

# 36 Commuting Solutions | US 36 Congestion Mitigation Program Status Report September 2015

**Program Start: September 2014**

**Program End: December 2016**

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

**Incentives:** \$75 carpool (includes \$15 transponder rebate), \$75 vanpool, 10-ride RTD ticket book (\$45 value), US 36 RTD Master EcoPass Pilot Program (free passes in 2015, 70% subsidy in 2016), personal travel plans with incentives same as described above, plus the option of a \$50 bike shop gift card.

## Overall Statistics and Program Results

	Participants
<b>Program Goal</b>	833
<b>Current</b>	506*

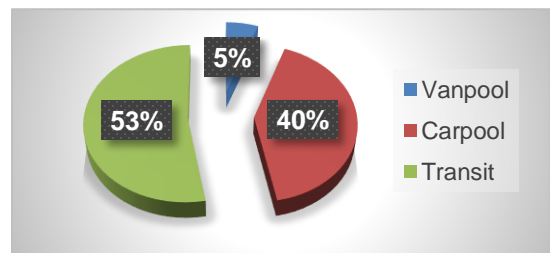
\*Received incentive

- 920 employees at 25 businesses have access to RTD EcoPass (\$120,000)
- Six new vanpools started
- 36 new vanpool riders added
- 809 MWTG applications confirmed\*

\*Registered with MWTG

Completed Applications		
Vanpool	55	5%
Carpool	416	40%
Transit	530	53%
<b>Total*</b>	<b>1001</b>	

\*Completed the application



### Pre vs. Post Participant Survey Results

Commute alone weekday before receiving incentive 73%

Commute alone weekday after receiving incentive 44%

*Current surveys indicate the program is resulting in a 29 percent reduction in drive alone trips.*

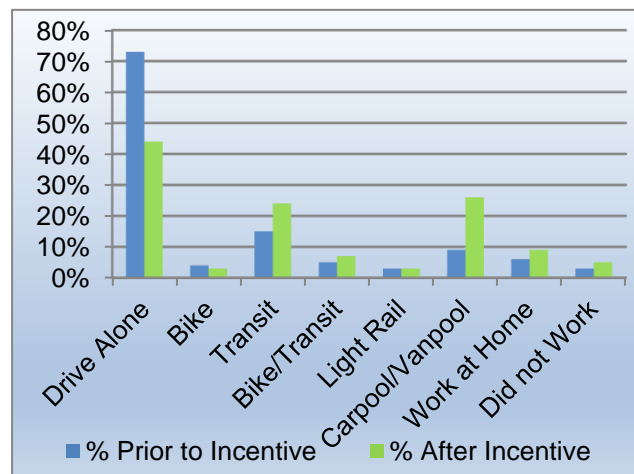
**Vanpool Stats**  
6 New vanpools formed  
36 New vanpool riders

**Carpool Stats**  
123 people have received carpool incentives  
Total Incentives Distributed to date: \$7,855

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

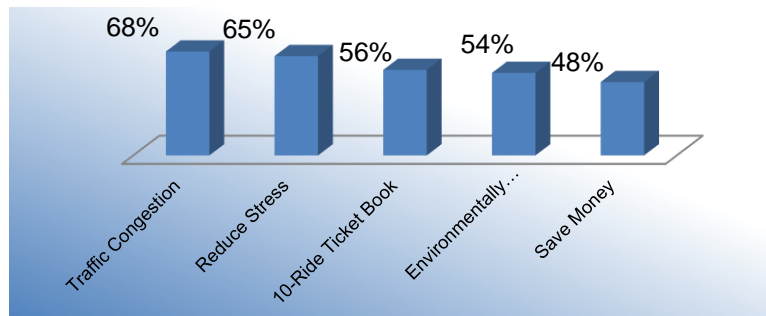
Mode	% Prior to Incentive	% After Incentive
Drive Alone	73%	44%
Bike	4%	3%
Transit	15%	24%
Bike/Transit	5%	7%
Light Rail	3%	3%
Carpool/Vanpool	9%	26%
Work at Home	6%	9%
Did not Work	3%	5%

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



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Top Reason for Participating	
Traffic Congestion	<b>68%</b>
Reduce Stress	<b>65%</b>
10-Ride Ticket Book	<b>56%</b>
Environmentally Friendly	<b>54%</b>
Save Money	<b>48%</b>



### US 36 RTD Master EcoPass Pilot Program

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

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



Level 3 Communications Vanpool

### Participating Businesses

McCaslin-Louisville	McCaslin-Superior	Broomfield	Sheridan
East West Wellness	Banfield Pet Hospital	Aloft Hotel	Double Tree Hotel
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		

*"Having my EcoPass has made my commute to work much easier! I have always taken the bus to and from work. Having an EcoPass makes everything in my life more affordable. I can just get to work without having to panic if I don't have enough one dollar bills, which is nice! I can't tell you how many times I had been late to work just because I did not have enough change. It's just really nice not to have to worry about it anymore."*  
 —C. Sahagun, Banfield Pet Hospital Employee

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### Personal Travel Plan. Just for You. Individualized Marketing Pilot Program for Arista Summer 2015

Provides personal and hard copy of personal travel plans, packet with personalized materials and in-person meeting with 36 Commuting Solutions TDM Program Manager.

	Residents	Employees
<b>Program Goal</b>	100	150
Current Applications	43	142
Current Post Cards	24	0
Travel Plan Provided	26	0



*"I got the package, thanks a lot for those items. It's really tempting me to buy a bike and ride to the office and other places."*

Sridhar, AMLI Resident (received \$50 gift card to Golden Bear Bikes as incentive)

### Resident Mode Share

Mode	IM Initial Survey Prior to Incentive	Initial Incentives Survey
Drive Alone	62%	73%
Bike	6%	4%
Transit	13%	15%
Bike/Bus	3%	4%
Lightrail	1%	3%
Carpool/Vanpool	8%	9%
Work at Home	14%	6%
Did not Work	2%	3%

*Initial drive alone rates are lower for IM group.  
Work at home rate for IM group is much higher.*

