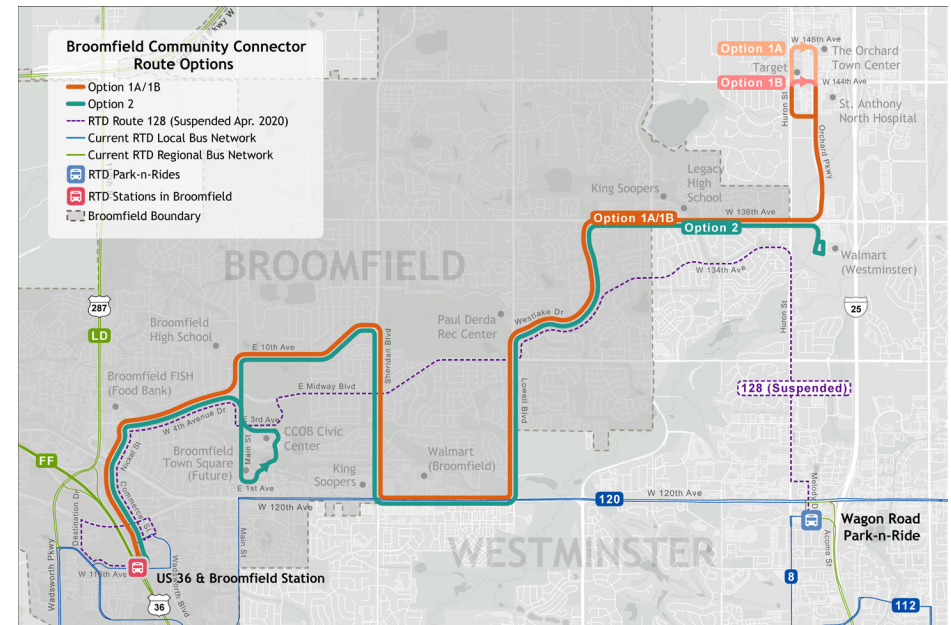
This service would operate with a fixed alignment and schedule all-day/all-week and restore transit coverage for portions of the community that lost access with the suspension of RTD Route 128 in 2020.

### Proposed Alignment Options

This proposed service builds on the former RTD Route 128, which was suspended in spring 2020 at the height of the pandemic due to low ridership. That route was designed around collection from residential areas and distribution to regional bus network hubs (at the US 36 & Broomfield Station and Wagon Road Park-n-Ride) as directly as possible. The new community connector concept trades some of that directness, and the Wagon Road connection, for improved local circulation—targeting residential areas with a higher identified transit propensity, Broomfield’s key commercial corridor and connection to popular shopping and employment destinations in Westminster near I-25.

The project team developed two alternatives for the route alignment and presented them to the public, stakeholders and Broomfield City Council in the second phase of outreach. Community members saw value in both options with some people preferring one over the other, but no clear consensus emerged. Both options are presented in this document for further consideration as Broomfield works toward implementation and new funding pursuits. A description of the two alignments follows, along with a discussion of the benefits and drawbacks of each in Table 15. A map of the two options, including a sub-option for one of them, is shown in Figure 27.

Figure 27: Proposed Community Connector Route Alignment Options



At the western end of the route, both options begin at the US 36 & Broomfield Station’s east side, across the Denver-Boulder Turnpike from the main station area and Arista development.<sup>16</sup> (See the Implementation Considerations subsection below for discussion of potential improvements to this portion of the station.) From there, the route would continue north on Commerce Street and Nickel Street to West Midway Boulevard. Buses would travel east on Midway, turn left on Main Street, and right on East 10th Avenue (near Broomfield High School) to reach Sheridan Boulevard. (See Option 2 below for discussion of a key difference in this area.) The route then follows Sheridan Boulevard south to West 120th Avenue to serve Broomfield’s Walmart and other nearby commercial destinations and allows for transfers with RTD Route 120. The route returns north on Lowell Boulevard, with a right turn on Westlake Drive. The route proceeds north through the Westlake Village neighborhood and turns right from Westlake Drive onto West 136th Avenue, passing Legacy High School and then crossing Huron Street into Westminster. From here the two options diverge:

<sup>16</sup> While serving the station’s main gates would be more convenient for most riders, the additional travel time to cross US 36 would have compromised how far the route could travel and the number of destinations it could serve within the recommended three-bus operation’s available running time.



**Option 1A:** East of Huron Street, Option 1A would turn north on Orchard Parkway and serve Saint Anthony North Hospital and The Orchard Town Center. Buses would loop in a clockwise direction from Orchard Parkway via West 142nd Avenue, Huron Street and West 146th Avenue. Buses would lay over southbound on Orchard Parkway across from the hospital.

There is a bus stop pad available, with a lane cut-out, concrete pad and shelter, that was formerly served by a segment of RTD's Route 8. This option would provide direct access to shopping and jobs (including Target), as well as nearby multi-family residential, in the heart of The Orchard development. It is important to note that directly serving the area north of West 144th Avenue and east of Huron Street would require community connector vehicles to travel on private property and would necessitate coordination with the owners to locate a bus stop there.

**Option 1B:** If stopping within The Orchard Town Center is not feasible, buses could remain on the public right-of-way and complete the eastern part of the terminal loop via West 144th Avenue (as was done by the former segment of RTD's Route 8 that served this area). While this would extend the walk distance to the center of The Orchard Town Center, Target would still be only a short quarter-mile walk from the end-of-line stop across from the hospital.

**Option 2:** This option sacrifices connection to Saint Anthony North Hospital and The Orchard Town Center area for a closer connection to the Broomfield Civic Center and future Broomfield Town Square Development. At Main Street and Midway Boulevard, buses would deviate south on Main Street to perform a counterclockwise loop around East 1st Avenue, Community Park Road, Spader Way, and East 3rd Avenue. Within the Civic Center area, this would provide direct access to the Broomfield Library, The Bay Aquatic Park and the Community Park, the City and County Building and the Broomfield Community Center. Buses would perform this loop in both directions.

Due to the additional in-service running time required to complete the Civic Center deviation, the eastern terminal of the route would be situated near West 136th Avenue and Orchard Parkway in Westminster. It is proposed that buses terminate directly at Walmart to provide access to this key shopping destination. Buses would enter the southernmost driveway off Orchard Parkway and circulate counterclockwise back to the parkway. As with Option 1A, this would require coordination with a property owner to facilitate access and placement of a bus stop. Alternatively, depending on the size of the vehicle deployed for this service, it may be feasible to U-turn on Orchard Parkway at the driveway nearest the Walmart entrance and stop in the northbound direction adjacent to the restaurant (currently Taco John's).

Removing some of the landscaping and relocating a portion of the sidewalk for a bus cutout would also increase the available turn radius for the vehicle to complete the U-turn maneuver.

**Table 15: Broomfield Community Connector - Alignment Option Considerations**

| Broomfield Community Connector - Proposed Operating Parameters |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                                                                                                                                                                                                                                                                                                                                                                                              |
|----------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Option                                                         | Benefits                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | Drawbacks                                                                                                                                                                                                                                                                                                                                                                                    |
| <b>Option 1 (1A/1B)</b>                                        | <ul style="list-style-type: none"> <li>Provides the most coverage, with connection to the hospital and shopping/jobs in Westminster.</li> <li>Through-riding customers would not be inconvenienced by the several-minute deviation through the Broomfield Civic Center area in Option 2.</li> <li>Option 1B is implementable without any private property access.</li> <li>Option 1B also shortens the Option 1A alignment by around a half mile, shortening the running time and allowing for more layover/schedule recovery time.</li> </ul> | <ul style="list-style-type: none"> <li>Does not serve the Broomfield Civic Center or Town Square development.</li> <li>Option 1A requires permission from The Orchard's owners to construct a stop on their property (and requires an agreement for cleaning and maintenance costs).</li> </ul>                                                                                              |
| <b>Option 2</b>                                                | <ul style="list-style-type: none"> <li>Provides a direct connection to several key community destinations and services at the Civic Center</li> <li>Provides a closer connection the Westminster Walmart than Option 1A/1B.</li> </ul>                                                                                                                                                                                                                                                                                                         | <ul style="list-style-type: none"> <li>Does not serve St. Anthony North Hospital or The Orchard area, missing a transit connection to key shopping/jobs that was requested in public outreach comments.</li> <li>Adds an additional 1.25-mile roundtrip distance over Option 1A, which increases running time and puts more pressure on the vehicle operator to stay on schedule.</li> </ul> |

## Operating Parameters

All of the community connector route options are proposed to operate with the same service characteristics, which are shown in Table 16. On weekdays, the route would operate every 30 minutes all day with service between 6 a.m. and 11 p.m. This aligns with the weekday service spans of the two key RTD fixed route services that would connect with this route—the Flatiron Flyer BRT service at US 36 & Broomfield Station and Route 120 along West 120th Avenue.

