



FACT SHEET

BELTWAY TO TOMORROW PUBLIC INFORMATION CAMPAIGN FACT SHEET

WHO After six months of development work, Jefferson Economic Council, the public-private, non-profit partnership dedicated to ensuring the economic health of Jefferson County, has launched the Beltway to Tomorrow public information campaign and BWayNow.Com.

To date, more than 25 organizations have registered formal support of the initiative and outreach has been conducted with numerous jurisdictions and organizations.

WHY The metro Denver beltway has been planned for 40 years and under construction for nearly 30. Now, with the rising cost and complexity of highway construction; the depletion of worldwide resources and the need for sustainable community development, the time for completing the beltway has arrived.

HOW 73 possible alignments for the last 20 miles of the beltway have been considered! Vast open space in the northwest corridor area of metro Denver has been acquired – more than 30,000 acres near the proposed final beltway connection.

\$100 million in incentives for completion of the beltway have already been set aside by the operators of the Northwest Parkway, LLC.

The proposed final beltway connection will most likely be funded through a public-private partnership and managed by a public highway authority, which has been proposed by Jefferson County, the City of Arvada and the City and County of Broomfield.

FOR IMMEDIATE RELEASE: 4.28.08

CONTACT: Ken Parks, PEAK PR,
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73 possible alignments for the last 20 miles of the metro beltway have been considered; the proposed final beltway will have more than 30,000 acres of nearby open space, which already has been acquired.



CONTINUED - BELTWAY TO TOMORROW PUBLIC INFORMATION CAMPAIGN

WHEN The time for action is now, before the cost and complexity of highway construction disallow completion of metro Denver's beltway.

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WHERE The proposed final beltway connection would extend from the Northwest Parkway on the north to C-470 on the south.

WHAT The proposed final beltway connection is the last 20 miles of the 106-mile metro Denver beltway that has been planned for 40 years and under construction for almost 30.

INFO Contact Preston Gibson, president, Jefferson Economic Council, 303.202.2965, pgibson@jeffco.org or visit BWayNow.Com.

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BWayNow.Com has been created to provide ongoing accurate information.