

36 Commuting Solutions | US 36 Congestion Mitigation Program Status Report April 2015

Program Start: September 2014

The US 36 Congestion Mitigation program is reducing traffic congestion during the US 36 Express Lanes Project construction utilizing a social marketing campaign, travel incentives and community education.

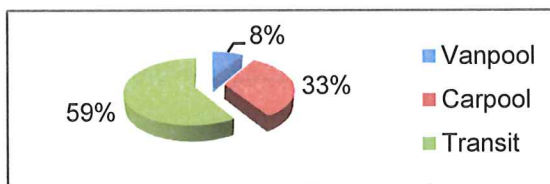
Incentives: \$75 carpool incentive, \$75 vanpool incentive, 10-ride RTD ticket book (\$45 value), US 36 RTD Master EcoPass Pilot Program (free passes in 2015, 70% subsidy in 2016)

Overall Stats and Program Results

	Applications	Increase over previous month
Program Goal	833	
Current	628	31

- 920 employees at 25 businesses have access to RTD EcoPass (\$120,000)
- Six new vanpools started
- 36 new vanpool riders added
- 146 carpoolers registered w/ MWTG

Completed Applications		
Vanpool	54	9%
Carpool	205	33%
Transit	369	59%
Total	628	



Pre vs. Post Participant Survey Results

Commute alone weekday before receiving incentive 74%

Commute alone weekday after receiving incentive 42%

Current surveys indicate the program is resulting in a 32 percent reduction in drive alone trips.

Vanpool Stats

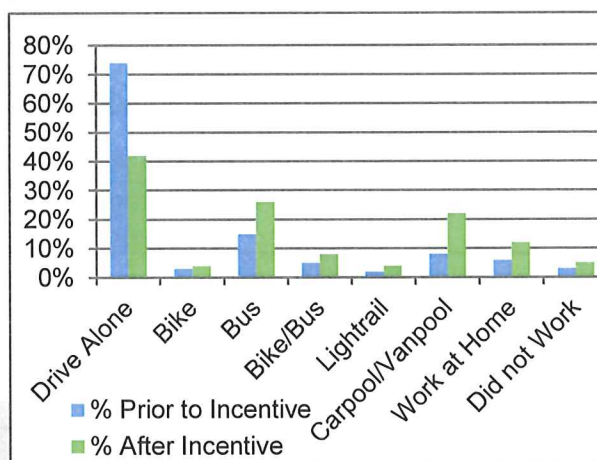
6 New vanpools formed
36 New vanpool riders

Carpool Stats

55 people have received carpool incentives
Total Incentives Distributed to date: \$3,900

Weekday Average Mode Use: Before incentive is received vs. after incentive is received

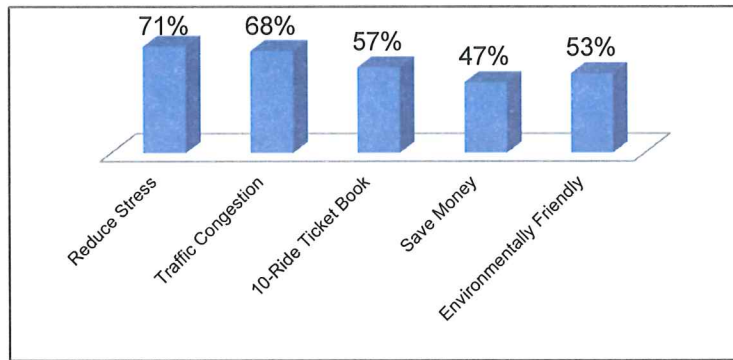
Mode	% Prior to Incentive	% After Incentive
Drive Alone	74%	42%
Bike	3%	4%
Bus	15%	26%
Bike/Bus	5%	8%
Lightrail	2%	4%
Carpool/Vanpool	8%	22%
Work at Home	6%	12%
Did not Work	3%	5%



Drive alone rates decrease; bus, carpool, vanpool increase appreciably after incentive is received.

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Top Reason for Participating	
Reduce Stress	71%
Traffic Congestion	68%
10-Ride Ticket Book	57%
Save Money	47%
Environmentally Friendly	53%



US 36 RTD Master EcoPass Pilot Program

Offering EcoPasses to organizations and their employees who are within 1/4 mile of the Westminster, Broomfield and McCaslin BRT stations.

