

Resolution – HPTE #276

Approving HPTE September 19, 2018 meeting minutes

BE IT RESOLVED, that the September 19, 2018 meeting minutes attached hereto, are hereby approved by the High Performance Transportation Enterprise Board of Directors.

Signed as of October 17, 2018

Don Marostica
Chair, HPTE Board of Directors

**MINUTES OF THE REGULAR MEETING OF THE BOARD OF DIRECTORS OF THE
HIGH PERFORMANCE TRANSPORTATION ENTERPRISE (HPTE)**

Held: Wednesday, September 19, 2018; 10:00am
CDOT Headquarters, 2829 W. Howard Place, Denver, CO 80204

The regular meeting of the Board of Directors of the HPTE was convened in accordance with applicable statutes of the State of Colorado, with the following Directors present:

Don Marostica, Chair
Anastasia Khokhryakova
Kathy Gilliland
Rocky Scott

Shannon Gifford, Vice Chair – excused
Thad Noll – excused
Travis Easton – excused

Informal Discussion

Lisa Streisfeld gave an update on the CDOT Managed Lanes Policy. The purpose of the Policy is to develop guidelines supporting PD 1603. This includes creating a documented process to decide whether or not to evaluate managed lanes as an option; a framework for consistent assessment of managed lane projects within the state; offer goals, objectives, and performance measures to evaluate and/or justify managed lane alternatives; and provide a toolbox of managed lane strategies to meet study objectives. The second phase will provide guidelines to develop a concept of operations for managed lanes for the day-to-day operations and maintenance.

Lisa provide the Table of Contents and Strategies being developed.
Table of Contents for the Guidelines

- Introduction
- Policies for Managed Lanes
- Goals and Objectives
- Managed Applications and Strategies
- Performance Measures for Managed Lanes
- Evaluation of Managed Lanes
- Roles and Responsibilities

The strategies to optimize flow of traffic and improve mobility can use price, vehicle eligibility and access control.

- Lane Management: Active Traffic Management Lanes
- Transit Management: Express Bus Lanes
- Special Use Lanes (alternative fueled, connected, platooning, or commercial motor vehicles)
- Express Lanes
- HOV- High Occupancy Vehicle Lanes
- HOT-High Occupancy Toll Lanes
- Reversible lanes (a.k.a. Counter flow lanes)
- Shoulder Lanes

Director Scott inquired if using managed lanes to enable connected vehicles should be part of the list and if the benefits include revenue. He also asked if capacity improvement included technology. The technology discussion should be included in the presentation.

Amy Ford stated in the managed lane process, technology is a tool. This is a broad, overall approach; how we manage lanes.

Director Gilliland stated she hears what Director Scott is saying and something should be added regarding new technology and how we are preparing for it.

Executive Director Mike Lewis stated there will be a strategy connecting vehicles.

Director Scott disagrees that technology isn't a strategy. He would like to see all initiatives being completed. Others will see these presentations.

Lisa provided an overview of the goals, objectives and strategies. These will provide a consistent place to start. They are a design making tool and include performance measures.

Performance Measures & Targets to Evaluate Managed Lanes

Tier 1 Goals

- Mobility
- Reliability
- Safety

Tier 2 Goals

- Environmental Impacts
- System Preservation
- Organizational Efficiency
- Project Financing
- Technology and Innovation

For Each Goal

- A typical performance measure and a target/threshold are suggested
- The performance measures were identified based upon criteria for the data to be:
 - Understandable
 - Widely Accepted
 - Readily Available or Efficient to Obtain

Director Scott inquired as to why financing isn't a Tier 1 Goal.

Amy Ford explained this is an analysis process for each corridor. Financing (Tier 2) may come up in the analysis. This creates flexibility for the project manager.

Executive Director Lewis stated he like the way Amy explained the Tiers. The Board may have a different view and there should be a discussion regarding moving financing from Tier 2.

Director Scott stated one of the priorities facing the Commission is funding to build more roads to increase capacity. Financing and technology are critical issues and should be a priority.

Director Gilliland stated we need to decide how to evaluate the need for managed lanes and to assess each corridor; we should address Tier 1 elements first. The funding issues can be discussed at a later time. The criteria are important.

Amy Ford stated this will be on the agenda for next month's Transportation Commission. The prior process was vague and this will spell it out.

