Mission: to empower citizens to lead the transformation of Colorado’s mobility future

Vision: a network of engaged and informed citizens building a healthy, sustainable and equitable society through better mobility

Academy: 792 educated and empowered graduates across the Denver Metro region making a difference in their communities

The Transit Alliance
Beyond Your Vote

Transit Alliance founded
1997

First Citizens' Academy
2007

2004
Voters pass FasTracks

2016
Over 800 educated, engaged & empowered citizens
BIG INVESTMENT = BIG CHANGE
Evan "Gehl"ism — Life, Spaces, Buildings
Beyond Your Vote

Transit Alliance founded 1997

First Citizens' Academy 2007

2004 Voters pass FasTracks

2016 Over 800 educated, engaged & empowered citizens
WHAT IS CITIZENS' ACADEMY?
WHAT IS CITIZENS' ACADEMY?

- 7 weeks
- 21 hours
- Meet & work with other engaged & informed citizens
- Learn from local experts
- Engage on personal & professional levels

THE TRANSIT ALLIANCE
WHAT'S ON THE AGENDA?
WHAT'S ON THE AGENDA?
WHAT'S ON THE AGENDA?
WE REACH LEADERS

24  Elected Office

101  Appointed Positions

107  Nonprofit and RNO Boards
How many people do you stay in touch with from your Academy?

- 0 participants: 32%
- 1-2 participants: 41%
- 3-4 participants: 22%
- 5 or more participants: 5%
A WEALTH OF DATA

10 Years = 1,042 applications to Academy
A WEALTH OF DATA

• Who is interested in transit

• What are perceptions of transit

• What related issues are most pertinent to applicants
WHERE ARE GRADUATES

THE TRANSIT ALLIANCE
WHERE ARE GRADUATES
Regional Denver 56% Other Cities & Towns 44%

- Lakewood 11%
- Aurora 10%
- Boulder 10%
- Arvada 9%
- Littleton 9%
- Centennial 8%
- Thornton 5%
- Golden 4%
- Westminster 3%
- Broomfield 3%
- Other 26%

The Transit Alliance
WHERE ARE GRADUATES

Percentage of Applicants Living in Denver

0% 10% 20% 30% 40% 50% 60% 70%

2007 2008 2009 2010 2011 2012 2013
Millennials: Civic Moment

Percentage of Applicants aged 20-34

- Majority of age group is Gen X
- All 20-34 year-old applicants are now Millennials

EMERGING LEADERS

Age of Academy Participants

- 20-34: 37%
- 45-54: 22%
- 35-44: 19%
- 55+: 21%

Emerging leaders
DIVERSE CAREERS

- Non-profit & Government: 31%
- Consulting: 28%
- Real Estate & Development: 10%
- Architecture: 8%
- Education: 6%
- Banking, Business & Finance: 5%
- Realtor: 3%
- Telecom/IT: 3%
- Legal: 2%
- Health Care: 2%
PULSE OF THE REGION

Community Outreach/Education
Planning/Development
Bicycling/Walking
Affordability
Health/Environment
Housing
Community Building

Community Outreach/Education

Planning/Development (including TOD)

Height of Recession
Since graduating from Academy, how often do you do the following:

Read about transportation-related issues

Discuss transportation issues with family, friends, or colleagues

Ride transit to my destination
10 YEARS OF ACADEMY

792 Engaged citizens

369 Applicants referred by a friend, colleague or employer

125 Graduates serving in elected or appointed office

44 Communities where graduates live

21 7-week academies since 2007
Future of Citizens' Academy

2007
Citizens' Academy founded

2013
East and Gold Line Corridor Academies

2014
Unincorporated Adams County
70% Spanish Speaking

2015
Littleton Academy

2016
Nearly 800 educated, engaged & empowered citizens

2017
Academy goes statewide with CDOT
Kathleen Osher
Executive Director
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