RTD Station	Passes
Westminster	112
Broomfield	302
McCaslin (Louisville)	135
McCaslin (Superior)	371
Total	920



Businesses by Location

McCaslin-Louisville	McCaslin-Superior	Broomfield	Sheridan
East West Wellness	Banfield Pet Hos.	Aloft	Double Tree
Executan	Buffalo Wild Wings	Arista Place	Holtzman Ent.
Home Depot	Great Clips	Famous Brands	Perkins
US Bank	Panda Express	Loftea Café	RSA
	Panera Bread	Return Path	Twinstar
	Petsmart	Wohnrade Engineering	
	TJ Maxx		
	Town of Superior		
	Whole Foods		

"My EcoPass has been a blessing! When we first received them my car was out of commission. I had been biking 15 miles to work in the freezing snow or paying cash for the bus (which adds up quickly). I was so grateful to have my EcoPass. Once I got my car back, it snowed quite a bit one day; I tried and failed for 45 minutes to get my car out of my unplowed street. Luckily I had my EcoPass and was able to hop on the bus near my house within minutes and still arrive to work on time!" -- Chelsea Kapaun, Whole Foods Employee

US 36 Congestion Mitigation Program

Flight 2 Campaign—Don't Go it Alone

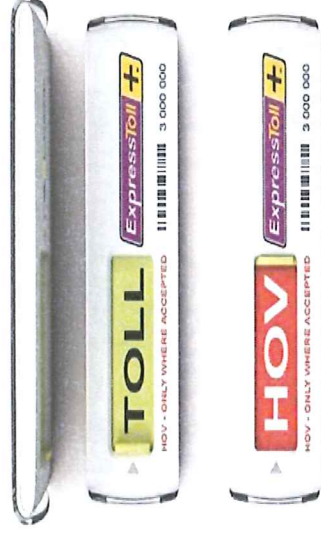
June – September 2015



Overview

Second campaign flight uses similar incentives as first.
Switchable HOV Pass is highlighted.

- Travel incentives
 - \$75 Carpool—pairing switchable pass with carpool incentive
 - \$75 Vanpool
 - 10-ride RTD transit ticket book (\$45 value)
 - Master EcoPass Pilot Program (free 2015 passes/70% subsidy 2016 passes)



Creative Approach—actual models will be age appropriate



**Express Lane
groupies ride free.**

36 commutingsolutions.org
Incentives for a faster commute



Express Lane Envy?

36 commutingsolutions.org
Incentives for a faster commute



Together we cruise.

36 commutingsolutions.org
Incentives for a faster commute

Creative Approach continued



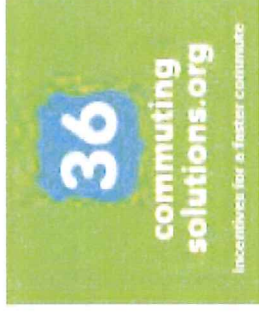
Sign graphic: US 36



Sign graphic, arrow flashes on.



Three diverse commuters sharing a ride.



- Variable Message Sign on 36
- Employer Outreach
- PR/News Coverage
- 36 CS Website
- Online Social Media
- Ad on side of bus
- Pandora + video
- Outdoor banners

