

OPENING REMARKS
FROM OUR BOARD OF DIRECTORS

COLORADO MUST RIDE THE COMING WAVE
OF WESTERN CHANGE

There is a wave of change bearing down on the West. Metro Denver voters apparently see that wave and have made a \$4.7 billion investment in the future by passing the FasTracks transit mandate. FasTracks is a giant step toward a future that will sustain Colorado as a people-oriented place.

The future flood of seniors, singles, couples and minorities that are headed our way will create pools of opportunity for the state, region and many municipalities -- or a possible whirlpool of problems for those who refuse to act.

Some say endless automobile-centered suburban sprawl is inevitable in the West. Apparently, this isn't our father's Colorado. The future of metro Denver – *and hopefully the great State of Colorado* – is in the hands of a rapidly aging and diverse group with worldwide communications at its fingertips and a driving desire to ride the coming wave of change.

Transit Alliance and its partners believe that a statewide multi-modal transportation system is the essential element that our state needs to ride the wave. Our plan is to engage the people of Colorado in the decades-long process of coming out on top of the wave.

OPENING REMARKS FROM OUR SPONSORS

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We in metro Denver are embarking upon a new era of urban development, infill and access that is unparalleled in the U.S. We have invested in a bold new mobility infrastructure. Our preeminent challenge is to fully capture the potential represented by this transit investment. This goal must be attained through thoughtful, attractive, pedestrian and bicycle friendly planning and construction minimizing the heretofore one-dimensional emphasis on auto dominated access.

-Cal Marsella, General Manager



In Europe, it's commonplace to live in areas where people walk everywhere – to work, to shop, to attend cultural venues and to visit parks and more. And now in the U.S., people-oriented places are also gaining in popularity. Pedestrian-friendly environments pulse with energy and liveliness. The access to so many amenities in just a few short blocks can significantly increase a family's disposable income by eliminating the need for a car. Just as important, POPs help the ever-expanding elderly population to "age in place," limiting their dependency on government subsidized transportation and meal delivery. People-oriented places improve our lives, economy and natural environment.

-Jennifer Schaufele, Executive Director

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Metro Denver will be in the international spotlight now that it has invested \$4.7 billion in mass transit with an emphasis on metro-wide rail. That investment will reshape our community in a way that will make many of our suburban communities more exciting and accessible for citizens and visitors. The cumulative effect of this new development pattern will best be seen from above as nodes of opportunity begin to burgeon around strategic transit stations. Now, we need to interconnect our communities in order to maximize our investment and gain the greatest economic charge possible to sustain us into the future.

-Tom Clark, Executive Vice President

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Metro Denver is changing. People in our metro area today are afforded a much more diverse range of housing choices today than they were just a short time ago. Likewise, their transportation choices are growing. The popularity of people-oriented places is growing in the West, which was designed and built to a large part around the automobile. Today, the trend is toward new-urbanism and people-centered living. We see evidence of that in many new and reviving neighborhoods. Our investment in a mass transit system will spur a flurry of denser more urban home choices. Does this signal the end of the suburb? Not at all. What it does signal is the advent of wider choices for the citizenry of metro Denver. Our job as a community is to make sure that we continue to provide affordable homes to all people as our neighborhoods grow and mature.

-Roger Reinhardt, Executive Vice President