Weekend service could also be operated every 30 minutes with three vehicles, but a two-vehicle, 45-minute service is proposed as a cost-saving measure, along with a slightly shorter service span that would end around 9 p.m. Should additional funding be available and the community shows interest in more frequent service, 30-minute weekend frequencies should be pursued. As discussed earlier in the report, this study’s travel demand analysis in the existing conditions phase found that, like many places around the country, the share of general public travel occurring later in the evening and on weekends is greater than the scheduled transit service levels. Providing convenient, high-quality public mobility options for people making discretionary trips later in the evening or on weekends or for people commuting outside the typical “nine to five” weekday hours should be a top priority for any vibrant community focused on equity and sustainability.

**Table 16: Proposed Fixed-Route Community Connector Service Parameters**

| Broomfield Community Connector - Proposed Operating Parameters |                                                                                                                                                                                                                                            |                                                                                                                             |
|----------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------|
|                                                                | Weekday                                                                                                                                                                                                                                    | Weekend                                                                                                                     |
| Frequency                                                      | 30 minutes                                                                                                                                                                                                                                 | 45 minutes                                                                                                                  |
| Operating Hours (Span)                                         | 6 a.m. - 11 p.m.                                                                                                                                                                                                                           | 6 a.m. - 9 p.m.                                                                                                             |
| Vehicle Requirement                                            | 3                                                                                                                                                                                                                                          | 2                                                                                                                           |
| One-Way Trips                                                  | 67                                                                                                                                                                                                                                         | 46                                                                                                                          |
| Estimated Daily Revenue Hours <sup>17</sup>                    | 50                                                                                                                                                                                                                                         | 34.25                                                                                                                       |
| Estimated Daily Revenue Miles                                  | <ul style="list-style-type: none"> <li>■ Option 1A: 744.9</li> <li>■ Option 1B: 726.2</li> <li>■ Option 2: 786.8</li> </ul>                                                                                                                | <ul style="list-style-type: none"> <li>■ Option 1A: 511.1</li> <li>■ Option 1B: 498.4</li> <li>■ Option 2: 540.3</li> </ul> |
| One-Way Trip Distance                                          | <ul style="list-style-type: none"> <li>■ Option 1A: 11.7 miles eastbound, 10.6 miles westbound</li> <li>■ Option 1B: 11.1 miles eastbound, 10.6 miles westbound</li> <li>■ Option 2: 11.7 miles eastbound, 11.8 miles westbound</li> </ul> |                                                                                                                             |
| Estimated Roundtrip Running Time                               | <ul style="list-style-type: none"> <li>■ Option 1A: 76.1 min @ 17.5 mph (excludes layover)</li> <li>■ Option 1B: 74.2 min @ 17.5 mph (excludes layover)</li> <li>■ Option 2: 80.4 min @ 17.5 mph (excludes layover)</li> </ul>             |                                                                                                                             |

<sup>17</sup> Revenue hour estimate for Option 1A shown. In-service vs. layover time balance will differ between options due to differing running times, but overall revenue hours will be the same or very close between options.

<sup>18</sup> Alternatively, CCOB could allow for lower or free fares using a youth and/or low-income pass with the balance of the riding public paying the regular fare.

<sup>19</sup> Under federal regulations, paratransit fares are capped at twice what is charged for the equivalent fixed route service.

<sup>20</sup> Potentially the cost savings from not charging fares might not be that much different that the loss of fare revenue from a free fare program - making the overall financial impact of choosing to charge or not charge fares worth investigating before deciding.

Along with setting the hours and frequency of service, CCOB must also determine whether or not to charge fares and, if so, at what price. (This discussion assumes that the service is not RTD-operated, in which case it would be subject to their fare policies. See Operating Model discussion in the following section.) CCOB does not currently charge a fare for the EasyRide service and may choose to align with that program’s fare-free model. However, as this is a general-public transit service and not specifically targeted to an older and/or vulnerable population like EasyRide, it would not be unreasonable for CCOB to charge a fare for the service. While this could align with RTD’s current base fare of \$2.75, a lower fare may make the service more attractive to Broomfield’s youth or low-income population<sup>18</sup> and would be more equitable especially if an arrangement for free transfers to/from connecting RTD services is not established. Additionally, operating fare-free may attract more “non-destination riders” who may alter public perception of the service. It is also important to note that if the fixed route service is free, the ADA-required complementary paratransit service must also be free. This would increase costs as paratransit service is far more expensive to deliver on a per passenger basis.<sup>19</sup>

If CCOB is in a position to set the fare policy for the community connector service, it will be essential to conduct further analysis and outreach to determine a reasonable and equitable price for the service that aligns with community values and financial realities. Moreover, it is also important for CCOB to weigh the projected gross fare revenue against the administrative costs for collecting fares. These would mostly be managed by the contract operator and included in the rate charged to CCOB, but include things like farebox maintenance and technology costs, credit card processing fees and cash handling costs (i.e., subcontracted armored car services). There would also be additional staff time costs, likely borne by CCOB, for eligibility certification for riders entitled to a discounted or free fare (e.g., people with disabilities, older adults, youth or veterans, etc.).<sup>20</sup>



## Implementation Considerations

The following section discusses key considerations for the community connector recommendation options and future implementation. This includes cost and operating model scenarios, capital needs, differences in population and job access benefits between the alignment options and ADA paratransit coverage implications.

### Operating Model & Cost

The cost and operating model for the proposed community connector route are key considerations for CCOB. (See Section 7.1 for discussion of potential funding sources.) This section provides a discussion of two operating model scenarios and an overview of estimated annual operating costs for the service.

**Operating Model:** CCOB has several options for how the community connector route could be operated. These differ depending on who would be physically operating and maintaining the vehicles and the party responsible for funding the operation. While these are not the only options available, they are the most feasible for Broomfield.

- **Contract Operation:** Under this operating model, CCOB would fund the annual operating costs for the service, but contract with a private mobility or transportation company to deliver the service. This model has several advantages over CCOB directly operating the service, including that it reduces operating and capital costs by not requiring the purchase and maintenance of new vehicles and hiring of operators, mechanics, and dispatch personnel. It also reduces day-to-day administrative responsibilities for CCOB and preserves staff time for other mobility planning efforts and top-down management of the contracted service. While CCOB already directly operates the EasyRide service and could expand that operation to include the community connector route, this is not recommended given current staffing and resource limitations, especially if this transit concept is tested as a pilot project.
- **RTD-Operated:** If CCOB does not pursue the contract-operated model, the other option would be for RTD to operate the service as part of their local network. Under this scenario, CCOB would not be responsible for funding the operation beyond the local sales and use tax revenue that is already remitted to the District. Similar to the contract-operated

model, RTD would handle day-to-day management and oversight of the service. However, unlike the other model, CCOB would have much less control over the service and would be bound by RTD's policies and procedures and regional allocation of resources across the service area. This would preclude CCOB from branding the service distinctly from RTD or making nimble service adjustments in response to local community feedback or service performance data analysis.

