

# DENVER SOUTH

## ETC Meeting Summary

September 15, 2020

11:30 am- 1 p.m.

### Meeting Agenda

1. Denver South Rebranding
2. Overview Who We Are and What We Do
3. New ETC Introductions
  - Kim Coleman, Cochlear Americas
  - Gary Kinser, Toastmasters International
4. ETRP Overview
  - Mike Silverstein, RAQC
  - ETC Feedback Session
5. Importance of Commuter Surveys
6. Review of 2019 Results
7. Way To Go Bike To Anywhere
8. Way To GoTober

### Denver South Rebranding

## DENVER SOUTH

As one of Denver South strategic objectives in 2020 the organization rolled out a new branding campaign on September 1, 2020 to establish Denver South as an organization and as the geographical region spanning the six jurisdictions in which Denver South resides shown in black far right. With the rebranding came a better understanding and clearer definition of who we are as an organization and the work we do to support the region. Specifically Denver



South is both the community of businesses and residents surrounding the I-25 corridor south of Denver and the organization of business leaders and public officials coauthoring the future of our shared community.

### **Introduction of New Champions**

Denver South is pleased to add Kim Coleman of Cochlear North Americas located in Lone Tree and Gary Kinser of Toastmasters International of Englewood to the ETC roster.

### **Employee Trip Reduction Plan (ETRP)**

Metro Denver has long had challenges with **not meeting federal standards for** ground-level ozone. The Regional Air Quality Council (RAQC) is the lead air quality planning agency for the 9-county Denver Metro/North Front Range Ozone Nonattainment Area. Denver South is a part of this group working alongside Mayor Jackie Millet who also serves on Denver's South's Board of Directors and on the RAQC Board. Mike Silverstein, the Executive Director for the Regional Air Quality Council presented more on potential reclassification of our region and potential impacts.

Currently, Mike shared the region's is under "serious" non-attainment. The RAQC believes, even with the reduction of vehicular traffic during the COVID-19 pandemic, the region will likely reach "severe" non-attainment, which will lead to the development of a State Implementation Plan (SIP). A component of the SIP would be an Employer Trip Reduction Program which could potentially be a state mandate to improve local air quality.

This plan, currently in draft form, would impact employers with over 250 employees required by the state to provide individual employer plans to attain single-occupied vehicle designated goals to reduce overall carbon emission.

Denver South, under the leadership of Mayor Millet is working to ensure trip reduction efforts remain a *voluntary* option for employers. However, if/when the Denver Metro Region moves to "severe" non-attainment, Denver South will be ready to provide employers within its jurisdiction with free programs to achieve their required measurable goals. Here is a list of **some** current draft language as part of the ETRP Mandate:

#### **Administrative:**

- Designated ETC Coordinator
- Employer Surveys
- Marketing/Commuter Information

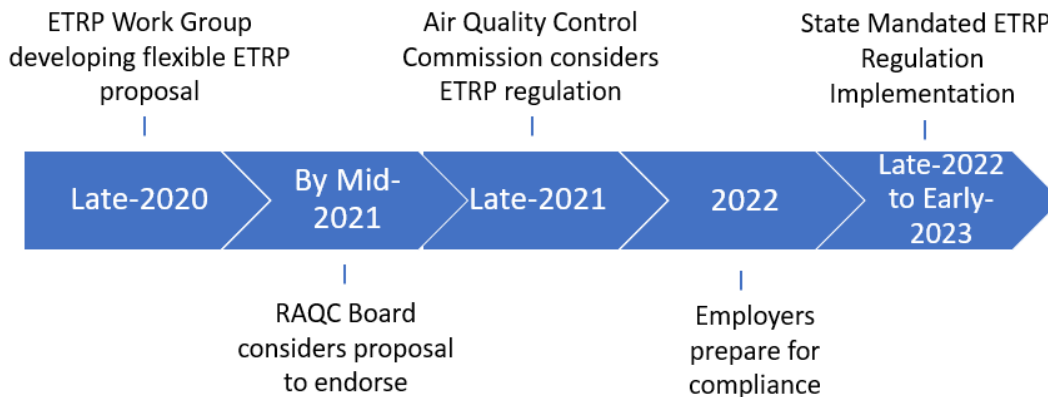
#### **Programmatic:**

- Participation in regional VMT-R challenges like Bike to Work Day and Go-Tober
- Alternative work schedules such as telework, flexwork and staggered start-times
- Pre-tax commuter benefits

- Employer provided alternative mode service
- Carpool/vanpool/ carsharing
- Financial incentives including free or reduced transit fares
- Can be subsidized by employer
- Provide worksite facilities (showers, bike racks)

Estimated ETRP timeline:

## PROCESS AND NEXT STEPS TO DEVELOP FLEXIBLE STATE-REQUIRED ETRP



### **2019/ 20 Denver South Commuter Survey**

Sheryl Machado reviewed Commuter Survey data from 2019 and provided high-level takeaways. Denver South announced the launch the 2020 Commuter Survey to be released on October 1<sup>st</sup> and reviewed prizes for the ETC who captures the highest percentage of responses and survey prize pools for employees who participate.

### **DRCOG Bike To Wherever and GoTober Challenge**

As a DRCOG Way to Go Partner, Denver South promotes DRCOG events such as Bike To Wherever Week and the Go-Tober Corporate challenge. Denver South provided registration information and more.

### **Upcoming ETC Meeting**

November 17<sup>th</sup>, via zoom. Possible topics to include pre-tax benefit and polling for first-last mile prioritization.