



**Transit Strategic Plan  
Financial Advisory Committee**

January 22, 2008

5:00 – 6:30

Poudre Fire Authority Station 14  
2109 Westchase Drive, Fort Collins

**Committee Members:**

*Present:* Gary Thomas, Dan Gould, Donna Chapel, Kitty Wild, Mary Atchison, Dan Hill and Doug Johnson

*Absent:*

*Others Present:*

Facilitator: Tess Heffernan

Staff: Kurt Ravenschlag (City of Fort Collins), Nicole Hahn(City of Fort Collins), Kathleen Bracke (City of Fort Collins), Marcy Abreo (City of Loveland)

**Proceedings:**

*Meeting called to order at 5:00 p.m. by facilitator, Tess Heffernan.*

1. *Agenda review and group comments:*
  - a. There was a discussion about other possible funding sources and selling the naming rights to major streets came up as a potential idea. Another idea that a group member came up with was outsourcing our fleet, the City fleet, the County fleet, and CSU’s fleet. Staff shared that there had been a study about this and keeping the services in house was much cheaper. The group discussed Advertising possibilities and the notion of using the transit centers as mixed use developments and renting out retail space for a vendor.
2. Review matrix of potential financing mechanisms:
  - a. The group used the criteria that they developed to continue evaluating the financing mechanisms:
    - Reliable source
    - Dedicated source
    - Likely success with voters, people
    - Transparent
    - Fair: the burden of payment is borne by those who benefit from the service (whether they use it or not)
    - Fair: there is not an undue burden on those who can least afford

it

- Ease of administration
- Ease of implementation
- Revenue grows with the community
- Differentiation by community

b. General fund sales tax: The committee discussed the strengths and weakness' of this funding mechanism and decided that the main weakness was not being able to dedicate the funding so it would not always be reliable.

c. Federal Funding: This will be continued and increases will be pursued.

d. Fares and Passes: This will also be continued and increased. The group discussed charging a premium for regional service.

e. ASCSU Contract Agreements: This will also be continued. The group discussed charging on a per rider basis and staff indicated that it is beneficial to use a contract agreement with ASCSU, that there is a higher rate of return.

f. Sales Tax: The group discussed dedicated sales tax and determined it was a reliable, dedicated revenue source. The group discussed timing and how that would affect the success with voters. One member suggested the sooner the better before you have more competition. The group also discussed how this would need to be packaged and indicated that it was imperative that if we did go forward with this recommendation that we have the responsibility to show how we can improve efficiencies, and be fiscal stewards. One member brought up the notion of packaging this with a group of initiatives like the A-I campaign was run. Donna suggested we might consider repealing an existing tax (i.e. the natural areas tax) and replace it with a new tax for transit.

e. Property Tax: The group decided that this is not fair and equitable so they decided to remove it from the list of possible revenue sources.

f. Motor Vehicle Registration Fees: This is currently being pursued by the state and group decided not to look into this source at this time.

g. Impact Fees: The city currently has a system to collect impact fees and staff will look into how to allocate some of these funds to transit. This item should be moved to existing revenue sources.

3. *Next Steps:* The group will continue to focus on the matrix of funding options. We will start with new negotiated agreements. Once an initial set of potential mechanisms is decided on, staff will calculate the amount of money that can be

raised. Remaining meetings will last until 7PM.

Meeting adjourned at 6:30 p.m.

**Next Meeting :**

February 5, 2009

5:00 – 7:00 pm

Poudre Fire Authority Station 14

2109 Westchase Drive, Fort Collins