

US 36 Construction Mitigation Program Report to the HPTE Board

36 COMMUTING SOLUTIONS

April 19, 2017

 36commutingsolutions.org

Commuting

Solutions

Agenda

1. US 36 Express Lanes Project
2. TDM Program Overview
3. Social Marketing Campaign
4. Results
5. Lessons Learned

US 36 Express Lanes Project

As the largest construction project in the state, the \$497 million US 36 Express Lanes Project created new Express Lanes, the US 36 Bikeway and Bus Rapid Transit (BRT) service from Denver to Boulder, along with other innovative investments. The project began in 2012 and was completed in 2016.

36 Commuting Solutions (36CS) was charged with reducing single occupant work trips along the corridor during and after construction. Grant funding from CDOT, CMAQ and DRCOG supported the development of a comprehensive Travel Demand Program, including Congestion Mitigation Planning and social marketing.

36CS partnered with UrbanTrans and Launch Advertising to implement this three-year TDM Program.



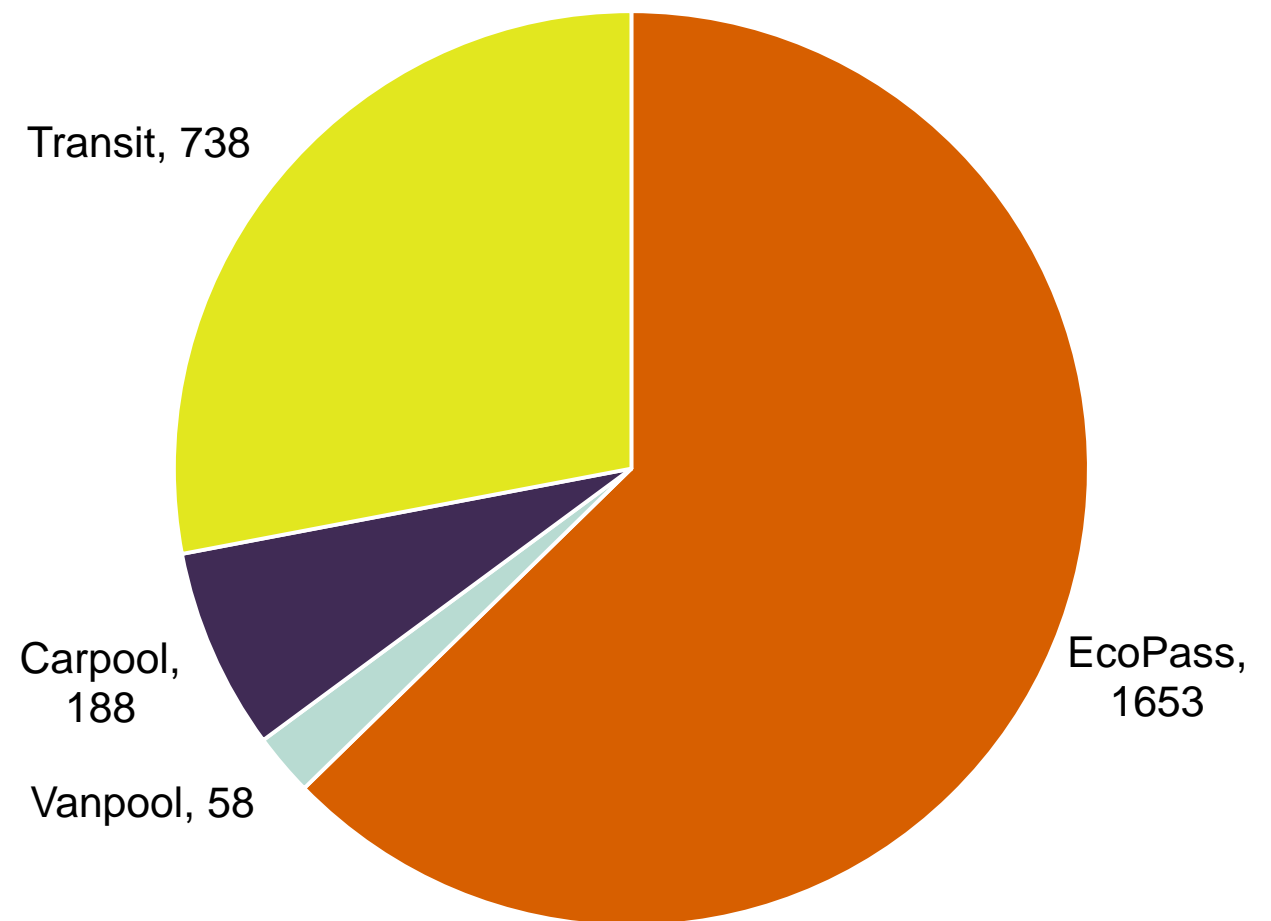
Results

Incentives Provided: Goal Versus Actual (2015-2017)

