



**Transit Strategic Plan
Financial Advisory Committee**

February 5, 2009

5:00 – 6:30

Poudre Fire Authority Station 14
2109 Westchase Drive, Fort Collins

Committee Members:

Present: Dan Gould, Donna Chapel, Kitty Wild, Mary Atchison, and Dan Hill

Absent: Doug Johnson, Robert Heath, and Gary Thomas

Others Present:

Facilitator: Tess Heffernan

Staff: Kurt Ravenschlag (City of Fort Collins), Nicole Hahn (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. Final recommendation will be presented to the Fort Collins City Council on April 28th. The package needs to be finished by April 18th. There will be work sessions with City Councils of both Fort Collins and Loveland.
2. Review matrix of potential financing mechanisms
 - a. The group reviewed criteria that they will use to evaluate the financing mechanisms:
 - o Reliable source
 - o Dedicated source
 - o Likely success with voters, people
 - o Transparent
 - o Fair: the burden of payment is borne by those who benefit from the service (whether they use it or not)
 - o Fair: there is not an undue burden on those who can least afford it
 - o Ease of administration
 - o Ease of implementation
 - o Revenue grows with the community
 - o Differentiation by community (could be a regional mechanism, but doesn't have to be)
 - b. The group began by discussing new negotiated agreements. Some ideas that were suggested for new negotiated agreements included a program

that credits companies for using transit. Possibly points for developments that are LEED certified for buying to into the transit system. Points for designing a transit station. Also the group suggested that we pursue relationships with school districts, CSU, PVH, MCR, Harmony Campus, various nursing homes, etc. The final conclusion was that staff would continue to pursue this option.

- c. Next, the group discussed Improvement Districts. Many liked this idea for the Mason Corridor Area. Staff shared the concept of enhanced travel corridors. The enhanced travel corridors in Fort Collins include: Harmony Corridor, Mason Corridor, Vine/ North College Corridor, and the Timberline Corridor. These corridors are designed to incorporate high frequency transit and would all be good candidates for Improvement districts. US 34 in Loveland could be an option for an Improvement district. The group discussed Special Districts vs. Statutory Districts. The Statutory districts have elected officials, where the special districts have appointed officials. The group decided to look into this a bit farther.
- d. Lodging Tax: The group decided that this tax does not produce enough revenue to pursue this any farther.
- e. Utility Fee: The group requested more information on how a utility fee could work. They requested staff look into the legality of this tax. They suggested it be packaged as a Sustainability fee. The group will look into this at the next meeting and decide if it is feasible or not.
- f. Head Tax Fee: The group decided this would not be politically palatable in the two communities.
- g. Carbon Credit: The group decided not to look into this because it does not produce enough revenue to make a difference.
- h. Value Added Tax: The group decided this was too new to spend time developing for our situation.
- i. Commercial Opportunities: The group discussed the possibilities of using Smart Card services, changeable LED and other forms of technology advertising. They also discussed Leasing space in a facility for a coffee shop or restaurant. They advised that these options be pursued.
- j. Street Naming Rights: Can fall under potential commercial opportunities.
- k. Redirection of Dedicated Sales Tax: Existing revenue streams thus it would not be a new tax, but a replacement. The group agreed it would be a complex issue. Some thought it would be worth the time to show that government is saving and being good stewards of tax dollars. Others felt

that it would be too complicated to redirect and that it would not get the support that it would need not because people don't support transit but because they do not support the removal of resources from natural areas.

3. *Prioritization:* The group was asked to consider the following list and come back with a top three list of ideas to pursue farther.
 - a. *CHOOSE TOP THREE FOR NEXT TIME*
 - o *Dedicated Sales Tax*
 - o *New Negotiated Agreements*
 - o *Utility Fee with donation*
 - o *Special Improvement District*
 - o *Redirect Sales Tax*
 - o *RTA*
 - o *Statutory District*
4. *Citizen Comment:* Citizen Vivian Armendarez commented on her support of the Mason Corridor and how she has heard a variety of opinions from others in the community.
5. *Next Steps:* The group will focus on the top funding mechanisms.

Meeting adjourned at 6:30 p.m.

1. Staff will provide more information on the Utility Fee
2. Staff will provide figures from the natural areas tax.

Next Meeting :

February 19, 2009

5:00 – 6:30 pm

Poudre Fire Authority Station 14

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