



## The Citizen Transportation Advisor Board Minutes

September 22, 2025, at 3:00 pm

1. Call to Order
  - Tom Donkle called the meeting to order at 2:58 pm
2. Roll Call
  - Board/Commission member present – Tom Donkle, James Bailey, Steve Teets, Eva Maines and Jim Riesberg.
  - Board/Commission members absent – Wendi Young and Ally Johnson.
  - City Employees present – Bhooshan Karnik, Victoria Leonhardt, Serafin Diaz, Trevor Trepanier.
  - Other guest in attendance – N/A
3. Approval of the minutes
  - The minutes from August 25, 2025, were approved by a motion and unanimous vote of the board members.
4. Citizen Input
  - N/A
5. Old Business:
  - **Vice Chair Election:** James Bailey and Steve Teets were nominated for Vice Chair of the board. A vote was made for James Bailey to be Vice Chair.
  - **Free Fare Ridership Update:**
    - Trevor Trepanier presented a free fare ridership update that runs from June to August. The group analyzed data showing a significant increase in Boomerang ridership, with 485 riders in August compared to 43 the previous year, though overall ridership numbers were down. The Colorado Association of Transit Agency Free Fare program served 168,645 riders in 2023, 127,448 in 2024, and 154,553 in 2025. The team noted a decrease in bus ridership and discussed potential factors including the introduction of Spin vehicles and changes in student enrollment. They agreed to further investigate the decline in ridership and explore trends in vehicle trips and pickup spots. Trevor noted that while student ridership was up, overall ridership was down 6% year-to-date compared to 2023. The board also learned that the city is acquiring new software called Remix to improve bus route efficiency.
  - **GET Rebranding:** The meeting focused on working with consultant Studio 6 for the rebranding of Greeley Evans Transit to better reflect its expanded services and regional role. Hannah presented details of upcoming focus groups and a community survey to gather input on a new transit brand identity, with the goal of naming the new US-34

route. The team discussed the 6–9-month timeline for the rebranding process, which aims to align with the launch of new mobility services. They agreed to increase community engagement efforts.

- **Farmers Market Booth Discussion:** The group reviewed a recent farmers market booth event that successfully reached about 50-53 people with information about transit services. Board members felt like it was a great team bonding experience.
- **CIP Written Report:** Bhooshan Karnik gave a quick and brief update on the CIP project currently going on.

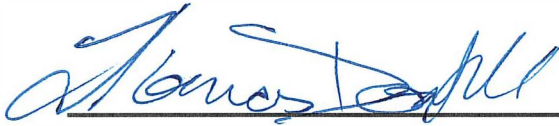
6. New Business:

- Jim Riesberg announcements about two upcoming events: a Wednesday night mobility options presentation at 6:07 PM at the Greeley Rec Center, and a special City Council bus tour on Wednesday, October 1st at 9:25 AM to showcase GET's operations.

7. Round table & Proposed agenda items for October

- By Laws
- Downtown Presentation
- Calendar for Board
- Summary of rebranding Events
- Work plan

8. Adjournment: The meeting adjourned at 4:23 pm



(Thomas Donkle) – Chair



(Lesley Fuentes) – Staff Liaison or Dept Manager