

November 14, 2011

MEMORANDUM

To: TRAC Members

From: Bob Felsburg and Steven Marfitano

Subject: Transit and Rail Advisory Committee
Summary of Discussion on Performance Measures
TRAC Meeting - November 10, 2011

At the November 10, 2011 meeting of the Transit and Rail Advisory Committee (TRAC) a short discussion reviewing the results of the Performance Measures exercise completed on October 14, 2011 was held. This discussion gave the Committee an opportunity to review the draft version of the Vision Values as established during the previous session and gave the consultant team an opportunity to clarify three unresolved topics. This memo will provide a brief synopsis of each topic discussed, the direction from the TRAC, and a modified version of the Vision Values by category.

1. An additional value had been proposed, but its inclusion was not resolved:
 - Develop passenger rail in or near major interstate corridors.

Discussion at the November meeting established that this proposed value includes two core elements:

- Developing passenger rail
- Predicating where development should occur – specifically in or near major interstate corridors

The TRAC determined that the first core idea about promoting passenger rail should be included in a previously discussed Vision Value: Include and expand *passenger and* freight rail. This Vision Value has been included within the categories of Accessibility, Economic Development, Environmental and Resource Conservation, and System Preservation.

The second core idea was determined by the TRAC to be too specific for inclusion as a Vision Value. While the Committee recognizes that implementation of future passenger rail will be designed to link major population centers and, therefore, may naturally follow already established highway corridors, the Committee was not comfortable specifying the location as this value would mandate.

2. Should expansion be included in a category, maybe as part of System Preservation?

This discussion topic was identified after initial completion of the Vision Value exercise. The preliminary eight categories did not provide an obvious location for system expansion values already identified by the TRAC. It was discussed and agreed that altering the System Preservation category to include expansion was a logical choice.

As part of this discussion, the TRAC wanted to clarify the new category slightly to aid in prioritization of projects after completion of the Performance Measures Framework. The group suggested the addition of language that would emphasize the importance of first preserving the existing system, and then allowing the expansion of the system as economic conditions permit.

3. Should customer satisfaction be included as a value?

This discussion topic was introduced to the TRAC to determine how/if this aspect should be included in the Performance Measures Framework. The Committee was strong in affirming the importance of including customer satisfaction in the Framework but felt that many of the already identified values appropriately address customer satisfaction characteristics. Further, it was believed that customer satisfaction would be difficult to define and measure. The Committee agreed that customer satisfaction would be best addressed in the general overview and discussion of the Performance Measures Framework.

As a result of this discussion, the Committee recommended altering the TRAC Vision Statement to include specific mention of customer satisfaction and to cement the importance of this concept in the overall framework. The consultant team suggests amending the TRAC Vision Statement as follows:

“To preserve and enhance in an environmentally and economically sensitive manner the efficient mobility of people and goods throughout and beyond Colorado through the development of safe, reliable, **and customer oriented** transit and rail networks.”

Modified Version of Categories and Values:

Accessibility

- To serve the entire state, recognizing mode may change (and transfer locations are important)
- Provide transit opportunities for all populations
- State-wide and nation-wide passenger and freight connections
- Community access (local) improvement (connection to regional systems from the start/end point, requires a strong local system to get travelers to the regional system)
- Include and expand passenger and freight rail

Mobility

- Provide transit opportunities for all populations (ease of access)
- Seamless connectivity (ease of connections from passenger viewpoint)
- State-wide and nation-wide passenger and freight connections
- Reduce auto dependency
- Travel-time, cost, frequency, competitiveness, and reliability (especially competitiveness)
- Integrate regional connectivity in all transportation projects (accommodate other modes in projects)

Economic Development

- Marketing consideration (educating the public about rail v. truck vs. transit vs. auto)
- Preserving potential intermodal hubs and right-of-way (focus on potential)
- Economic development and vitality (Transit Oriented Development, impact of short rail lines and passenger rail on economy)
- Include and expand passenger and freight rail

Quality of Life

- Create passenger-friendly environment
- Reduce auto dependency

Environmental and Resource Conservation

- Economic and energy efficiency
- Reduce auto dependency
- Include and expand passenger and freight rail

Safety

- Safe

Operational Efficiency

- Thoughtful passenger and freight intermodalism
- Economic and energy efficiency

System Preservation and Expansion

- Preserving existing infrastructure
- Prepare and protect future infrastructure and right-of-way
- Include and expand passenger and freight rail, with a focus on preservation and allowing expansion when economically feasible