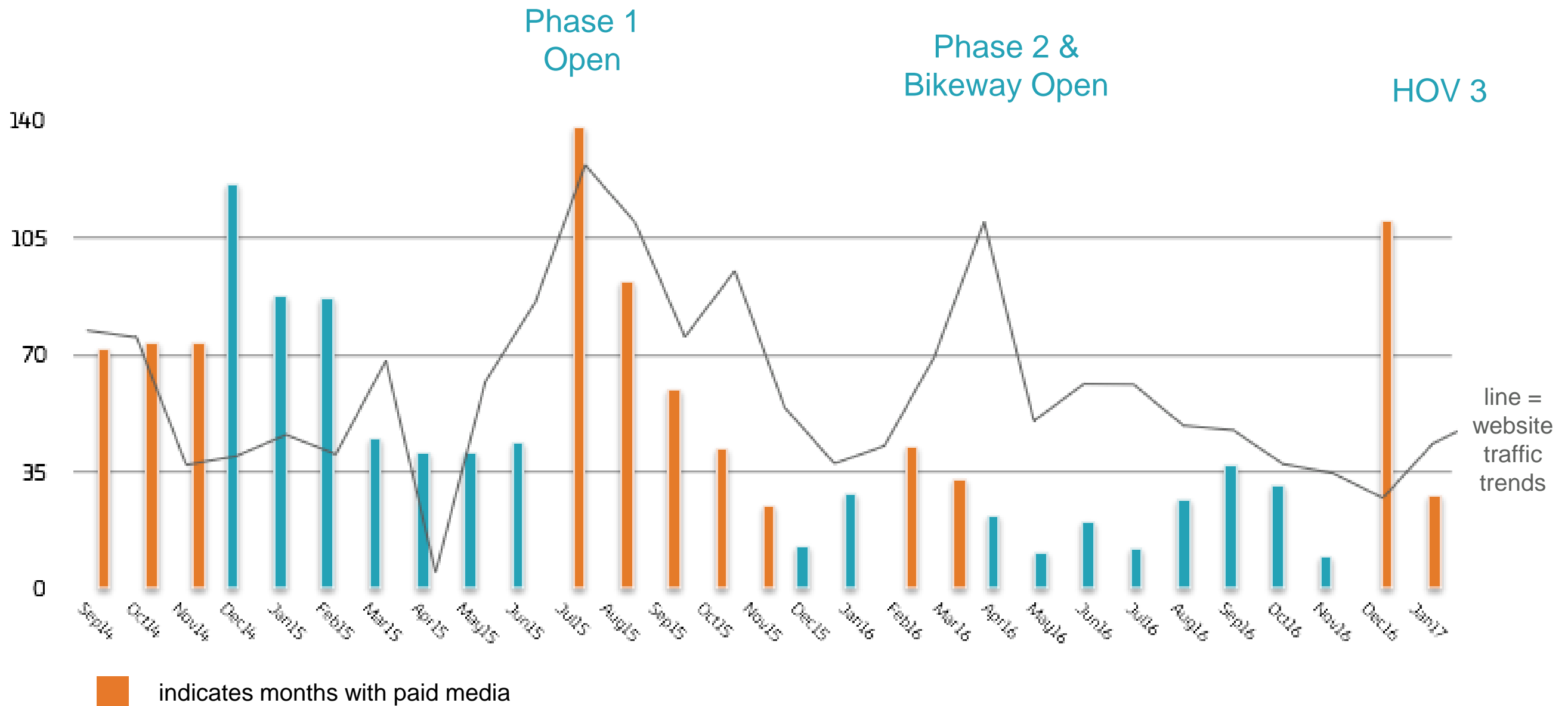
	Goal	Actual
Eco Pass	980	1,653
Carpool	250	188
Vanpool	35	58
Transit Pass	750	738

Participants by Incentive Type (2015-2017)

2,637 total
participants



Incentive Applications Completed, By Month



VMT Reduced: Anticipated Versus Actual

At the onset of the program, we used the Trip Reduction Impacts of Mobility Management Strategies (TRIMMS) model to anticipate VMT reduction. The TRIMMS model said we could expect daily reductions in VMT to be 4,050, yet actual program impacts far surpassed this.

