



ColoRail Looks Ahead

Inside our new strategic plan

October 21, 2023

Where are we going?

We do mean “we” so feel free to raise your hands with questions or comments.



A strong record . . .

Historically, ColoRail sets ambitious, multi-year goals for itself. These have included:

- Championing and securing the restoration of Union Station.
- Fighting (with mixed success) for a passenger- and transit-friendly Union Station design.
- Fighting aggressively for the successful RTD FasTracks ballot measure.



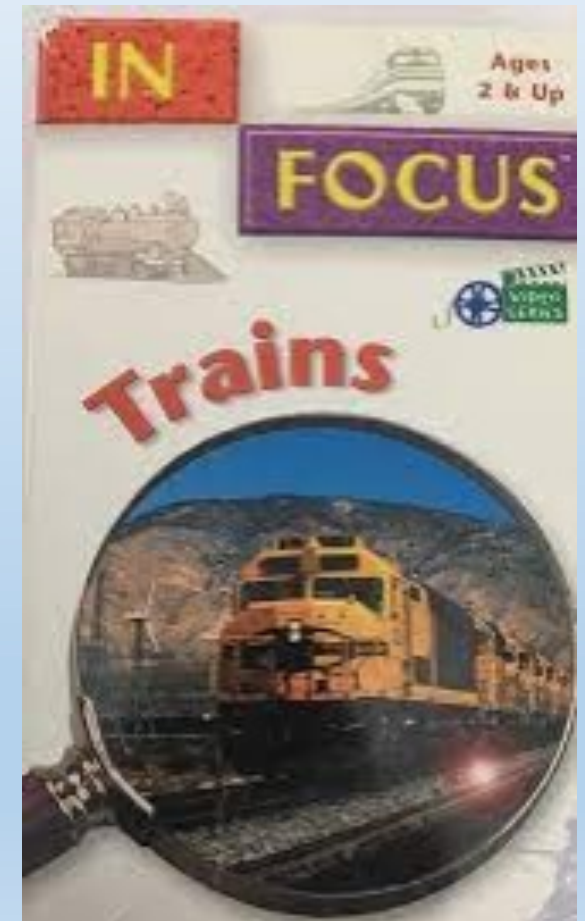
. . . and a proud legacy

- Fighting (successfully) against Amtrak's attempts to reroute or truncate the Southwest Chief, and (hopefully) for improving its current route.
- Collaborating with Winter Park Resort and Amtrak on the restoration and staffing of the Winter Park Express.
- Working with communities, stakeholders, and the Governor and Legislature on the creation of the Front Range Passenger Rail District.



Now it is time to define, plan for and accomplish new goals that are bold and ambitious enough to inspire the work of ColoRail for years to come.

But our membership is small and are resources are few, so we must focus, focus, focus!

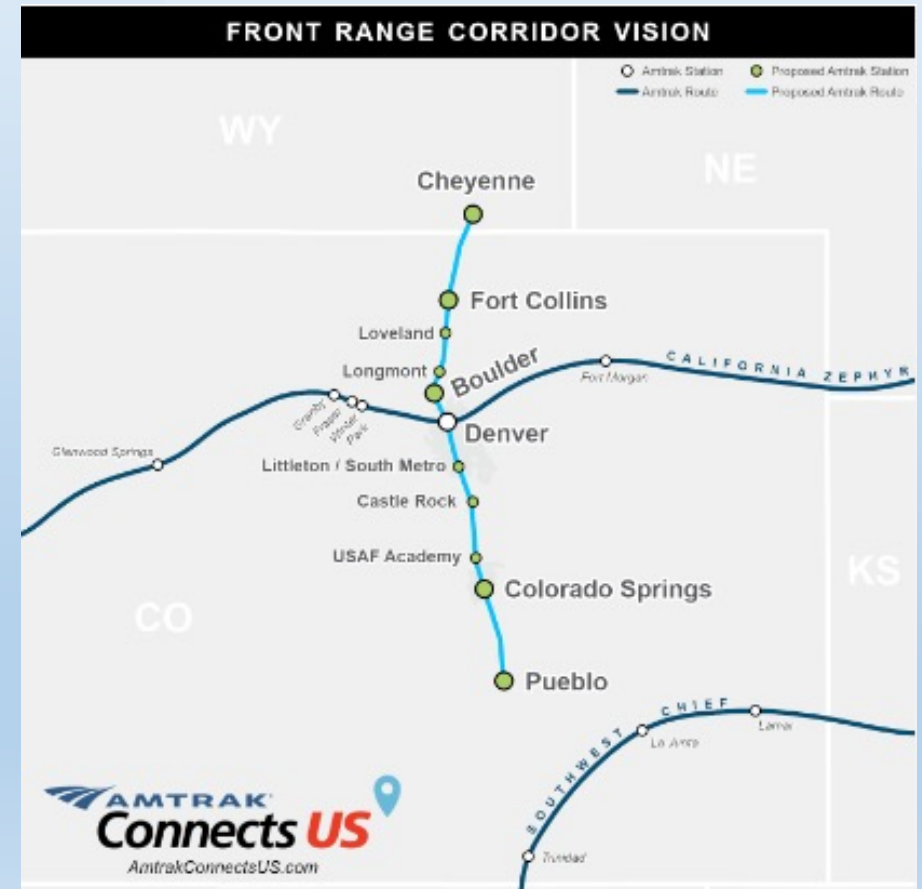


What goals did we set?



