



**DRIVE CLEAN
COLORADO**



NOV 2024 – DEC 2025

COMMUNITY MOBILITY PLANNING FOR HOUSING AUTHORITIES IN SEMI-RURAL COLORADO

Project Overview

Throughout the Community Mobility Planning (CoMP) project, Drive Clean Colorado (DCC) partnered with Aspire (Loveland Housing Authority) and the Brush Housing Authority to assess transportation barriers and co-develop mobility solutions for semi-rural residents. The project highlighted similar transportation issues for residents such as accessing medical services and stark differences in the two communities including organizational readiness for stakeholders such as the housing authorities and municipalities they are located in, existing infrastructure, and trust in residents that required DCC to adapt engagement strategies to ensure community input.

Each of the housing authorities' staff and residents highlighted the need for transportation to essential services such as accessing grocery stores, going to work or school, accessing different medical services, and more. However, the level of engagement shown from each community impacts the ability to help overcome barriers to these needs. In Loveland, partnerships with Aspire, Loveland Housing Authorities' community engagement partner, and the City of Loveland helped to complete a more comprehensive engagement process that resulted in mobility solutions focused on electric shuttles and electric bike libraries with strategic partnerships; whereas in Brush, DCC experienced limited engagement from the Brush Housing Authority and the Town of Brush resulting in us pivoting our strategy towards having informal conversations with residents and working with community-based organizations like United Way of Morgan County who have identified and documented transportation needs in the community. This shift helped us identify a critical need for a community fixed-route shuttle service. Overall, the project helped develop existing conditions and tailored mobility plans for both communities as well as a roadmap to pursue funding and feasible steps to implementation. Drive Clean Colorado received funding for this project through NLR's (formerly NREL) Community Initiative Transportation Equity grant.

Map of Northeast Colorado



Locations of the Loveland and Brush Housing Authorities located in semi-rural areas of Northeast Colorado along major corridors including I25 and I76.

Project Effort

The project was broken down into four main phases that included:

PHASE 1

- DCC secured partner agreements with Aspire, the City of Loveland, and Brush Housing Authority.
- Developed existing conditions inventory of key data like transportation infrastructure, residents' demographics, identified transportation barriers, currently available mobility services, and key community locations that people travel to often.
- Co-developed and launched a community survey to gather feedback from residents. To help distribute the survey, DCC provided each housing authority with flyers to post on residents' doors, pass out at the front office, and post in community spaces, as well as printed copies of the survey for residents that prefer hard copies.

PHASE 2

- DCC worked with on-site staff of the housing authorities to set up times in their community spaces for residents to come speak with us in-person and fill out the survey.
- Hosted two focus group/workshop sessions at each of the housing authorities where we provided light snacks and refreshments for the residents. This provided a fun informal way to gather additional feedback that could not be received from the survey.
- Compiled findings into a Community Transportation Needs Assessment (CTNA) for each housing authority that detailed residents' transportation barriers, transportation modes they use, where they travel to the most, mobility projects they would like to see implemented, and more.

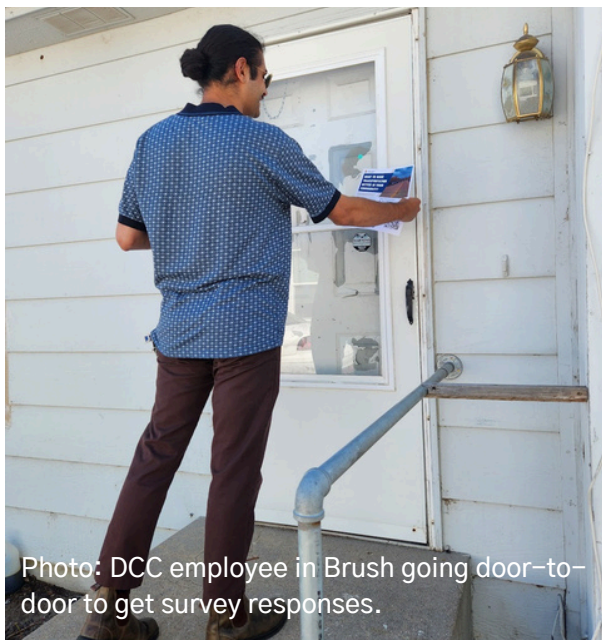


Photo: DCC employee in Brush going door-to-door to get survey responses.



Photo: Aspire employee hanging the community transportation flyers on residents doors.



Photo: Transportation focus group at Loveland Housing Authority property.