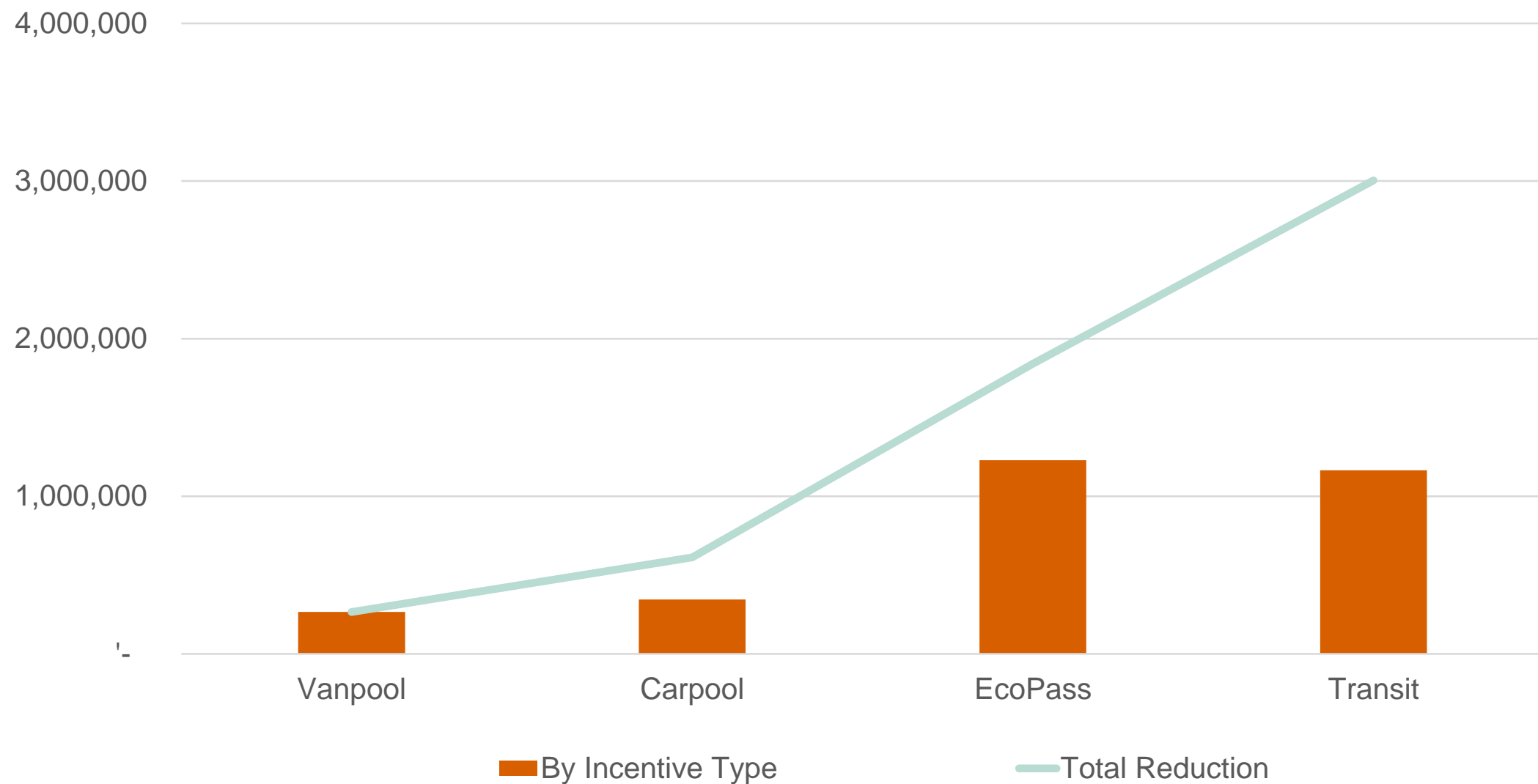
Actual Versus Anticipated Program Impacts