	<p>Chair Marostica reiterated that Executive Director Lewis stated HPTE exists for financing and it should be discussed further with the Board. Funding has previously never been discussed in a presentation.</p> <p>Nick stated it is part of the decision making tool and is part of the Express Lanes Master Plan. Is the corridor feasible based on the criteria and all working together?</p> <p>Piper Frode discussed the FY 17-18 Year End Report and the FY 2019-20 Budget Timeline. The FY 17-18 Year End Report was for the Board's review. Please let her know if anyone needs more information or if there are questions.</p> <p>Preparation has begun for the FY 19-20 Budget. She reminded the Board of the timeline and the review of the scope of work for the annual interagency agreement.</p> <p>Chair Marostica stated the reports were put together very well.</p> <p>Nick stated the reports would be discussed more at the regular meeting. The communications update will provide information on a new ad campaign. There will be a discussion on transition to dynamic pricing, the interagency agreement between CDOT and HPTE regarding I-270, interest on C470 bonds, and that the HPTE Board will not be participating in the Executive Session because there was not enough Directors for a super majority as required by the Colorado Open Meetings statute.</p> <p>Director Gilliland discussed the ground breaking for I25 North. It went really well. The Governor and Senator Bennett were there. The community involvement was also good.</p> <p>Chair Marostica stated there were many local citizens in attendance from Loveland and Ft. Collins. Johnny Olson, R3 RTD, introduced the team. Chair Marostica also stated he was involved in the first Mater Plan for Loveland in 2001/2002.</p> <p>Executive Director Lewis stated it is now 2018. What should we be discussing now that will be happening in the next 15 years?</p> <p>Director Scott discussed the ground breaking for the Gap Project. There were very few negative comments. It was a reminder of how people need to celebrate and it was very well executed. There is still an issue with speed enforcement through the work zone.</p>
Reconvene and Roll Call:	The Board took a 15 minute break. The Regular meeting reconvened at 11:00am. Board members Don Marostica, Anastasia Khokhryakova, Kathy Gilliland and Rocky Scott were present. Shannon Gifford, Thad Noll and Travis Easton were excused.
Public Comment – items not on Agenda	There were no public comments.
Director's Report	<p>Nick introduced Simon Logan as the new Board Liaison. Next month there will be a resolution requesting Simon be appointed as Board Secretary.</p> <p>Some of you attended the first Express Lane Master Plan workshop. There was a really good discussion about what they are, design features, how they operate, and what corridors we should be examining. Minutes from the meeting will be available prior to the October Board meeting.</p>

	<p>David Spector and Piper Frode attended the Stadium District Master Planning workshop last month and met with local public finance experts discussing transportation mega districts.</p> <p>David attended the Central 70 Executive Partnering Workshop and the Steering Committee on I-25 South where he discussed the recent traffic and revenue report's results.</p> <p>Nick and David met with industry experts (RS&H, , HDR, and KPMG) regarding best practices across the country and what other states are doing on express lanes, and also to give them an update on what HPTE is doing.</p> <p>We also had staff training and a team building event.</p> <p>Coming up on October 1st, David will be presenting to TLRC regarding the SB 18-01 Managed Lanes Study.</p> <p>On October 17th, there will be a mini retreat from 7am to 10am, discussing our, recap what we have accomplished so far and review our Statute.</p> <p>November 13th and 14th, we will have P3 training with FHWA's Volpe Center. You will be seeing communications shortly from them, and a survey discussing what you would like to see in the training. They also would like to know what your level of project knowledge is.</p> <p>Jefferson County Parkway Highway Authority issued and RFQ for a public-private partnership on the Jefferson Parkway. The HPTE is following their process.</p> <p>Project Updates The concrete conveyor belt on C470 should be up and running next month. Central 70 will have road closures to install a railroad crossing. Next month Tony Meneghetti will provide a deeper dive on I25 North.</p> <p>Director Scott asked if the lessons learned from the industry experts meeting will be shared with the Board; yes, the highlights will be provided.</p> <p>The November meeting will be changed from the 21st to the 14th due to Thanksgiving week. Nick and Chair Marostica discussed cancelling the December meeting, which was agreed upon because staff does not anticipate having many items to approve.</p> <p>A longer, more indepth Board retreat will be January or February.</p>
<p>Communications Report</p>	<p>Megan Castle presented the Communications Report. Director Gilliland and Director Scott covered the ground breaking ceremonies. They were excellent venues. CDOT has been contacted by the <i>Denver Post</i> regarding the projects, so the coverage and interest continues!</p> <p>Megan provided an update on the Enforcement Campaign. The campaigns are being run on the Mountain Express Lanes and I25 North. We are working with our partners to get the word out and using our social media methods. The social media ads are worth \$25k in advertising.</p> <p>Megan introduced Kristi Estes from CIG to discuss the two campaigns coming up.</p>

