



City and County of Broomfield
Broomfield Senior Services
Local Coordinating Council for Human Services Transit

MINUTES

March 8th, 2019

9:30 – 11:00 am

1. Welcome & Introductions

- a. Jennifer Hussey: Broomfield EasyRide
- b. Hank Braaksma: Seniors Resource Center
- c. Bob Davis: Human Services Advisory Committee
- d. Ed Michio: Broomfield Veterans Memorial Museum
- e. Roger Beilfuss: Broomfield Veterans Memorial Museum
- f. Sarah Grant, Transportation Manager for CCB
- g. David Jones: Broomfield Workforce Center (Business Services)
- h. Maria Hite, Denver Regional Mobility Access Council
- i. Tim Hutchinson, County Veterans Service Officer
- j. Teague Kirkpatrick, LCC Chair

2. Approval of February 2019 Minutes

- a. Approved

3. Group Updates

- a. Hank – Aurora Pilot Project – extended for the year
 - i. Tv spots coming soon (channel 8)
 - ii. Expanding hours and adding Sunday service
 - iii. Costing model pilot
 - iv. Lyft-type challenges (different cars, etc)
 - v. Using lyft concierge app
 - vi. How can this work for door-THRU-door, groceries, wheelchair, etc
 - vii. Core group of about 12 that are using it
 - viii. Potential CULTIVATE partnership
- b. Ed
 - i. Boulder County / City Transportation [network meeting](#)
 - ii. City Council Meeting – Jefferson Parkway update
- c. Roger
 - i. Cultivate did Coffee-n-Conversation at museum
- d. Jennifer
 - i. Huge ridership jump, now doing over 100, sometimes 140 trips/day
 - ii. Trying to get drivers and vehicles
 - iii. Trying to utilize flex-ride as much as possible
- e. Bob
 - i. DRCOG Advisory Committee of Aging



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- ii. They asked, "Why is Broomfield requesting more money?" Bob's answer, "DEMAND."
- iii. Funding Updates
- f. Teague
 - i. Website
 - ii. Larimer County
- g. Mariah / DRMAC
 - i. Wants to partner for Mobility Days
 - 1. Travel Training conducted by DRMAC
- h. Sarah
 - i. Flex-ride
 - 1. Broomfield ridership is still below RTD expectations
 - 2. Working on potential funding resources to continue flex-ride expansion
 - 3. Continuing free-fare summer, working on collateral.
 - ii. Also applied for Transit Assessment
 - iii. Funding updates

4. Business Agenda

- a. Broomfield LCC Pamphlet
 - i. Sarah working on this
 - ii. Broomfield Transportation options
- b. Spring Mobility Days Planning
 - i. i.e. Partners, Give-away Sponsorship, Other Elements
 - ii. RTD Experience: Flex-ride trip to airport
 - iii. DRMAC Travel Training
 - iv. Brochures
 - 1. DRMAC Getting there Guides
 - 2. LCC Pamphlet
 - v. Hold in the Community Center Parking lot
 - vi. Can we get a Recreation Tent?
 - vii. Advertise????
 - Website
 - Create Brochure
- Elements
 - CarFit
 - Education (DRMAC, LCC, Cultivate, Etc)
 - Travel Training
 - Flexride
 - After-Lunch Presentation
- **Sarah & Jennifer TO MAKE Flyer!**



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NEXT MEETING

April 12th, 2019

9:30am-11:00am : Broomfield Community Center (280 Spader Way, Broomfield)

2019 Event Calendar	
January 11, 2019	Regular Monthly Meeting
February 8, 2019	Regular Monthly Meeting
March 8, 2019	Regular Monthly Meeting
April 12, 2019	Regular Monthly Meeting
May 10, 2019	Spring Mobility Days
June 14, 2019	
July 12, 2019	
August 9, 2019	National Night Out
September 13, 2019	
October 11, 2019	Fall Mobility Days
November 8, 2019	
December 13, 2019	