	Anticipated Daily VMT Reduced	Actual Daily VMT Reduced
Combined	4,050	12,500

Vehicle Miles of Travel Reduced

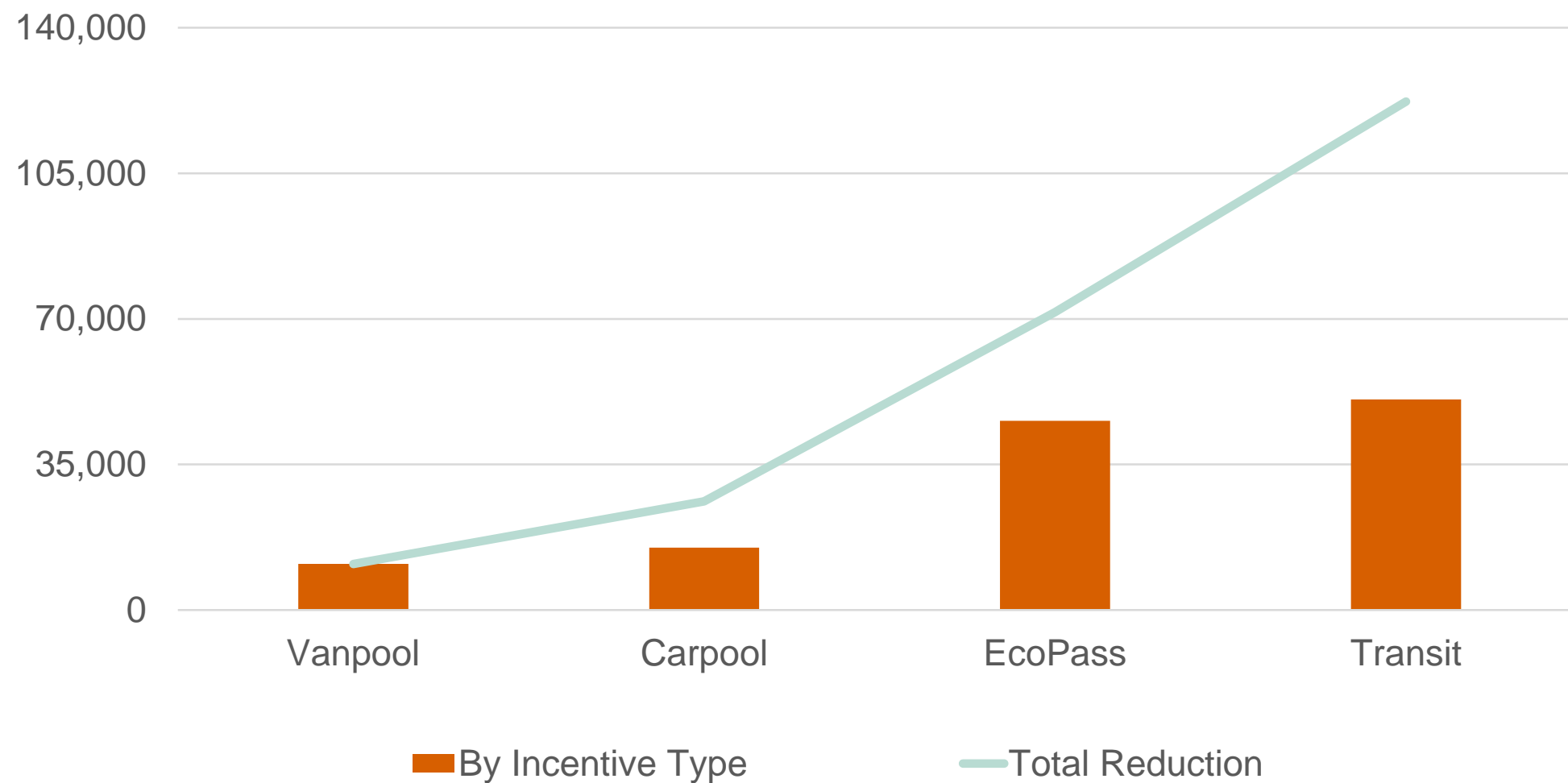
13,000 VMT reduced per
weekday.

3,110,000 VMT total



Vehicle Trips Reduced per Year

548 trips
reduced per weekday.



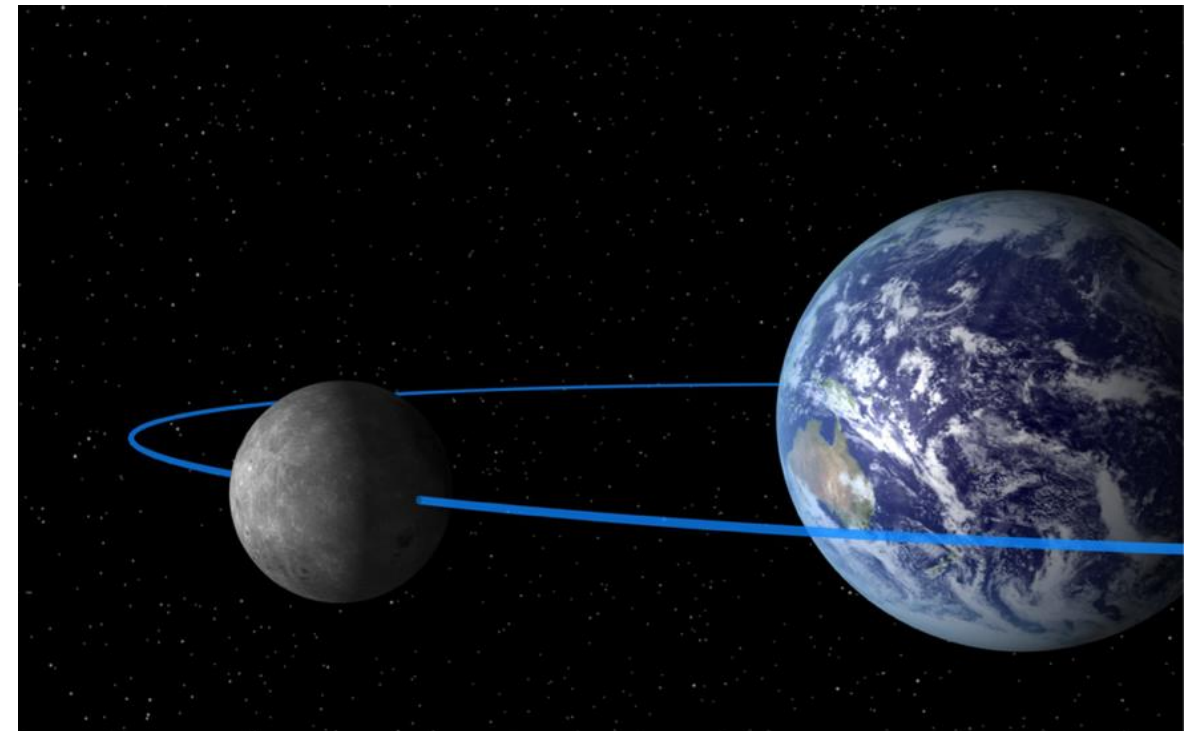
3 Million VMT reduced per year

Which is equivalent to...