It is important to note that RTD's planning and service development efforts are constrained by the agency's System Optimization Plan (SOP), which its board adopted in July 2022. RTD is planning to conduct an industry-standard comprehensive operational analysis (COA) beginning in 2026 as a five-year update to the SOP. New routes, such as this proposed community connector route, would need to be incorporated into the COA process, which RTD intends to complete in 2027 for implementation beginning in 2028. Even if RTD is not able to operate the route from the outset, the agency may be willing to take on the service and incorporate it into their local bus network if CCOB operates it initially and can demonstrate sustained ridership that meets or exceeds RTD's service standards for the local bus tier.

**Cost Estimate:** Table 17 shows a projection of annual revenue hours and operating cost at different revenue hour unit costs. Daily revenue hours are based on the operating parameters described in Table 16 and their annualization is based on a 365-day operation in an average year with Sunday service operated on public holidays that fall, or are observed, on weekdays. The 16,517.5 annual revenue hours are a preliminary projection and may differ slightly from the actual service once scheduled and are subject to change if different operating hours or service levels are implemented.

The annual costs shown are for the contract-operated model and are presented at three different revenue hour unit costs.<sup>21</sup> The actual service rate will depend on the operating company, the volume of service that CCOB purchases, and the outcome of contract negotiations, among other factors. The \$1.3-\$1.8 million estimate is based on unit costs within a range typically seen in similar locations for a turnkey fixed-route or shuttle service operated with smaller cutaway-style vehicles. The actual rate could be higher or lower than this and will be expected to increase in future years. The contract operator for RTD's FlexRide service charges a rate toward the lower end of this range, but this is based on a significantly greater volume of service than

<sup>21</sup> Contract transit operators often invoice the entity funding the operation based on the actual revenue hours (in-service time plus layover) delivered in that billing period and build non-revenue time into their business model and the contracted rate. Non-revenue time includes the deadhead time between the vehicle's operating and maintenance facility and the start or endpoint of service, as well as additional operator pay hours during their sign-on and sign-off periods at the facility.

CCOB would purchase for this route.

It is important to note that these estimated costs for a contract-operated service are based on the assumption that the contractor's rates are inclusive of the personnel costs for the operators, dispatchers, service supervisors and management, as well as fuel, maintenance and amortized capital cost of the vehicles. The contract operator is likely to charge additional for optional add-ons like branded vinyl wraps on the vehicles, onboard Wi-Fi, or other amenities. CCOB would be responsible for other costs such as staff time for marketing and promoting the service, printing schedules or other materials and costs for bus stops. The latter includes both one-time capital costs for new, improved, or re-activated (formerly used by RTD) bus stops as well as ongoing operating costs for their cleaning and maintenance.

**Table 17: Estimated Operating Costs for Community Connector Route**

| Broomfield Community Connector - Estimated Operating Costs |                 |
|------------------------------------------------------------|-----------------|
| Est. Weekday Revenue Hours (at 255 Days/Year)              | 50              |
| Est. Saturday Revenue Hours (at 52 Days/Year)              | 34.25           |
| Est. Sunday Revenue Hours (at 58 Days/Year)                | 34.25           |
| <b>Est. Annual Revenue Hours</b>                           | <b>16,517.5</b> |
| Annual Cost at \$80.00/revenue hour                        | \$1,321,400     |
| Annual Cost at \$95.00/revenue hour                        | \$1,569,163     |
| Annual Cost at \$110.00/revenue hour                       | \$1,816,925     |

### Capital Needs

Along with the daily delivery of the service itself, implementing the community connector route will require a capital expenditure for bus stops. These will include new stop locations not previously served by fixed route transit, along with the reactivation of stops formerly served by RTD and potential improvements to existing stops currently in use. Along with establishing stops for the community connector route, this study also recommends that CCOB work with RTD to make improvements to the east side of the US 36 & Broomfield Station, which would be served by this route.

**Proposed Stop Locations:** Along with ensuring compliance with ADA and other requirements, it is also important to consider the customer walk and wait experience in locating bus stops. While exact bus stop placement may be dictated by constraints due to roadway configuration, adjacent property uses, accessibility concerns or other factors, the project team employed best-practice guiding principles for siting the proposed stop locations for the Community Connector. These include locating bus stops at the farside of intersections with crosswalks (with a preference for signalized intersections), spacing them between a quarter and a third of a mile apart and locating them as close as possible to key destinations to minimize walking distance.

At its western end, the route will utilize the existing US 36 & Broomfield Station's east side bays as an end-of-line stop and layover point. The proposed layover location at the eastern end of the route is the existing southbound bus stop on Orchard Parkway south of West 144th Avenue in Westminster. This stop, which is not currently in use, was formerly utilized by RTD Route 8. It has a cutout with a concrete pad, shelter and convenient restroom access for operators at either the adjacent fast-food restaurants or at the hospital across the street. The stop will require placement of a new sign indicating its use as a Broomfield community connector route stop. CCOB will need to coordinate with RTD and the City of Westminster regarding the costs of, and party responsible for, cleaning, maintenance and security at the stop.

Including these two stops, the recommendations include the use of five existing active RTD stops, the reactivation of 18 former RTD stops and establishment of 47 new bus stops for a total of 70 stops. For new bus stops, long-term recommendations include shelters, seating, lighting, trash receptacles and signage with service information. In the near term, while the service would operate on a pilot basis, investment could be limited to stop signage and any sidewalk improvements necessary for ADA compliance. A full list of proposed bus stop locations can be found in Appendix D in Section 8.4 .



**Other Capital Needs:** In addition to the requisite bus stop needs discussed above, it is also recommended that CCOB work with RTD to make improvements to the east side of the US 36 & Broomfield Station as needed. Due to running time constraints, the proposed community connector route will need to utilize this location as the western end-of-line stop and layover location. The current size and configuration of the driveway may be adequate for the type of vehicle that will be utilized for this service, but otherwise expansion to accommodate the turning radius of a larger bus may be necessary. Further analysis of the utilization of the “Kiss-n-Ride” parking spaces on this side of the station is also warranted, to determine if these should be relocated elsewhere to accommodate the community circulator operation. CCOB should also assess the condition of the asphalt roadway surface at the driveway turnaround to determine if repaving and/or addition of a concrete bus pad at the stop location is necessary.

*Figure 28: US 36 & Broomfield Station East Side (Google Street View, March 2022)*



*Figure 29: US 36 & Broomfield Station Aerial Overview*



## Transit Access

Access to fixed route transit is a key factor affecting whether or not people will utilize a service. If a bus route or train line does not stop within a convenient walk distance from your home or destination (or within a short bike or scooter ride) then it does not align with your mobility need for that trip and it is unlikely that you will utilize the service. The project team identified access to transit, through both the existing conditions analysis and Phase One of public input, as a major unmet need for Broomfield. Outside of the RTD FlexRide and Broomfield EasyRide services, there is little fixed route bus service within Broomfield and no coverage north of West 120th Avenue.

The proposed community connector route options would serve thousands of residents and jobs in Broomfield and Westminster within a convenient five-minute walk (quarter-mile) and an even greater number within a ten-minute walk (half-mile). Table 18 details the population and job access numbers for each route option, along with the former RTD Route 128, for both Broomfield and Westminster at the two walking distances. In terms of total numbers, Option 1A would provide the greatest access, serving more than 29,300 people within a half-mile walk and nearly 10,300 jobs. This represents a 12% increase in people and 9% increase in jobs over the former Route 128. At the city-level, Option 2 provides more access within Broomfield while Options 1A and 1B would serve more people and jobs in Westminster with the increased coverage to The Orchard area. In terms of the overall share of population and jobs served by the route alternatives, Options 1A and 1B would serve 31% of Broomfield residents and 16% of Broomfield jobs within a half mile. This increases to a third of residents and 20% of jobs with Option 2. The former Route 128 served a similar number of jobs as options 1A/1B, but 25% of Broomfield's population.

While these numbers and the differences in walk access to the route options should not dictate which alignment that CCOB pursues for implementation, they offer a helpful snapshot of the benefit any option would provide over the former Route 128 and should be considered alongside the other trade offs.