	<p>CIG has been working with Communications for the last couple of years and have been working on the Express Lanes campaign. The ideas for this campaign are based on focus groups that were held in February:</p> <ul style="list-style-type: none"> • People are still confused about how to use them and the rules and tools needed for Express Lanes, so they can be apprehensive to try. • People who have Express Lanes in their area and use them regularly are quicker to understand and articulate their benefit. • Most people can see the value in Express Lanes when it benefits them directly, but not all the time. They can see the value in situations where they really need to save time personally. <p>The two campaigns are:</p> <ul style="list-style-type: none"> • Did you know – highlights the rules <ul style="list-style-type: none"> • Educate drivers on how to use the Express Lanes in order to eliminate the fear in using them • When you need it most – talks about Express Lanes benefits <ul style="list-style-type: none"> • Encourage people to try Express Lanes and highlight the specific benefits that they are always a choice and can be a reliable tool when you really need it <p>“When you Need it Most” will run September through October and utilize several means of communication.</p> <p>Traffic radio</p> <ul style="list-style-type: none"> • Utilizes live-read scripts adjacent to traffic reports • Incorporates 17 stations in the market for broad reach capability • Bonus coverage on four Fort Collins stations • 2-week flight (9/10-9/23) • 32 GRPs (A25-54) • 832,451 impressions <p>Bus ads (Flatiron Flyer)</p> <ul style="list-style-type: none"> • Covers US 36 almost exclusively • High profile panels • 4-week flight (9/17-10/14) • Four bus panels • 3,673,320 impressions <p>Digital Bulletin</p> <ul style="list-style-type: none"> • High profile panel in the heart of the I-25 North corridor • I-25 south of 104th Avenue • 8 second message rotation • 4-week flight (9/17-10/14) • 1,728,000 impressions <p>The results will be measured based on the number of transponders sold September through October; the number of ExpressToll transactions, number of images processed by the Image Processing Center, and increased volume on the website.</p> <p>Director Gilliland stated the signage north is getting better.</p>
Dynamic Pricing	<p>Christian Guevara, VP of Operations and Director of Operations on US 36 provided an update on Plenary Roads Denver’s transition to Dynamic Pricing.</p> <p>As part of the transition to dynamic express lane pricing, PRD is making some adjustments to time-of-day tolling rates. These adjustments will allow PRD to better manage traffic flow in the US 36 and I-25 Central Express Lanes during the transition and calibrate the traffic to provide a more indicative baseline for the dynamic express</p>

lane pricing and implementation. These toll adjustments are helpful for the transition as they provide data for the development of parameters within the dynamic tolling algorithm. Specifically, some adjustments will be made to assist in the development of:

- Algorithm step functions
 - Frequency of dynamic change
 - Rate of change of pricing
- Calibration of peak travel times
 - Provide additional information for peak travel times
- Sensitivity data for pricing
 - 1 rate adjustment to date, adjustment provides additional data

On average, rates are going up about four percent, mostly during peak travel periods. For instance, an eastbound trip at 7 a.m. from Boulder to Downtown Denver will be adjusted from \$7.30 to \$7.65. There are also adjustments during the peak travel time in which the rate will decrease. An 8 a.m. trip from Boulder to Denver will decrease from \$8.35 to \$8.30. In one instance, based on increased traffic volume and dynamic pricing testing, we are extending the morning peak travel pricing from 8:45 a.m. to 9 a.m. The adjustments in time-of-day tolling will directly assist the development of parameters within the dynamic pricing algorithm.

Director Scott asked what other states are doing regarding algorithms, and are we applying what we are learning from others.

There is a lot of artificial intelligence being used.

Director Gilliland is concerned about the study in the next couple of years. Will it be done manually? How is trip reliability be evaluated and measured.

There is a test in the system that will perform the study. PRD will work closely with Megan and her team to ensure the information gets out to the public; education is the objective.

Each phase of the transition to dynamic pricing will include an outreach component, similar to the outreach component leading up to and following the HPTE board's approval of dynamic pricing and rate adjustments in June. Here's an overview:

- Drivers: Outreach through overhead message boards in advance of the adjustment
- Media and social media: PRD communications team will notify the media and post relevant information on social media and the website
- Community: We will continue to share relevant updates with community organizations including Commuting Solutions, as well as with elected officials

Chair Marostica asked when it will start.

Director Gilliland stated we need to make sure the message of the real purpose we're adjusting the rates gets to the public. She stressed the need to educate the public on how dynamic pricing works as opposed to the time of day pricing that has been in place since tolling began here in Colorado.

Nick stated Megan is working closely with Plenary and there will be a press release posted on the HPTE website with the new rates coming soon.

<p>Resolution #272 Intra-Agency Agreement Between HPTE & CDOT I-270</p>	<p>Nick explained that HPTE would like to contribute \$300,000 from I-25N Segment 2 revenues to the I-270 Conceptual Design project. The Project will use the funds to do a LIDAR topography study of Express Lane direct connects between I-270 and U.S. 36 and I-25. Central 70 is not included because the project has what it needs in regards to a direct connect from the construction project.</p> <p>Director Scott inquired about LIDAR.</p> <p>Nick stated there is a radar machine that will produce the topography of the area and help with the cost estimate of the design.</p> <p>Upon a motion by Director Scott, and Second by Director Gilliland, a roll-call vote was conducted and the Consent Agenda Resolution #272 was unanimously approved.</p>
<p>Resolution #273 - 1st Budget Amendment to Fiscal Year 18-19 Budget</p>	<p>Piper Frode explained the Budget Amendment is to utilize the \$300,000 for conceptual design work and to reflect interest earnings on the C-470 revenue bonds. .</p> <p>Upon a motion by Director Gilliland, and Second by Director Khokhryakova, a roll-call vote was conducted and the Consent Agenda Resolution #273 was unanimously approved.</p>
<p>Consent Agenda Resolution #274 - July Minutes</p>	<p>Upon a motion by Director Khokhryakova, and Second by Director Scott, a roll-call vote was conducted and the Consent Agenda Resolution #274 was unanimously approved.</p>
<p>Adjourn</p>	<p>There was no Executive Session.</p> <p>There being no further business, the Board adjourned at 11:50am.</p>