13 trips to the moon!

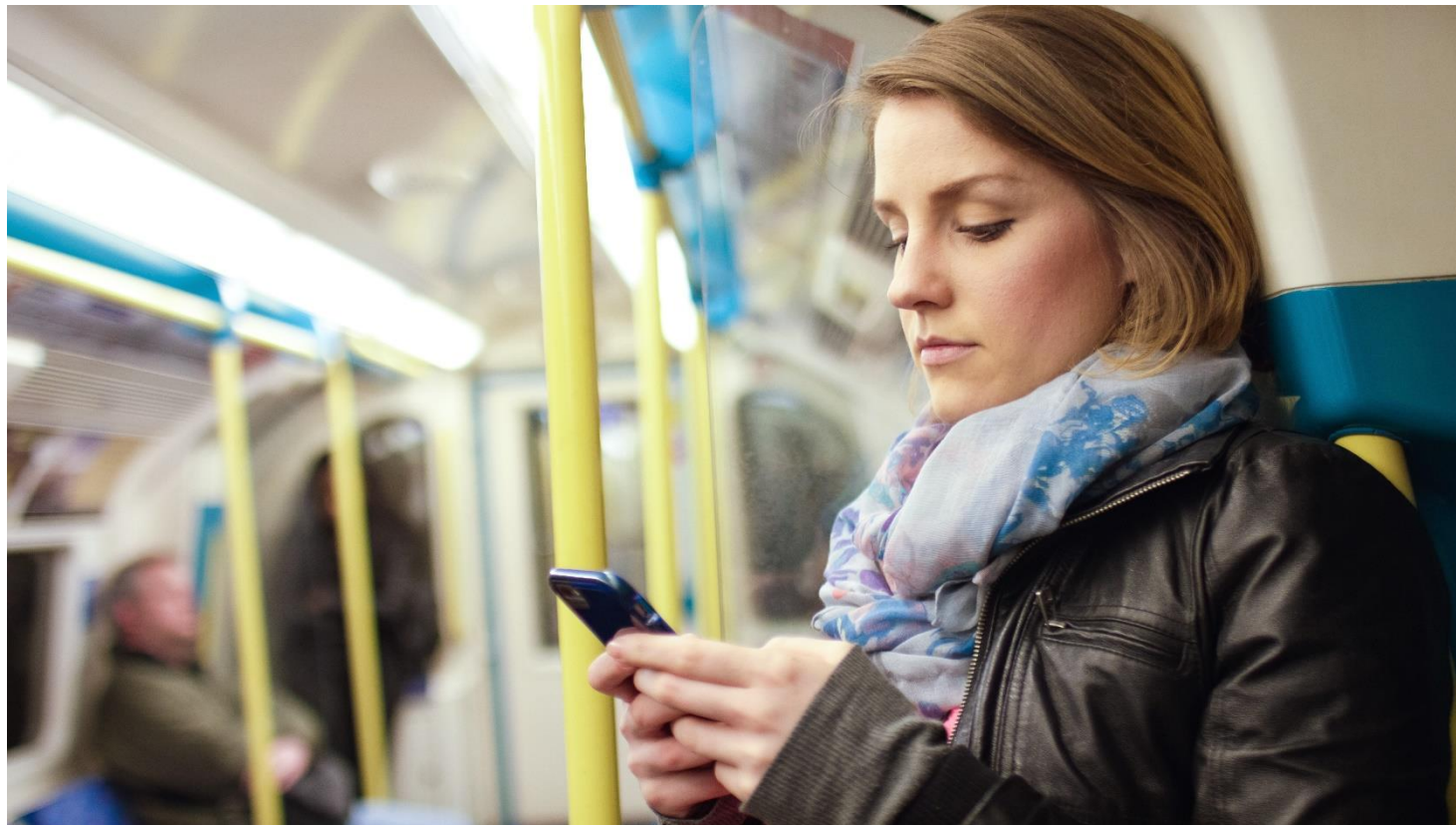
or

120 times around the earth!



Distance to the moon is 225,623 miles (at its closest point) to Earth. So 3 million would be equivalent of around 13 trips to the moon, or ~7 round trips. The equator is 24,901 miles long, so 3 million miles would be 120 times around the earth.

Commute Behavior Change



15% decrease in drive
alone rate.

64% increase in transit
use

Lessons Learned

TDM works as a construction mitigation strategy and is a valuable investment towards overall public information.

The Program drove people to use the new multimodal services and infrastructure during construction and in the long-term.

A phased social marketing approach allowed for messaging that evolved along with the corridor during construction making it timely and resonate more with the public interest.

