

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

Program Start: September 2014

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.

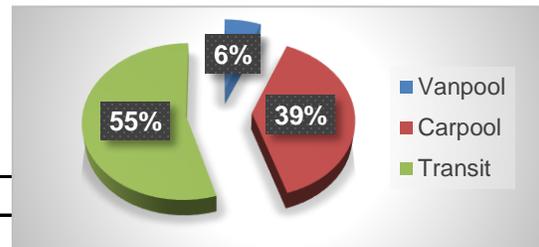
Overall Statistics and Program Results

	Applications	Increase over previous month
Program Goal	833	
Current	918*	168

*Total includes EcoPass applications

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

Completed Applications		
Vanpool	55	6%
Carpool	342	39%
Transit	481	55%
Total**	878	**Excludes EcoPass apps



Pre vs. Post Participant Survey Results

Commute alone weekday before receiving incentive 73%

Commute alone weekday after receiving incentive 44%

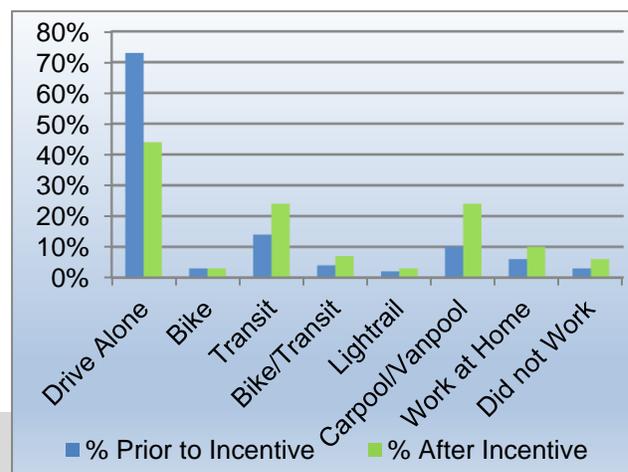
Current surveys indicate the program is resulting in a 29 percent reduction in drive alone trips.

Vanpool Stats	Carpool Stats
6 New vanpools formed	63 people have received carpool incentives
36 New vanpool riders	Total Incentives Distributed to date: \$8,275

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

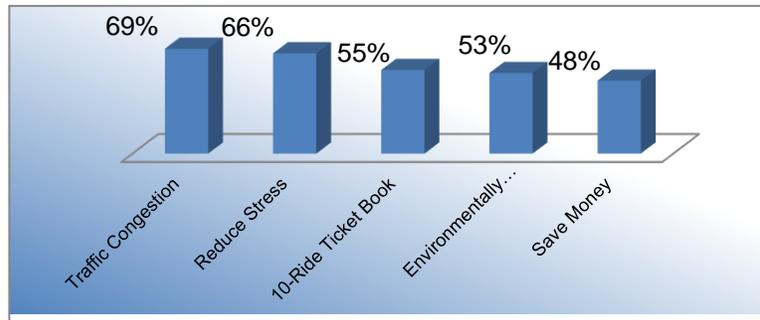
Mode	% Prior to Incentive	% After Incentive
Drive Alone	73%	44%
Bike	3%	3%
Transit	14%	24%
Bike/Transit	4%	7%
Lightrail	2%	3%
Carpool/Vanpool	10%	24%
Work at Home	6%	10%
Did not Work	3%	6%

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



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

Top Reason for Participating	
Traffic Congestion	69%
Reduce Stress	66%
10-Ride Ticket Book	55%
Environmentally Friendly	53%
Save Money	48%



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



Level 3 Vanpool

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		

"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

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
Program Goal	100	150
Current Applications	43	142
Current Post Cards*	24	0
Travel Plan Provided	26	0

* Post cards are used to collect contact information. Link to application is sent to recipient based on information.

"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)

Incentive	Participation
Bike Gift Card	10
Transit Book	15
Car/Vanpool Incent	0



Resident Mode Share

Mode	% Prior to Incentive	% After Incentive
Drive Alone	62%	TBD
Bike	6%	TBD
Transit	13%	TBD
Bike/Bus	3%	TBD
Lightrail	1%	TBD
Carpool/Vanpool	8%	TBD
Work at Home	14%	TBD
Did not Work	2%	TBD

Initial drive alone rates are lower for this group.