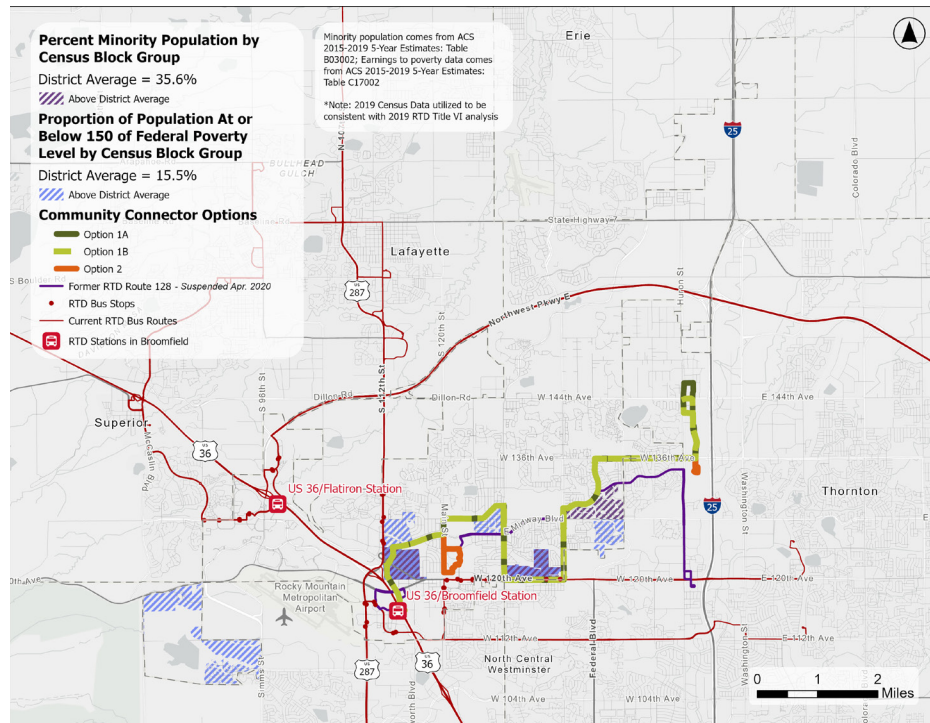
**Table 18: Community Connector - Population and Jobs Access Comparison**

| Broomfield Community Connector - Walk Access Comparison |             |               |               |               |               |
|---------------------------------------------------------|-------------|---------------|---------------|---------------|---------------|
| Route                                                   | City        | Population    |               | Jobs          |               |
|                                                         |             | 1/4-Mile Walk | 1/2-Mile Walk | 1/4-Mile Walk | 1/2-Mile Walk |
| Option 1A                                               | Broomfield  | 11,034        | 23,202        | 2,818         | 6,564         |
|                                                         | Westminster | 2,642         | 6,114         | 1,827         | 3,716         |
| Option 1B                                               | Broomfield  | 11,037        | <b>23,202</b> | 2,819         | 6,565         |
|                                                         | Westminster | 2,208         | 5,548         | 1,232         | 2,950         |
| Option 2                                                | Broomfield  | 12,433        | <b>25,102</b> | 3,823         | <b>8,283</b>  |
|                                                         | Westminster | 1,528         | 3,764         | 735           | 1,615         |
| Former RTD Route 128                                    | Broomfield  | 9,482         | <b>18,634</b> | 2,963         | 6,587         |
|                                                         | Westminster | 3,995         | 7,618         | 1,162         | 2,798         |



Along with improving transit access for the community at large, the community connector route options were design to provide better access for many of the areas of Broomfield with the highest concentrations of equity populations. As shown in Figure 30 below and previously discussed in Section 3.3, this includes block group concentrations of minority and low-income populations above the RTD district-wide average.

**Figure 30: Community Connector Options with RTD Equity Block Groups**



## ADA Requirements

If CCOB implements one of the community connector options, they are obligated to meet requirements for providing public transit services under the Americans with Disabilities Act (ADA), as shown in Table 19. It is important to note that these requirements must be met regardless of whether the service is funded with federal dollars. The table also includes recommendations on how CCOB can meet each these requirements.

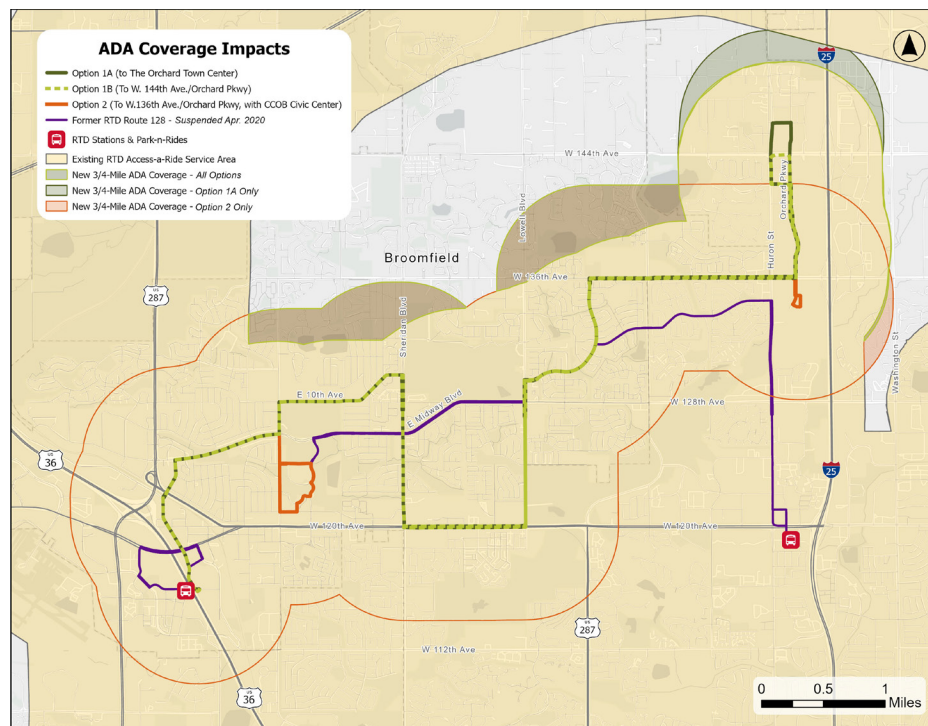
**Table 19: Community Connector ADA Requirements**

| Broomfield Community Connector - ADA/Accessibility Requirements |                                                                                                                                                                                                                                                                                                        |
|-----------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Requirement                                                     | Recommendation                                                                                                                                                                                                                                                                                         |
| <b>Vehicle Accessibility</b>                                    | If pursuing contract-operated model, ensure that vehicle specifications and operating agreement requires vehicles that meet ADA accessibility standards. If CCOB purchases any vehicles, ensure they all have wheelchair lifts or ramps.                                                               |
| <b>Bus Stop Accessibility</b>                                   | With their permission and where possible, CCOB should use existing RTD bus stops for the circulator, most of which are accessible. New stop installations must meet ADA requirements for accessibility.                                                                                                |
| <b>Complementary ADA Paratransit</b>                            | CCOB would be required to provide complementary paratransit service within $\frac{3}{4}$ miles of the connector route alignment. CCOB may contract with RTD to provide the trips at a negotiated rate or expand EasyRide service to meet federal ADA requirements for the community connector service. |



As noted in the table, CCOB could coordinate with RTD to explore the possibility of having the existing RTD Access-a-Ride service provide the complementary ADA paratransit trips to and from the new areas that the connector route would operate. CCOB would pay for any trips which start or end in the extended service area, shown in Figure 31. Another option would be to use the Broomfield EasyRide service to provide these trips, however there would need to be changes to this service to fully meet the federal requirement for ADA paratransit. This would include extended hours, elimination of capacity constraints (if any), and opening the service to residents outside of Broomfield who qualify for ADA paratransit service. The additional costs would likely exceed the cost of paying RTD to operate these trips on CCOB's behalf.