Recommend CDOT/HPTE invest in TDM for future projects where multimodal services exist.

addendum: Flight 1, 2 & 3 reports; UT US36 Program Evaluation Memo

Additional Background and Resources

Incentives Available

Commuting solo is an ingrained behavior. Commuters either see it as the convenient choice, aren't aware of the alternatives, or simply don't think about it at all. Because behavior change is hard, 36CS encouraged trial of sustainable travel modes by offering incentives to solo commuters.

Upon completion of a short online application, commuters selected the travel mode and incentive. Approximately three months after participating in the program commuters were surveyed to determine how their commutes changed.

Incentives included:

- ▶ 10-Ride RTD ticket book.
- ▶ \$75 subsidy for carpooling or vanpooling (Log travel via MyWayToGo.com to receive payment).
- ▶ EcoPass subsidies for to select employers along US 36.



Social Marketing Campaign

COMMUNICATION OBJECTIVES:

PRIMARY: Entice commuters to make changes in their behavior by promoting incentives for those who try transit, carpooling/vanpooling or other commute options.

SECONDARY: Educate and inform commuters that the construction is not just another highway project; it's a corridor transformation that will change the way we commute on US 36, including dedicated bikeways, bus rapid transit, express lanes and innovative travel technology.

PRIMARY TARGET AUDIENCE:

- ▶ Regular SOV commuters
- ▶ US 36 corridor
- ▶ Age 18-45 (Millennials + Young Gen X).
- ▶ College educated, creative, tech-savvy, environmentally concerned.
- ▶ Motivated by saving money and decreasing stress.



Mass Media Outreach & Timing

The marketing campaign focused on high-exposure mass media in a phased, 4-flight approach that reached commuters with relevant messaging at critical and pivotal times during the US 36 Express Lanes Project.

- ▶ Flight 1: Sept - Nov 2014 | [Kickoff: Curb your frustration](#)
- ▶ Flight 2: Jul - Nov 2015 | [Phase I Opens: Together we cruise](#)
- ▶ Flight 3: Feb - Mar 2016 | [Project Completion: Get to work happy](#)
- ▶ Flight 3: Dec 2016 - Jan 2017 | [HOV 3: Carpools with three ride free](#)

TDM Campaign Metrics

The following criteria were used to evaluate the success of the campaign:

1. Incentives given away: transit, carpool, vanpool, EcoPass
2. Visits to 36commutingsolutions.org
3. Commuter/Vehicle Miles Traveled data
4. Mass media impressions

Creative & Tactics

Tactics

36CS used a variety of owned, earned and paid tactics to reach the target audience with a compelling and relevant message. The selected tactics varied by flight and were selected to deliver the most cost-efficient reach and impressions across a variety of tactics.

DIGITAL

- ▶ Online banner ads
- ▶ Mobile advertising
- ▶ Retargeted ads
- ▶ Pandora radio

OUT OF HOME

- ▶ Bus kongs
- ▶ Arista parking garage banner*
- ▶ Yard signs (Arista)*
- ▶ 1st Bank Center digital sign*
- ▶ CDOT VMS signs*
- ▶ Commuter Van magnets

SOCIAL MEDIA

- ▶ Organic Facebook posts
- ▶ Facebook advertising

STAKEHOLDER/PARTNER OUTREACH

- ▶ Toolkit of campaign materials for municipal and employee partners to share with their audiences.*

COMMUNITY OUTREACH

- ▶ PR
- ▶ Email
- ▶ Events

MEMBER & EMPLOYER OUTREACH

- ▶ Events

*36CS leveraged their strong relationships with the community to help extend reach free of charge.