As an independent group of advocates and experts, our goals are to educate the public about and advocate for:

- The passage of a ballot measure to secure sufficient tax revenues to support the construction and operation of fast, frequent passenger service along the Front Range.
- The continuation and improvement of Amtrak services that connect Colorado with the national passenger rail network.



Goal 1: FRPR election support



- Identify the elements and objectives of this education and advocacy campaign.
- Make note of important allies, supporting organizations, and opponents.
- Understand what we can do and cannot do as a 501(c)3.
- Partner with enthusiastic, well-meaning groups.
- Determine the expertise we have, and what we lack.
- Identify the financial and other resources we will need.
- Devise solutions to fill gaps in expertise, gain resources, and counter threats.

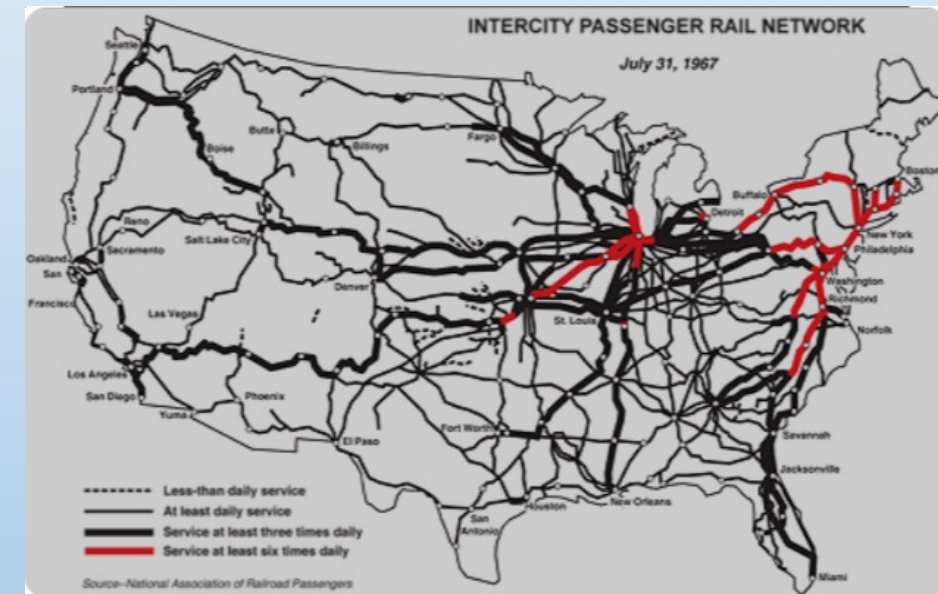


Goal 2: improved services



- WPX summertime service.
- WPX extension to Steamboat Springs.
- A second CZ, or regional service on the same lines.
- Colorado Zephyr service from Denver to Grand Jct.
- SW Chief service to Pueblo and Colorado Springs.
- A Pioneer revival, either through Colo. or Wyo.
- Texas service, Montana service, and so on. . . .

Within the framework of what is realistic and worth our time and effort.



The Board formally approved and adopted this Plan at its regular meeting on August 24.

So what do we do next?



Next up: the FRPR election



- We favor the 2024 election instead of 2026, and will dedicate time, expertise, and resources to supporting a “yes” vote.
- We will coordinate closely with District staff to support their outreach work with local constituencies, business organizations, and advocacy groups, including especially colleges and universities that will be served by FRPR.
- We will develop “plug and play” content and other materials that can be sent to local ColoRail members to deploy at meetings and events.



A note about stations:

We will watch and wait until the FRPR District and local governments complete their work –

except if there are any ill-advised recommendations regarding Denver Union Station.



Our priorities for new services



1. The priority for Amtrak is the SW Chief reroute through Pueblo.
2. Added summer service to Winter Park or new service to Steamboat – analyze options but wait and see.
3. As the FRA considers LD service enhancements, we will advocate for a second train on the CZ route.
4. Finally, we will communicate an attractive long-term vision for service improvements, including reviving the Pioneer, the Texas Zephyr, service to K.C., etc.





Say goodbye to this tired PowerPoint template and logo!

Rebranding by the end of this year

New logo, designs and colors (sneak peak) —————→

New website (yay!)

Coordinated comms across platforms



Adding capacity to achieve our goals



- The board is the only active group in ColoRail. We need to engage the broader membership.
- Membership needs to grow and become younger.
- We need to be better at mastering all channels of modern communications.
- We need to recommit to outreach with local civic groups and governments.



To do this, we hope to create committees or working groups where everyone can contribute.



