



## Commuting Solutions

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March 6, 2015

High Performance Transportation Enterprise  
Board of Directors  
4201 East Arkansas Avenue  
Denver, CO 80222

Dear HPTE Board Members:

My name is Audrey DeBarros and I am the Executive Director of 36 Commuting Solutions. We are a nonprofit organization founded in 1998 whose mission is *to enhance the mobility of commuters along the US 36 corridor for today and the future*. We are the Transportation Management Organization (TMO) for the US 36 corridor.

We are pleased to be partnering with CDOT, HPTE and RTD to reduce traffic congestion during the remainder of the US 36 Express Lanes Project through the US 36 Congestion Mitigation Program contract. As part of our contract requirements, we will provide monthly briefings on the program status. I apologize for not being in attendance at your March meeting; I am participating in our annual Washington DC delegation trip, but look forward to meeting you next month.

The US 36 Congestion Mitigation program budget is \$940,000 which includes funding from CDOT, HPTE as well as 36 Commuting Solutions. The program began in September 2014 and will continue through 2016, with the goal of reducing traffic congestion during the remainder of the US 36 Express Lanes Project and change commuting habits long-term.

We achieve this through a branded social marketing campaign, offering incentives to carpool, vanpool and ride RTD. We are also piloting Master EcoPass programs with employers/employees who work within walking distance of the Sheridan, Broomfield and McCaslin stations.

The report provided provides a summary of our year-to-date progress:

<b>Program Goal</b>	<b>Program Status</b>
833 carpool, vanpool, RTD participants	549
980 Master EcoPass participants	919
6 New vanpools formed, 35 new vanpool seats filled	



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As part of the program, we require participants to take a commute survey at the beginning and end of their incentive period. Based upon these survey results, we have seen a decrease in drive alone trips by 36%.

Over the next month, we will be working in partnership with CDOT and HPTE public information staff to plan for the US 36 Phase 1 grand opening festivities, with a specific focus on educating the public about the ridesharing benefit the US 36 Express Lanes provide. We will partner with DRCOG in this effort. We are also planning a community ride along the US 36 Bikeway, in partnership with Westminster and Broomfield. Lastly, we are educating the public about RTD's US 36 Bus Rapid Transit, Flatiron Flyer.

I look forward to meeting you at the April meeting.

Sincerely,

A handwritten signature in black ink, appearing to read "Audrey DeBarros".

Audrey DeBarros  
Executive Director

Enclosure

*Enhancing mobility along the U.S. 36 corridor.*



**The Travel Demand Management (TDM) Program Objective:** Ease congestion on US 36 during and after construction by reducing single occupant vehicle travel and inspire the use of active transportation (transit, carpool, vanpool).

### Cash Incentives Available!

Qualifying commuters can apply for a 10-Ride RTD Ticket Book (\$45 value), carpool, and vanpool incentives (\$75 value). Companies located within 1/4 mile of the McCaslin, Broomfield and Westminster Center Park-n-Rides can receive the EcoPass for their employees (up to \$175 value each).

### Our Marketing & Communication Objectives

**PRIMARY:** Entice solo driving commuters who travel during times of peak congestion 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 another highway project; it's a corridor transformation that will change the way they commute on US 36, including the US 36 Bikeway, Bus Rapid Transit, express lanes and innovative travel technology.

### Target Audience Overview

All SOV commuters on US 36, with a primary focus on those between the ages of 18 and 35 (millennials).

- ▶ Motivated by reducing stress, easing frustration and saving money.
- ▶ Don't have many of the commitments that are barriers to transit (such as kids, daycare schedules, etc).
- ▶ Strong ballot support for FasTracks amongst this demographic.
- ▶ More likely than other age groups to try transit.
- ▶ Frustrated with construction and congestion, yet not aware that they're part of the problem.
- ▶ Skeptical about corridor improvements.

### Campaign Theme: **Curb Your Frustration.**

- ▶ Grab commuters' attention and empathize with them in a fun and social way.

### Call to Action: **Go to [36commutingsolutions.org](https://36commutingsolutions.org) for cash incentives**

The website will be the hub for all TDM program information. We'll invite users to complete a survey to qualify for cash incentives, plan their trips through MyWayToGo.org, and learn about the exciting and innovative improvements coming to US 36.

### Program Benefits

This TDM effort will take approximately 2,000 cars off the road each day in the peak of the Program. The daily reduction in vehicle miles of travel is equal to 13,000 miles, with is five times the distance from California to New York.

**Program Start: September 2014**

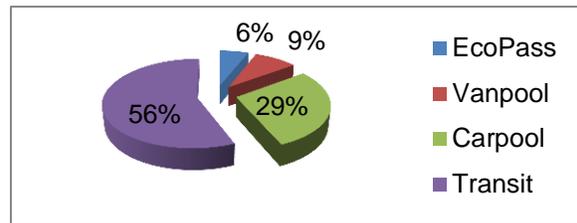
The US 36 Congestion Mitigation program is reducing traffic congestion during the US 36 Express Lane construction by utilizing a social marketing campaign, travel incentives and community education.