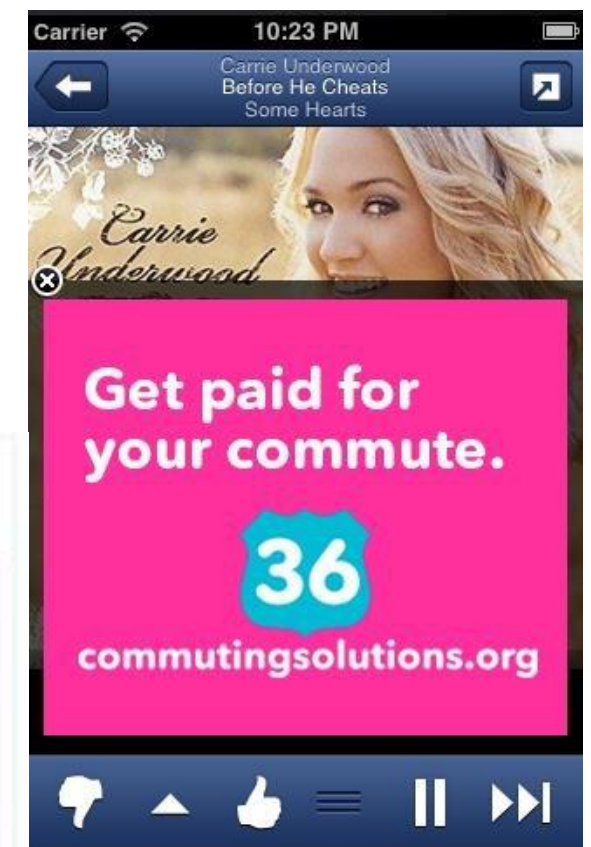
Paid Media Investment & Impressions

Timing	Investment	Impressions	
Flight 1: Sept - Nov 2014	\$63,520	Digital Display & Mobile	3,475,972
		Digital (Pandora)	601,859
		Out of Home (Bus)	26,861,440
		Social Media	289,278
Flight 2: July - Nov 2015	\$51,000	Digital Display & Mobile	5,400,860
		Digital (Pandora)	1,050,342
		Out of Home (Bus)	26,861,440
		Social Media	338,317
Flight 3: Feb - Mar 2016	\$13,500	Digital Display & Mobile	2,473,484
Flight 4: Dec 16 - Jan 17	\$18,250	Digital Display & Mobile	3,130,141
		Digital (Pandora)	460,889

Actual impressions were higher with community partners out of home (no impression data available).

Flight 1: Campaign Kickoff

- ▶ Empathized with the frustrations of commuting during construction.
- ▶ Benefits of transit and carpooling - more productivity and less stress.
- ▶ Cash incentives mean you get paid for your commute.



Flight 2: Phase 1 Opens

- ▶ Promoted the benefits of ride-sharing in the new Express Lanes.
- ▶ Gave commuters reasons to give it a try - incentives, faster, free & fun!



Together we cruise.


36 commutingsolutions.org
Incentives for a faster commute



Express Lane Envy?

36 commutingsolutions.org
Incentives for a faster commute

Fill out a 2-minute application to receive cash incentives for a faster commute on US 36.



Express Lane groupies ride free.

36 commutingsolutions.org

Get paid for your commute

Tolls in the new US 36 Express Lanes begin this summer. Are you ready? We can help you with a rebate for an HOV Pass to use in the US 36 Express Lanes, cash to start a vanpool, or an RTD ticketbook!

36COMMUTINGSOLUTIONS.ORG [Sign Up](#)



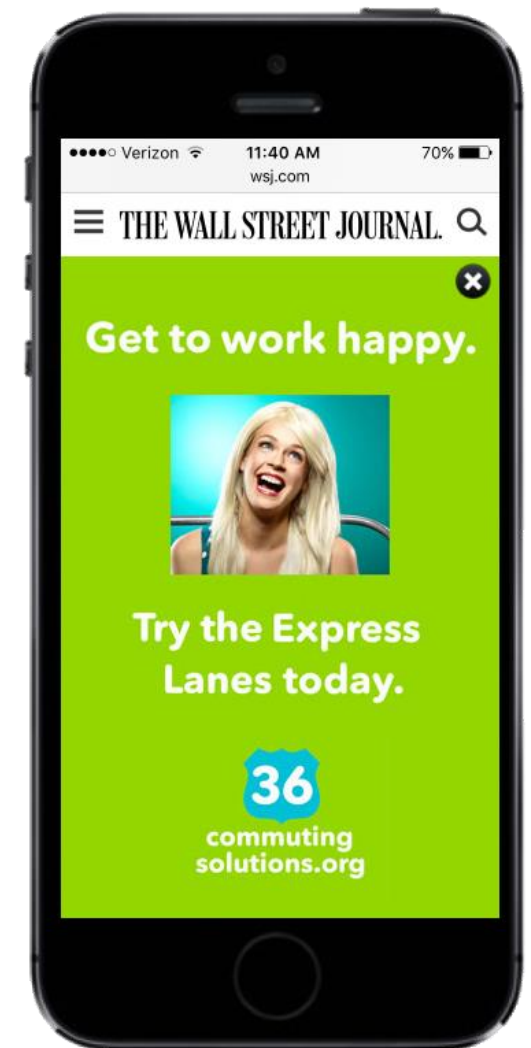
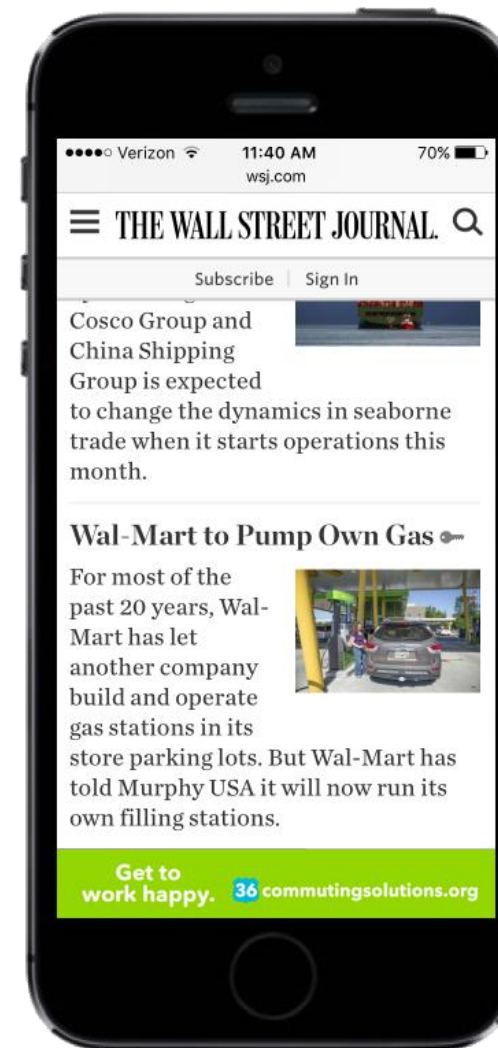
Express Lane groupies ride free.

