



Date: 20 June 2008  
To: Fort Collins City Council  
From: Air Quality Advisory Board  
Subject: Recommendation for Mobility Management Best Practices

The City of Fort Collins contracted with the Brendle Group, Inc. in 2006 to review the City's mobility management practices and recommend future strategies and programs to improve travel options and encourage more efficient forms of transportation. The Air Quality Advisory Board thoroughly reviewed the August 2006 report titled "Mobility Management Best Practice Review." Board members find it to be an informative report highlighting how innovation and action by city governments, institutions, businesses, and citizens can yield important reductions in vehicle miles traveled. Effective, safe, clean, and efficient movement of goods, services, and people are critical to our community. Better mobility management will improve our city and reduce local and regional air pollution.

City Council relies on the Transportation Board for transportation advice; however, the effective management of transportation demand is an important issue for air quality as well. The Transportation Board focuses on mobility management issues that reduce traffic congestion and the need for certain capital projects. The Air Quality Advisory Board focuses on how mobility management can reduce vehicle emissions, our single greatest source of air pollution. Every vehicle trip removed from city streets helps our air quality.

The AQAB encourages Council to continue to:

1. Prioritize new and existing programs and institutional reforms that improve our community's mobility management:

- Provide the infrastructure and incentives necessary to encourage alternative modes of transportation (walking, cycling, ride sharing, public transit);
- Improve traffic management;
- Adopt synergistic land use policies; and
- Implement other transportation-related policies that ensure the City meets its stated economic, social, environmental, and quality of life goals.

2. Develop a comprehensive Climate Action Plan that incorporates key mobility management strategies.

Moving forward, the AQAB strongly encourages Council to:

1. Authorize, require, and empower the City Manager and staff to integrate mobility management best practices into all phases of city planning.

2. Encourage enhanced mobility management cooperation with the City's partners (CSU, Poudre School District, individual businesses, non-profits, and others) to achieve mobility management success and compound benefits to the community.

Key mobility management issues are described in the report, "Mobility Management Best Practices Review," <http://www.fcgov.com/airquality/pdf/mm-best-practices06.pdf>. We welcome any questions or requests for more detail on this topic, and we would be pleased to meet with Council or City staff to discuss mobility management issues.

Sincerely yours,

Eric Levine, Chair

CC: Transportation Board

Darin Atteberry