Some new committee ideas –

- *FRPR*: a large committee made up of members across the District whose mission would be to carry the FRPR message to their local communities, using tools that we would make available to them.
- *Mountains and Western Slope*: this would be a group focused on issues such as I-70, Tennessee Pass, Steamboat, more frequent service to Grand Junction, etc. We would also use this group to broaden ColoRail's membership base.
- *Long Distance Service*: this group would work more deeply on existing and new trains connecting Colorado with the nation.

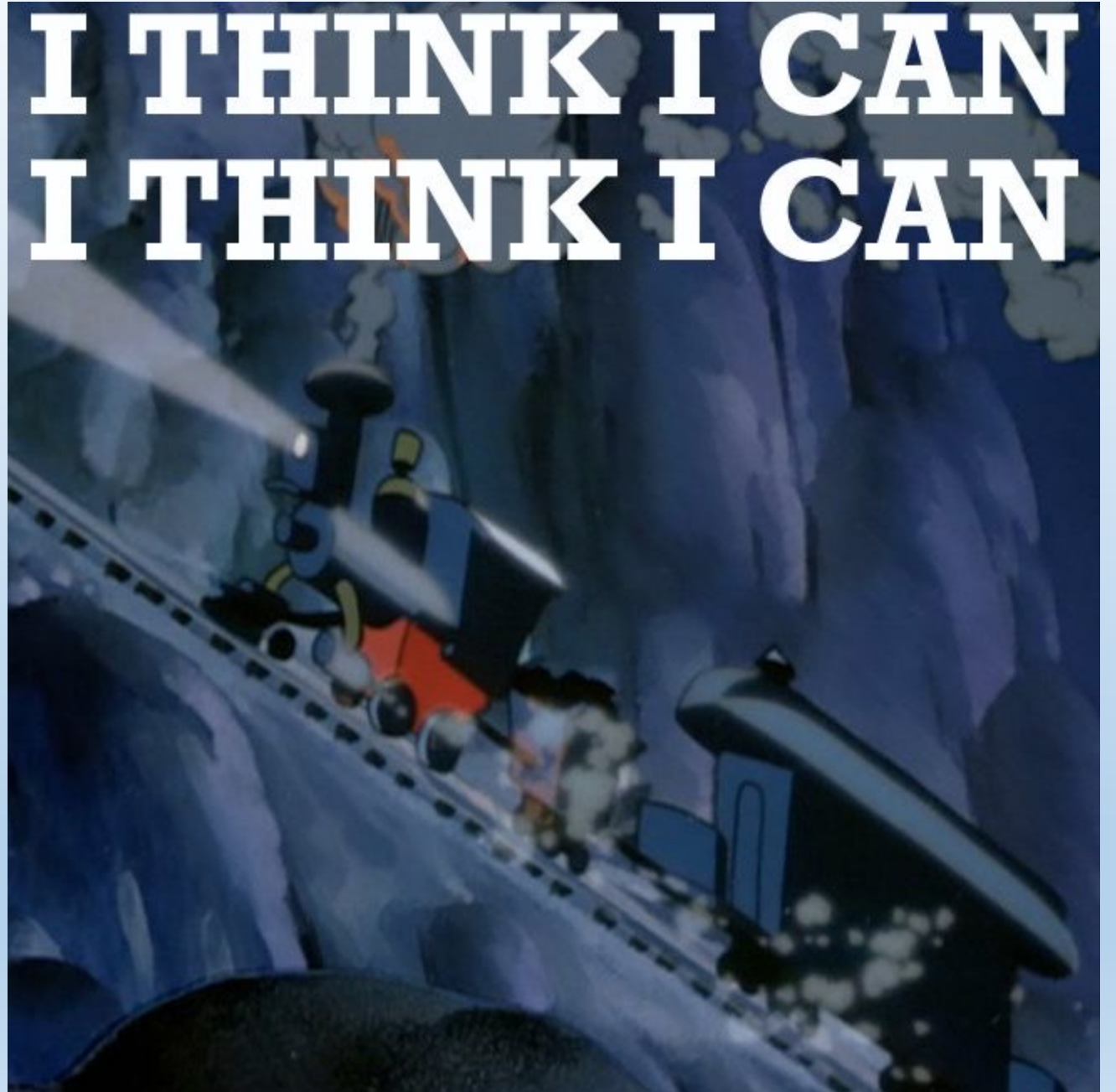
More new committee ideas –



- *RTD*: this group would build on our FasTracks work of many years ago to identify and work on opportunities to improve and expand RTD service.
- *Non-rail*: the focus would be on CDOT and private bus services, alternative transportation (rideshare, scooters, bike), and pedestrians.
- Our existing *Communications and Outreach Committee*: grow this committee to become a coordination, resource and training hub for these 5 other committees, giving them the support they need to succeed. The Committee would also interface with like-minded and allied groups.

**I THINK I CAN
I THINK I CAN**

What do you
think?



On the right track!

Thanks! We really appreciate your membership and support.