**Figure 31: Community Connector - ADA Paratransit Coverage Impacts**



## 6.2 MICROTRANSIT .....

In an effort to address the need for local circulation and evening and weekend mobility, the study recommends improvements to microtransit, or on-demand services in Broomfield. The first portion of this section discusses recommended improvements to the RTD FlexRide services in Broomfield. The final part of this section offers guidance for other on-demand options that CCOB could pursue, outside of the existing RTD FlexRide.

### RTD FlexRide Improvements

The RTD FlexRide recommendations are organized into three categories: extending the hours of service, increasing rider capacity with additional vehicles and consolidating the three zones into only two or one. These recommendations are not mutually exclusive, and it is recommended that CCOB work with RTD to pursue these improvements and advocate for additional FlexRide resources in Broomfield.

#### Extended Hours

The Broomfield and Interlocken/Westmoor zones currently operate from 5:30 a.m. to 7 p.m. on weekdays and the Broomfield FlexRide zone operates from 9 a.m. to 6 p.m. on Saturdays. These service spans end too early to meet the travel needs of workers with nontraditional shift times or for people making discretionary evening trips. It is proposed that weekday hours be extended to 9 p.m. in both zones and to 9 p.m. on Saturdays in the main Broomfield FlexRide zone. This adds an evening mobility option for people traveling within the portion of Broomfield that has the highest travel demand and greatest concentration of destinations. To prioritize investment of limited resources where it will have the greatest impact and to align with current demand, no service span extensions are recommended for the Broomfield North zone.

Along with the extended weekday and Saturday service hours, this study also recommends introduction of Sunday service in the main Broomfield FlexRide zone, with the same 9 a.m. to 6 p.m. service span currently provided on Saturdays in that zone. This study identified that general public travel demand is sustained on weekends at a similar level as weekdays. As such, it is recommended that the Sunday Broomfield FlexRide zone service be operated with two vehicles to meet expected demand. Adding Sunday service in the main Broomfield zone, which sees the highest ridership and covers the core portion of the community will help to address the unmet need for weekend mobility. The addition of weekend service in the Interlocken/Westmoor zone is not recommended at this time, given its current ridership levels and its primary orientation as a first-/last-mile service connecting

weekday commuters between the US 36 Flatiron Flyer stations and dispersed job centers and office parks in the portion of Broomfield southwest of US 36. See Table 20 below for the recommended service span improvements.

**Table 20: RTD FlexRide - Service Span Recommendations**

| RTD FlexRide - Service Span Recommendations |          |                    |                 |                 |
|---------------------------------------------|----------|--------------------|-----------------|-----------------|
| FlexRide Zone                               |          | Weekday Hours      | Saturday Hours  | Sunday Hours    |
| Broomfield                                  | Existing | 5:30 a.m. - 7 p.m. | 9 a.m. - 6 p.m. | --              |
|                                             | Proposed | 5:30 a.m. - 9 p.m. | 8 a.m. - 9 p.m. | 9 a.m. - 6 p.m. |
| Broomfield North                            | Existing | 9 a.m. - 4 p.m.    | --              |                 |
|                                             | Proposed | 9 a.m. - 4 p.m.    |                 |                 |
| Interlocken/<br>Westmoor                    | Existing | 5:30 a.m. - 7 p.m. | --              |                 |
|                                             | Proposed | 5:30 a.m. - 9 p.m. |                 |                 |

### Increased Capacity

This study's analysis of the existing FlexRide service found that the one-vehicle operation in the main Broomfield zone on Saturdays is insufficient to meet even current demand. Weekday service is operated with two vehicles and sees modest levels of trip denials. However, weekday denials increase during the a.m. and p.m. peak periods, and the addition a third vehicle is recommended during these periods to fully meet current demand allow for future growth.

Additionally, trip denial counts increase dramatically on Saturdays, indicating that many FlexRide users are unable to book a trip. Adding a second vehicle would make FlexRide a more viable travel option for Broomfield residents or visitors on Saturdays and address the unmet weekend mobility need. As discussed above, the proposed Sunday service should also be operated with two vehicles to avoid spikes in trip denials and a degradation in service reliability and customer experience. In general, CCOB should continue to work with RTD to regularly monitor FlexRide ridership and trip denials and encourage the addition or reallocation of revenue-hour resources to align with customer demand.

### Zone Consolidation

The third and final FlexRide recommendation for Broomfield is the consolidation of two or more of the three zones. The current three-zone structure for FlexRide in Broomfield limits opportunities for travel across the community or to key destinations outside the same zone. North Broomfield residents cannot access the West 120th Avenue corridor or Broomfield Civic Center area on one trip, and South-central Broomfield residents within the Broomfield FlexRide zone cannot travel to commercial destinations in Interlocken. Bringing these zones together and eliminating the travel barriers will help to address this unmet need for local circulation and make the service more attractive to more residents. As an interim step, it is recommended that RTD consolidate the Broomfield and North Broomfield zones (see Figure 32). RTD staff indicated to the project team that this may be more feasible in the near-term (by having a lesser impact on vehicle requirements compared to the full zone consolidation) and would provide the greatest immediate benefit relative to current ridership and general travel demand, while testing the impacts of zone consolidation.

In the long term, it is recommended that RTD consolidate all three zones into a single zone serving all of Broomfield and following the current outer boundaries of these three zones. (See Figure 33 below). This is expected to have a significantly greater resource impact than the two zone consolidation. While the northern parts of Broomfield currently have far less population, destinations or travel demand than the rest of the community, this area is expected to grow in future years and decades. However, most of the expected resource impact (through additional vehicles required to meet demand and preserve at least current wait times and availability) comes from the fact that the Broomfield North zone includes all of the commercial and retail development on both sides of I-25 between Baseline Road (CO-7) and West 136th Avenue within Broomfield and the cities of Westminster and Thornton.

Under either consolidation scenario, it is recommended that RTD operate the service with the same span as proposed above and sufficient vehicle counts to meet demand.

