

# *Transportation*



**Broomfield Sustainability Task Force  
December 10, 2009**

# **TRANSPORTATION VISION**

**Broomfield's  
residents, businesses, workforce and visitors  
enjoy a diversity of transportation options.**

**They freely choose whether or not to own an automobile, as  
other vehicles or walking give them physical access, while  
electronic and physical systems deliver information, goods  
and services to them.**

**Broomfield prospers from using and providing alternative  
transport and communication goods and services – to  
Broomfielders and the world.**

# Goals

## Goal A

**Make it easier for people to get around Broomfield  
(and connect to mass transit to go outside of Broomfield)  
without cars.**

## Goal B

**Broomfield shall take a leadership role  
in developing mass transit  
both within and outside of Broomfield.**

**Goal A:**  
**Make it easier for**  
**people to get around**  
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**(and connect to mass transit to**  
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## **Goal A:**

**Make it easier for people to get around Broomfield  
(and connect to mass transit to go outside of Broomfield)  
without cars.**

## ***Rationale***

- 1) Decrease congestion of motor vehicles on  
Broomfield's roads***
- 2) Move Broomfield towards a post-fossil-fuel  
transportation network & reducing resources  
used***
- 3) Promote a suite of healthier lifestyle choices  
for those who are able to choose these  
alternatives.***

**Goal A:**

**Make it easier for people to get around Broomfield  
(and connect to mass transit to go outside of Broomfield)  
without cars.**

***Policies***

***Broomfield shall continue  
to construct trails and install bike lanes.***

## **Goal A:**

**Make it easier for people to get around Broomfield  
(and connect to mass transit to go outside of Broomfield)  
without cars.**

# ***Policies***

***Trails shall be designed  
to connect to other trails and bike lanes to form  
a coherent non-motorized transportation network,  
rather than being "simply" recreational trails.***

## **Goal A:**

**Make it easier for people to get around Broomfield  
(and connect to mass transit to go outside of Broomfield)  
without cars.**

## ***Policies***

***In a cost-neutral manner,  
developers and others  
who build new roads***

***shall be encouraged to plan and construct  
non-motorized transportation improvements in  
addition to the roads.***

## **Goal A:**

**Make it easier for people to get around Broomfield  
(and connect to mass transit to go outside of Broomfield)  
without cars.**

## ***Policies***

***Developers shall be encouraged to consider  
mixed use, TOD, and "New Urbanism"  
type developments,  
since by their nature they have  
higher densities and mixed uses  
and thus fewer trips in automobiles.***

## **Goal A:**

**Make it easier for people to get around Broomfield  
(and connect to mass transit to go outside of Broomfield)  
without cars.**

## ***Policies***

***Explore financial incentives  
(such as neighborhood Eco Passes  
or other programs)  
for households or families  
to reduce their number of cars.***

## **Goal A:**

**Make it easier for people to get around Broomfield  
(and connect to mass transit to go outside of Broomfield)  
without cars.**

# ***Policies***

***Educate community  
on transit options and transit planning  
to change opinions and habits***

## **Goal A:**

**Make it easier for people to get around Broomfield  
(and connect to mass transit to go outside of Broomfield)  
without cars.**

## ***Policies***

***Increase number of “Walk to School” days,  
utilizing liaisons with the schools and police,  
community education,  
and/or the creation of “walk to school clubs.”***

## **Goal A:**

**Make it easier for people to get around Broomfield  
(and connect to mass transit to go outside of Broomfield)  
without cars.**

# ***Policies***

***Explore the independent creation  
or a joint venture with RTD to create  
a Broomfield Circulator  
to tie together residential areas,  
existing transit, and commercial districts  
(Zip?).***

## **Goal B:**

**Broomfield shall take a leadership role in developing mass transit both within and outside of Broomfield.**

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**Broomfield shall take a leadership role  
in developing mass transit  
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## ***Rationale***

- 1) Increase use of mass transit thus reducing our  
reliance on fossil fuels***
- 2) Get cars off the streets thus reducing  
congestion***
- 3) Further make Broomfield a leader in  
sustainable practices***
- 4) Reduce greenhouse gas emissions***

**Goal B:  
Broomfield shall take a leadership role  
in developing mass transit  
both within and outside of Broomfield.**

## ***Policies***

***More advocacy to RTD concerning increasing the scope of the call and ride and increasing the number and frequency of local routes.***

**Goal B:**  
**Broomfield shall take a leadership role  
in developing mass transit  
both within and outside of Broomfield.**

## ***Policies***

***Over the last five years, Broomfield spent  
\$6.7 million on multi-modal transportation  
(trails, bike lanes, and sidewalks)  
and \$32.3 million on roads.***

***Change city policies  
to prioritize funding for bicycling and/or transit  
more equitably to roads.***

***\*Source: City of Broomfield (via Katie Allen)***

**Goal B:  
Broomfield shall take a leadership role  
in developing mass transit  
both within and outside of Broomfield.**

## ***Policies***

***Aggressively look for federal funds  
for transit, bicycles, and pedestrians.***

**Goal B:**  
**Broomfield shall take a leadership role  
in developing mass transit  
both within and outside of Broomfield.**

## ***Policies***

***Investigate the viability  
of locally-sponsored mass transit  
within Broomfield.***

**Goal B:**  
**Broomfield shall take a leadership role  
in developing mass transit  
both within and outside of Broomfield.**

***Policies***  
***Work with RTD to:***

***Explore ways to tie local transit initiatives  
into regional systems.***

***Explore creating a “Broomfield Transit Center”  
(@ Civic Center?)  
to encourage walking & biking  
to meet up with local and regional transit  
services.***

**Goal B:  
Broomfield shall take a leadership role  
in developing mass transit  
both within and outside of Broomfield.**

## ***Policies***

***Continue relationships the city has made  
with regional and national transportation bodies  
and encourage Broomfield staff and officials  
to take even more leadership roles in regional  
transportation issues.***