Flight Two Approach

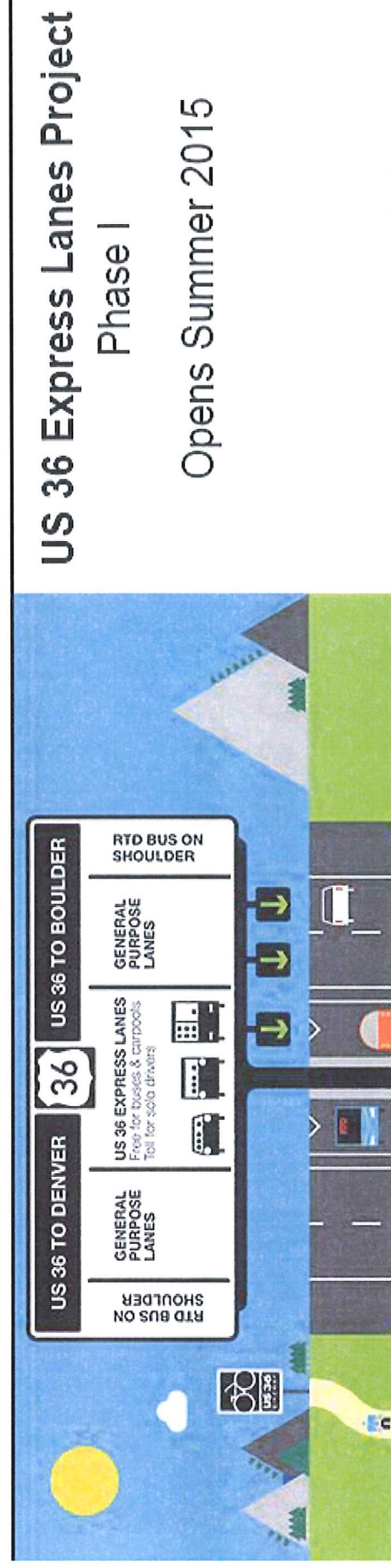
Flight two builds on awareness created in flight one. Additionally takes advantage of:

- Express Lanes opening and publicity
- DRCOG and CDOT marketing and publicity
- Introduction of newly designed BRT buses



Messaging

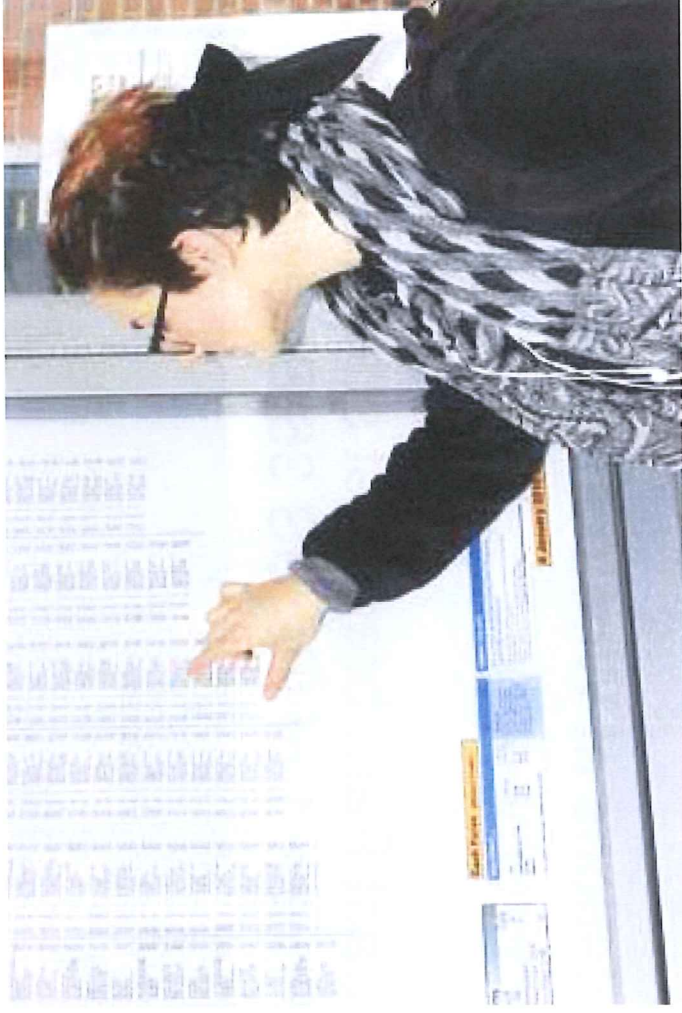
- Express Lanes offer a free and predictable commute.
- Save time, stress and money by not going it alone.
- Those who go it alone could get stuck in traffic in general lanes, or incur a costly commute by paying Express Lane fees (*subliminal*).



Target Audience

Regular US 36 commuters

18-45 (Millennials + Gen X)



Bike to Work Day, June 24, 2015

Highlights

- Bike home stations at Westminster Station and Westminster Promenade
- Interlocken East Park breakfast station to celebrate opening of Phase 1 of the US 36 Bikeway!



The Eco Pass has turned into a very popular benefit at Return Path. Our employees are so excited to participate in the program. Thank you Commuting Solutions for giving us the opportunity to take part in this fantastic program. – Angela Fitzgerald, Return Path

Questions?

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