Figure 32: RTD FlexRide - Two-Zone Consolidation Option

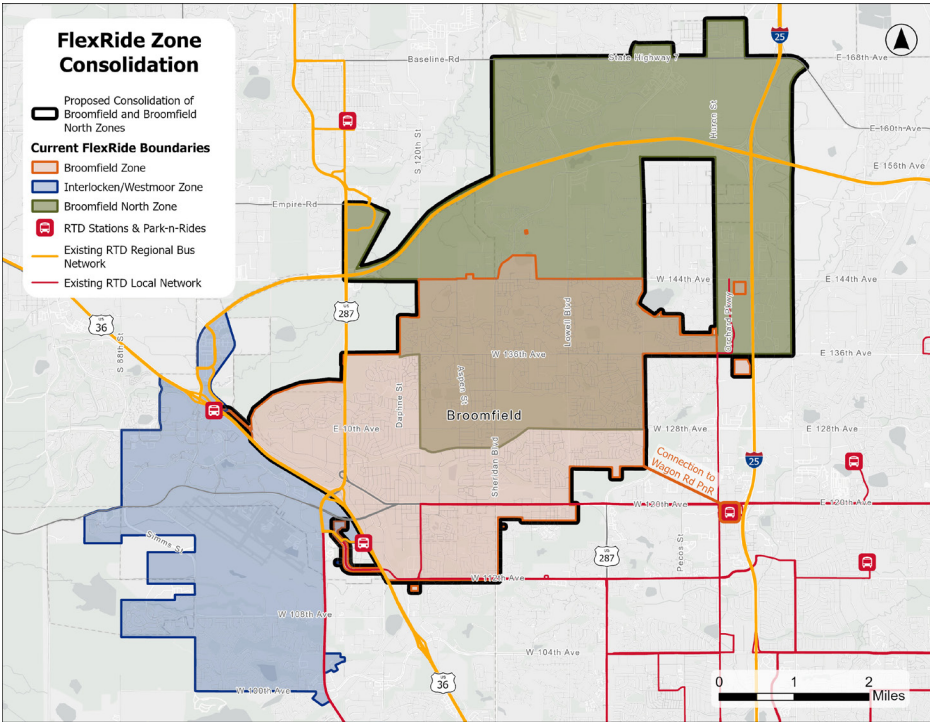
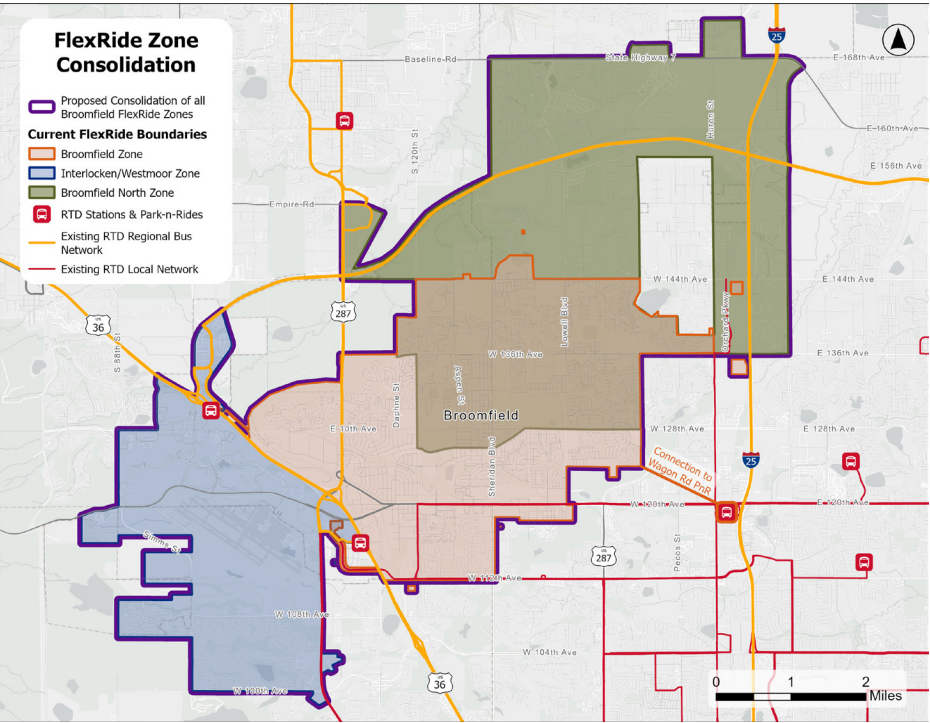


Figure 33: RTD FlexRide - Three-Zone Consolidation Option



## Additional Coverage

Independent of the recommendations discussed above, this study also identified several minor gaps in FlexRide coverage in Broomfield that should be addressed by RTD. The first is the **Skyestone Parkway neighborhood** west of Simms Street in southwestern Broomfield. Only a portion of this neighborhood is covered within the Interlocken/Westmoor zone. Residents at the far western end of this neighborhood are as much as a 0.6-mile walk from the zone boundary. While it is possible for residents to walk to the zone for a pick-up, this may not be convenient for some riders nor for anyone during inclement weather. Extending the Interlocken/Westmoor zone westward to fully cover this neighborhood is not likely have significant capacity impacts (as the additional coverage only includes residential, origin-side locations), and RTD should consider rectifying this issue as soon as possible.

The other notable area not served by the existing FlexRide zones in Broomfield is the **Wagon Road Park-n-Ride** in Westminster at West 120th Avenue between Hurson Street and I-25. While this regional transit hub is accessible by transit from Broomfield on Route 120, it is not possible for most Broomfield residents to conveniently access it without driving themselves (or by carpooling or using a taxi/rideshare). It is recommended that RTD explore adding Wagon Road as a point deviation on the main Broomfield zone (or future consolidated zone). This could potentially add significant demand to the zone and should be analyzed closely relative to any potential resource cost impact from adding additional vehicle(s) to meet the need.

**Table 21: RTD FlexRide - Recommendations Revenue Hour Impacts**

| RTD FlexRide - Recommendations Revenue Hour Impacts       |                      |         |          |        |                  |                                      |
|-----------------------------------------------------------|----------------------|---------|----------|--------|------------------|--------------------------------------|
| Recommendation                                            | Zone                 | Weekday | Saturday | Sunday | Weekly           | Annual Cost Projection <sup>22</sup> |
| Service Span (without additional vehicles)                | Broomfield           | +4      | +4       | --     | +24              | \$98,240                             |
|                                                           | Interlocken/Westmoor | +2      | --       | --     | +10              | \$40,800                             |
| Sunday Service with two vehicles                          | Broomfield           | --      | --       | +18    | +18              | \$83,520                             |
| Additional Sat. Capacity (and with four-hour longer span) | Broomfield           | --      | +9 (+13) | --     | +9 (+13)         | \$37,440 (\$54,080)                  |
| Additional peak-only vehicle                              | Broomfield           | +6      | --       | --     | +30              | \$122,400                            |
| <b>Total</b>                                              |                      |         |          |        | <b>+91 (+95)</b> | <b>\$382,400 (\$399,040)</b>         |

<sup>22</sup> Annual cost projections are based on standard transit service year of 255 weekdays, 52 Saturdays and 58 Sundays (Sunday schedules operated on certain holidays) and RTD's current marginal operating cost for FlexRide of approximately \$80 per revenue hour.

## Cost Estimates

The costs for the RTD FlexRide improvements will depend on how many of the recommendations are implemented. A summary of the revenue hour impacts and annual cost projections are presented below in Table 21. For reference, the three Broomfield zones currently account for just under 13% of the total FlexRide system revenue hours on a weekly basis, according to RTD's January 2024 runboard schedule data (246.5 weekly revenue hours out of 1,927.8 systemwide).

Independent of the zone consolidation impact on vehicle requirements, the other recommendations (longer span, added Sunday service and increased Weekday and Saturday capacity) would add as many as 95 additional revenue hours on a weekly basis, or a 39% increase to the total revenue hours currently allocated to the three Broomfield zones. Implementation of all of these service expansion recommendations would add around \$399,000 to RTD's annual FlexRide operating costs, based on the current contracted hourly rate for this service.



Revenue hour impacts and costs for the zone consolidation options will be dependent upon final analysis of projected demand levels at the time of implementation and the resources RTD would be able to commit to the service. Preliminary projections for the three-zone consolidation found that meeting current demand (based on this study's travel demand analysis, anticipated mode share capture on FlexRide and projected hourly capacity per vehicle) would likely require a total of six all-day vehicles serving the zone on weekdays with as many as three additional vehicles during the weekday peak periods. With a longer weekday span of 5:30 a.m. to 9 p.m., this would require 104.5 weekday revenue hours in Broomfield. This represents a 120% increase above the 47.5 daily weekday revenue hours currently dedicated to the three zones. Under the full zone consolidation scenario, a longer 13-hour span of 8 a.m. to 9 p.m. is recommended on weekends with three vehicles operating at all times to meet projected demand. This projected service requirement for full zone consolidation, of 104.5 weekday revenue hours and 39 daily weekend revenue hours, would add an estimated \$1,468,560 annually to the current operating cost for FlexRide in Broomfield.

## Other On-Demand Options

There are other options for on-demand service outside of working with RTD to expand the existing FlexRide service. CCOB may choose to operate their own microtransit service which specifically covers Broomfield. Another option would be to provide subsidies for rideshare or Transportation Network Company (TNC) services (e.g., Uber, Lyft, GoGo, HopSkipDrive, Metro Taxi, zTrip or Drivers Cooperative Colorado). This section discusses these options and areas for CCOB to consider when developing these programs.

### City-Contracted On-Demand (Microtransit) Service

CCOB can leverage lessons from other Denver-area microtransit projects to design a successful on-demand service. Key considerations include partnering with an experienced microtransit vendor, adopting a proven on-demand operating model and utilizing diverse funding streams to support the service. Below is a high-level summary of recommendations in these areas.

