

# LDDA Board Communication

---

**Meeting Date: Wednesday, July 26, 2023**

**Current Incentive Fund Availability:**

Retail Conversion: \$36,634	Signage: \$8,129	DIP: \$483,733	Alleyscape: \$11,089
Residential: \$19,749	Safe Re-opening: \$6,175	TIF: \$3,489,079 (net projected available)	

**Agenda Item: Incentives**

**528 Main St. - Longmont Area Chamber of Commerce Façade Grant**

**Executive Summary:** The Longmont Chamber of Commerce at 528 Main St. is undergoing a renovation to the interior and exterior of the building. They are applying for a Façade grant to add a separate entrance to the conference room and update the existing back/alley facing doors to the building. The total renovation cost for all improvements is \$568,000. The façade improvement costs total over \$40,000. They are requesting the maximum 25% reimbursement of \$10,000. Their financials were approved by the Finance Committee.

**Recommended Motion:** Approve the Façade grant for \$10,000.

---

**Agenda Item: Microtransit/Downtown Shuttle**

**Executive Summary:** At the June 20 City Council Meeting, City staff was given direction to explore Microtransit as an option for alternative transportation. See below from City Council Communication:

Over the past year, City staff have been researching microtransit as a more locally-controlled and efficient way of providing local public transit to City residents. Microtransit is based on the goal of having a smaller (6-passenger) transit vehicle pick a person up within 15 minutes of a request, either by calling in to a dispatch center or on a Smartphone app; and reaching their destination within the City in 15 minutes—in other words, less than 30 minutes from the time a person requests a trip to when they reach their in-city destination.

Additionally, microtransit is flexible and dynamic to adapt to the future needs of the City. If there is a City event with limited parking, microtransit can be used to fill the transit service needs for a specific time period. Microtransit could also provide a full-time shuttle service in specific districts in the City or tested for a specific time period to monitor transit demand in specific areas.

As part of this system, LDDA can explore a Downtown Shuttle System that can run to connect different parking lots/destinations. This could provide parking in underutilized lots for employees to free up parking for customers. It can also be used for customers to Park Once, Go Everywhere. This concept aligns with the LDDA Master Plan of Development goal/strategies as outlined below:

**ENCOURAGE THE USE OF ALTERNATIVE MODES OF TRANSPORTATION TO ACCESS DOWNTOWN.**

- A. Expand alternate transportation options that are conducive to a vibrant daytime, evening, and weekend economy.
- B. Invest in convenient, attractive transit waiting areas to provide a pleasant user experience.
- C. Partner with RTD, County and the City to prepare and implement a public information campaign encouraging the use of alternative modes of transportation.

- D. Utilize transportation demand management techniques such as alternative transportation use incentives.
- E. Embrace technology-based transportation innovations such as ride- and car share programs and mobile apps.
- F. Encourage events and business programs that incorporate or incentivize alternative modes.

In 2024, with Hotel Longmont construction and Coffman Street Busway both under construction, we have the opportunity to test some parking solutions for both Downtown Employees and Visitors. Phil Greenwald and Kimberlee talked to several experts/staff/vendors in the transportation industry working on similar projects. Initial budget projections are \$300,000 to implement the service in 2024.

Staff would like the Board to consider the initial concept for the shuttle service:

1. Running a weekday shuttle that connects free, all day lots at the 1<sup>st</sup> & Coffman Transit Hub site and 8<sup>th</sup> & Coffman RTD lot, as well as other public parking locations in between
2. Servicing route from ~7:30 am - 6:30 pm
3. Determining best route/locations while keeping in mind construction projects in the area
4. Establishing an employee incentive program to encourage use of shuttle system and offsite parking
5. Establish a Park Once, Walk Everywhere Campaign for visitors (this has been a long-standing recommendation in our parking study work)

Next steps include:

1. Utilizing existing to determine peak times, traffic patterns, etc.
2. Collecting data / surveying existing Downtown Business Owners/Employees for best times to run shuttle (ie employee shifts, high customer volume, etc)
3. Identify funding and possible advertising/sponsorship opportunities

In the 2024 proposed budget, staff recommends LDDA providing a \$150,000 investment in the shuttle service.

---

### **Agenda Item: Data and Master Plan Update**

**Executive Summary:** Staff will review current data from Placer AI, marketing stats, and pedestrian counters.

---

### **Agenda Item: Wayfinding & Alley Planning**

**Executive Summary:** Staff will update Board on the wayfinding RFP and on initial draft of alley planning for the 200-600 alleys.

---

### **Agenda Item: 2023 Budget**

**Executive Summary:** Staff has proposed a budget for 2024. See link to proposed budgets.

1. **LDDA Ops** is funded by property tax of 5 mills on all real and personal property within the LDDA boundaries. The budget is decreased ~\$3,300 from 2023, as we did not have the lobbying expense. Increases are outlined below:
  - a. All computers need replaced in 2024 - a significant one-time expense of \$15,000
  - b. Increase in cost of liability insurance

- c. Staff conference in Durango
- 2. **General Improvement District** is funded by property tax levy of 6.798 mills on all real and personal property within the boundaries of roughly 3<sup>rd</sup> - 6<sup>th</sup> Ave/Kimbark - Coffman. The budget is increased ~\$10,650 over last year. Increases are outlined below:
  - a. Increase in flower budget
  - b. Increase in liability insurance
  - c. Increase in cleaning expenses which were under budgeted in the past
- 3. **Parking Fund** is funded by revenues from Downtown Parking Permits. The budget is ~\$12,000 over last year. Increases are outlined below:
  - a. Increase in permit supplies
  - b. Increase in liability insurance
  - c. Increase in maintenance
  - d. Increase in parking consultant use
  - e. Increase in parking resources for education
- 4. **Arts & Entertainment Fund** is funded using Tax Increment Financing (TIF) dollars.. The budget is increased ~\$35,000 over last year. Increases are outlined below:
  - a. Increase in production expense for Summer Concerts and Winter Walkabout
  - b. Increase in holiday lighting
  - c. Increase in outreach
  - d. Increase in holiday programming
  - e. Increase in monthly event stipends
  - f. Increase in utility costs
  - g. Increase in mailing
  - h. Increase in holiday supplies
- 5. **Construction Fund & Project Management Fees** The Construction Fund uses Tax Increment Financing (TIF) revenue to implement projects consistent with the Master Plan of Development. The Project Management Fees are used to offset costs for project implementation. These fees are transferred to the LDDA Ops account. The Board allocates 4% of all TIF projects as project management fees.
  - a. New programs include:
    - i. Funds for Longmont Arts Week/Cultural Programs
    - ii. Event Trailer
    - iii. Microtransit
  - b. The Program Management Fees are \$30,740
- 6. **Revenue Projections** for earned income, permit sales, building permits, sponsorships, ticket revenue and sales throughout different funds are outlined.

**Recommended Motion:** Approve Budget as Presented