Incentives: \$75 carpool incentive, \$75 vanpool incentive, 10-ride transit ticket book (\$45 value), Master EcoPass pilot program (free passes in year one, 70% subsidy in year two.)

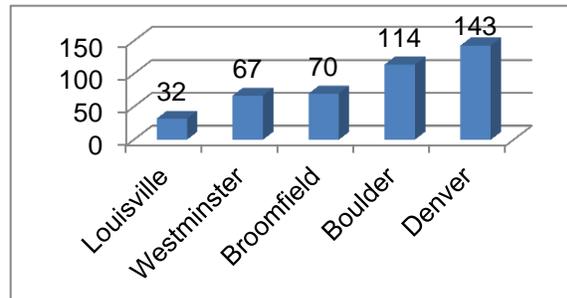
**Overall Stats**

	Applications	Increase over previous month
<b>Program Goal</b>	833	
<b>Current</b>	549	99

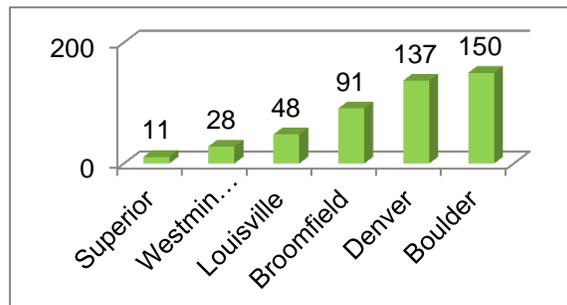
<b>Completed Applications</b>		
EcoPass	33	6%
Vanpool	49	9%
Carpool	158	29%
Transit	309	56%
<b>Total</b>	<b>549</b>	



<b>Commute Origin (top 5)</b>		
Louisville	32	7%
Westminster	67	11%
Broomfield	70	14%
Boulder	114	22%
Denver	143	26%



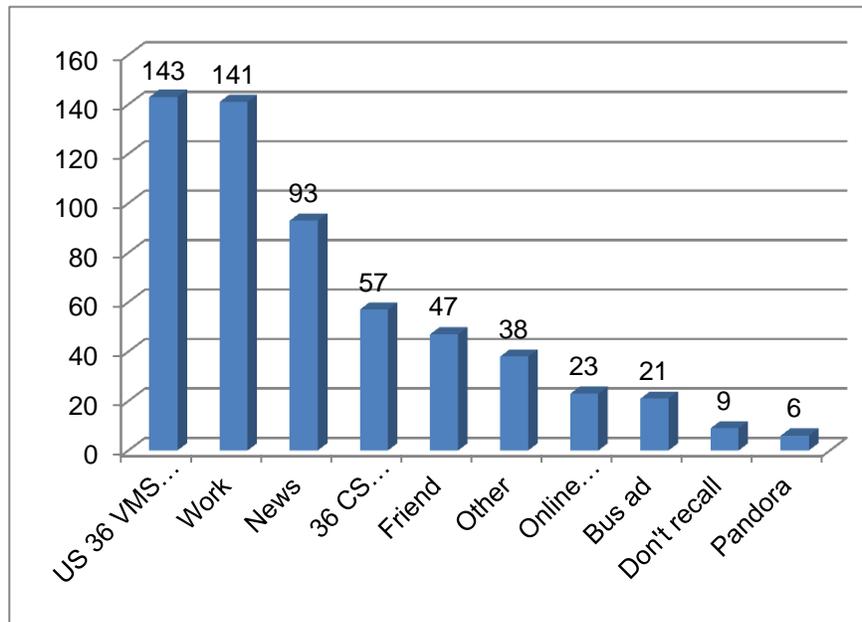
<b>Commute Destination (top 6)</b>		
Superior	11	2%
Westminster	28	5%
Louisville	48	9%
Broomfield	91	17%
Denver	137	25%
Boulder	150	27%



**Pre vs Post Participatn Survey Results**

Commute alone weekday before receiving incentive	75%
Commute alone weekday after receiving incentive	39%

Marketing Tools (where did you hear about the program?)	
US 36 VMS sign	143
Work	141
News	93
36 CS Website	57
Friend	47
Other	38
Online Social Media	23
Bus ad	21
Don't recall	9
Pandora	6



**Vanpool Stats**  
 6 New vanpools formed  
 35 New vanpool riders added

### 2015 Master EcoPass Pilot Program

	Goal	Totals	% to Goal
<b>Pass Goal</b>	980	919	94%

	Passes
<b>Westminster</b>	112
<b>Broomfield</b>	302
<b>McCaslin (Louisville)</b>	134
<b>McCaslin (Superior)</b>	371
<b>Total</b>	<b>919</b>

### Businesses by Location

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