PHASE 3

- DCC evaluated the findings, how engagement went for each community in Phase 2, and the next steps to take.
- Brush: During our engagement with Brush Housing Authority residents, we learned many residents do not trust the housing authority for a variety of reasons, but they value community areas like the local library and have a need for reliable transportation. Due to this and the housing authorities' limited engagement with DCC, we shifted our approach to have an informal walking transportation workshop where we were on-site speaking with residents as they walked through the main property area. This allowed us to authentically speak with residents so they felt free to speak about their preferences for mobility solutions and received different transportation resources like available public transit services or information on EV and E-bike rebates. We found there is a desire amongst residents, even ones that can still drive, to have improved public transit in the area such as a fixed-route shuttle service.
- Loveland: We successfully partnered with Aspire and the City of Loveland to host a Transportation Workshop at one of the properties where we provided lunch and giveaways including school supplies. We presented to attendees information on different mobility options including available public transportation, updates to transit routes, available carshare and rideshare services, micromobility, and electric vehicles. Afterwards, we got more feedback on mobility projects they are interested in that included electric bike libraries or storage and improved public transit stops.

PHASE 4

- DCC provided technical assistance to develop a mobility plan tailored to each community. The plans detail different mobility projects such as implementing a shuttle service or improving already existing services, identified funding opportunities to implement projects, key partnerships, and additional considerations each housing authority should consider when developing transportation projects.

Key Takeaways and Lessons Learned

There were many key takeaways and lessons learned throughout the project while working with each of the housing authorities.

KEY TAKEAWAYS

Shared Needs Between Communities

- Everyone needs reliable transport to medical services, grocery stores, and work/school.
- Low-income and older residents on fixed incomes specifically desire an affordable shuttle service.
- Even residents who drive are burdened by high gas prices, maintenance costs, and the wear-and-tear of long-distance rural driving.

Community Differences

	Aspire (Loveland)	Brush Housing Authority
Existing Public Transit	Residents have access to the City of Loveland Transit with multiple fixed-routes and connections to nearby towns.	There is no dedicated transit in the area besides the on the demand curb-to-curb service from the County Express.
Clean Transportation Interest	Higher interest to adopt EVs and other clean mobility options, likely due to the increased infrastructure in the community.	Low interest in clean mobility, like EVs, likely due to the lack of infrastructure and personal mobility needs.
Infrastructure	More existing charging stations and bike lanes that make new mobility options feel safer and feasible.	Very few charging stations and no bike lane infrastructure, leading to concerns about charging and micromobility safety.
Engagement Approach	Successful formal focus groups and workshops with presentations and partnerships with the city.	Required a pivot to informal conversations with residents and speaking with other community organizations.

LESSONS LEARNED

Flexible Engagement Strategies

- We found formal workshops at Brush Housing Authority to be ineffective because they were not well attended by residents. Due to this, we pivoted our engagement strategy to focus on informal methods like walking around the main property to speak with residents as they hung out to gather information and share resources.
- Since Brush Housing Authority's engagement was low, DCC reached out to other organizations to get their feedback on the mobility plan.

Build Partnerships in the Community

- The housing authorities cannot implement or manage all mobility projects related to residents. Local transit providers need to be engaged to implement changes to public transit stops or the city transportation department should be involved who has more power over transportation projects in the community.
- When the Brush Housing Authority engagement was low with DCC, we outreached and worked with community-based organizations that do work in the Brush community to identify feasible solutions for the mobility plan. Organizations that are trusted more by the residents such as the library and ones that have identified transportation needs already such as the United Way of Morgan County.

Identify Feasible Mobility Projects & Consider Operational Costs

- Solutions identified were feasible within each of the communities and highlighted key partners for each solution and their role in the project. Additionally, project planning emphasized available funding opportunities and sustainable business models for long-term operational costs that included considerations for drivers wages or creative models like community-based volunteer models.



Photo: United Way of Morgan County's Housing Action Team visit to Brush Housing Authority.

Accomplishments



Developed existing conditions inventory and community mobility plans for each housing authority.



Re-established the relationship between Loveland Housing Authority and the City of Loveland after the city had staff turnover.



Navigated complicated relationships between the Brush Housing Authority and their residents to gather as much feedback as possible.



Built external partnerships in Brush to help ensure that the mobility plan meets the needs of the residents.



Successfully educated residents from both communities on different transportation resources and ways to help them save money.



Photo: City of Loveland Transportation Planner (left) speaking with residents after the Transportation Workshop.



Photo: Community transportation survey flyer hanging in the front office of Brush Housing Authority.

Acknowledgements

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Contact Information

Desiree Moore

Program Manager | Northern Colorado
desiree@drivecleanco.org

Bonnie Trowbridge

Executive Director

bonnie@drivecleanco.org