

# *Tackling Transportation Challenges for Sustainable Solutions*



JEFFTAAG STRATEGIC PLANNING EFFORT | 2009

A FIVE-YEAR PLAN



# Overview

## JEFFTAAG History

JEFFTAAG has remained a policy group since May 2003. In 2003, the CWTP group reconvened to update the plan and set upon an effort to obtain funding to implement the plan. The group resolved to actively participate in regional, state and federal policy matters related to Transportation funding.

The name County Wide Transportation Plan Group did not reflect the efforts of the group and they settled on a new name: Jefferson County Transportation Advisory and Advocacy Group (JEFFTAAG). In late 2008, the group adopted a change in name to the Jefferson County Transportation Action and Advocacy Group.

Historically, Jefferson County and its cities have received less in federal funding than their fair share. The Group succeeded in modifying DRCOG project ranking methods and fund allocation to factor in funding equity based on population as a percentage of regional population. In this effort, JEFFTAAG in collaboration with city councils and the Board of County Commissioners, developed and distributed brochures highlighting regional funding deficiencies and sent letters in support of their positions.

After 2003, the focus of the group has been on consideration of forming an RTA, supporting FasTracks and weighing in on transportation funding matters. This newly adopted strategic Plan reflects the broad focus of the group. ■



- ■ ■ The Countywide Transportation Plan Policy Committee formed in 1995 when the County started work on the Countywide Transportation Plan (CWTP), which, the county published in 1998.
- ■ ■ The committee met intermittently until 2002, when an addendum to the Countywide Transportation Plan occurred.
- ■ ■ In early 2003, the committee prepared a strategic plan as an advisory group as opposed to a policy group. The mission centered on “investigating and identifying funding mechanisms to increase revenue to implement the Countywide Transportation Plan.”
- ■ ■ The **Jefferson County Transportation Advisory and Advocacy Group (JEFFTAAG)** formed in May 2003 as an offshoot of the Countywide Transportation Plan Policy Committee.
- ■ ■ JEFFTAAG’s operating rules were written, including the following:
  - > **Membership:** Regular members include a maximum of two officials from each of Jefferson County, Lakewood, Arvada, Wheat Ridge, Golden, and Westminster. Since then, the Regional Transportation District (RTD), the Colorado Department of Transportation (CDOT) and the Jefferson Economic Council (JEC) have joined as regular members.
  - > **Decision-Making:** Consensus.
  - > **Fees:** None. The chairperson shall provide staff support and pay for office supplies.
  - > **Meetings:** Monthly.
  - > **Quorum:** Regular members present.
  - > **Officers:** County Commissioner.
  - > **Committees:** Chairperson shall appoint committees.
  - > **Amendments:** Amended by consensus.
  - > **Parliamentary Procedure:** Roberts Rules of Order

### Original JEFFTAAG Mission

**Vision:** Increase funding available for transportation projects throughout Jefferson County to provide the best transportation system possible.

**Mission:** The Group will investigate and identify funding mechanisms to increase revenue to implement the CWTP.

- ■ ■ The overall objective of the Group is to increase funding available for transportation projects throughout Jefferson County through Federal, State, Regional, and other funding sources.
- ■ ■ The Group will discuss and explore options to enhance the current funding, in the spirit of a unified coordinated effort.
- ■ ■ This unified and coordinated effort is intended to help Jefferson County and its member cities achieve an adequate share of Transportation dollars.
- ■ ■ The Board of County Commissioners adopted a resolution “lending support” to JEFFTAAG on September 23, 2003. ■

Vision Statement

## Tackling Transportation Challenges for Sustainable Solutions

Mission Statement

- JEFFTAAG – a diverse group of state, regional and local entities;
- Committed to identifying sustainable, multi-modal transportation needs for 21st Century Jefferson County;
  - Leading to legislative and funding solutions through the sharing of ideas, and smart and forward thinking discussions

# Strategic Focus Areas

The strategic focus reflects JEFFTAAG's effort to promote concepts & ideas unique to transportation efforts in Jeffco.

## 1. Safety Improvements

JEFFTAAG will focus on improving safety for transportation in Jefferson County.

*We will work with state and federal agencies to acquire funds to aid in needed safety improvements;*

*A coordinated effort will be sought to have state and federal staff meet directly with JEFFTAAG and discuss how funds can be acquired effectively;*

*The use of additional dollars will be discussed among JEFFTAAG members and decisions will be made based on prioritization of safety projects to assist improvements within the County;*

*Public Education will occur to assist individuals in understanding the importance of transportation safety improvements.*

## 2. Transportation Mode Alternatives

JEFFTAAG supports opportunities to enhance and improve transportation mode alternatives.

*We will support funding efforts to add new and improved transportation mode alternatives ;*

*We will strive to emphasize the need for investments in Jefferson County and to protect both current and long-term investments related to mode alternatives;*

*Promote the importance of expanding transportation mode alternatives as new solutions to traffic and transportation issues occurring not only in Jefferson County but, throughout the Denver Metropolitan Area.*

*Focus on opportunities to accommodate transportation modalities for our aging population.*

## 3. Education and Cultural Change

JEFFTAAG will strive to keep our citizens informed on transportation issues.

JEFFTAAG will look to find ways to publish educational information for citizens;

*We will stress the importance of protecting our current investments while making needed improvements;*

*Heightened public understanding will support and guide us in making difficult decisions on which or how transportation projects are funded or occur.*

## 4. Legislative Collaboration & Lobbying Efforts

JEFFTAAG will work directly with its legislative representatives at the state and federal levels to enhance collaboration on matters by:

*Supporting stronger legislation for transportation needs;*

*Lobbying to seek funds and resources for transportation improvements in Jefferson County;*

*A coordinated effort will be sought to have state and federal staff meet directly with JEFFTAAG and discuss how funds can be acquired effectively*

*Working directly with leaders and decision-makers to promote transportation issues.*

## 5. Cooperation

JEFFTAAG will promote, enhance and improve cooperation amongst its members as well as the many entities involved in transportation activities.

## 6. FasTrack Efforts

JEFFTAAG promotes the on-going development, expansion and construction of FasTracks.

*This will provide for different modes of transportation between residents living in the Denver Metropolitan Area and especially for its citizens within Jefferson County.*

## 7. Sustainable & Renewable Resources

JEFFTAAG recognizes the value of planning for future transportation needs through the use of sustainable and renewable resources. This can occur by:

*Supporting land use concepts that balance needed infrastructure improvements with placement of corresponding development. ■*



# Acknowledgements



## Strategic Planning Staff

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Jeanie Rossillon  
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## JEFFTAAG Strategic Planning Subcommittee

Karen Oxman  
*City Councilmember, City of Golden*

Patty Lorence  
*City of Arvada, Traffic Engineer*

Dave Ruchman  
*Former RTD Commissioner*

## JEFFTAAG Advisory Group

Kathy Hartman  
*JEFFTAAG Chairman,  
County Commissioner*

J. Kevin McCasky  
*County Commissioner*

Faye Griffin  
*County Commissioner*

Vicky Stack  
*Councilmember, City of Lakewood*

Bob Murphy  
*Mayor, City of Lakewood*

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Bob Briggs  
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Matt Cohen  
*RTD Board of Directors*

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Marc Williams  
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Jeanne Erickson  
*CDOT Transportation Commissioner*

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Karen Oxman  
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## JEFFTAAG Staff Members

Dave Baskett  
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