36 commutingsolutions.org

Flight 3: US 36 Express Lanes open!

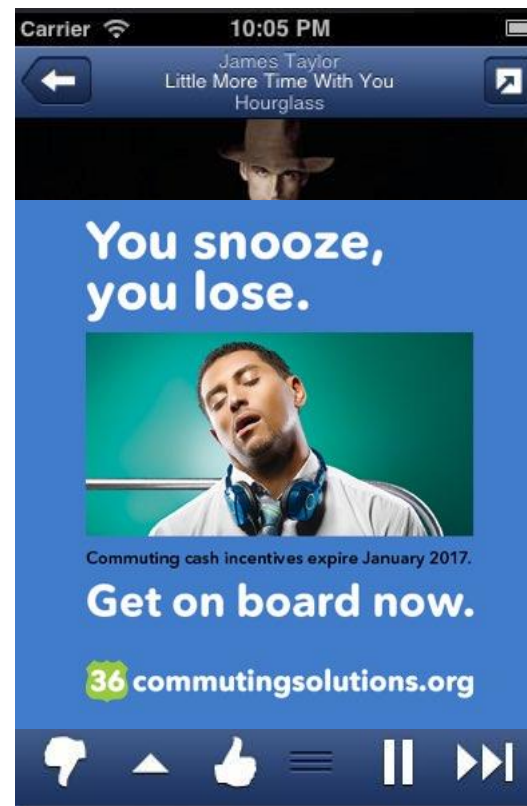
- ▶ Reached commuters upon project completion.
- ▶ Carpoolers enjoy a free and predictable commute in the new US 36 Express Lanes.
- ▶ Save time, stress and get to work happy.

The screenshot shows the CBS Denver website interface. At the top, there's a navigation bar with 'CBS Denver' logo, '4' logo, and various menu items like Home, News, Sports, Weather, etc. Below the navigation, there's a weather widget for Denver, Colorado, displaying a current temperature of 24° and a forecast for tonight (20° Clear) and tomorrow (49° Overcast). To the right of the weather widget is a promotional banner for US 36 Express Lanes with the text 'Click to get incentives for a faster commute.' and the website 'commutingsolutions.org'.



Flight 4: HOV 3 & Incentives Expire

- ▶ Carpools with three ride free. HOV 3 starts January 1.
- ▶ Get on board now. Commuting cash incentives expire January 2017.



Media Coverage

- ▶ Because of the high visibility of the project, media coverage also extended the reach of the campaign.



A screenshot of the Colorado Public Radio (CPR) website. The header features the CPR logo and a 'DONATE TO CPR' button. A search bar is located below the logo. The main navigation menu includes 'CPR', 'News', 'Classical', and 'OpenAir'. A secondary menu lists 'Listen', 'Colorado Matters', 'Topics', 'NewsBeat', and 'About'. The main content area features an article titled 'What You Need To Know About The Denver-Boulder US 36 Express Lanes Tolls' by Nathan Heffel, dated May 20, 2015. Below the article is a large image of a highway with a toll sign. To the right of the article is a sidebar with 'News NOW' and 'CPR Hourly News' sections. At the bottom, there is a 'RELATED ARTICLES' section with a link to 'Audit: CDOT Must Be More Transparent About Private Sector Deals'.

New U.S. 36 bikeway opening for Bike to Work Day

POSTED 5:52 PM, JUNE 23, 2015, BY KENT ERDAHL, UPDATED AT 05:28AM, JUNE 24, 2015

Facebook 182 | Twitter 14 | Google+ | LinkedIn 1 | Pinterest | Email

A screenshot of the Daily Camera Boulder County News website. The header includes the 'Daily Camera' logo and 'BOULDER COUNTY NEWS'. A navigation menu lists 'News', 'Business', 'Sports', 'Entertainment', 'Lifestyle', 'Opinion', 'Recreation', and 'Milestones'. Below the menu is a 'HOT TOPICS' section with links to 'Bernie Sanders', 'Tallman verdict', 'Prairie dogs', 'Brainard Lake moose', and 'Coal Creek Village'. The main content area features an article titled 'EcoPass pilot program takes flight along U.S. 36 corridor' by Joe Rubino, a Camera Staff Writer. The article is dated March 30, 2015. A video player is visible at the top of the article content.