



MOVE
COLORADO

**Member Meeting
November 14, 2024**

Agenda



- Review Top Themes from October 10 Work Session
- Discuss revisions to Move Colorado Vision and Mission Statements
- Develop Work Plans for Focus Areas
- Next steps

Top Themes: What We Heard in October

Funding

Balancing today's needs
with vision of future

Education
Integration &
Connectivity

Consistent
Prioritization

**Safety &
Reliability**

GHG

**Environmental
Sustainability**

**Geographic
balance and
context**

Choice &
Free Will

Multimodal

Accessibility

urban - suburban - rural -
resort

Economic
Driver

Next Steps



- Refine Mission and Vision
- Develop a Work Plan
- Pen to Paper
- Tell the Story

Move Colorado's Vision and Mission

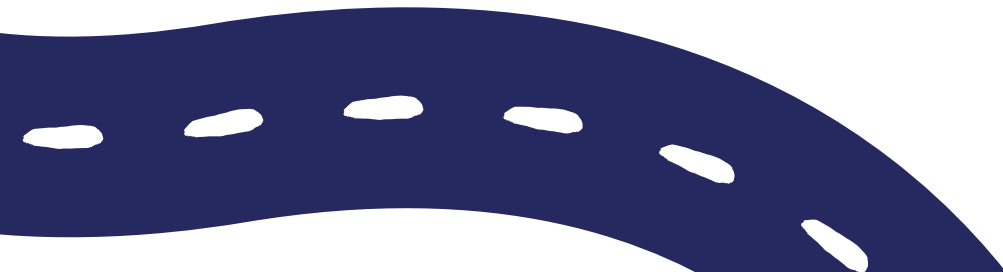
Refined to incorporate Key Themes:

Current:

- **Vision:** To enhance the quality of life for citizens of Colorado through an efficient, connected and sustainable multi-modal transportation system.
- **Mission:** Advance financial solutions for a Colorado multi-modal transportation system that promotes economic viability and an improved quality of life.

Refined:

- **Vision:** To maintain and enhance the quality of life for current and future citizens of Colorado through an efficient, connected, resilient, and sustainable multi-modal system.
- **Mission:** Advocate for sustainable financial solutions, an informed state legislature, and industry collaboration to promote a multi-modal transportation system that is safe, reliable, economically viable and improves quality of life for all Colorado citizens.



Move Colorado's Guiding Principles

GOOD NEWS! Key areas of importance are included in current Policy Principles:

- Colorado's state and local transportation system must be adequately funded.
- Colorado's state and local transportation agencies must use all available tools and partnerships.
- Colorado's transportation system is - and should be - all modes working together.
- Colorado's transportation system must embrace sustainability, environmental stewardship and resilience.
- Technology is rapidly advancing and will be a key driver in the future of Colorado's transportation system.

Develop a Work Plan

Strategies to achieve mission and vision:

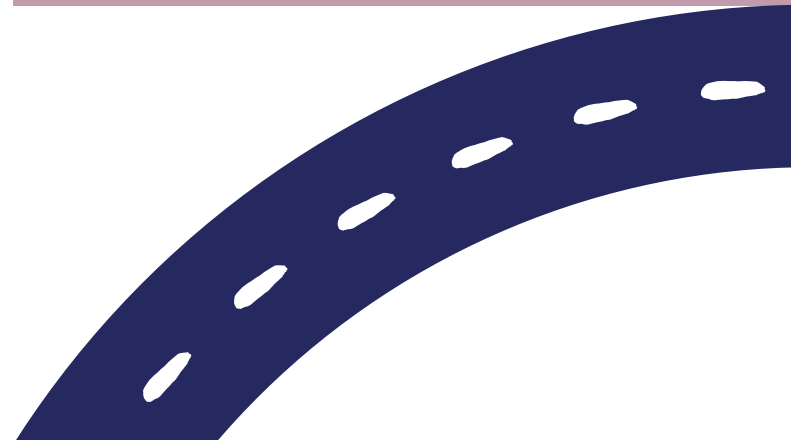
- Multi-modal
- Urban/Suburban/Rural/Resort
- Economically Viable
- Sustainable
- Safe/Reliable/Resilient



Small Group Discussion – Focus Areas

- **Where are we today?**
 - What does the data say?
 - How do we compare to other states?
 - Who is doing this well that we'd like to emulate?
- **What does Move believe needs to happen?**
 - Action statement
- **What steps are required to meet our goal?**
 - Education? Public or elected/appointed leaders?
 - Federal action?
 - Administrative or legislative action?
 - Ballot measure?

- Identify at least one point-person for your group.
- Define how to answer these questions, make assignments.
- What tools do you need to be successful?



Refine Work Plan for January 2025 Meeting

Next Steps:

- **Pen to Paper:** Develop materials that outline ways to move forward (e.g. platform, white papers, case studies)
- **Tell the Story:** Share Move's mission with like-minded advocates

Questions?

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