**Proven Microtransit Vendors:** Several specialized vendors have delivered successful microtransit services in the Denver region. Via Transportation (ridewithvia.com) is a leading turnkey provider, currently operating the City of Lone Tree's "Link On Demand" shuttle and the new "RIDE Longmont" service. Their platform offers a branded rider app, dynamic routing, and driver scheduling. Another vendor, Downtowner (ridedowntowner.com), operates the "Denver Connector" microtransit zones under contract to

the City and County of Denver. Additionally, Via Mobility Services (a local nonprofit) successfully runs Boulder County's "Ride Free Lafayette" shuttle and the RTD FlexRide service. CCOB could issue a Request for Information (RFI) based on intended program objectives to gauge interest, determine operating model options and to better understand potential program costs. These vendors typically provide the rider app, dispatch software and may even supply vehicles and drivers, allowing Broomfield to launch service quickly and reliably.

**On-Demand Operating Model:** The consensus model in the Denver area is an app-based, on-demand shuttle service within defined zones. Riders use a smartphone app (or call a dispatcher) to request curb-to-curb or corner-to-corner rides. There are no fixed routes or schedules; instead, trips are dynamically routed similar to TNC platforms like Uber/Lyft, but as a public transit service. Fares for Denver-area microtransit are mostly free to the rider, with Denver Connector, Lone Tree Link and Lafayette's service charging no fare. RTD's FlexRide on-demand service charges a standard local fare (\$2.75), but recent city pilots have chosen to be fare-free to maximize ridership and equity. CCOB should consider a fare-free model, at least initially, to attract users. As noted in the ADA requirements section, at least a portion of the vehicles would need to be ADA-accessible and response times for riders requiring these vehicles would need to be comparable to that for the balance of the riders. Integration with RTD's transit network is also a key design factor and the service should link neighborhoods and businesses to the Flatiron Flyer stations and local bus stops, complementing the larger transit system. To control costs, CCOB should consider a target response time of 30 minutes, which is comparable to the experience for local fixed-route riders in Broomfield which have between a 30- and 60-minute frequency.

**ADA Requirements:** The ADA requirements for microtransit focus on vehicle accessibility and response time comparability. At least a portion of the fleet would need to accommodate boarding of wheelchairs. The response time for riders needing an accessible vehicle would need to be comparable to that for riders who do not require an accessible vehicle. For this reason, agencies typically operate a majority of accessible vehicles on their microtransit service.

## 6.3 BROOMFIELD EASYRIDE IMPROVEMENTS .....

This section provides an overview of the Broomfield Transit Study's recommendations for the EasyRide program. The project team developed these recommendations through an in-depth on-site fieldwork and interview process, including conversation with EasyRide's program leadership, drivers, clients and other CCOB staff. While a substantial increase in EasyRide funding to support additional capacity and a broader clientele base is an important long-term objective, these recommendations are focused on more attainable, incremental improvements for the nearer term.

### Technology and Operational Improvements

This category includes two recommendations. The first recommendation is to procure a new operational software license for scheduling and dispatching and purchase new mobile data terminals (tablets) for on board the EasyRide vehicles. These upgrades would allow for improved service capacity through more efficient dispatching and scheduling and free up administrative staff time for other important tasks. Initial costs for this recommendation are projected at \$80,000 to \$150,000, with ongoing annual costs of \$30,000 to \$80,000. Actual costs will depend on a future procurement process and the selected vendor, and represent total costs independent of any current software contract costs that would be terminated. As CCOB implements any technology upgrades and adjusts scheduling and dispatching procedures to align with more automated and efficient software, the EasyRide team should develop continuity of operations and standard operating procedure (SOP) documents to streamline the training process and duration for new staff and ensure program success into the future.

The second recommendation is to introduce recurring, fixed-route style trip scheduling to group the most common and consistent trips together. Potential pre-scheduled trip patterns could be between age-restricted housing complexes that are home to EasyRide clients and shopping destinations like King Soopers or medical trips to Kaiser Permanente Rock Creek Medical Campus in Lafayette and/or St Anthony North Hospital in Westminster.

By requiring clients to make trips to higher demand destinations based on specific trip times, it will free up resources for additional trips to other destinations and allow EasyRide to better meet the mobility needs of its clients. Other similarly-sized Dial-a-Ride or paratransit services that have implemented this include:

- Eagle Valley Transportation Authority in Eagle County, Colorado
- Apple Country Public Transit in Henderson County, North Carolina
- ARRIVE Wilson County Transit in North Carolina

### Staffing Resources

This category includes the recommendation to transition from non-benefited to benefited driver positions, as funding allows. Most of the current EasyRide drivers are employed on a part-time basis and nearly all are classified as temporary employees and do not receive benefits. Replacing two of the temporary driver positions with part-time, benefitted positions would improve employee quality of life and allow for more consistent work schedules and hours. It would also make the two positions more attractive for future hires and improve employee recruitment and retention for EasyRide. Total annual costs (including fringe benefit costs) for two part-time drivers are projected at around \$154,300. (This figure is prior to the cost savings from eliminating two of the non-benefitted temporary employee positions.)

### Additional Consideration: TNC/Taxi Trip Subsidies

During the review of the EasyRide service, the project team identified an unmet need for Broomfield's older adult clients with disabilities to make trips outside of Broomfield for specialty medical services. These may be individuals who live outside the RTD Access-a-Ride boundaries, or for whom the Access-a-Ride or Access-on-Demand fares are burdensome. EasyRide is able to accommodate some of these trips but has limited trip distances based on how these trips impact operations. These trips outside of Broomfield tie up a vehicle for an extended period which impacts the availability for delivering local trips. One strategy used in other cities is to move these longer EasyRide trips to Transportation Network Companies (TNC) or other local taxi and rideshare operators. This section provides an overview of the options to be considered if CCOB decides to pursue a TNC/Taxi subsidy program.

## Service Model

When implementing a new service model, CCOB must decide between a provider-side or user-side subsidy model. Provider-side models involve the agency contracting directly with transportation providers and paying them for trips taken. User-side models give riders a subsidy amount to spend on eligible transportation services. Since CCOB currently provides the EasyRide service at no cost, it would make the most sense and be the most feasible to use the provider-side subsidy model so that the customer would not need to be involved with the payment. CCOB would need to explore options for continuing the subsidy program after the pilot period concludes. This could potentially involve implementing a cost-sharing model with customers, but further investigation would be needed.

If CCOB were interested in implementing a program, this study recommends that CCOB issue a “Request for Information” to determine which providers would be interested in providing this type of service and if they can meet the CCOB’s operating requirements.

## Trip Booking Method

The trip booking process is an important aspect in the TNC/Taxi service design. Some cities or transit agencies opt for centralized reservations through their existing call center, which allows for better control over trip allocation and data collection. Others prefer decentralized reservations, where riders book directly with providers, which can be more convenient for users but may provide less oversight. Even when having clients book through an app, there must still be a telephone option available to meet ADA requirements.

The recommendation is to have the rides booked through the existing EasyRide reservations line. This will allow CCOB to make the decision on which trips will be sent to the third-provider versus booked on an EasyRide vehicle. This method also keeps EasyRide staff in the loop so they can intervene if there are any service quality issues. The third-party service would essentially be an extension of the existing EasyRide service and the staff would decide which customers and trips would be best sent to the third-party providers.

## Vehicle Accessibility and Response Time Comparability

Ensuring wheelchair accessibility is crucial for ADA compliance and equitable service. The CCOB has some options in this area. One would be for the CCOB to make a determination regarding which clients are able to use the third-party service based on their mobility limitations. Customers who have a larger mobility device or other special needs could be taken with the existing

EasyRide vehicles while the clients without these needs could use the third-party provider. Another option is for the CCOB to communicate with the TNCs and taxi operators to determine to what extent their fleets are accessible and what their response time would be for accessible trips. The third option would be to contract with a provider such as UZURV, an adaptive TNC that provides specialized, door-to-door transportation for people with mobility needs, to provide accessible vehicles which can be dispatched on trips as needed, though this is likely the highest cost option.

## Insurance & Driver Requirements

Setting appropriate insurance requirements is important for managing risk. Some cities or transit agencies match the insurance requirements for their other transportation services, while others set lower or higher requirements based on their risk assessment and local regulations. Higher insurance requirements can provide greater protection but may limit the pool of eligible providers or increase costs. CCOB should consult with their risk management and legal departments when setting these requirements.

