

36 Commuting Solutions | US 36 Congestion Mitigation Program Status Report March 2016

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, \$75 vanpool, 10-ride RTD ticket book, US 36 RTD Master EcoPass Pilot Program (free passes in 2015, 75% subsidy for returning organizations and free for new organizations in 2016), and personal travel plans for employees and residents of Arista. January - June 2016 implement and track Most Valuable Vanpoolers program offering \$150/vanpooler at select member organizations.

Overall Statistics and Program Results

	Participants
Program Goal	833
Current	792*

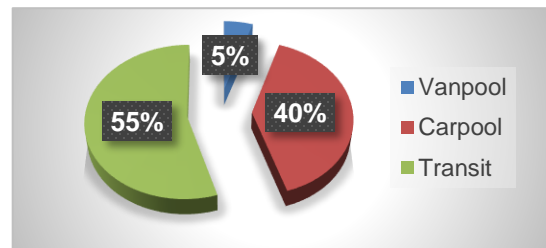
*Received incentive

- 733 employees at 20 businesses have access to RTD EcoPass (\$100,655)
- Seven new vanpools started
- 42 new vanpool riders added
- 934 MWTG applications confirmed*

*Registered with DRCOG MWTG rideshare program

Completed Applications		
Vanpool	57	5%
Carpool	456	40%
Transit	623	55%
Total*	1136	

*Completed the application



Pre vs. Post Participant Survey Results

Commute alone weekday before receiving incentive 73%

Commute alone weekday after receiving incentive 46%

Current surveys indicate the program is resulting in a 27 percent reduction in drive alone trips.

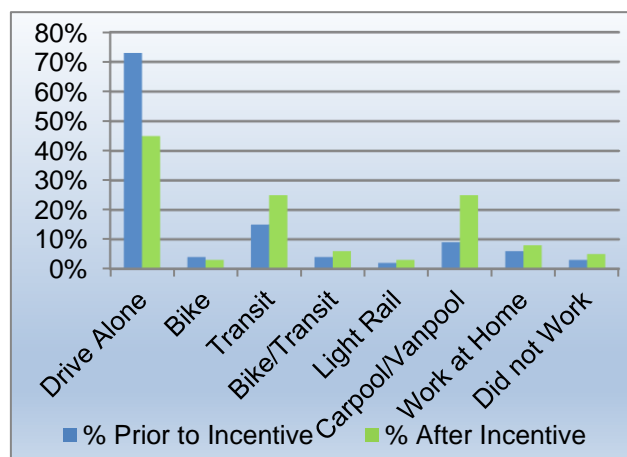
Mid-term analysis indicates 4,051 Vehicle Miles Traveled Reduced (VMTR); three times greater than anticipated.

Vanpool Stats	Carpool Stats
7 New vanpools formed	162 people have received carpool incentives
43 New vanpool riders	\$11,180 total incentives distributed to date

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

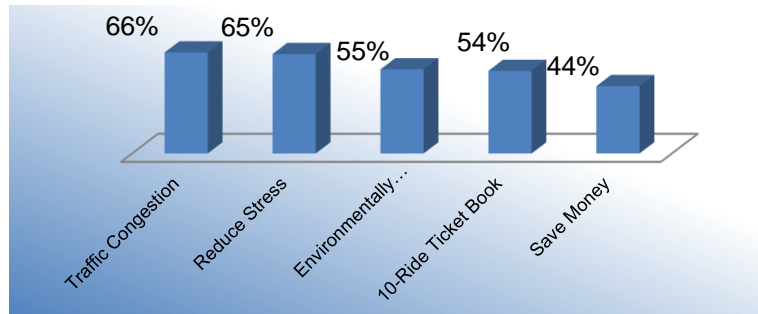
Mode	% Prior to Incentive	% After Incentive
Drive Alone	73%	45%
Bike	4%	3%
Transit	15%	25%
Bike/Transit	4%	6%
Light Rail	2%	3%
Carpool/Vanpool	9%	25%
Work at Home	6%	8%
Did not Work	3%	5%

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



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Top Reason for Participating	
Traffic Congestion	66%
Reduce Stress	65%
Environmentally Friendly	55%
10-Ride Ticket Book	54%
Save Money	44%



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	2015 Passes	2016 Passes
Sheridan	112	359
Broomfield	302	293
McCaslin (Louisville)	135	38
McCaslin (Superior)	371	43
Total	920	733



Residence Inn Employees receive their 2016 passes.

2015 Participating Businesses: \$123,100				2016 Participating Businesses: \$100,665			
McCaslin-Louisville	McCaslin-Superior	Broomfield	Sheridan	McCaslin-Louisville	McCaslin-Superior	Broomfield	Sheridan
East West Wellness	Banfield Pet Hospital	Aloft Hotel	Double Tree Hotel	Ajaya	Town of Superior	Aloft	Dept. of Corrections
Executan	Buffalo Wild Wings	Arista Place	Holtzman Ent.	East West Wellness	Tutti Frutti	Arista Place	Hampton Inn
Home Depot	Great Clips	Famous Brands	Perkins	Noodles & Co.		Arista Wine & Spirits	Lowes of Westminster
US Bank	Panda Express	Loftea Café	RSA			Colorado Keg House	Olive Garden
	Panera Bread	Return Path	Twinstar			Donnelson Barry	Residence Inn
	Petsmart	Wohnrade Engineering				Famous Brands	RSA
	TJ Maxx					Protos	
	Town of Superior					Return Path	
	Tutti Frutti					Sustainable Supply	
	Whole Foods						