Driver requirements are typically implemented for service quality and safety. Agencies must decide what level of training to require for drivers, which may include disability awareness and passenger assistance techniques. Background check requirements should also be established.

## 6.4 POLICY & PROGRAMMATIC RECOMMENDATIONS.....

Along with the mobility service improvements described in the preceding sections, this study also identified several longer-term or aspirational policy recommendations that are important for CCOB to consider and integrate in future transportation planning efforts and in coordination efforts with other jurisdictions or private developers.

### First-/Last-Mile Connections & Access

In areas dominated by suburban development and auto-centric land uses where fixed route transit coverage opportunities may be limited, first- and last-mile connections to and from transit services as well as access to stations and stops can have a major impact on usage. As observed in the survey results from the first round of outreach, a lack of access near their homes and/or destinations is a major reason people in Broomfield do not use transit.

Beyond additional fixed route coverage and promoting FlexRide or other curb-to-curb on-demand services, CCOB should continue to promote walkable and bikeable development and improvements to public rights-of-way. This can include:

- Traffic calming and other measures to increase speed compliance and improve safety for pedestrians, bicyclists and mobility device users.
- Coordination with RTD to enhance pedestrian access and active transportation connections at stations.
- Leveraging any available regulatory or statutory tools to promote infill development and encourage developers to make new neighborhoods or commercial centers walkable from main corridors and the surrounding community.
- Exploring electric bike--share pilots in the community to expand access to transit stations and promote alternatives to driving for short-distance trip-making.<sup>23</sup>

## Planning for Future Growth

As discussed elsewhere in this report, Broomfield is expected to continue growing with commercial and residential developments planned in areas like Interlocken and especially North Broomfield. CCOB should continue to analyze and monitor population growth (including concentrations of vulnerable demographics or those most likely to use transit or have unmet mobility needs), job densities, travel demand and other metrics and update this plan in future years to ensure that planned investments continue to align with the community's greatest needs. Automobiles will continue to be the predominant travel mode for the foreseeable future in places like Broomfield, but there will continue to be a need for public transit and other mobility options for the needs of those who cannot drive or afford a car or choose not to drive.

## Transit Awareness & Education

The first phase of outreach conducted for this study found that some people were not aware of the current RTD services available in Broomfield or the EasyRide program. Even for the majority of respondents, who are aware of services but do not use them (or ride infrequently), there are still awareness gaps around schedules, areas served, or how to pay fares and ride. Moreover, stakeholder focus group attendees who serve Broomfield's most vulnerable residents indicated that their clients are often unaware of available services or have challenges obtaining more information.

There is an opportunity for CCOB to address this issue and promote transit usage in the community, independent of the service improvements and expansion that are recommended in this plan. This could include a presence at existing communitywide or targeted events, information dissemination through schools, and additional information on Broomfield's websites. Both RTD and the Denver Regional Mobility & Access Council (DRMAC) offer travel training programs for new riders, which CCOB could also actively promote. While DRMAC's classes cover all of RTD's services as well as rideshare and scooter-/bikeshare programs, RTD travel trainings are for eligible paratransit customers who cannot otherwise navigate the fixed route system.

Any new marketing or transit awareness outreach efforts should go beyond just how to use transit or what services are available and also promote transit's benefits and attempt to counter any negative perceptions of the customer experience or onboard safety that are a barrier for some potential riders. Public transit is statistically safer, better for the environment and generally more cost-effective than driving. Additionally, RTD has taken proactive measures in recent years to improve customer and employee safety and reduce incidents.<sup>24</sup>

<sup>23</sup> While respondents to the surveys conducted in the first round of outreach said that a public e-bikeshare program was less important to them than improved bike and pedestrian infrastructure or any of the transit improvement options, CCOB should conduct focused outreach and explore shared micromobility options in the future if specific funding opportunities arise.

<sup>24</sup> While perceived safety and quality of life concerns about RTD buses and trains persist in the post-COVID era, RTD fixed route bus service is safer than the national average, and many peer agencies, for passenger injuries. According to federal NTD data, RTD ranked 15th in the country for bus ridership in 2024 while having the 10th lowest rate of passenger injuries among the 25 highest-ridership bus systems in the country. RTD reported 14.5 injuries per 10 million bus boardings last year, as compared to the national average of 19.7.



# 7 IMPLEMENTATION & NEXT STEPS . . . . .

While the Broomfield Transit Study concludes with this Final Plan document, CCOB will soon look at next steps and implementation of a pilot project. Some of the recommendations put forth in this plan (i.e., those for improving RTD service in Broomfield) may be outside CCOB’s direct control, but are important to document as CCOB works with RTD during future planning and service development efforts and advocates for increased service levels in Broomfield and nearby North Metro communities. For those recommendations that can be implemented by Broomfield, the city will need to identify sustainable funding sources and engage in additional planning work to ensure a successful implementation. This section provides an overview of cost estimates and potential funding sources for the recommendations as well a description of next steps for the implementation process.

## 7.1 COST SUMMARY & FUNDING SOURCES .....

An overview of preliminary cost estimates and potential funding sources is shown below in Table 22.

Table 22: : Broomfield Transit Study Recommendations - Cost Snapshot

| Broomfield Transit Study Recommendations - Cost Snapshot |                  |                                                           |                                                  |             |
|----------------------------------------------------------|------------------|-----------------------------------------------------------|--------------------------------------------------|-------------|
| Recommendation                                           | Est. Annual Cost | Potential Funding Source                                  | Lead Agency                                      | Time Frame  |
| Community Connector Bus Route                            | \$1.3-\$2M       | RTD Base System                                           | RTD (CCOB to advocate for inclusion in 2026 COA) | Medium-Term |
| RTD FlexRide Enhancements                                | \$400,000-\$1.5M | Pilot funding + RTD                                       | RTD                                              | Short-Term  |
| City-Operated Microtransit Service                       | \$1.3-\$1.6M     | Local + RTD Partnership Program + Other Grants (CTE, TIP) | CCOB                                             | Long-Term   |

# Funding Sources and Partnerships

Multiple funding streams will likely be needed to launch and sustain a microtransit service in Broomfield, or one of the other higher-cost options. Other cities have used a mix of local funds and external grants. A primary opportunity is RTD’s Partnership Program, which has been financing local microtransit pilots across the region. RTD offers up to 80% of operating costs for the first few years of approved projects (typically covering one to three years), with CCOB needing to provide a 20% match. Longmont and Brighton recently received between \$500,000 and \$800,000 each from RTD to start their services.

Beyond RTD, CCOB can seek state grants (e.g., Colorado’s Multimodal Transportation and Mitigation Options Fund (MMOF), if it is resumed in the future) or federal transit grants targeting innovative mobility and air quality to initiate a pilot, but grants generally are not sustainable sources for on-going operations. Public-private partnerships could provide additional support: for instance, the Denver South TMA and local business improvement districts co-fund Lone Tree’s service. In Broomfield, corporate stakeholders in Interlocken or large retail centers could contribute if the service benefits their employees or customers. By combining these funding sources, Broomfield can cover capital needs (vehicles, technology) and operating subsidies, keeping the service fare-free and sustainable beyond a pilot period. Showing strong community and political support will help in securing grants and CCOB should highlight the findings from this study regarding equity and gaps in transportation service.

## 7.2 IMPLEMENTATION STEPS .....

As CCOB looks to utilize its available grant funding, and pursue additional supplemental funding source, staff will need to undertake several steps for implementing a pilot mobility project. These are outlined below.

For the EasyRide recommendations, CCOB will need to identify funding source(s) for the conversion to benefitted part-time drivers and the technology upgrades, as well as initiating a competitive procurement process for the latter. Selection of a dispatching and scheduling software vendor should be guided by EasyRide's needs, software use case, and the ability of the platform to deliver a stable and reliable experience for EasyRide staff and automate as many of the processes that are currently done manually as possible.

